1. Purpose of the site

The wireframe should clearly show at a glance what the main purpose of the website / application is. Is the most important content the first thing you notice? Are the system requirements met?

Screen	What is wrong?	How to improve?
1	No clear identity	Add logo or name

2. Content

The content should be useful and meaningful. Is anything important missing from the page? Is there anything on the page that shouldn't be there? Which content is related and how?

Screen	What is wrong?	How to improve?
1-2	Transport options small and barely noticeable	Make them larger or use other method
1-2	Clear all options missing	Add a clear all option

3. Layout

Do you know what all of the elements on the page are? Are the sizes and placement of the elements appropriate? Do all of the labels make sense?

Screen	What is wrong?	How to improve?
1	No clear focus	make it a logical step by step order
1	Options very small	Make them bigger

4. Navigation

Are the transitions between screens clear? Can you get to all major sections of the site from here? Should you be able to? Is the navigation structure (menus, buttons, hyperlinks etc.) easy to comprehend and complying with standards? Does the user know which page / screen she is currently looking at?

Screen	What is wrong?	How to improve?
2	No back to plan another trip option	Allow to plan another trip

5. Calls to action

Are the interactive elements clearly presented in the wireframe? Does the user know which elements they need to interact with and how? Are the responses to those actions clear?

Screen	What is wrong?	How to improve?
1	Transport options are not inviting	Make them a seperate piece
2	There is no real incentive to dropdown	Add dropdown arrow or similiar