

POLITECNICO
MILANO 1863

Usability Report

Hypermedia Applications Project
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Website under evaluation:



Vincenzo Curreri (10624628)

Fabio Chini (10669966)

Giovanni Caleffi (10665233)

Simone Coluccio (10633129)

Abstract

This report aims to assess the usability of TheInternGroup website through Inspection-Based and User-Testing-Based techniques. The evaluation involved applying Nielsen and a subset of MiLE heuristics to identify strengths and weaknesses of the website, assigning a score between 1 and 5 for each heuristic. The User testing section involved task completion by a group of users with diverse profiles to obtain real-world feedback, followed by questions to retrieve useful data about their experience. In the conclusion, all aspects considered were summarized, and advice given to resolve critical issues.

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1 Inspection

This section provides an in-depth analysis of TheInternGroup website using an inspection-based technique that utilizes various heuristics to identify potential usability issues that could worsen the overall user experience. The analysis is conducted using two complementary methods that allow for the detection of major problems a site may present: Expert Evaluation and User Testing.

1.1 Methodology

The analysis utilized Nielsen and MiLE heuristics to provide a detailed but general overview of the website's usability. To ensure consistency throughout the analysis, Nielsen's Heuristics were incorporated into the three main categories of MiLE: navigation, content, and presentation.

- **Navigation Heuristics**

Navigation Heuristics are those related to how well the user can navigate throughout the site. Indicators of a site with good navigation are the presence of clear links, bread crumbs, landmarks etc...

- **Content Heuristics**

Content Heuristics are those related to the information contained inside the site: e.g. whether the wording is appropriate, the images are coherent, the quantity of information is apt, etc...

- **Presentation Heuristics**

Presentation Heuristics are those related to how the content is presented inside the website, meaning if the pages have a coherent layout, if the information is not cramped, if the aesthetic of the site is respected, etc...

An inspection table was created, and each inspector filled it out autonomously before discussing and agreeing on the final scores and notes.

1.1.1 Nielsen's Heuristics

The 10 Nielsen's Heuristics were used to analyze the User Interface. More specifically:

- **Visibility of system status:** the system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.
- **Match between system and the real world:** the system should speak the user's language, with words, phrases, and concepts familiar to the user, rather than system oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- **User control and freedom:** users often choose system functions by mistake and will need a marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

- **Consistency and standards:** users should not have to wonder whether different words, situations, or actions mean the same thing. Follow “platform” conventions.
- **Error prevention:** even better than good error messages is a careful design that prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
- **Recognition rather than recall:** minimize the user’s memory load by making visible objects, actions, and options. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
- **Flexibility and efficiency of use:** accelerators may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- **Aesthetic and minimalist design:** dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Help users recognize, diagnose, and recover from errors:** error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
- **Help and documentation:** even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out, and not be too large.

1.1.2 MiLE Heuristics

A subset of the MiLE heuristics was also used, specifically:

Navigation

- **Interaction consistency:** do pages of the same type have the same links and interaction capability?
- **Group navigation:** is it easy to navigate from and among groups of “items”?
- **Structural Navigation:** is it easy to navigate among the “components” (parts) of a topic?
- **Semantic Navigation:** is it easy to navigate from one topic to a related one (in both directions)?
- **Landmarks:** are “landmarks” useful to reach the key parts of the website?

Content

- **Information overload:** is the information in a page too much/too little?
- **Consistency of page content structure:** do pages of that present topics of the same category have the same types of elements?
- **Contextualized information:** does the page include information that helps users understand where they are?
- **Content organization:** is the hierarchical organization of topics appropriate for the topic relevance?

Presentation

- **Text layout:** is the text readable? Is font size appropriate?
- **Interaction placeholders-semiotics:** are textual or visual labels of interactive elements “expressive”? i.e., do they reflect the meaning of the interaction and its effects? Are they consistent?
- **Interaction placeholders-consistency:** are textual or visual labels of interactive elements consistent in terms of wording, icon, position, etc.?
- **Spatial allocation:** is the on-screen allocation of contents and visuals appropriate for their relevance? Are “semantically related” elements close and “semantically distant” elements far away?
- **Consistency of page structure:** do pages of the same type have the same layout? (Same visual properties of each component and similar organization and layout of the various elements?)

1.1.3 Scoring Metric

To evaluate those heuristics, it was defined a scoring value within range from 1 to 5:

- **1:** the heuristic is not satisfied due to severe violation.
- **2:** the heuristic is not satisfied due to some issues.
- **3:** the heuristic is partially satisfied but there's still a lot of room for improvement.
- **4:** the heuristic is satisfied with minor issues.
- **5:** the heuristic is fully satisfied.

1.2 Results

1.2.1 Navigation

N.1 - MiLE - Interaction consistency

During navigation, the top bar with topics is always present, allowing easy movement between topics from any page. Furthermore, pages that deal with the same topic all have the same navigation system, with links positioned in the same place on each page of the topic.

Score: 4

N.2 - MiLE – Group Navigation

There is no way to navigate between the elements of a list in an immediate way, for example to navigate between the various opportunities of "Career fields", it is always necessary to use the top bar and it is not possible to navigate between one field and another.

Score: 3

N.3 - MiLE – Structural Navigation

Pages are well structured however it is not possible to navigate through the elements of a page quickly, it is always necessary to scroll through the whole page in order to view all its elements. On some pages, however, there is a menu on the left with several sections related to the main topic that make it convenient to navigate the topic itself.

Score: 3

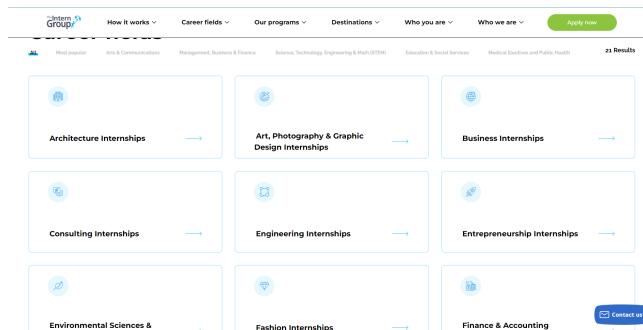


Figure 1: Icons that show the main topics

N.4 - MiLE – Semantic Navigation

On some pages, there are links that lead to semantically related topics. For example, on all "Career fields" pages, there is a section "Featured internships" that shows the various types of internships in different destinations. However, they are not present on all pages and are often found at the bottom of the page consequently they are not easy to reach.

Score: 3

N.5 - MiLE – Landmarks

Landmarks are always present throughout the navigation of the site via the top menu, they are clearly visible and link correctly to the pages of the website.

Score: 5

N.6 - Nielsen – Visibility of system status

The bread crumbs are a bit small and difficult to see on some pages. Additionally, the "Main" page is always considered as the starting point, which has a name that is not clear (it would be more appropriate to call it "Home") and is redundant since the home page can be accessed through the site logo. Furthermore, the bread crumbs are not dynamic and often do not correctly account for the user's path to reach a particular page. The general topic is always visible at the top with a large font that helps the user understand where they are. Additionally, some pages have a small menu that indicates the main sections of that topic and a bar with a bold text that helps the user understand where they are.

Score: 3

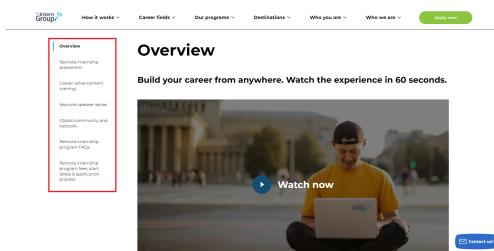


Figure 2: Menu with the bar and the bold text

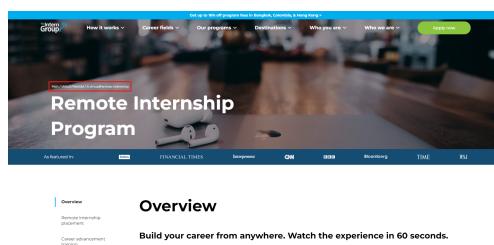


Figure 3: Bread crumbs

N.7 - Nielsen – User control and freedom

Having landmarks always available makes it easy for the user to go to the main topics in case they accidentally chose the wrong one. However, when the "Apply now" button on many pages is clicked, it leads to a page where the user can only go back to the home page and not the previously viewed page. There is almost never a "back" button, so the user cannot easily go back to pages they did not intend to go to. In general, it is difficult to immediately reach the desired page during navigation as there are many nested pages that can only be reached by following a certain path. The presence of a search bar would have solved this problem.

Score: 1

N.8 - Nielsen – Error Prevention

A general problem present throughout the site is that some elements that seem clickable actually are not and vice versa, in fact very often there are elements that resemble icons but have no function within the site. On the "Apply now" page, within the fields there is a text that helps to understand the format with which they must be filled in, also an asterisk helps in marking which ones are mandatory.

Score: 3

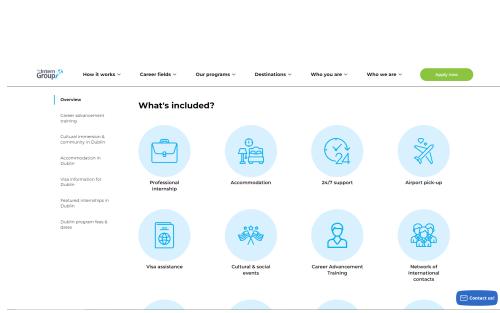


Figure 4: Non clickable elements

1. Personal information

First name *	<input type="text"/>
Last name *	<input type="text"/>
Email *	<input type="text"/> your@email.com
Phone number *	<input type="text"/> Country code: 333 333 3333
University (if applicable)	<input type="text"/> Search your university
Nationality *	<input type="text"/> Choose one
Country of residence *	<input type="text"/> Choose one

Figure 5: Text inside the fields that help the user

N.9 - Nielsen – Flexibility and efficiency of use

The bread crumbs are barely visible, there is no search bar that would help navigate the site, however, the always visible landmarks are convenient for moving between topics.

Score: 3

1.2.2 Content

C.1 - MiLE - Information overload

In general the pages of the site are well structured and with a good amount of information, sometimes, however, elements cover too much space within the screen, as a result, the pages are very long and sometimes it is necessary to scroll a lot in order to reach even important information within the page.

Score: 3

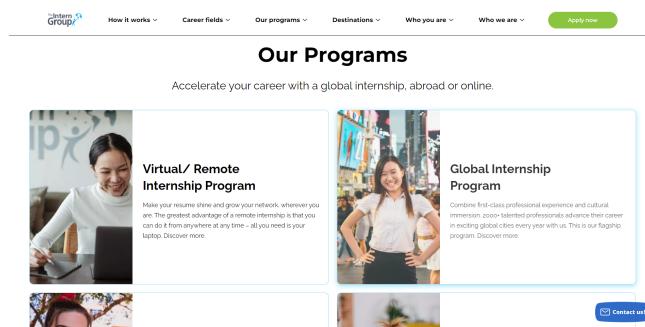


Figure 6: Overly large elements that are difficult to see completely

C.2 - MiLE - Consistency of page content structure

Pages with the same topic all have the same structure, becoming immediately recognizable once multiple pages of the same type are visited.

Score: 5

C.3 - MiLE - Contextualized information

Aside from the bread crumbs and the title at the top, a user cannot tell where he is, there is nothing that indicates the section of the website, and indeed, some sections are not consistent. For example, within any "Career fields" page, there is always an "Our Programs" section, which could destabilize the user, making him difficult to understand where he is.

Score: 2

C.4 - MiLE - Content organization

The biggest problems for this heuristic are present within the "Destinations" section, in general from Landmarks it is possible to go hierarchically to the various destinations, but the structure is not always the same (See Australia) and most importantly the "Destinations" page does not take you back to the "lowest" section of the hierarchy (i.e. the continents) but directly to the cities.

Score: 3

C.5 - Nielsen - Match between system and real world

In general there is a good representation of real-world elements in the system, for example within the "Career fields" there is always an icon stylizing the scope.

Score: 5

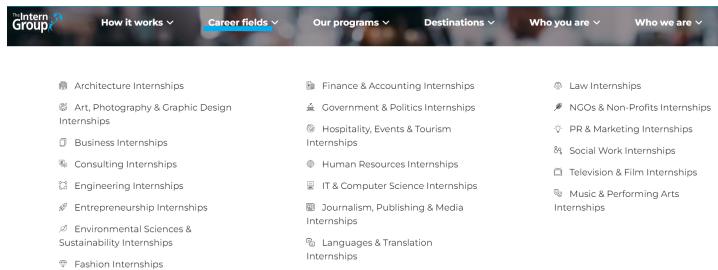


Figure 7: Icons representing different career fields

C.6 - Nielsen - Consistency and standards

Although there are not many elements of ambiguity on the site, as most sections are explicitly communicated by the name of the section itself and there are not many interactions with the site, it can sometimes happen that there are different elements that perform the same function.

Score: 4

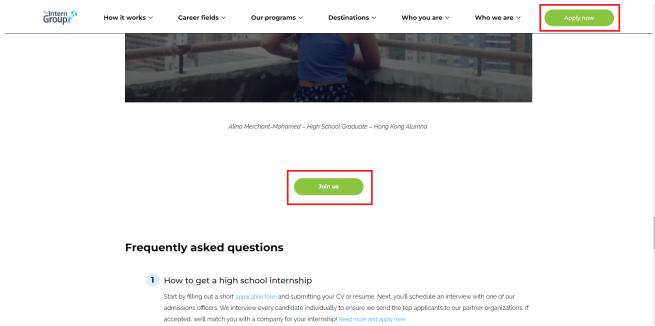


Figure 8: "Join us" and "Apply now" buttons link to the same page

C.7 - Nielsen - Recognition rather than recall

The landmarks icons help the user figure out which section of the career fields they want to go to even though this thing is only there and not in the other sections. On the "Apply now" page there is a choice of nationalities that you can search through a list, when you press in a section of the Program details, also, all available options are immediately suggested.

Score: 3

This screenshot shows the 'Program details' section of the Intern Group website. It includes a dropdown menu for 'Email*' containing a list of countries. To the right, there are sections for '2. Program details', 'Your recommended internship program:', and a note at the bottom about fees. The 'In Person' option is selected in the 'What type of internship are you looking for?' dropdown.

Figure 10: Program details

Figure 9: List of all nationalities

C.8 - Nielsen - Help users recognize, diagnose and recover from errors

In the "Apply now" page, it is clearly suggested what is the problem in the fields, like if a field is empty it is told, also it is told what is the problem in the field email and phone number. However, they could have shown examples since "invalid email address" is not very explanatory, so they could have put "use example@email.it format" ...

Score: 4

C.9 - Nielsen - Help and documentation

The FAQs page is very hidden and placed within the "Who you are" section which is not very related, there is no search bar to aid navigation, and also the FAQs have no section explaining the structure and navigation on the site.

Score: 3

1.2.3 Presentation

P.1 - MiLE - Text layout

The text is always readable, at an appropriate size and in a color that contrasts with the background, plus when the text is on top of an image, the image has a lower brightness to increase the readability of the text.

Score: 5

P.2 - MiLE - Interaction placeholders-semiotics

It is not always easy to recognize clickable from non-clickable elements; navigation on the site is mostly based on links applied to text which turn a light blue color. Throughout the site, however, there are many icons and objects with the same color that appear to be clickable but actually are not. (See Nielsen No. 8 - Error Prevention).

Score: 3

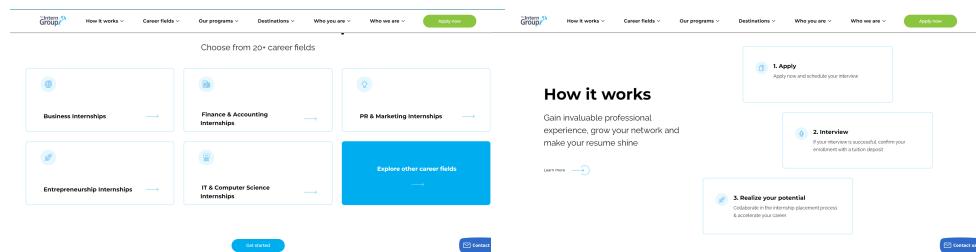


Figure 11: Clickable elements

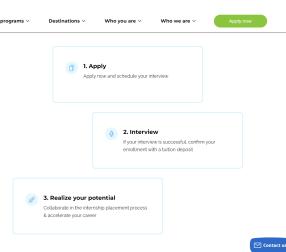


Figure 12: Non-clickable

P.3 - MiLE - Interaction placeholders-consistency

For most of the site, clickable elements are consistent, all behaving the same, except for rare elements that look similar but behave differently. In addition, there is no indication that the blue bar, which is present on almost every page showing the main media where the site has been mentioned, is clickable except that it gets a little darker.

Score: 4



Figure 13: Clickable blue bar

P.4 - MiLE - Spatial allocation

In general, the "Apply now" button is located in the upper right corner of the website, serving as one of its core elements. Important content is usually situated in the middle of the page, followed by different links to related elements.

Score: 4

P.5 - MiLE - Consistency of page structure

Usually, the pages of the same type share the same layout. Only very few pages have a different layout (but consistent with the rest of the site), such as the "Internships in Australia" page, which is different from the others in the Destinations drop-down menu.

Score: 5

P.6 - MiLE - Aesthetic and minimalist design

In general the appearance is not bad and the color association makes sense, however, there are pages with too much information and too long due to too large elements filling the page. There are also minor design problems such as the fact that some text is partially obscured by the bar indicating which section is being viewed.

Score: 4

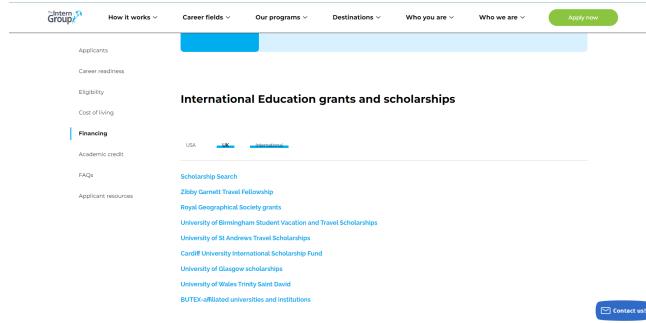


Figure 14: "UK" and "International" partially obscured by a blue bar

1.3 Summary

1.3.1 Navigation

Heuristic Type	Heuristic	Score
MiLE	N1. Interaction consistency	4
MiLE	N2. Group navigation	3
MiLE	N3. Structural navigation	3
MiLE	N4. Semantic navigation	3
MiLE	N5. Landmarks	5
Nielsen	N6. Visibility of system status	3
Nielsen	N7. User control and freedom	1
Nielsen	N8. Error prevention	3
Nielsen	N9. Flexibility and efficiency of use	3
Navigation average		3.11

1.3.2 Content

Heuristic Type	Heuristic	Score
MiLE	C1. Information overload	3
MiLE	C2. Consistency of page content structure	5
MiLE	C3. Contextualized information	2
MiLE	C4. Content organization	3
Nielsen	C5. Match between system and real world	5
Nielsen	C6. Consistency and standards	4
Nielsen	C7. Recognition rather than recall	3
Nielsen	C8. Help users recognize, diagnose and recover from errors	4
Nielsen	C9. Help and documentation	3
Content average		3.56

1.3.3 Presentation

Heuristic Type	Heuristic	Score
MiLE	P1. Text layout	5
MiLE	P2. Interaction placeholders-semiotics	3
MiLE	P3. Interaction placeholders-consistency	4
MiLE	P4. Spatial allocation	4
MiLE	P5. Consistency of page structure	5
Nielsen	P6. Aesthetic and minimalist design	4
Presentation average		4.17

2 User Testing

2.1 Method

To perform this analysis, an interview has been submitted to 20 students between 17 and 25 years from different study courses (high school and University). The 20 interviewees had to perform 8 tasks, impersonating the users indicated in each assignment. They had to report if they carried out the tasks or if they won't be able to pass them.

Before starting the test, it has been assured to them that they were not the object of evaluation, but their failure or need for help were possible and absolutely reasonable outcomes. They had also to indicate the time spent for each task and any comment regarding the operations to perform, that will be shown in the following sections of this chapter.

For the analysis, each operation has been evaluated through:

- Success in completing the task, measured with a simple metric: not completed, partially completed (or completed with help) and completed.
- Time to complete the task: three different thresholds have been distinguished in order to have a parameter to evaluate the intuitiveness of the website sections.

The user testing was performed via Google Forms, always under the inspector supervision. The tasks were given in a random order to have unbiased results since, after spending some time navigating through the website, users become more experienced.

1. You are an MBA/Master Student, and you want to take an internship in IT & Computer Science, but you want to know more about previous experiences of other people and how to start a career in IT & Science sector, download more information about it.
2. You are an employer, and you want to open a position for an internship: apply for an interview with TheInternGroup team.
3. You are an Australian Catholic University student who would like to visit Europe, apply for an "In person" internship with two destinations in Europe and select the first available day for an interview.
4. You've been accepted in an internship program in Spain next semester, but due to a family problem you can't go, can you postpone it? Have you lost all the fees you already paid? Go get some information!
5. Your brother is going to an in-presence internship in Environmental Sciences & Sustainability in London, and you want to go too, you're also a member of Omicron Delta Kappa, how much discount will you get for the internship?
6. You are a student who would like to undertake an internship and a friend suggested this site, but you don't really trust his opinion and would like to know what the media thinks of this site, feedback from past experiences, and any awards received.
7. You are the parent of a student who would like to undertake an internship, read the most recent articles on "Parents and internships" on the blog and sign up for the newsletter.
8. You are a student who would like to pursue a remote internship in IT & Computer science

but would like to know what career outlets you might have, look up some information about it!

2.2 Results

2.2.1 Data analysis

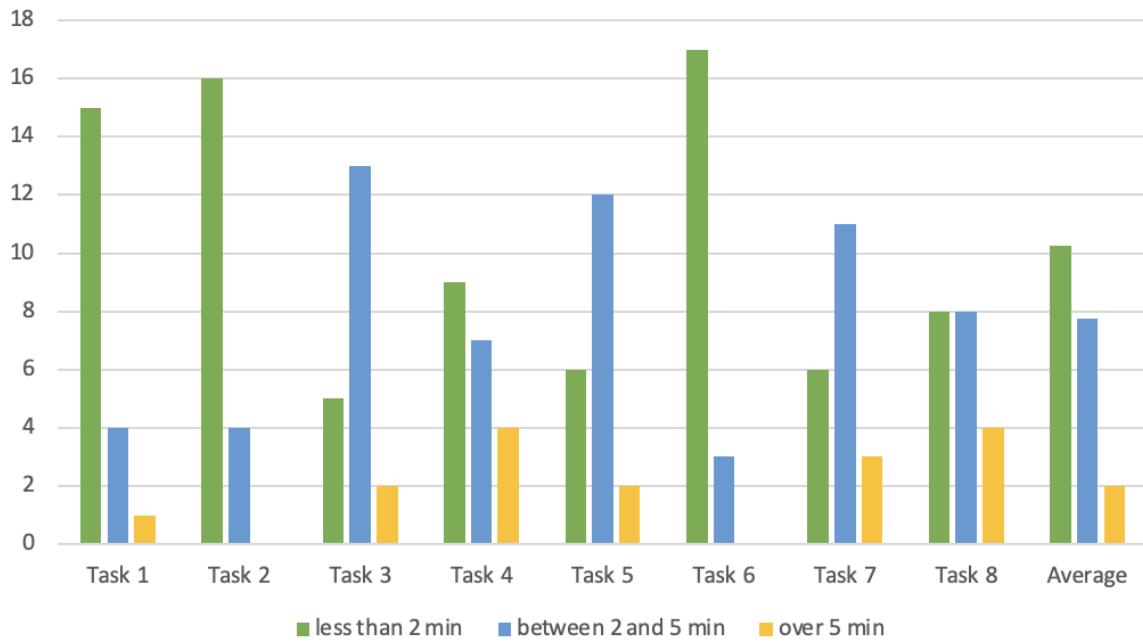
Effectiveness In this paragraph, it is possible to evaluate the effectiveness of the website. For each given task, the three outcomes that a user can encounter are:

- Success (S): the user is able to complete the task by themselves.
- Partial Success (P): the user is able to complete the task with some suggestions.
- Failure (F): the user is not able to complete the task.

User	T1	T2	T3	T4	T5	T6	T7	T8	
1	F	S	S	F	P	S	P	P	
2	S	S	S	S	S	S	S	S	
3	S	S	S	F	S	S	S	P	
4	S	S	S	S	S	S	S	S	
5	S	S	S	P	S	S	S	F	
6	S	S	S	F	S	S	S	P	
7	S	S	S	S	S	S	S	S	
8	S	S	S	S	P	S	S	P	
9	S	S	S	S	P	S	F	P	
10	S	S	S	F	S	S	S	S	
11	S	S	S	F	S	S	F	S	
12	S	S	S	S	S	S	S	S	
13	S	S	S	S	S	S	S	F	
14	S	S	S	P	P	S	P	S	
15	S	S	S	P	S	S	P	S	
16	P	S	S	S	S	S	S	P	
17	S	S	S	F	S	S	S	S	
18	P	P	S	F	S	S	S	S	
19	P	S	P	F	S	S	P	S	
20	S	P	S	F	S	P	S	S	
Score	87.50%	95%	97.50%	47.50%	90%	97.50%	80%	77.50%	84.06%

This analysis has shown a good overall success rate of 84.06% even though some tasks had some effectiveness problems. First of all, Task 4 with a success rate of only 47.50% had a lot of failures that will be deeper discussed later in the "Most common issues" section. Also, Task 7 and Task 8 has shown a success rate below average and particularly Task 8 required often help from the evaluator to complete it. On the other hand, the other tasks with a very high success rate has proven part of the website as very effective.

Intuitiveness By timing the users for each task until the outcome was clear, it was possible to evaluate the intuitiveness of the website. The graphic below shows how much time users took to complete each task, highlighting the issues of some parts of the website that will be discussed later.



The last column shows that the majority of users are divided between completing a task in less than 2 minutes and between 2 and 5 minutes, with slightly more users taking less than 2 minutes, indicating that the intuitiveness of the website is decent. Furthermore, users that take over 5 minutes to complete a task are very few.

Particularly, Task 1, Task 2, and Task 6 were very intuitive, with more than 75% of users taking less than 2 minutes to complete each one of them. The other tasks, however, had more than 55% of users taking more than 2 minutes to complete the task. This suggests that there is room for improvement, which will be discussed in detail later.

2.2.2 Most common issues

Task 1

- Users think there are too many careers displayed in ‘Career Fields’ and the icon fields are too small to be helpful.
- The ‘IT & Computer Science Internship’ page is too long, and the users don’t understand when the page finishes.
- Some users hoped to go to the career fields available for MBA/Master Students in the ‘MBA and Masters internship’ page.

Task 2

- Users think that the ‘Apply Now’ page should be for filing an application for both employers and students, it is not specified that that application is only for students.
- Some users think that ‘Who you are’ is misleading to find the application page even if it is considered useful overall.

Task 3

- Most users didn’t click in the ‘Apply Now’ button on the top right side of the Homepage but instead went to other pages connected to the question and clicked the button from there, complying that the ‘Apply Now’ button should be immediately visible in every page.
- Once in the ‘Apply Now’ page, users had difficulty understanding why the ‘In Person’ button wasn’t clickable on the first place and didn’t notice when the button became clickable.

Task 4

- Users think that the FAQs page is very hard to find because it’s not semantically correlated to the ‘Who you are’ landmark, also the drop-down menu doesn’t seem scrollable.
- Every destination should have its FAQs section with all the relevant information, or at least an easy redirect to the FAQs page.

Task 5

- The ‘London Program Fees & Dates’ section contains only a part of the applicable discounts, the rest of the information is in the ‘Financing’ section under the ‘How it works’ drop-down menu.
- Users think that the ‘Merit based society discount’ paragraph doesn’t highlight the membership but the discount, making difficult to find ‘Omicron Delta Kappa’.

Task 6

- There are no particular issues for this task, users found the requested pages immediately.

Task 7

- Users think that the ‘Blog’ section is very hard to find because the pages are too long and once reached the bottom the relevant links aren’t enough evident to be noticed.
- A search bar was particularly requested by the users for this task.
- The ‘Categories’ in the ‘Blog’ page are too small and difficult to find.

Task 8

- Users don’t understand why once in the ‘IT & Computer Science Internship’ page, the link to the ‘Remote and Virtual Internship’ isn’t only relative to the career chosen, it would have made the research easier.

Furthermore, a common behaviour throughout the execution of all the tasks was the reiterating use of the browser back button instead of the bread crumbs, also users had difficulty to recognize which icons were clickable and which not.

3 Conclusion

The user testing not only confirmed the issues found during the inspection part but highlighted a few more that haven't been noticed by the inspectors in the first place. In the section below are summarized the most relevant problems of the website according to the inspection part and user testing. Those problems make the website harder to use and worse the overall experience. For each one of them there is a possible solution that would improve the usability of the website.

Problem	Solutions
There are too many nested pages, making them difficult to reach and forcing the user to remember the right path	Implement a search bar to go immediately to the desired page
The bread crumbs on the website are small and difficult to notice. As a result, users are forced to use the browser's back button to navigate backwards.	Implement dynamic bread crumbs and make them bigger.
Some elements seem to be clickable but they are not.	Change icons design and make them smaller to recognize them as non-clickable.
Related pages do not have a well defined hierarchy and links are misleading: it's difficult to tell if they bring deeper or higher in the current path.	Build a well defined hierarchy for all the related pages and highlights mainly the links that go deeper in it and make them visually different from the others that go back to an upper level.
In some pages elements are too big and there are redundant and verbose information, making the page too long.	Remove unnecessary or repetitive information and resize and redistribute elements within it in order to make pages shorter.

4 Inspection (Annex)

Evaluator Name: **Caleffi Giovanni**

Navigation		
Heuristic	Score	Comment
N1	4	Pages of the same have the same links and interactions, some minor exceptions leave room for improvement.
N2	2	It's impossible to navigate through items of the same group without using the upper menu and it creates cognitive overload.
N3	3	There are no navigation button to move faster in a page and the left menu that appears in some pages to navigate through the components of the topic cannot be scrolled autonomously.
N4	3	It is possible to navigate to topic-related pages, but the links are often too far in the page.
N5	5	The landmarks are very well done.
N6	2	Breadcrumbs are not dynamic and too little to be noticed.
N7	1	Considering the 'Apply Now' as the page in which this heuristic is most important, it's impossible to undo or redo anything.
N8	3	There are some error messages in the 'Apply Now' page that prevent problems from occurring, but it could be better.
N9	4	Good for the landmarks but it's missing a search bar.

Content		
Heuristic	Score	Comment
C1	3	Some pages are too long and gives too much information.
C2	5	Pages of the same topic or category have the same kind of element except for little exceptions but overall is very good.
C3	2	It's very difficult to understand where you are on the website if you don't read the title, breadcrumbs are too little.
C4	3	The hierarchy is decent but for example the 'Destinations' has some errors like the link of 'Australia/New Zealand'.
C5	5	Terms are very simple and clear to the user, making the website very understandable.
C6	4	Words, information and actions are very consistent between each other.
C7	3	Usually the user doesn't have to remember a lot of things, except for the difficulty to remember where you are on the website.
C8	4	The 'Apply Now' page gives well written error messages when something goes wrong.
C9	3	FAQs are well written but very difficult to find.

Presentation		
Heuristic	Score	Comment
P1	5	The text is readable and with an appropriate font size.
P2	3	Interactive elements are intuitive but there are some that are not interactive that seem to be.
P3	4	Interactive elements are consistent between each other.
P4	4	The semantically related elements are close to each other and the distant related are not.
P5	5	Pages of the same type have the same spatial organization for the various visual elements.
P6	3	The design is minimalistic but some texts and descriptions are too long.

Evaluator Name: **Chini Fabio**

Navigation		
Heuristic	Score	Comment
N1	4	Navigation is consistent except for 'Who you are' section which has a different structure.
N2	3	Navigation through elements of a group is not user-friendly, as it requires the use of the top bar to move between items, making it impossible to navigate directly between fields.
N3	3	While the pages are structured effectively, navigating through their components is challenging as there are no rapid navigation buttons, leaving users to scroll through the whole page.
N4	3	While some pages have links to semantically related topics, they are often located at the bottom of the page and difficult to access.
N5	4	The navigation bar provides shortcuts to the majority of the website.
N6	3	There is a breadcrumbs but it's difficult to notice.
N7	2	In 'Apply now' once you upload the CV you can't discard it and once you click continue you can't go back.
N8	4	In all the forms there are error messages if you insert bad inputs.
N9	3	There isn't a search bar.

Content		
Heuristic	Score	Comment
C1	3	Some images are too big and most of the pages are too long.
C2	5	Related pages has the same structure.
C3	2	It's difficult to recover the position in the website only from breadcrumbs since it's not visible and not always reflect the navigation of the user.
C4	3	In the navigation bar, Destination should not contains 'by seasons' and 'virtual remote'.
C5	5	Icons used reflect the real world and also the navigation continent to city reflect a zoom on a map.
C6	4	Same as C5.
C7	4	The content of the page is self explanatory.
C8	4	When you click submits, forms shows where errors were made with also error messages.
C9	4	It seems that FAQs covers all the arguments, but the absence of a search bar make it difficult for the user to find the right response.

Presentation		
Heuristic	Score	Comment
P1	5	Text is always readable.
P2	3	Some clickable elements appear to be non-clickable and vice-versa.
P3	4	Elements are consistent.
P4	4	There are few images that are too big.
P5	4	The structure of related pages is the same
P6	4	Although there are photos at the top of each page, the website design is minimalistic.

Evaluator Name: **Curreri Vincenzo**

Navigation		
Heuristic	Score	Comment
N1	4	The topic bar is constantly present for navigation between topics, and related pages have a uniform navigation system.
N2	2	Navigating between items in a list is not straightforward and requires the use of the bar at the top, without the ability to go directly from one item to another.
N3	3	The pages are well structured but there are no navigation buttons to be able to move quickly between different sections of the pages
N4	3	Some pages have links back to semantically related topics, e.g., on all career fields pages, there is a section related to Our Programs but the reverse is not applied.
N5	5	The landmarks are done well and in some cases there are icons to help understand the topics.
N6	3	The bread crumbs are small and always begin with "Main," but on some pages there is a menu on the left that indicates the various sections of that topic.
N7	2	The landmarks are convenient for moving between the main topics of the site, however, there is never a back button to be able to return to the previous page.
N8	3	On the Apply page, inside the fields there is a text to help you understand the format with which they are to be filled, also an asterisk helps in marking which ones are mandatory.
N9	3	The bread crumbs are barely visible and there is no search bar that would help navigate the site.

Content		
Heuristic	Score	Comment
C1	3	In general, the pages are well structured, however, the non-text elements are often too large and make the pages long.
C2	5	Pages with the same topic have the same structure.
C3	3	Other than the bread crumbs and the title at the top, there is no way to tell where we are, so if we are not at the top of the page there is no way to tell what sections we are in.
C4	3	In general, there is little hierarchical structure between pages, and for the few where it is applied, problems are often present.
C5	5	Throughout the site there are often icons that stylize real-world elements correctly
C6	4	There are few elements of ambiguity, sometimes it may happen that there are different elements performing the same function
C7	4	On the "Apply now" page all options are always given that the user does not have to remember but can choose directly from those proposed.
C8	3	In the "Apply now" section, it is clearly suggested what the problem is in the fields, through red text below the field
C9	2	FAQs do not help with site navigation, and there is no search bar

Presentation		
Heuristic	Score	Comment
P1	5	The text is always legible and it is in a suitable size.
P2	3	It is not easy to tell which elements are clickable, partly because of some of the icons throughout the site.
P3	4	For most of the site, clickable elements are consistent, all behaving the same way
P4	4	In general, the top bar is always visible and contains the main sections of the site, plus the "Apply now" button can be clicked at any time
P5	4	Pages with the same topic generally have the same structure
P6	3	The look of the site is a bit aseptic, the colors are too cold, but the overall impact is not bad. Page elements are often too large.

Evaluator Name: **Coluccio Simone**

Navigation		
Heuristic	Score	Comment
N1	5	Pages of the same type have the same navigation links and the same interaction capabilities.
N2	3	The only way is the upper menu. Few categories offer the pinned menu on the left and the "next" button at the bottom that can be useful. In Who You Are overview page I cannot reach directly the subcategories like in other main categories.
N3	2	The only way to navigate among components of a topic is the menu on the left, but it is not present on each page and in some cases it is larger than the page and cannot be scrolled.
N4	3	When present it is easy to navigate from a topic to a related with the "next" button and with the menu on the left.
N5	5	Landmarks are effective and present in all pages.
N6	3	Bread crumbs are useful to keep users informed but in Apply Now I don't know which steps I'll have to perform.
N7	1	This heuristic is applicable only in Apply Now section. In this part, if I want to check my personal info, I cannot go back; I can only return to homepage and complete the form again.
N8	3	I can confirm only the scheduling of the interview, not personal information.
N9	3	Apply Now and Contact Us are frequent in the website, but there could be more accelerators.

Content		
Heuristic	Score	Comment
C1	3	In my opinion some images, titles, videos or icons are too big, bread crumbs are too small.
C2	5	Pages of the same category have the same types of elements.
C3	2	There are bread crumbs at the beginning of each page, in some pages the menu on the left explains where the user is but if I scroll down through the page I can retrieve my position in the website only by looking at the URL.
C4	4	Hierarchical organization is appropriate.
C5	4	"main" in bread crumbs could be replaced with "Home".
C6	4	The same page could be reached in different ways.
C7	2	To reach a page from home, user should remember the path to such page.
C8	5	This heuristic is applicable only in Apply Now section. When completing the form it is well explained which input doesn't satisfy the requirement and how to fix correctly.
C9	3	FAQs and Contact Us are useful, even if FAQs are not easy to find in the website.

Presentation		
Heuristic	Score	Comment
P1	4	The text is readable and font size is appropriate but sometimes it is too big/small.
P2	2	Some blue elements cannot be clicked. Apply Now button is not intuitive.
P3	5	Labels or interactive elements are consistent.
P4	4	Semantically related/distant elements are close to/distant from each other.
P5	5	Pages of the same type have the same spatial organization.
P6	5	Dialogues don't contain irrelevant information.