

3.valpak

<H1><Severity 1>

When I click on “Find coupons near you” the website respond right away and shows search box for enter user’s zip code. This is not stressful at all. When I click “use coupon” button, users have to wait for a few seconds. The “loading” icon will be shown.

<H2><Severity 0>

This website doesn’t have many icons. Magnify scope icon is on a top of webpage, and is match to the real world.

<H3><Severity 1>

There is a logo mark on top left, when you click on it, users will be able to go back to homepage as long as users stay inside of Valpak website. When users click on “view” button, it’s linked to another webpage to print out paper coupons. Users can see “close” button on the top left corner of coupon so that users will be able to exit anytime desire.

<H4><Severity 0>

I went through their website, they stay uniform.

<H5><Severity 1>

When I entered non-alphabetical letter on email field, they system said “Invalid email address”. Also I left password field blank and got error message said “password required”.

<H6><Severity 1>

There is a side menu titled as “Browse Categories”, and there are lists of categories under. When I click one of them, for example “Entertainment and Travel”, linked to entertainment coupons page but users can still able to see “Browse Categories” side bar on same position. So that users won’t get lost and will be able to know where are they.

<H7><Severity 4>

I don’t see anything to make users actions easier for this website.

<H8><Severity 4>

When I go to the lists of grocery coupons webpage, on the left hand users can see text about grocery coupons and it’s start like this: Find free printable coupons for discounts on top brands to help you save at your local grocery or drug store...and keep going. They don’t have to show those text on coupon page.

<H9><Severity 1>When I enter non-alphabetical letter to first name field, I got alert “Invalid first name” even though they said “Enter first name is optional”.

Same as email field, entered non-alphabetical letter and I got an error said “Invalid email address”.

<H10><Severity 4>Not sure they are doing good job on this. When I click on grocery coupon, They display strange information under coupon, said “call us toll free (phone number)” , “Frequently asked questions” and “Live chat”. They don’t focus on users tasks.