

# Usability review

## [TurGranada]



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

## Score

## Comments

N/A = not applicable or can't be assessed

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

### Features & functionality

1 Features and functionality meet common user goals and objectives.

**Good**

*Las funcionalidades que proporciona la página satisfacen los objetivos del usuario y también se proporcionan algunas que el usuario no se esperaba*

2 Features and functionality support users desired workflows.

**Good**

*La página apoya todas las necesidades de los usuarios ya que permite el registro e inicio de sesión por lo que guarda datos sobre cada usuario y de esta forma los usuarios podrán volver y consultar sus búsquedas anteriores*

3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

**Excellent**

*La página proporciona acceso directo a todas las distintas categorías que comprende y también cada usuario que haya iniciado sesión tiene como su propio carrito donde aparecen todos los destinos que él introdujo anteriormente*

4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

**Moderate**

*Al iniciar sesión en la página dependiendo de la experiencia del usuario, en la página se muestran cosas distintas, pero no hay ningún asistente directo para los usuarios más nuevos, como tienen otros competidores*

5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

**Moderate**

*Todas las distintas llamadas están claras excepto la más importante que es la de iniciar sesión, que es un botón que no pone el nombre sino que solo es una foto de un candado y además una vez clickado, el botón para registrarse no aparece bien porque está escrito en rojo y el fondo es un negro transparente*

### Homepage / starting page

6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

**Excellent**

*La página de inicio está muy bien diseñada y es muy dinámica lo que hace que sea atractiva para el ojo humano y las distintas secciones están bien separadas e incluyen distintos efectos e imágenes que las hacen ser interesantes*

7 The home page / starting page is effective in orienting and directing users to their desired information and tasks.

**Excellent**

*En la página aparece una imagen que incluye las distintas localizaciones que se pueden visitar divididas en 3 categorías y clickando en alguna de ellas te redirige a la categoría seleccionada , además hay varios menús desplegables que facilitan las búsquedas*

8 The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.

**Good**

*A primera vista se pueden identificar todos los detalles más importantes pero a medida que vamos bajando en la página los elementos que aparecen ya no están bien ordenados porque a primera vista un usuario nuevo no puede saber a que corresponde cada cosa*

## Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

**Excellent**

*Con solo poner el nombre de la aplicación en google , aparece como la primera opción en la primera página de resultados de búsqueda*

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

**Good**

*El menú está en la parte de arriba de la página y algunas de sus opciones son en sí mismos menús desplegables pero aunque las opciones que aparecen en el menú desplegable están separadas por categorías las letras son pequeñas y el color de las letras es gris con un fondo blanco lo que los hace poco visibles*

11 The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc...).

**Excellent**

*En la página se permite realizar búsquedas según lo introducido , búsquedas por tipología (p.g. actividades náuticas , cicloturismo , etc) e incluso se permiten búsquedas por geolocalización mediante el despliegue de un mapa*

12 The site or application structure is clear, easily understood and addresses common user goals.

**Moderate**

*La estructura está bien diseñada pero hay mucha información que a primera vista no se puede entender hasta que no se haya leído una a una*

13 Links are clear, descriptive and and well labelled.

**Good**

*Todos los links tienen una descripción o una imagen que indica lo que se encuentra en ese link y en toda la página no hay ningún link suelto sin ninguna descripción*

14 Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.

**Good**

*Las funciones de "atrás" , "adelante" y "marcador" funcionan correctamente y todos los datos permanecen guardados aunque salgamos de la página y volvamos a entrar como por ejemplo cuando añadimos una actividad o localización a nuestro carrito*

15 The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

**Moderate**

*Se indica dentro de que parte nos encontramos mediante un texto como el que hay en un explorador de archivos que nos va diciendo donde ibamos entrando cada vez pero ese indicador apenas es visible y además usa un color gris en un fondo blanco*

16 Users can easily get back to the homepage or a relevant start point.

**Good**

*Se puede volver fácilmente a la página de inicio usando el logo de la aplicación que aparece en todas las páginas en el header de la misma*

17 A clear and well structure site map or index is provided (where necessary).

**Moderate**

*Hay un site map que nos indica concretamente todas las secciones en las que hemos entrado hasta llegar a la actual pero con toda la información e imágenes que aparecen en la página , el site map es poco visible ya que no usa colores oscuros estando en un fondo blanco*

## Search

18 A consistent, easy to find and easy to use search function is available throughout (where desirable).

**Good**

*La función de búsqueda está presente en todas las páginas y es fácil de encontrar ya que el símbolo es visible y siempre se encuentra en la misma posición que es arriba a la derecha*

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

**Moderate**

*La interfaz de búsqueda nos permite realizar búsquedas según tipos , búsquedas por geolocalización y controla la introducción de símbolos raros pero el problema que tiene es que una vez hecha una búsqueda no se permite filtrar la misma por lo que habrá que volver a realizar la búsqueda de nuevo*

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

**Moderate**

*En cuanto a los resultados que se muestran , se posicionan primero los más visitados pero en cuanto al proceso de búsqueda , si se introduce una palabra cuyo resultado no se ha encontrado en vez de mostrar sinónimos de la misma muestra resultados que de vez en cuando no tienen ninguna relación*

21 Search results are relevant, comprehensive, precise, and well displayed.

**Good**

*Los resultados que se muestran son fáciles de leer y están separados de una forma que permite la identificación de cada uno de ellos y además los títulos están destacados para poder fijarse en ellos primero antes del texto que sigue*

## Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

**Moderate**

*El feedback solo se proporciona si se realiza una acción errónea o por algún error no se pudo realizar alguna acción pero cuando se realizan acciones exitosamente no se proporciona ningún feedback*

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).

**Good**

*A los usuarios se les permite cancelar y modificar actividades que habían añadido al carrito y además no es necesario iniciar sesión para que se guarden , ya que todas las modificaciones en la sesión actual de trabajo se guardan*

24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

**Excellent**

*La página permite acceder directamente a las redes sociales de la aplicación y también permite compartir experiencias por redes sociales usando el hashtag #granada . También proporciona una sección llamada contacto donde se puede enviar feedback sobre la aplicación*

## Forms

25 Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.

**Moderate**

*En la mayoría de los casos no se dividen ya que por ejemplo cuando se quiere dar feedback se muestra una página con toda la información a rellenar y se envía*

26 A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).

**Moderate**

*En algunos casos se produce por ejemplo cuando queremos hacer feedback y nos pregunta por el país y la provincia no podemos introducir otros elementos ya que las opciones posibles están predefinidas*

27 Required and optional form fields are clearly indicated.

**Excellent**

*En la página para destacar campos obligatorios se usa la siguiente palabra "requerido" , lo que hace que este método sea mejor que poner un asterisco(\*) ya que a veces el asterisco no es visible y se dejan campos obligatorios vacíos*

28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

**Good**

*Para la selección de la fechas se usa un formato que permite solo elegir una fecha , también en el caso de la selección de la provincia , aparece un menú desplegable con todas las provincias de España*

29 Help and instructions (e.g. examples, information required) are provided where necessary.

**Moderate**

*Aparece en la mayoría de los casos y se indica claramente que se solicita y además para todas las actividades disponibles hay instrucciones y explicaciones para informar al usuario*

## Errors

30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

**Good**

*Por ejemplo cuando se introduce un error en un campo , los bordes de este se muestran en color rojo y aparece un mensaje fácil de observar que indica que se ha introducido un valor inválido*

31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

**Good**

*Si hay un fallo , la aplicación muestra un mensaje de error que indica que por ejemplo la dirección e-mail es inválida pero no indica cual es el formato adecuado que tiene que tener ya que hay gente que no está acostumbrada a internet y puede que no sepa el formato a usar*

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

**Excellent**

*En todos los casos donde hay que introducir texto , todos los campos obligatorios se indican y los formatos a usar también de esta forma el usuario sabe como puede evitar errores*

33 Users are able to easily recover (i.e. not have to start again) from errors.

**Good**

*Cuando se produce un error por ejemplo en una búsqueda no se elimina todo lo que se tenía sino que se continua desde el último punto guardado*

## Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

**Good**

*Todas las imágenes están organizadas y van acompañadas con una descripción y también todos los vídeos incluidos en la página representan una actividad distinta y todas las actividades que proporciona la página van acompañadas de vídeos y fotos*

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

**Good**

*En la página de inicio en la parte de abajo aparece una sección que incluye páginas externas que tienen información que le podría ser útil al usuario y además están bien descritas y van acompañadas de imágenes*

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

**Moderate**

*La mayoría de los textos que aparecen en la página son fácilmente identificados pero el problema está en que algunos textos importantes como el site map están escritos con letra pequeña y en color gris lo que los hace difícil de leer ya que están en un fondo blanco*

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

**Good**

*En toda la página se usa el mismo tipo de letra y fuente para los títulos y textos y también se usan los mismos términos para indicar el mismo concepto solo en algunos casos se usan sinónimos en las descripciones*

38 Text and content is legible and scanable, with good typography and visual contrast.

**Good**

*A primera vista es sencillo identificar cuál es el título y cuál es el texto del cuerpo ya que se usan distintos colores y tamaños de letra*

## Help

39 Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.

**Good**

*Para cada una de las actividades se nos proporcionan páginas web para obtener información que están incluidas dentro de una sección que está dedicada solo para ayudar al usuario a obtener más información*

40 Online help is concise, easy to read and written in easy to understand language.

**Good**

*Por ejemplo la ayuda para obtener más información sobre una actividad está escrita dentro de un cuadro y cada elemento(número de teléfono , link de una página web) está escrito separado del otro*

41 Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).

**Poor**

*Todos los links que aparecen para ayuda no nos redirigen a una nueva ventana sino que se abren en la ventana actual por lo que perdemos lo que estábamos haciendo en la aplicación*

42 Users can easily get further help (e.g. telephone or email address).

**Excellent**

*Para todas las actividades hay una forma de contacto , en la mayoría de los casos se proporciona un teléfono y raramente se indica un e-mail . Además en algunos casos se indica una página web externa para obtener más información*

## Performance

43 Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).

**Moderate**

*Por ejemplo en la página web en la pantalla de inicio aparecen distintas categorías que representan un tipo de actividad y cuando se pasa de una a otra se produce un efecto que en la mayoría de los casos tarda en producirse y aparece un cuadro grande en gris y no aparece la imagen*

44 Errors and reliability issues don't inhibit the user experience.

**Good**

*Todos los links que están incluidos tanto en la aplicación como en la página web pertenecen a organizaciones conocidas y seguras*

45 Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.

**Good**

*Funciona en todos los browsers y con distintas configuraciones , incluidos los browsers de los móviles como por ejemplo el Safari de iphone*

**Overall usability score (out of 100) \***

**77**

**-**

**Good**

\* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

\* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

\* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

\* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

\* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.

# Usability guidelines

Importance

## Features & functionality

1	<b>Features and functionality meet common user goals and objectives</b> Key and common user goals and objectives (e.g. carry out some transaction, find some information, carry out some research etc...) should have been identified and addressed. Ideally the site or application should allow users to meet all of their key goals and objectives.	<b>Very high</b>
2	<b>Features and functionality support users desired workflows</b> The site or application should support or at least be compatible with the way that users wish to work. For example, users might want to be able to carry out bulk transactions or be able to save and return to their work.	<b>Very high</b>
3	<b>Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported</b> For example short cuts and a login to retrieve details might be provided to speed up the completion of frequently carried out tasks.	<b>High</b>
4	<b>Users are adequately supported according to their level of expertise</b> For example, novice users are given help and instructions and features are progressively disclosed (e.g. advanced features not being shown by default).	<b>Medium</b>
5	<b>Calls to action (e.g. register, add to basket, submit) are clear, well labelled and appear clickable</b> Possible actions should always be clear and the primary call to action (i.e. the most common or desirable user action) should stand out on the page or screen.	<b>Medium</b>

## Homepage / starting page

6	<b>The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available</b> For example, an introduction and overview of the site is provided together with section snapshots and example content.	<b>Medium</b>
7	<b>The homepage / starting page is effective in orienting and directing users to their desired information and tasks</b> Users should be able to work out where they need to go to complete a given task (e.g. carry out some research, complete a transaction).	<b>High</b>
8	<b>The homepage / starting page layout is clear and uncluttered with sufficient 'white space'</b> Users should be able to quickly scan the homepage and make sense of both the content available and of how the site is structured.	<b>Medium</b>



## Navigation

9	<b>Users can easily access the site or application</b> For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.	<b>Low</b>
10	<b>The navigational scheme is easy to find, intuitive and consistent</b> Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically differentiate a given section or area).	<b>High</b>
11	<b>The navigation has sufficient flexibility to allow users to navigate by their desired means</b> For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	<b>Medium</b>
12	<b>The site or application structure is clear, easily understood and addresses common user goals</b> For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	<b>Very high</b>
13	<b>Links are clear, descriptive and well labelled</b> Links should be clearly 'clickable' (e.g. underlined or colourised) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	<b>Medium</b>
14	<b>Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported</b> Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.	<b>High</b>
15	<b>The current location is clearly indicated (e.g. breadcrumb, highlighted menu item)</b> Users should always know where they are in the site or application.	<b>Low</b>
16	<b>Users can easily get back to the homepage or a relevant start point</b> For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.	<b>Low</b>
17	<b>A clear and well structure site map or index is provided (where necessary)</b> The sitemap might be part of the header or footer and should ideally be available from every page on the site.	<b>Very low</b>

## Search

18	<b>A consistent, easy to find and easy to use search function is available throughout</b> The search function (where required) should be directly available from most pages on the site or application and should be consistently positioned (e.g. top left, top right or top centre).	<b>High</b>
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19	<b>The search interface is appropriate to meet user goals</b> For example users are able to filter search results, an advanced search is available (if necessary) and common search conventions such as quotation marks ("") and natural language searches are handled.	<b>High</b>
20	<b>The search facility deals well with common searches, misspellings and abbreviations</b> Ideally synonyms (e.g. 'coat' should also match 'jacket') should mean that logical and appropriate search results are returned for common user queries. Popular search results (e.g. top matches) should also be identified for common queries.	<b>Low</b>
21	<b>Search results are relevant, comprehensive, precise, and well displayed</b> It should be easy for users to see what has been returned, to work out why something has been returned and to determine how many results there are.	<b>High</b>

## Control & feedback

22	<b>Prompt and appropriate feedback is given</b> For example, a confirmation message is shown following a successful transaction, input errors are promptly highlighted and it's made clear to users when a page has been updated.	<b>High</b>
23	<b>Users can easily undo, go back and change, or cancel actions</b> If an action can not be undo then users should at least be given the chance to confirm an action before committing (e.g. before placing an order). For example, users can return to a step and change their options or dynamically change a value without having to start again. Where an action can't be undone (e.g. a deletion), this should be made clear to users.	<b>Medium</b>
24	<b>Users can easily give feedback</b> For example, via email or an online feedback / contact us form. There should be an indication of how long users can expect to wait for a response if a query has been made.	<b>Very low</b>

## Forms

25	<b>Complex forms and processes are broken up into readily understood steps and sections</b> For example, a checkout process might be broken up in to 'address', 'delivery options', 'payment' and 'confirmation'. Where a process is used a progress indicator is present with clear numbers or named stages.	<b>Medium</b>
26	<b>A minimal amount of information is requested and where necessary justification is given for asking for information</b> For example a site might outline that a telephone number is required in case there is an issue with a transaction. Users shouldn't be asked for extraneous information and where possible information should be auto populated (e.g. postcode lookup, code lookup) to keep input to a minimum.	<b>Low</b>

27	<b>Required and optional form fields are clearly indicated (e.g. using text or '*')</b> Where most fields are required the optional fields should be identified and when most fields are optional the required fields should be identified.	<b>Low</b>
28	<b>Appropriate input fields are used and required formats are indicated</b> Appropriate input fields might include calendar for date selection, drop downs for selection and radio button for small selections. Text might be used to indicate the required format or an example might be provided. Field lengths should correspond to the expected input so for example an email input field should be long, where as an initials input field should be very short.	<b>Medium</b>
29	<b>Help and instructions (e.g. examples, information required) are provided where necessary</b> Where input is non trivial or is likely to require some explanation this should be provided. Where a-lot of explanation is necessary a link to a page outlining what is required should be provided.	<b>Medium</b>

## Errors

30	<b>Errors are clear, easily identified and appear in appropriate locations</b> Errors should be immediately apparent to users and ideally be located close to the offending input or function (e.g. adjacent to an input entry field). Inputs causing an error should be highlighted, together with an explanation for the error.	<b>High</b>
31	<b>Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary</b> Errors should avoid using very technical terms or jargon and should be written from the user's perspective.	<b>Medium</b>
32	<b>Common user errors have been taken into consideration and where possible prevented</b> Common user errors might be missing fields, invalid formats and invalid selections. For example, fields might limit input to particular a format (e.g. numbers only) or only become available once certain criteria have been met. JavaScript might also be utilised to provide immediate feedback for common formatting errors or errors caused by missing fields.	<b>Medium</b>
33	<b>Users are able to easily recover (i.e. not have to start again) from errors</b> For example, users might be able to re-edit and resubmit a form or enter a different value.	<b>Medium</b>

## Content & text

34	<b>Content available (e.g. text, images, video, audio) is appropriate and sufficiently relevant, and detailed to meet user goals</b> Content should also be appropriately formatted, so for example videos and audio should be directly playable (i.e. shouldn't need to be downloaded to be played) and images should be of a sufficient quality.	<b>Very high</b>
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35	<b>Links to other useful and relevant content (e.g. related pages, external websites or documents) are available and shown in context</b> For example there might be links from an article to related articles, related content or related external websites.	<b>Low</b>
36	<b>Language, terminology and tone used is appropriate and readily understood by the target audience</b> Jargon should be kept to a minimum and plain language should be used where ever possible.	<b>High</b>
37	<b>Terms, language and tone used are consistent (e.g. the same term is used throughout)</b> Capitalisation (e.g. 'Main title'; 'Main Title'; 'MAIN TITLE') and grammar should be consistent, together with the use of formal or informal terms (e.g. could not vs couldn't; what's vs what is etc...).	<b>Medium</b>
38	<b>Text and content is legible and scanable, with good typography and visual contrast</b> Users should be able to quickly scan headers and body text, in order to get an overview of what's available.	<b>Medium</b>

## Help

39	<b>Online help is provided and is suitable for the user base</b> Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.	<b>High</b>
40	<b>Online help is concise, easy to read and written in easy to understand language</b> Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	<b>Medium</b>
41	<b>Accessing online help does not impede users</b> Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	<b>Medium</b>
42	<b>Users can easily get further help (e.g. telephone or email address)</b> If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	<b>Low</b>

## Performance

43	<b>Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays)</b> Web page downloads shouldn't take longer than 5 seconds and on page interactions (e.g. using an application or AJAX functionality) shouldn't take any longer than 1 second to respond. Interactions taking longer than 1 second to respond should provide suitable feedback to show that something is taking place (e.g. an hour glass or swirling graphic).	<b>High</b>
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44	<b>Errors and reliability issues don't inhibit the user experience</b> Sites and applications should be free of bugs and shouldn't have any broken links.	<b>Medium</b>
45	<b>Possible user configurations (e.g. browsers, resolutions, computer specs) are supported</b> Websites should be usable at a 800x600 screen resolution and should work with the most common browsers (IE, Firefox, Opera, Chrome etc...). Applications should be usable with common computer specifications (operation system, memory, available disk space) and screen resolutions (e.g. 800x600, 1025x768).	<b>Medium</b>

Rating below	Rating	Rating ranges			
0					
1	Very Poor	less than	29		
29	Poor	between	29	and	49
49	Moderate	between	49	and	69
69	Good	between	69	and	89
89	Excellent	more than	89		