

Usability review

[Enter product name]



Hover over a guideline to 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.
- 2 Features and functionality support users desired workflows.
- 3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).
- 4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).
- 5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Moderate

No ofrece una estructura intuitiva al 100%. Podría mejorarse con un menú mejor estructurado

Moderate

Moderate

Moderate

Good

Homepage / starting page

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

Moderate

Ofrece un diseño claro pero no ofrece información sobre las promociones, productos destacados o beneficios de la compra. Esto hace que no quede claro en que se diferencia de otras webs. Una mejora sería incluir una sección destacada con productos recomendados y más información sobre

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

Moderate

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

Good

Navigation

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

Good

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

Moderate

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...).

Moderate

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

Moderate

13 Links are clear, descriptive and and well labelled.

Good

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

Good

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

Moderate

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

Good

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

N/A

Search

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

N/A

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

N/A

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

N/A

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

N/A

Control & feedback

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

Moderate

Cuando añadimos productos al carro de compra no se ve un mensaje de confirmación, solo se cambia un icono en el carrito. Esto deja dudas sobre si ha sido añadido o no. Una mejora sería poner un mensaje emergente que muestre que se ha realizado la acción

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).

Moderate

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

Good

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

Cuando estamos con el proceso de pago tenemos que completar varios campos sin una indicación de en que parte se encuentran. Tampoco tenemos algo que indique el progreso, que muestre cuantos pasos quedan. Una buena mejora sería incluir una barra de progreso

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).

Good

27 Required and optional form fields are clearly indicated.

Moderate

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

Moderate

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

Moderate

Errors

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

Moderate

Cuando ponemos mal un campo no sale el error al lado del campo si no en la parte superior. Una mejora sería poner el error al lado del campo que estamos poniendo mal

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

Good

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

Moderate

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

Moderate

Content & text

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

Good

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

Moderate

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

Good

La web usa un lenguaje claro y directo. Sin embargo en el apartado de términos y condiciones es demasiado formal y extenso. Una mejora sería incluir algún resumen con lenguaje más claro para que sea más comprensible

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

Good

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

Good

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.	Moderate	
40	Online help is concise, easy to read and written in easy to understand language.	Good	
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	Good	
42	Users can easily get further help (e.g. telephone or email address).	Good	

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Good	<i>En general la carga de las páginas es rápida y no hay que esperar excesivamente, pero el tiempo de respuesta del carrito y el proceso de pago a veces es lento. Se podría optimizar el código de esta parte para reducir esos tiempos lo máximo posible</i>
44	Errors and reliability issues don't inhibit the user experience.	Good	
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Good	

Overall usability score (out of 100) *

69

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Moderate

* 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.