

HYPERMEDIA APPLICATIONS (WEB and MULTIMEDIA)

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POLITECNICO
MILANO 1863

USABILITY PROJECT

<https://www.courmayeurmontblanc.it>

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Abstract

How is it possible to evaluate a website? The answer is the usability report. In detail, the usability report is used to describe all the aspects of a website and show the experience of chosen users to perform some actions in the site. In our case, the website subjected to review is the site of Courmayeur (www.courmayeurmontblanc.it). The usability report consists of two parts: inspection method and the user testing method. In the first method we have rated the website according to some important heuristics (Nielsen and MILE heuristics). The user testing method instead consists of data collection and observation of how real users interact with the system. User behaviors are recorded and then analyzed. The goal is to find the possible difficulties encountered by users when interacting with the website and get some useful feedbacks from them. We have elaborated the extracted information to draw a final evaluation of the website with the support of tables and graphs. At the end of the study the results of the two different methodologies are combined and final conclusions about the usability properties of the website are explained.

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1 Inspection

Usability inspection is the generic name for a set of methods that are all based on having evaluators inspect a user interface. Typically, usability inspection is aimed at finding usability problems in the design, though some methods also address issues like the severity of the usability problems and the overall usability of an entire system. Many inspection methods lend themselves to the inspection of user interface specifications that have not necessarily been implemented yet, meaning that inspection can be performed early in the usability engineering lifecycle.

Jakob Nielsen on November 1, 1994

1.1 Inspection Design

In this section it is introduced the concept of heuristics with the focus on the Nielsen and MILE heuristics used in our report.

1.1.1 Nielsen Heuristics

Jakob Nielsen's heuristics is probably the most-used usability heuristics for user interface design. Nielsen developed the heuristics based on work together with Rolf Molich in 1990. The final set of heuristics that are still used today were released by Nielsen in 1994. Also known as "Usability Heuristics", 'Nielsen heuristics'. They define the following principles:

- **Visibility of system status:** the design 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 users' 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 clearly 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 objects, actions, and options visible. 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 - unseen by the novice user - 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

MILE (Milano Lugano) is an alternative usability evaluation method. It contains more than 40 heuristics (large number!). For the execution of the inspection analysis, only the following subset is considered:

Navigation heuristics

- **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"? E.g., from the "List of items" of a group to its "members" (and the other way around); among different "groups"; among members of the same group (next/previous).
- **Structural Navigation:** is it easy to navigate among the "components" (parts) of a topic?
- **Semantic Navigation:** is it easy to navigate from a topic to a related one (in both directions)?
- **Landmarks:** are "landmarks" useful to reach the key parts of the web site?

Content heuristics

- **Information overload:** is the information in a page too much/too little?

Presentation heuristics

- **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?
- **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 visual elements appropriate for their relevance? Are "semantically related" elements close and "semantically distant" element 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 Metrics

The metrics used for the inspection are the following:

Metrics	Description
N/A *	Not applicable.
0	The heuristic is not satisfied; severe violations have been detected.
1	The heuristic is partly satisfied, the website is structured adequately according to the heuristics, but they are implemented in the wrong way.
2	The heuristic is partly satisfied but it can be massively improved.
3	The heuristic is almost satisfied. There are several imperfections.
4	The heuristic is almost fully satisfied but there are some imperfections.
5	The heuristic is fully satisfied; no violation has been detected.

* N/A is assigned when an evaluated feature of the website is not present, and it is not a necessary condition its presence on the site.

1.1.4 Evaluation Process Definition

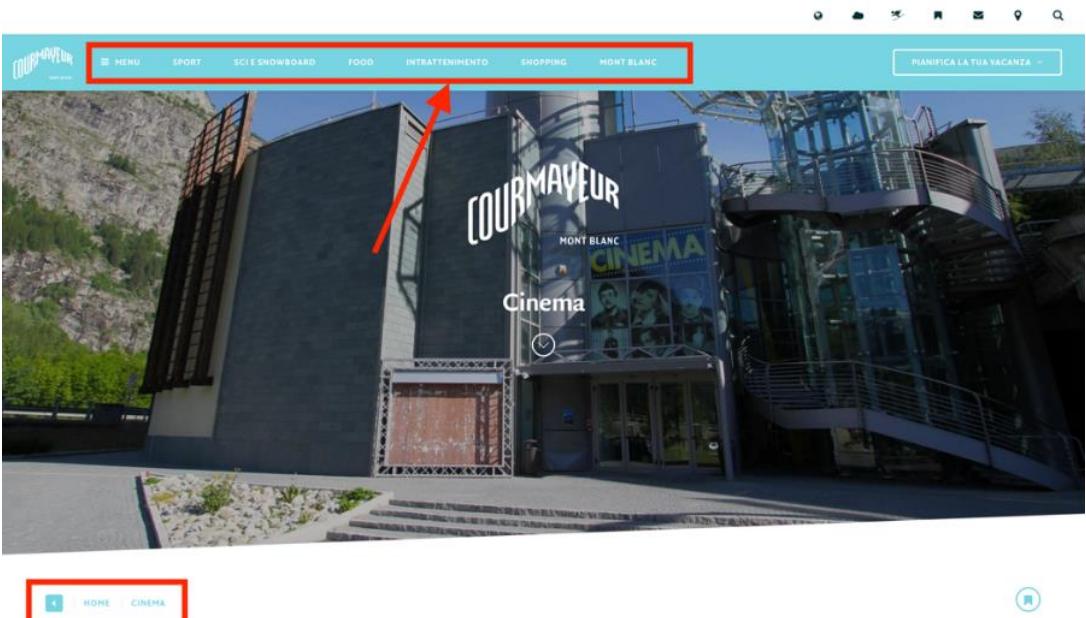
Each expert evaluator did his individual inspection and every single inspection can be found in the annex section at the end of the report. At the end of this process the evaluators have discussed about each heuristics to reach a shared agreement on comments and scores. The usability evaluation is done on the entire website which a particular attention to the following pages and sections:

- Home
- Sport
- Sci and Snowboard
- Food
- Entertainment
- Wishlist
- Info Request
- Piste ed Impianti
- Events Calendar
- Accommodation
- How to get to Courmayeur

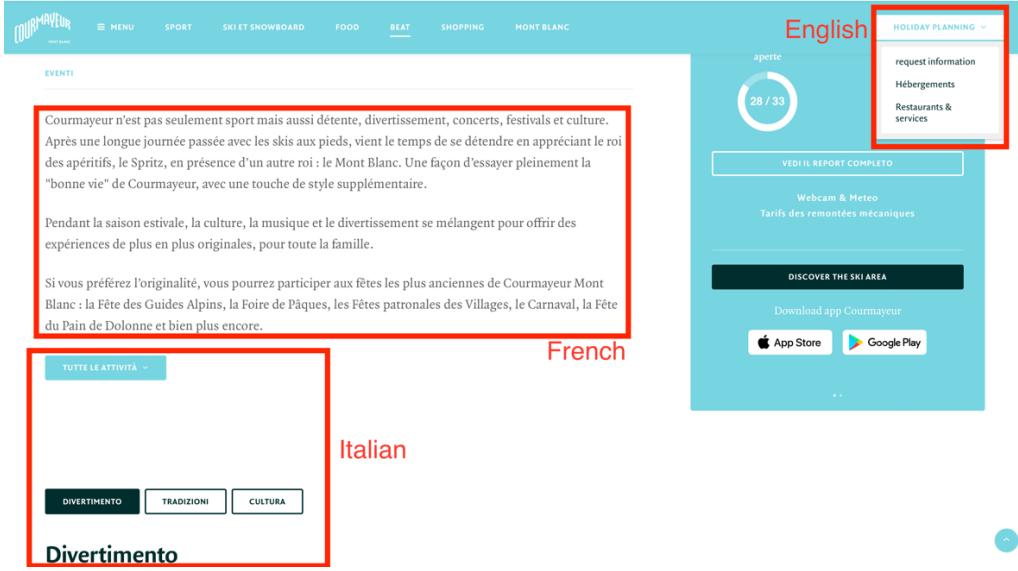
1.2 Inspection Execution

In this section are reported the main aspects detected by the 4 expert evaluators and for each heuristic is assigned an overall score and there are screenshots in support of it. The score is not the real average of the 4 individual inspections but is an agreed score based on the motivation that each inspector has argued.

1.2.1 Visibility of System Status

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	1
Comment	<p>The breadcrumb is not enough visible and it's difficult for the user to find it in the page (it is not in a strategic point).</p> <p>Another problem is that it's difficult to understand when the user is in the homepage because there isn't nothing that show it.</p> <p>In certain cases, the breadcrumbs are too synthetics (in the screenshot 1 the page "cinema" is under the page "Entertainment" but it is attached to the homepage).</p> <p>The breadcrumb is barely visible: scrolling the page It disappears.</p> <p>Often it is not clear in which section of the website you are because the corresponding landmark is not underlined.</p>  <p>Screenshot 1: https://www.courmayeurmontblanc.it/en/beat/cinema</p>	

1.2.2 Match between System and the Real World

Heuristic Type	Heuristic	Score
Nielsen	Match between System and the Real World	4
Comment	<p>The matching is almost fully satisfied but using the website in another language several sections are not properly translated (see screenshot 2). Nevertheless, the photos used on the website describe well the page in which are put in.</p>  <p>French</p> <p>Italian</p> <p>Divertimento</p>	

Screenshot 2: <https://www.courmayeurmontblanc.it/en/entertainment>

1.2.3 User control and Freedom

Heuristic Type	Heuristic	Score
Nielsen	User control and freedom	3
Comment	<p>The website is mainly a website about information so doesn't need to provide specific control functions to the user. The webpage permits the user to save an interesting page in the Wishlist (see screenshot 3). The user can also delete the element that it's added to the list (see screenshot 4). However, it is possible delete an element only from "Wishlist" page since there isn't any undo and redo provided to the user immediately (see screenshots 5, 6).</p>  <p>Aggiungi il contenuto alla wishlist</p> <p>Crea la tua wishlist personalizzata ed inviala per e-mail</p> <p>AGGIUNGI ALLA WISHLIST</p> <p>OK, HO CAPITO</p>	

Screenshot 3: Button to save the page in the Wishlist

Il Monte Bianco sul grande schermo

VEDI DETTAGLI

CANCELLA

Screenshot 4: <https://www.courmayeurmontblanc.it/it/wishlist>

The screenshot shows a modal window titled "Il Monte Bianco sul grande schermo". Inside the modal, there are two buttons: "VEDI DETTAGLI" (View Details) in a teal button and "CANCELLA" (Delete) in a white button with a black border. Below the modal is a banner featuring a person skiing. The banner has the word "Sport" overlaid. At the bottom of the banner, there is a small circular icon with a checkmark and a red arrow pointing to it from the right, with the text "I can add to the wishlist". The main page below the banner shows a navigation bar with "HOME" and "SPORT" selected. On the right side, there is a sidebar for "Skyway Mont Blanc" with the text "Impianti aperti 2/2".

Screenshot 5: <https://www.courmayeurmontblanc.it/it/sport>

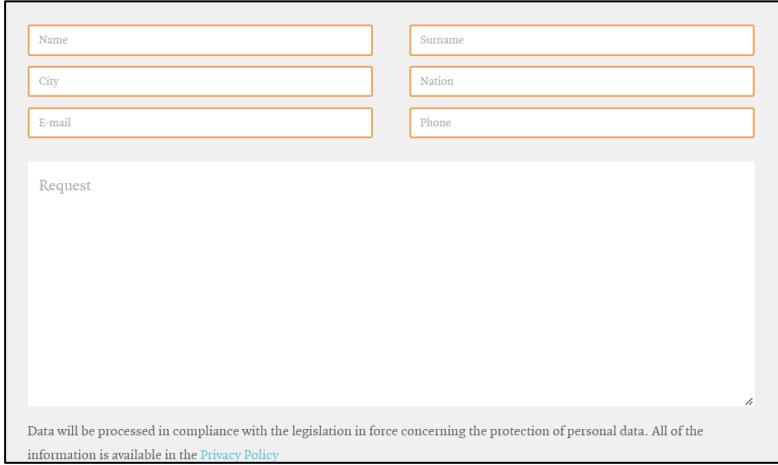
The screenshot shows a modal window titled "How can I come back?". Inside the modal, there is a small cartoon character. The main page below the modal shows a banner featuring a person skiing. The banner has the word "Sport" overlaid. At the bottom of the banner, there is a small circular icon with a checkmark and a red arrow pointing to it from the right, with the text "How can I come back?". The main page shows a navigation bar with "HOME" and "SPORT" selected. On the right side, there is a sidebar for "Skyway Mont Blanc" with the text "Impianti aperti 2/2".

Screenshot 6: <https://www.courmayeurmontblanc.it/it/sport>

1.2.4 Consistency and standards

Heuristic Type	Heuristic	Score
Nielsen	Consistency and standards	3
Comment	<p>A small problem is showed in the screenshot 7. In this case the significant of the icons are not so intuitive. For instance, the geolocation symbol could let think about the function "How to reach us", instead it opens a map with random point of interest. The same for the cloud symbol that nowadays could let thinking about cloud services and not about the weather and surely about webcams that are in the same page. The other standards are all respected (search box, back-to-top indicator, exit button, share icons, etc.)</p>  <p>Screenshot 7: icons panel</p>	

1.2.5 Error prevention

Heuristic Type	Heuristic	Score
Nielsen	Error prevention	3
Comment	<p>In the module to compile for receiving information the check of the correctness of the email structure and the filling of all fields is done only after the user clicks on the "send request" button (screenshot 8). Moreover, the breadcrumb makes impossible to go back at the exact point of the previous page; for instance, browsing on the event section and clicking on a particular event, there is no way then going back at the previous point. There are some buttons bringing to other section of the same page or "CALENDARIO EVENTI" button brings to the starting point of the section, making the entire research useless (Screenshot 9).</p>  <p>Screenshot 8: https://www.courmayeurmontblanc.it/en#section-form-info</p>	

Pilates Winter
14 marzo 2022 - ore 17:00 | Scuole Medie Courmayeur

SERVIZI | EVENTI | CALENDARIO EVENTI

Descrizione dell'attività
PILATES è una tecnica di allenamento sia fisico che mentale che rafforza i muscoli profondi della postura; migliora l'equilibrio; rafforza la schiena e l'addome; sviluppa la respirazione toracica detta anche protettiva; aumenta la capacità di concentrazione sia a livello fisico che mentale; può essere svolta sul materassino a corpo libero e/o con piccoli attrezzi (Banda Elastica, Fitball, Rullo, Ring) o su grandi attrezzi (REFORMER)

Fascia di età alla quale si rivolge
Per questi motivi sopra indicati, si rivolge a tutte le persone che desiderino stare bene nella quotidianità, ma anche agli atleti a partire dai 12 anni

Screenshot 9: <https://www.courmayeurmontblanc.it/en/pilates-winter-45>

1.2.6 Recognition rather than recall

Heuristic Type	Heuristic	Score
Nielsen	Recognition rather than recall	2
Comment	<p>When the user writes in the search textbox is not provided any suggestions that minimize the user's memory (screenshot 10). The same thing happens in the request information form. For example, during the insertion of the city there is not a list that helps the user (see screenshot 11).</p> <p>A positive aspect is that in the "Ospitalità" section it is possible to select the date of the visiting, the numbers of rooms and of people, in order to filter the accommodations showed up (see screenshot 12).</p>	
		Screenshot 10: search textbox

Request for information

Name

Piac

Surname

E-mail

Nation

Phone

Request

Screenshot 11: <https://www.courmayeurmontblanc.it/en#section-form-info>

Scegli numero camere e persone

X CHIUDI

Camera 1

N° Adulti

2

N° Bambini

3

9 Anni 5 Anni 3 Anni

Camera 2

N° Adulti

2

N° Bambini

1

Età bambino 1

+ Aggiungi una camera

- Rimuovi camera

OK, VISUALIZZA STRUTTURE

Selezione un periodo e visualizza le strutture disponibili.

Resetta le date attualmente impostate

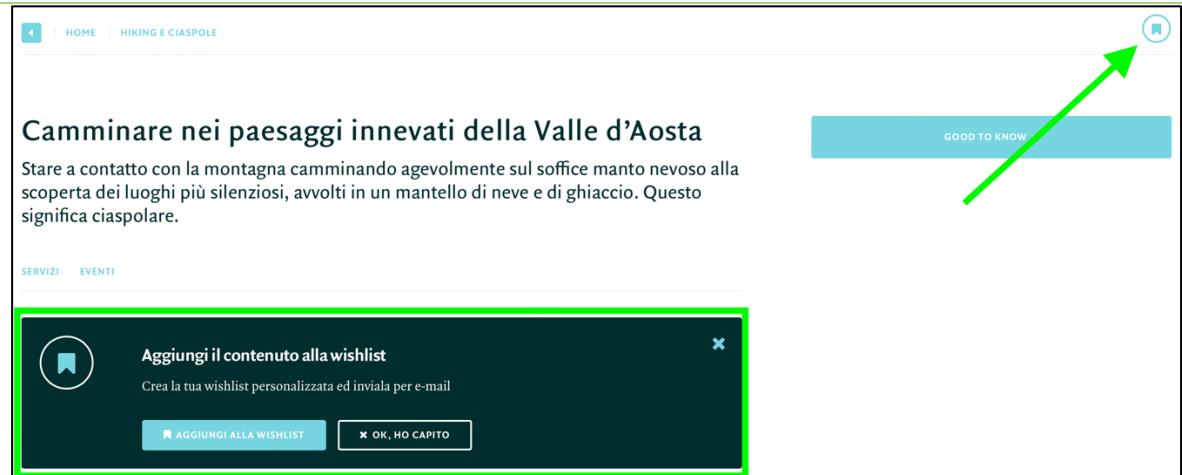
Marzo 2022						
Lu	Ma	Me	Gi	Ve	Sa	Do
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

SCEGLI NUMERO DI CAMERE E PERSONE

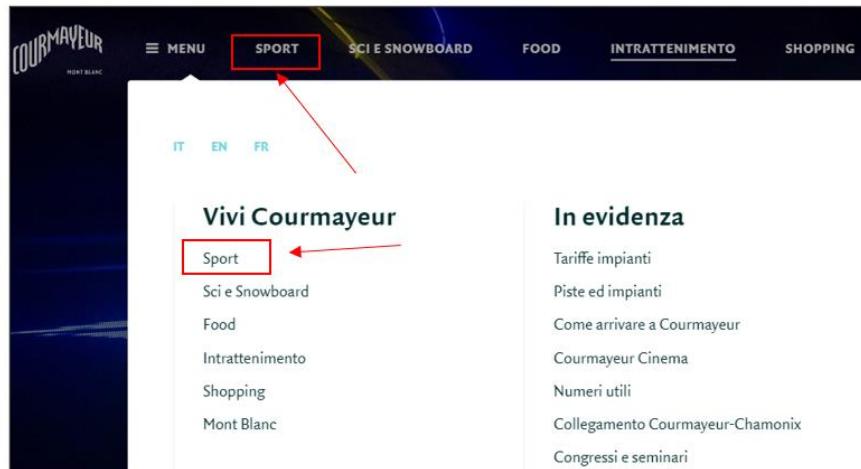
Screenshot 12: <https://www.courmayeurmontblanc.it/en/accommodation>

1.2.7 Flexibility and efficiency of use

Heuristic Type	Heuristic	Score
Nielsen	Flexibility and efficiency of use	4
Comment	<p>The landmarks, once well understood where they bring, could speed up the navigation of a user that visited the website a few times. Also, the "AGGIUNGI ALLA WISHLIST" button, present in every page, allow to rapidly add a page to the own Wishlist for the experienced user but a suggestion about it for the inexperienced user also appears sometimes (screenshot 12). The user can navigate with the top menu bar. There is the problem of too many repetitions (see screenshot 13) that can disorient the user. The page is not flexible or more customizable by an advanced user that is limited to the base functionality.</p>	



Screenshot 12: <https://www.courmayeurmontblanc.it/en/hiking-snowshoeing>



Screenshot 13: menu top bar and menu panel

1.2.8 Aesthetic and minimalist design

Heuristic Type	Heuristic	Score
Nielsen	Aesthetic and minimalist design	2
Comment	<p>The homepage is too dense of information that can confuse users that visit the webpage. There are too many different elements put together. Another big problem is the menu panel that is too long and complex (see screenshot 14).</p> <p>All the pages of the website have on the bottom part the RICHIESTA INFORMAZIONI module and a map showing how to reach the place by different means. They are clearly not always needed by the user and make the page messier and longer, even worse the users that need them may not find them right away (Screenshot 15). Also, the button GOOD TO KNOW is always present in every page and it could be useful if only said something useful: it only shows a link to the RICHIESTA INFORMAZIONI section, again. (Screenshot 16). The only thing well described is the text that is coincided and really clear.</p>	

Main clusters	Focus	Holiday planning
Sport Ski and Snowboard Food Entertainment Shopping Mont Blanc	Tariffe impianti Piste ed impianti How to get to Courmayeur Courmayeur cinema Numeri utili Connection Courmayeur - Chamonix Meeting and conferences	request information Accommodation Restaurants & services
Quick access		<ul style="list-style-type: none">✉ Info Request📷 Webcams / meteo🎿 Piste ed impianti📝 Wishlist✉ Newsletter🔍 Search
Best events Events calendar All experiences All highlights Media Timeline		

Screenshot 14 : menu panel



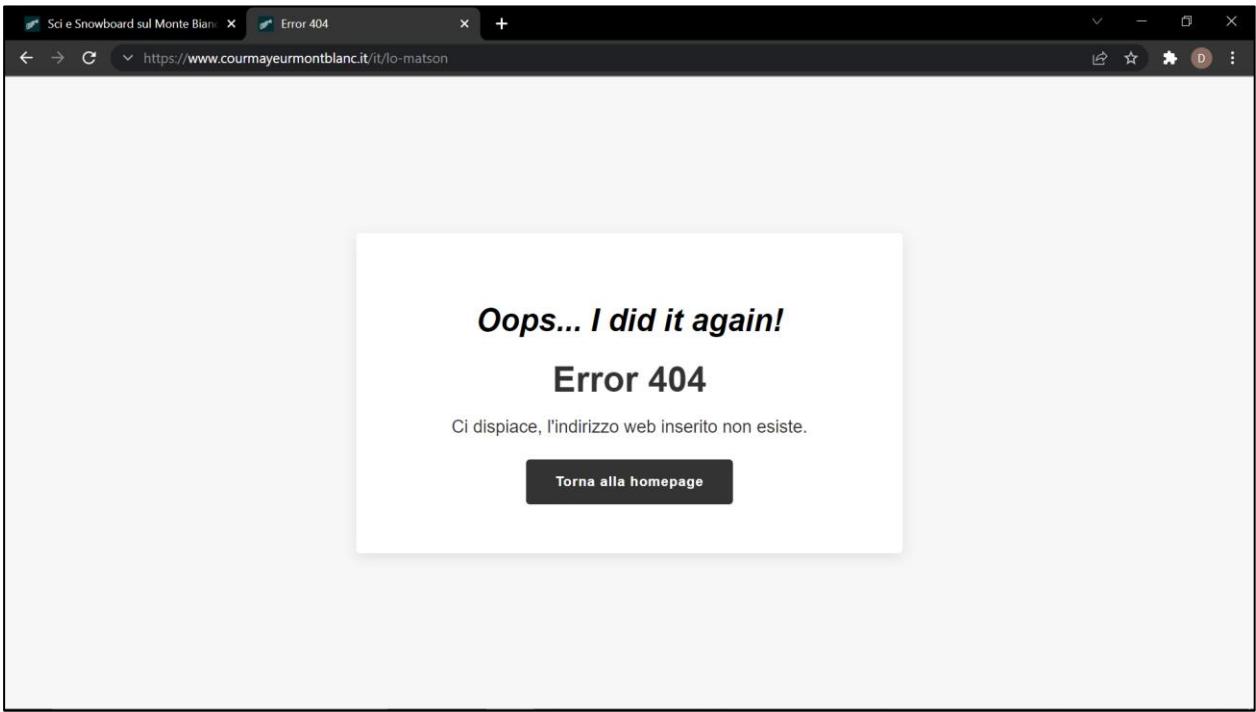
Screenshot 15: how to get to Courmayeur

GOOD TO KNOW ▾

Richiesta informazioni

Screenshot 16: good to know box

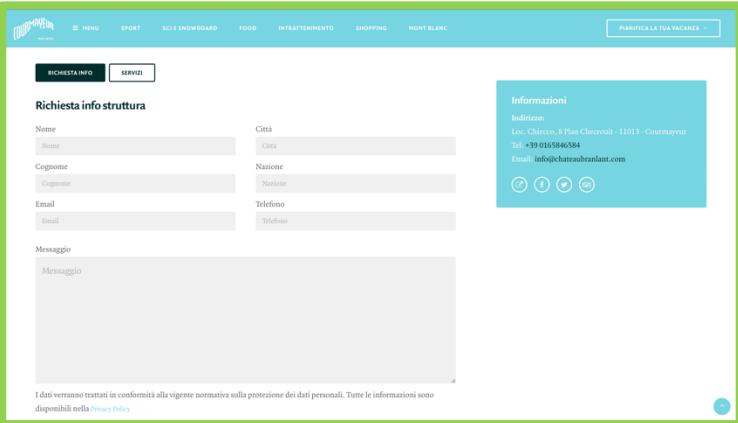
1.2.9 Help users recognize, diagnose and recover from errors

Heuristic Type	Heuristic	Score
Nielsen	Help users recognize, diagnose and recover from errors	2
Coment	<p>The diagnostic of the error is not well implemented. In the “request information” form when the user types the email incorrectly it does not understand what the type of error is. Neither the search box provides support to the user.</p> <p>If the user uses the search function, and makes a typo, the feature does not recognize the error and it does not provide any suggestion (screenshot 17).</p> <p>It's important to note instead, a good handling of exception in case of the classic “page not found”(see screenshot 18).</p>  <p><i>Hai cercato 'Sciaare' Trovati 0 risultati</i></p> <p>Screenshot 17: https://www.courmayeurmontblanc.it/cerca/ricerca_avanzata/sciare</p>  <p><i>Oops... I did it again!</i></p> <p>Error 404</p> <p>Ci dispiace, l'indirizzo web inserito non esiste.</p> <p>Torna alla homepage</p> <p>Screenshot 18: Error page</p>	

1.2.10 Help and documentation

Heuristic Type	Heuristic	Score
Nielsen	Help and documentation	N/A
Comment	The heuristic does not apply to this system.	

1.2.11 Interaction consistency

Heuristic Type	Heuristic	Score
MILE Navigation	Interaction consistency	5
Comment	<p>Pages of the same type have the same links thanks to the menu panel that it's very useful to this scope. Thanks to the landmarks, from each page the user is able to reach other sections of the website. Each page has links to the related pages.</p> <p>Each restaurant/service page has a module to require information directly to the provider and links to the provider's social network page (see screenshot 19).</p> 	

Screenshot 19: <https://www.courmayeurmontblanc.it/it/servizi/ristorante-pr%C3%A9-pascal>

1.2.12 Group navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Group navigation	2
Comment	<p>Using the landmarks, it is easy to navigate between the main groups of the website. However, some sections are not so easy to be found, like for instance the "Ristoranti and servizi", "Calendario eventi" and "Ospitalità" sections. In these sections, it is possible to browse all the proposed solutions and opportunities; but the browsing could be improved: only one filter per time can be applied and going back after visiting a specific item the previous filters are deleted and the search must begin again from the start (Screenshot 20).</p> <p>In the "Ospitalità" section, there is the possibility to filter the results according to the date, the numbers of people and the numbers of required rooms, but this option is not so visible since the button says only</p>	

"Imposta una data" and says nothing about the number of hosts; only after setting a date it also shows the option to choose the number of rooms and people. (Screenshot 21)

Can not select both stars and typology

Campaggio Tronchey
campeggi ★★
[PRENOTA](#) [VEDI DETTAGLI](#)

Camping La Sorgente
campeggi ★★
[PRENOTA](#) [VEDI DETTAGLI](#)

Camping Aiguille Noire
campeggi ★★
[PRENOTA](#) [VEDI DETTAGLI](#)

Screenshot 20: <https://www.courmayeurmontblanc.it/it/ospitalita-7>

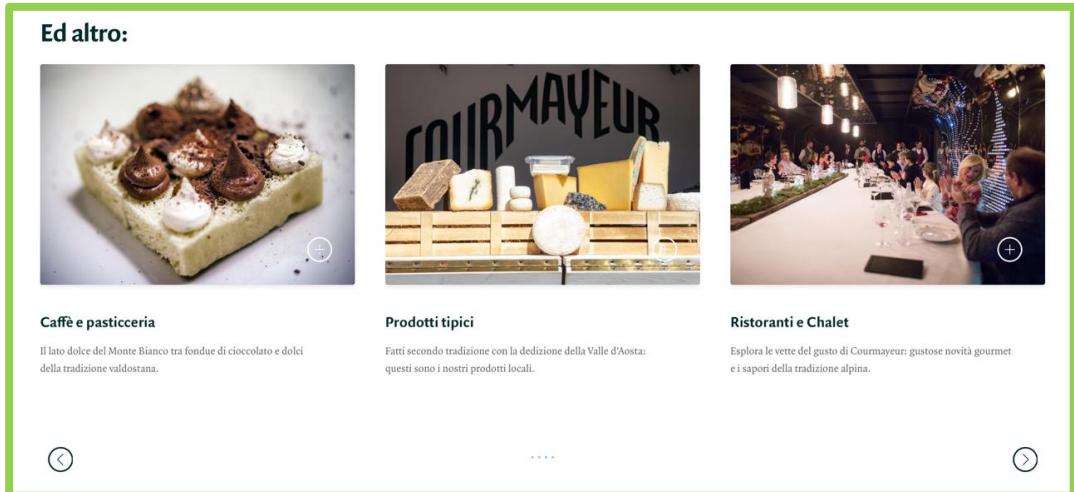
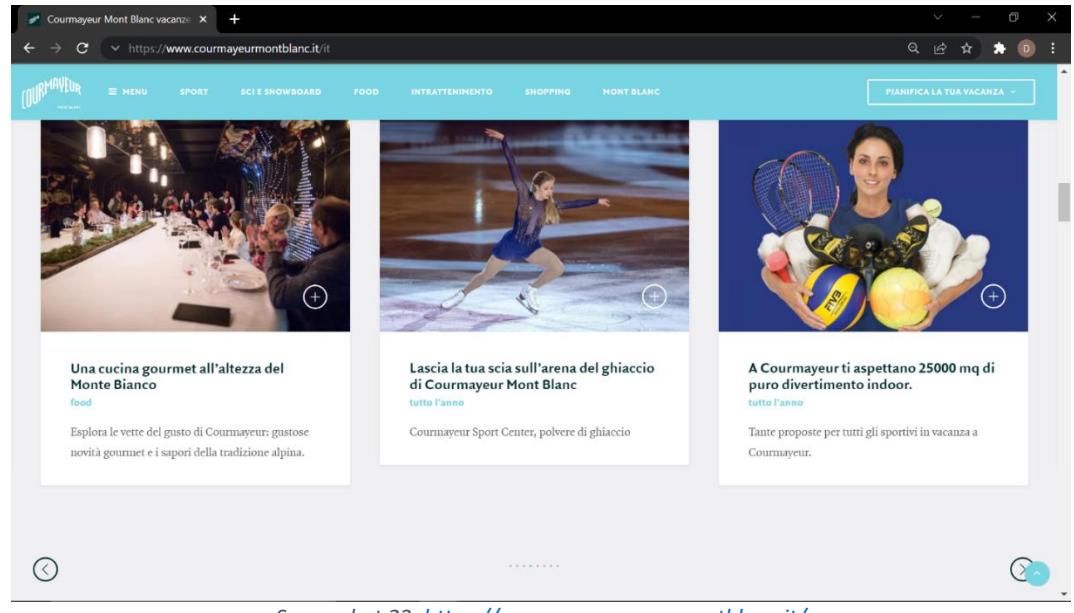
Seleziona un periodo e visualizza le strutture disponibili.

[CHIUDI](#)

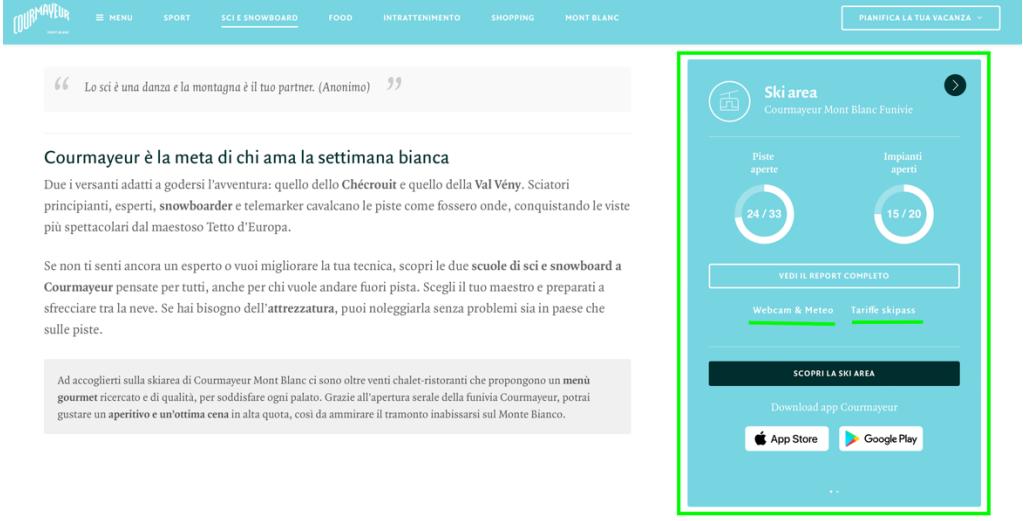
SCEGLI NUMERO DI CAMERE E PERSONE

Screenshot 21: <https://www.courmayeurmontblanc.it/it/ospitalita-7>

1.2.13 Structural Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Structural Navigation	4
<p>In main pages of the website there is, in the bottom of the page, the “Ed altro” part which consists of links to other pages of the same section. The links provide the title, an image and a brief description. Nevertheless, it does not provide any order of the pages (previous/next), so the user has to remember which page has already visited and which not. (Screenshot 22).</p> <p>In some pages, such as the home (screenshot 23), present too many components that makes more difficult the navigation and finding what you are looking for.</p> 		
Comment	<p>Ed altro:</p> <p>Caffè e pasticceria Il lato dolce del Monte Bianco tra fondue di cioccolato e dolci della tradizione valdostana.</p> <p>Prodotti tipici Fatti secondo tradizione con la dedizione della Valle d'Aosta: questi sono i nostri prodotti locali.</p> <p>Ristoranti e Chalet Esplora le vette del gusto di Courmayeur: gustose novità gourmet e i sapori della tradizione alpina.</p>	
<p>Screenshot 22: https://www.courmayeurmontblanc.it/it/food</p> 		

1.2.14 Semantic Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Semantic Navigation	5
Comment	<p>Browsing the website is common to see some referents to topics related to the current page: for instance, in the “Sci e snowboard” page is present a referent to the weather and prices pages (Screenshot 24); When the heuristic is applicable it is easy to move from one topic to another. For example, in the screenshot 25 when the user is on a restaurant it can easily move to another one.</p>  <p>Screenshot 24: https://www.courmayeurmontblanc.it/it/sci-e-snowboard</p>  <p>Screenshot 25: https://www.courmayeurmontblanc.it/en/servizi/-bar-ristorante-le-vieux-grenier</p>	

1.2.15 Landmarks

Heuristic Type	Heuristic	Score
MILE Navigation	Landmarks	3
Comment	<p>The landmarks accomplish their function allowing the user to jump from one section to another. In particular, the Courmayeur main symbol is useful to return to the homepage from any page.</p>	

The problem of this useful landmark is that it's not very visible because it is a small logo (see screenshot 26) place on the left of the menu bar. Incomprehensible the choice to use as landmark to the homepage the small logo rather than the big logo placed at the center page.

Also, the "Menu" landmark could be better: it opens a quite messy window in which all the other landmarks are repeated uselessly.



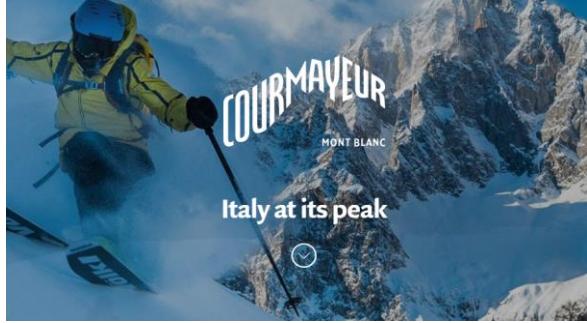
Screenshot 26: <https://www.courmayeurmontblanc.it/en>

1.2.16 Information overload

Heuristic Type	Heuristic	Score
MILE content	Information overload	1
<p>Big pictures and huge amount of (not required) information are present in all the page, which worsens the experience of the user. The weather page has too many messy webcams window and the Menu window can confuse the user (see screenshot 27).</p>		

Comment

1.2.17 Text-Layout

Heuristic Type	Heuristic	Score
MILE Presentation	Text-Layout	5
Comment		The text is always clear and visible also when it has a photo as background (see screenshot 28).
 <p>Screenshot 28: https://www.courmayeurmontblanc.it/en/sport</p>		

1.2.18 Interaction placeholders-semiotics

Heuristic Type	Heuristic	Score	
MILE Presentation	Interaction placeholders-semiotics	3	
Comment		Besides the upper right landmarks, there are not so many symbols around the website. Somewhere there are arrows that are rightly used to navigate among the items in a page. However, there are some symbols which meaning could be misunderstood: the plus symbol on correlated items of a page (Screenshot 29) could let think about adding the items to a certain kind of list, instead it is only a link to that item's page; the geolocation symbol near the Request Information (Screenshot 30) has nothing to do with position, it wrongly opens in another panel of the browser the exact identical page; to identify the link to an external website is used a symbol figuring a square with an outgoing arrow (Screenshot 31) its meaning and function could be not so immediate to understand for every user and could be misunderstood with "share" button.	
  		<p>Ristoranti e Chalet Esplora le vette del gusto di Courmayeur: gustose novità gourmet e i sapori della tradizione alpina.</p> <p>Après-Ski e Bar L'ora dell'aperitivo segna la fine della giornata sulle piste e l'inizio della notte di Courmayeur.</p> <p>Caffè e pasticceria Il lato dolce del Monte Bianco tra fondue di cioccolato e dolci della tradizione valdostana.</p>	

Screenshot 29: <https://www.courmayeurmontblanc.it/it/food>



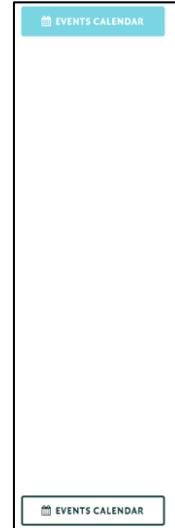
Screenshot 30



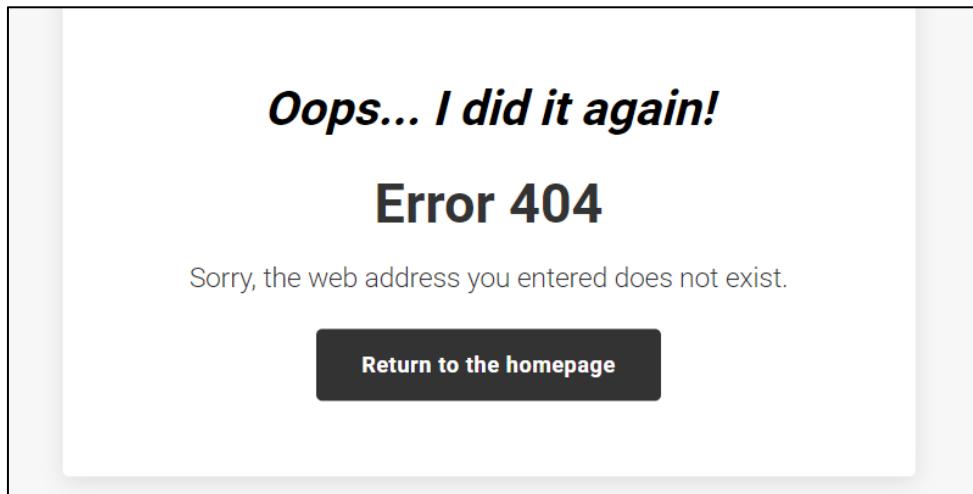
Screenshot 31

1.2.19 Interaction placeholders-consistency

Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-consistency	3
Comment	<p>In “sport” page there are 2 buttons called “events calendar” and the lowest is linked to the correct page but the highest redirects the user to an error page (screenshot 32). There is a problem also in “Tariffe e impianti” link that doesn’t relate to a correct link (screenshot 33). In some pages the 2 buttons “Service” and “Request Info” are connected to the same form (screenshot 34). Some symbols position could be improved; for instance, the arrow to navigate among the correlated items of a page are put below the items instead of next to and not scrolling enough the page could let miss them (see screenshot 35).</p>	



Screenshot 32: <https://www.courmayeurmontblanc.it/en/sport#section-events-cluster-list>



Screenshot 33: <https://www.courmayeurmontblanc.it/en/undefined>

A form page with three buttons at the top: 'REQUEST INFO' (white background), 'FAQ' (light gray background), and 'SERVICES' (dark gray background). Below the buttons, the section title 'Request structure info' is in bold. The form consists of four pairs of input fields: 'Name' and 'City' (both light gray), 'Surname' and 'Nation' (both light gray). Each pair has a placeholder text in the first field: 'Name' and 'Surname'.

Screenshot 34: <https://www.courmayeurmontblanc.it/en/servizi/ristorante-les-dames-anglaises>

Ed altro:



Scopri il comprensorio

Prendi sci e snowboard e vieni a scoprire il comprensorio sciistico Courmayeur Mont Blanc.



Tariffe e impianti

Scopri tutti gli skipass e trova la soluzione più adatta alle tue esigenze



Skirama

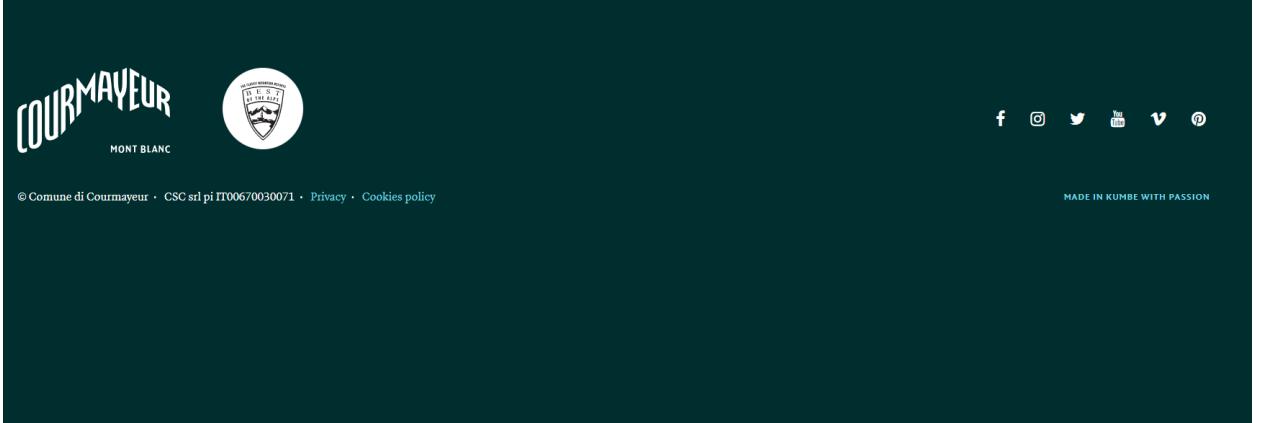
Scegli i migliori percorsi per divertirti d'estate e d'inverno a Courmayeur Mont Blanc.

(L)

(R)

Screenshot 35: <https://www.courmayeurmontblanc.it/it/sport/scopri-il-comprensorio>

1.2.20 Spatial allocation

Heuristic Type	Heuristic	Score
MILE Presentation	Spatial allocation	4
Comment	<p>The initial big photo can impress the user and it can attract potential visitors to visit Courmayeur that is the main purpose of the website. There are spatial problems in some sections of pages. For example, in screenshot 36 it's reported the footer that is too big for what it contains.</p> 	

Screenshot 36: <https://www.courmayeurmontblanc.it/en>

1.2.21 Consistency of Page Structure

Heuristic Type	Heuristic	Score
MILE Presentation	Consistency of Page Structure	5
Comment	All the pages of the website share the same skeleton composed of a big picture that appears immediately to the user, a text for explanation and a footer that is always the same. Also in the Events section, every event page has the same coherent design.	

1.3 Inspection Results

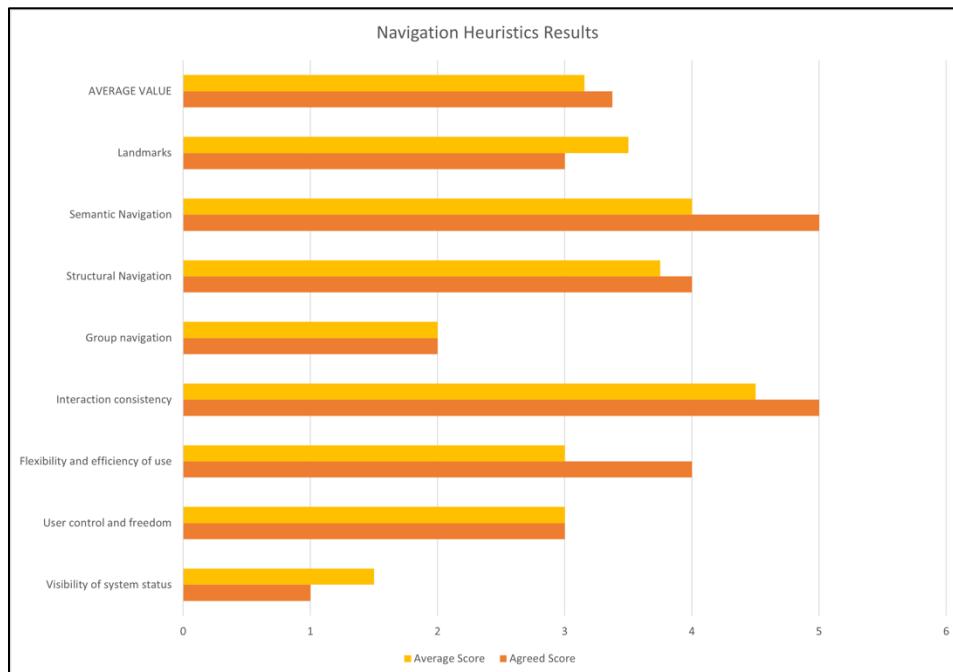
In this section of the report are reported the results of the collective evaluation enriched with graphs and table that highlight the strengths and weaknesses of the three main category: navigation, content and presentation.

➤ Navigation Heuristics

The navigation on the site is fairly straightforward with some hiccups. That's why it was rated positively but couldn't reach high scores. The "Interaction Consistency" heuristic is pretty indicative of the fact that the site is very coherent but lacks flow and usability in this category. "Visibility of System Status" got the worst results among the different heuristics. One of the causes of those problem could be attributed to the lack of proper breadcrumbs, which are even difficult to spot on the web pages.

Heuristic Type	Heuristic	Score 1	Score 2	Score 3	Score 4	Agreed Score	Average Score
Nielsen	Visibility of system status	1	2	2	1	1	1,5
Nielsen	User control and freedom	4	2	4	2	3	3
Nielsen	Flexibility and efficiency of use	4	3	4	1	4	3
MILE	Interaction consistency	5	4	5	4	5	4,5
MILE	Group navigation	1	3	3	1	2	2
MILE	Structural Navigation	5	3	4	3	4	3,75
MILE	Semantic Navigation	4	3	4	5	5	4
MILE	Landmarks	3	4	4	3	3	3,5
AVERAGE VALUE						3,38	3,16

Table 1



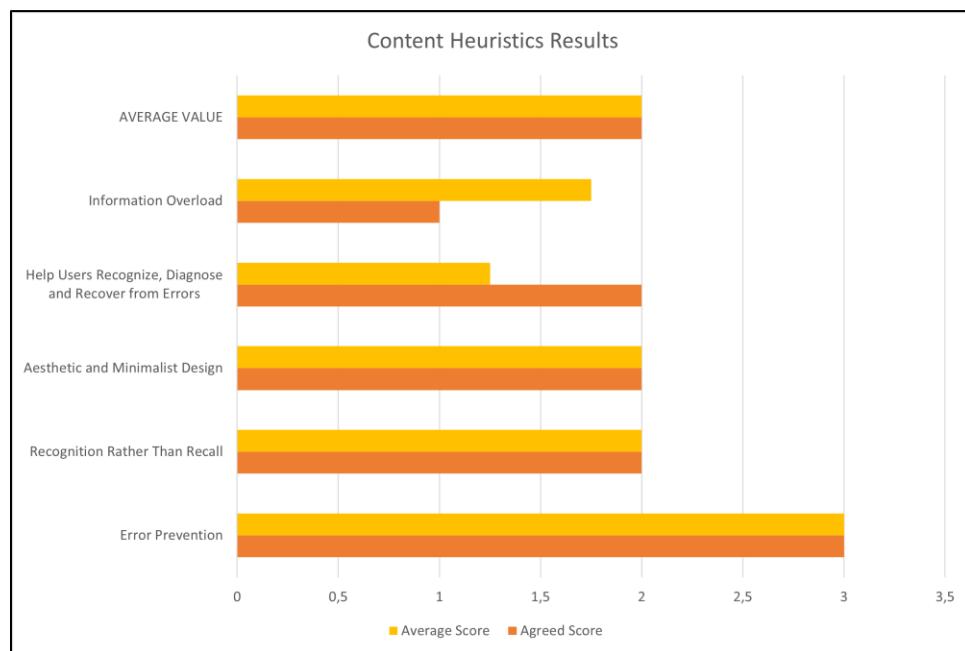
Graph 1: Navigation Heuristic Results

➤ Content Heuristics

This is the section where the highest number of criticalities were found. Courmayeur's website offers too much information, which is most of the times difficult to decipher, and this could create confusion among the users. Another problem pointed out during the inspection is the lack of indication while encountering errors. This issue creates confusion because users could did not know which page would give them problems. The recollected data can be found below.

Heuristic Type	Heuristic	Score 1	Score 2	Score 3	Score 4	Agreed Score	Average Score
Nielsen	Error Prevention	3	2	3	4	3	3
Nielsen	Recognition Rather Than Recall	1	2	3	2	2	2
Nielsen	Aesthetic and Minimalist Design	2	3	3	0	2	2
Nielsen	Help Users Recognize, Diagnose and Recover from Errors	1	1	2	1	2	1,25
MILE	Information Overload	1	2	3	1	1	1,75
Average Value						2	2

Table 2



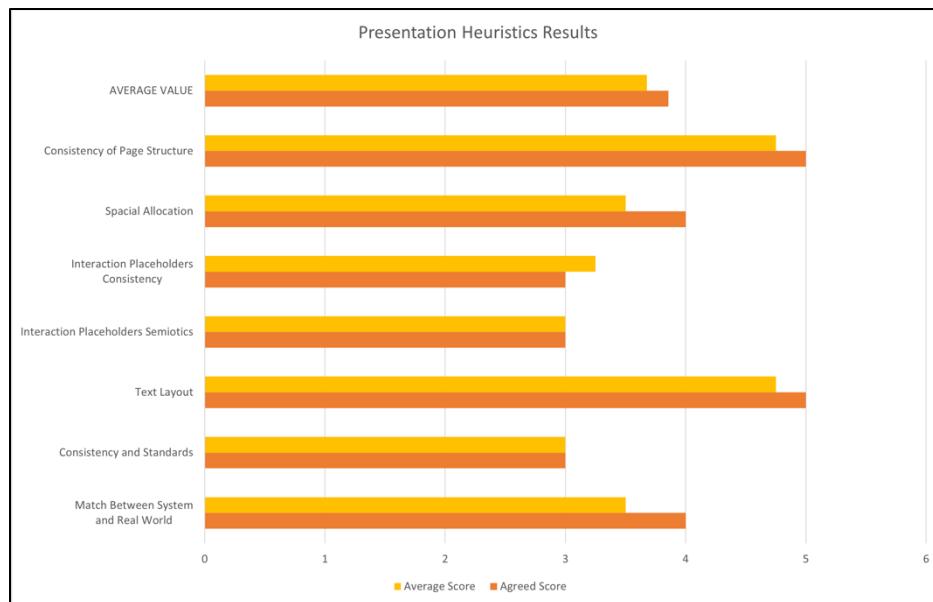
Graph 2: Content Heuristic Results

➤ Presentation Heuristics

This is the highest scoring group of heuristics. Presentation is most of the times clear and intuitive. Structure and layout are well thought and consistent and efficiently convey the message shown on the different pages. For example, each page shows the same principles: a large image that introduces the topic followed by a text paragraph and links to related pages. However, while its look certainly is worth of praise, site's navigation definitely feels undermined by the problems previously highlighted.

Heuristic Type	Heuristic	Score 1	Score 2	Score 3	Score 4	Agreed Score	Average Score
Nielsen	Match Between System and Real World	4	4	4	2	4	3,5
Nielsen	Consistency and Standards	4	3	2	3	3	3
MILE	Text Layout	5	4	5	5	5	4,75
MILE	Interaction Placeholders Semiotics	4	2	3	3	3	3
MILE	Interaction Placeholders Consistency	3	3	4	3	3	3,25
MILE	Spacial Allocation	4	2	5	3	4	3,5
MILE	Consistency of Page Structure	5	4	5	5	5	4,75
Average Value						3,86	3,68

Table 3



Graph 3: Presentation heuristic Results

2 User Testing

2.1 General Method (What is User Testing)

Usability properties are evaluated by observing how the system is actually used by some representative of real users. User behaviors are observed, recorded and then analyzed by expert researchers. User testing for Usability Evaluation is an example of Empirical Research. Empirical means gaining knowledge through facts. The goal of User Testing within usability is to uncover actual difficulties that users have when interacting with the application and to obtain systematic feedback on the effectiveness and efficiency of use of your product.

2.2 User Testing Design

First thing, the users were asked to perform some pre-defined tasks on the website (see section 2.2.3). Second, after performing all the tasks, the users were asked to fill out a questionnaire about the website and their experience with it.

2.2.1 User Profile Definition

The user profiles have been chosen in order to represent a small sample of the users that could be interested in visiting the website both for needs or interest.

The website analyzed is about the Courmayeur location in Italy, a tourist destination for people of different ages and kind: from young students to older workers; all these people could be interested in going to Courmayeur and so should need to also visit the website.

2.2.2 Variables Definition

Some variables have been chosen to be measured during the execution of the tasks and by a subsequent survey for the testers. These variables have been collected in order to be analyze once the testing phase has ended and inferring results on the usability of the website. The usability variables include both quantitative and qualitative indicators and are reported in the following table:

Usability Variable		Description	Type of Indicator
V1	Effectiveness	Task success rate	Quantitative
V2	Efficiency	Time needed to complete the task	Quantitative
V3	Errors	Visit of wrong sections while completing the task	Quantitative
V4	Satisfaction	Users' feelings about the navigation experience	Qualitative
V5	Disorientation	Difficulty in understanding how to move between the shown contents	Qualitative

V6	Wandering periods	Difficulty to realize the next steps	Qualitative
V7	Confidence with the design	Level of understanding on what the function of a component is	Qualitative

Table 4: Variables description

2.2.3 Tasks Definition

The tasks have been defined in order to make the user browse all the main section of the website and use all the provided functionalities. To do so, the number of tasks needed has been of six tasks.

Each task is defined proposing to the user a realistic scenario in which they could be, without giving to the user any indications of how to accomplish them (such as the buttons to click, the section where find something and similar).

The order of the tasks has been randomized for each user in order to minimize the learning effect. Moreover, it is tried to alternate harder task from the easier ones in order to avoid discouragement in the users. Every session starts from the homepage of the website.

While the user performs a task, the supervisors keep track of all the variables defined in section 2.2.2; in particular, the established time to perform each task has been fixed on 5 minutes.

The results of each task could be:

- **Successful:** the user has been able to complete the task within the time without needing any help.
- **Partial successful:** the user has been able to complete the task within the time but needing some supervisor help.
- **Failed:** the user has not been able to complete the task within the time even with the supervisor help.

Below the table containing all the task to propose to the users:

TASK		DESCRIPTION
T1	Accomodation Planning	You are a family (two adults and two children) on holiday with your grandfather and grandmother and want to book 2 separate rooms at the famous Hotel “Lo Scioattolo” from 31 December 2022 to 2 January 2023. Check the availability.
T2	Request Information	After browsing the site for some time, you cannot find information relating to the COVID-19 restrictions and you want to request information about the Green Pass at the C.S.C. (Courmayeur Service Center). Then you decide to fill out the form and submit it.

T3	Wishlist	You have decided to spend your holidays in Courmayeur; Looking at the proposals on the website, you are interested in Cinema, Typical Products and Baby Club and decide to add them to your Wishlist, a function offered by the site. After adding all three, you decide to cancel the Cinema because you might as well go elsewhere. Finally, send your Wishlist by e-mail.
T4	How to arrive	You have to reach your friends for a weekend in Courmayeur by car and you want to know how to reach the place and how much it would cost to leave the car for 2 days in the Viale Monte Bianco P2 car park.
T5	Events	You have learned that on April 2 your daughter's favorite author will be present at the event: "Authors at the top". You want to search for the number for information regarding the event.
T6	Skipass	Skiing is your passion and you have decided to go skiing in the famous Courmayeur. Then go to the website and look for the Ski Pass rate table.

Table 5: Task description

2.2.4 Pilot Test

Before submitting the test to the recruited users, it has been simulated among the group members and through a candidate user. This candidate user did not take part in the test in order not to generate bias. In this way, it has been possible to minimize misunderstandings and prevent any errors in the formulation of the test from impacting the results of the study.

2.2.5 Post-test Questionnaire

After the session, the recruited users are asked to complete a brief questionnaire. Such questionnaire is aimed to understand which part of the website are well developed from the user's perspective and which ones are not. In this case the questionnaire has been proposed to the users using Microsoft Forms™ software and all the data are collected anonymously. Questions proposed are both closed and open questions; the first ones are a simple index of agreement about some statements while the open question requires the user to provide an improvement they would like to see on the website.

The form has been proposed in Italian since not all the users were able to understand English.

Below the table with the proposed questions translated in English and the link to the Microsoft Form™ questionnaire.

Assessment	How much do you agree with the following statements? (1=totally disagree, 5=totally agree)
Content	The terminology used by the site is understandable and close to common language.
	The site is intuitive: the labels and symbols used give a good idea of their functionality.
	The amount of information on each page is balanced: there is neither too much information nor too little.
	Pages are never too long: don't scroll too far down to find what you're looking for.
Navigation	Each section/page of the site gives a good idea of its content thanks to text and images.
	The site allows you to easily switch from one section to another
	The site allows you to easily return to previous pages without using the functions offered by the browser (e.g., Google Chrome arrow to go back).
	The menu bar (see image below) is clear and useful for navigation.
	The search function offered by the site is useful for looking for what you do not find.
Cognitive Effort	Learning to use the site is quick and easy.
	The site gives awareness of the section in which you are at all times without feeling disoriented.
	The Wishlist function offered by the site is useful and easy to use.
Presentation	The text is always clear and legible (color, size, font).
	The structure of the pages is consistent between pages of the same type and the same section.
	Graphically the site is captivating.
Comments	Would you change anything within the website? If so, explain what and why (<i>open question</i>)
Overall rate	Overall, the site manages to fulfill its purpose: to provide information on Courmayeur and attract people to visit the town. (1=poor, 5=very good)
	Overall, how would you rate your browsing experience on the Courmayeur Mont Blanc website? (1=poor, 10=very good)
Survey Link	https://forms.office.com/Pages/ResponsePage.aspx?id=K3EXCvNtXUKAjjCd8ope69z6czY72idLI_QmhH_QC8FURDY2QzhOOUZDSEZDNk5SNE9EWkYwVktVQS4u

Table 6: Post-test questionnaire

2.3 User Testing Execution

The usability tests have been performed in person. The users were allowed to use their own computer in order to make them feel more comfortable. It has been pointed to the users that was not a test about their capability of using the website but rather a test for the website.

2.3.1 User profile recruited

It was possible to recruit all the prefixed profiles: young students, from different age and study program (Computer Science students, Business students but also High School students); young and older workers from very different environment of job.

It was also possible to cover a quite large age range: from 20 up to 60 years old.

Finally, it is highlighted that those users had different levels of confidence in using a computer and so in using a website. Therefore, it was possible to see how the website is browsed from an able user rather than a not very skilled user.

2.3.2 Task Execution

First, the observer describes to the user the task to perform and, during that, observe the user in order to provide any assistance when needed or requested. While performing the task the observer has kept track of the defined variables (see section 2.2.2) in order to analyze those date once all the tests has been completed.

Users have been also encouraged to embrace the Think Aloud technique in order to overcome the problem of not being able to accurately analyze their behavior. Think Aloud is a method invented by psychologist Édouard Claparède, which consists of externalizing by voice what the user thinks and plans during task execution.

2.3.3 Questionnaire

Once all the tasks have been completed, the link to the questionnaire has been provided to the users who could complete it both from their computer or smartphone. To fill in the questionnaire, it required in average 4 minutes for all the users. It was composed of 17 close questions and one open question.

Microsoft Form™ allow to check all the answers, their average values between users and to read all the answers provided to the last open question. That was very useful to analyze data and draw conclusions.

2.3.4 Data Analysis

In this section the data collected from the User Testing phase are shown and analyzed; both from the task execution part and questionnaire compilation.

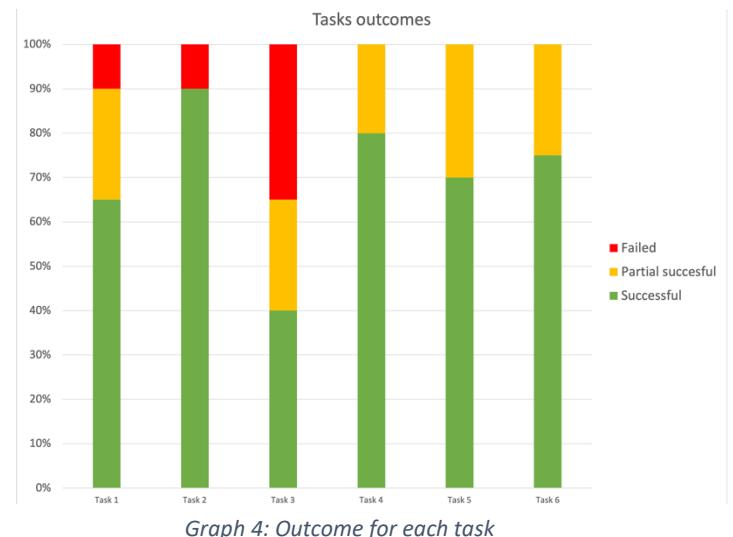
➤ Effectiveness

As discussed in section 2.2.3 there were three possible outcomes for each task: Successful (S), Partial successful (P) and Failed (F). The effectiveness of the website is analyzed by detecting, for each assigned task, the success rate among the users; such rate is expressed as percentage of successful outcome on overall outcome. A task outcome is considered successful if carried out correctly and in a totally autonomous manner, within the prefixed time limit of 5 minutes.

All the outcomes of each user for each task are reported in the table below (*Table 7*).

User	T1	T2	T3	T4	T5	T6
1	S	F	S	S	P	S
2	F	S	F	P	S	P
3	S	S	P	S	P	S
4	P	S	P	S	P	P
5	P	S	F	S	S	P
6	S	S	F	S	S	P
7	S	S	F	S	S	S
8	S	S	F	S	S	S
9	F	S	S	S	S	S
10	S	S	S	P	S	S
11	P	F	P	P	P	P
12	S	S	S	S	S	S
13	P	S	P	P	S	S
14	S	S	S	S	S	S
15	S	S	F	S	S	S
16	S	S	S	S	S	S
17	S	S	S	S	S	S
18	S	S	P	S	P	S
19	P	S	S	S	S	S
20	S	S	F	S	P	S
Success Rate	65%	90%	40%	80%	70%	75%

Table 7: Task outcomes for each user



Graph 4: Outcome for each task

As shown in *Graph 1*, the task with highest success rate is the Task 2 (Request Information); indeed, for all the user was quite simple to find the Request information module since it is possible to reach such module from several ways but that could be a pro or a con in the implementation.

The hardest task to complete was the Task 3 (Wishlist), it was indeed the task with the highest failure rate and users found some difficulties in performing it: sometimes the hint to add something to the wishlist did not appear and they were not able to add an item to the wishlist; sometimes after adding everything requested by the task into the wishlist, they were not able to reach the wishlist section; finally, sometimes the wishlist turned out to be empty even if they had previously added items in it.

It is possible to notice the last three tasks have 0 failure rate since users were always able to properly complete them within the time but sometimes, they needed some help. This could be a sign that the functionalities used in those tasks are functional but maybe need some little improvements to be more intuitive.

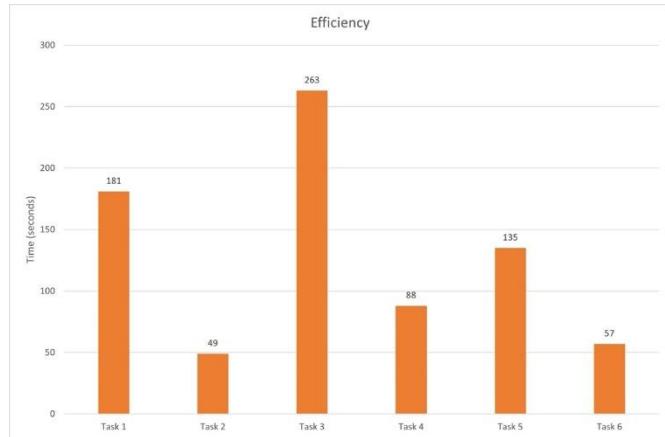
➤ Efficiency

The variable efficiency is represented by the amount of time in which the user complete or not the task. For every task, each user had 5 minutes to finish it starting always from the homepage. The time is reported in the table 6 and it is computed the average time for the completion of each task. In certain case there is “>300” that representing the fact in which the user has not completed the task for time elapsed.

User	T1	T2	T3	T4	T5	T6
1	140	27	>300	54	106	17
2	>300	42	>300	165	70	180
3	124	40	217	20	100	10
4	146	30	240	30	80	60
5	125	45	>300	75	128	32
6	121	125	>300	50	272	62
7	111	63	>300	47	117	208
8	122	137	>300	145	80	34
9	>300	284	278	173	182	185
10	120	25	155	176	68	28
11	224	>300	220	38	206	16
12	208	110	178	30	93	28
13	202	52	292	212	76	48
14	90	59	238	69	106	45
15	267	56	>300	38	218	18
16	107	60	240	65	45	41
17	150	60	249	35	168	15
18	220	18	285	160	250	42
19	290	15	240	45	65	30
20	260	10	>300	130	270	32
AVG	181	49	263	88	135	57

Table 8: Time on task in seconds

The most-time consuming task is the task 3. This was an expected result because the user had to find all the pages to add in the Wishlist. The experiment found that users can be confused by the Wishlist because it is a concept not very easy to understand by the unskilled user. Another problem found by moderators is the losing of time by users to search the information they needed. This problem happens due to the fact that the website is very dense of information and the user gets lost and spends time.



Graph 5: Average time for each task

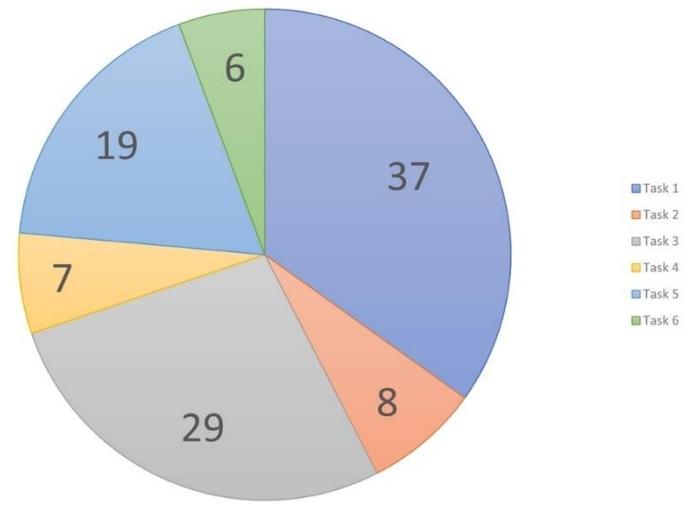
➤ Errors and confidence with design

To count the number of mistakes computed by users navigating the website was used the error variable. In the table below are represented for each user the exact number of errors made for each task and the total number, among the user, of all errors for each task in order to highlight which task brought to most or least errors. That is even more evident in the pie chart.

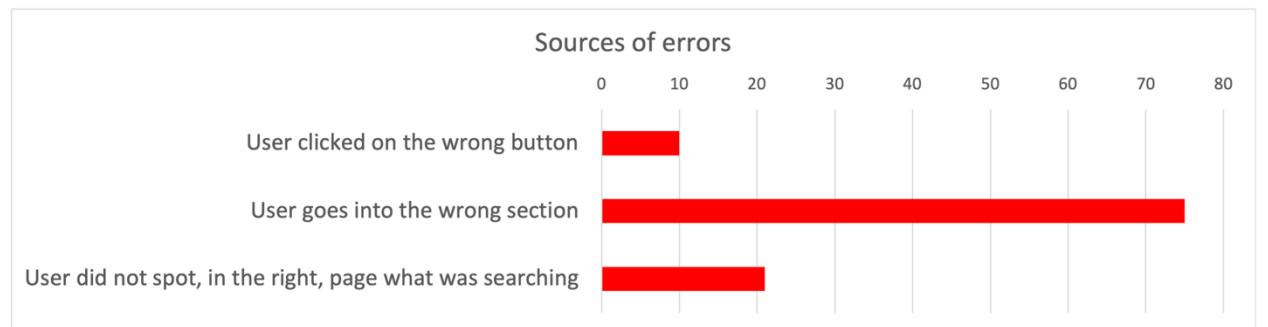
User	T1	T2	T3	T4	T5	T6
1	0	0	2	0	1	0
2	3	1	1	1	0	1
3	0	0	1	0	2	0
4	1	0	1	0	2	1
5	1	0	2	0	1	0
6	0	0	2	0	1	1
7	0	0	3	0	1	1
8	0	0	1	0	0	0
9	3	1	2	0	0	0
10	1	0	1	1	0	1
11	4	3	2	0	2	0
12	3	2	0	0	2	0
13	3	0	0	3	1	0
14	0	0	0	0	0	0
15	2	1	1	0	2	0
16	1	0	3	0	0	0
17	3	0	1	0	1	0
18	4	0	1	1	1	1
19	5	0	1	0	1	0
20	3	0	4	1	1	0
Total errors	37	8	29	7	19	6

Table 9: Errors count by the moderator

The most critical was the Task 1 (Accommodation planning) which is the one with the highest number of wrong actions or path. The most common mistake in this task was the click on the hotel page before setting up the date, the guests and the rooms. This is a heavy problem because the user after selecting the hotel is redirect on a page in which there is no more the possibility to set the date.



Graph 6: Pie chart representing the number of errors



Graph 7: Main class of users' errors

It was possible to identify three main kinds of error among the users, as reported in the above graph. The most common class of mistake made by users are those in which they search for something in the wrong section; it brings to spend time in the wrong page to understand that it is actually wrong with a consequential need to go back in the previous page. This made users lost a great amount of second and this often brought to a failed task.

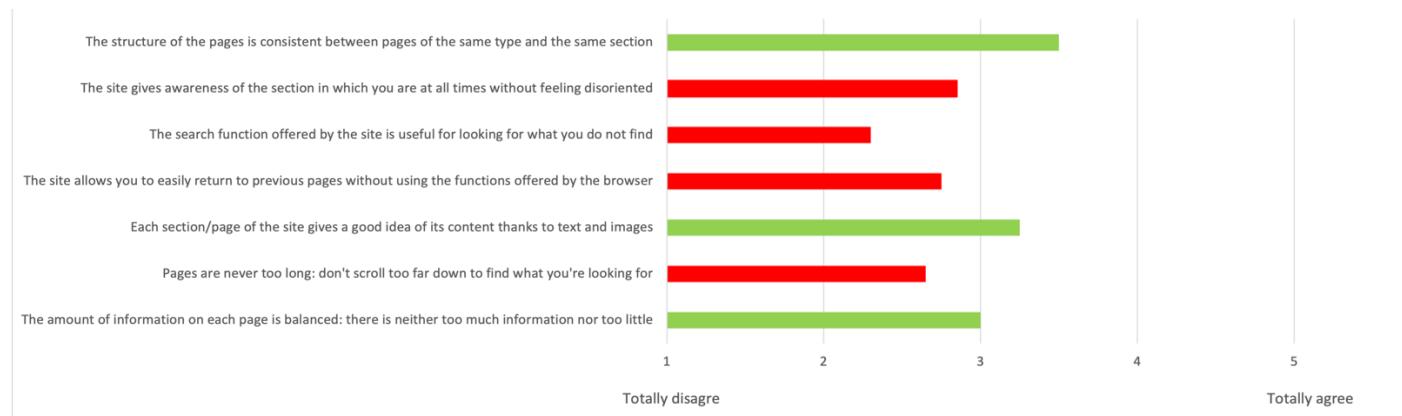
➤ Wandering periods

For *wandering period*, it is mean a time laps in which the user is not able to understand where has to go in order to find what is searching. This could bring the user to random click in labels and symbols that sound like useful to the achievement of user's goal. These attempts could turn in the good path as well as a wrong one. In any case this is not a good practice, and the developer of a website should minimize this behavior trying to keep the website as intuitive as possible.

During the test, the moderators carefully analyzed the expressions and reactions of the users. These data, together with the results of the post-test questionnaire have been very important in the evaluation of such variable. It was not possible to collect quantitative data about it, but the careful observations the executions bring to light that users had more wandering periods in performing tasks T1, T3 and T4. In Task T1 (Accommodation plan) users wandered in searching of the filter to check the room availability in the accommodation section: some of them did not see the button while others tried to set it after entering the hotel's page. In Task T2 (Wishlist) users wandered in search of the particular activities they were asked to add in the Wishlist and for the Wishlist itself. In task T4 (Events) most of them had no idea of where to find the event calendar, trying to find it in the Entertainment section that had an Event page on it but that showed only a selection of events without no visible link to the calendar.

➤ Disorientation

From the data collected with the post-test questionnaire, combined with those collected by the moderators during the tests on users' behavior, it emerges that, in general, the site does not guarantee easy navigation for the users when they are searching something in particular. It is clear from the graph below (*Graph 8*) how all the question related to the orientation variable have not a good score according to the users; most of them are also insufficient.



Graph 8: Part of the questionnaire result (average scores)

Among the most common problems are noted: disorientation of the user in browsing between different of same sections and not well understanding of the functionalities offered by the website. Let's analyze

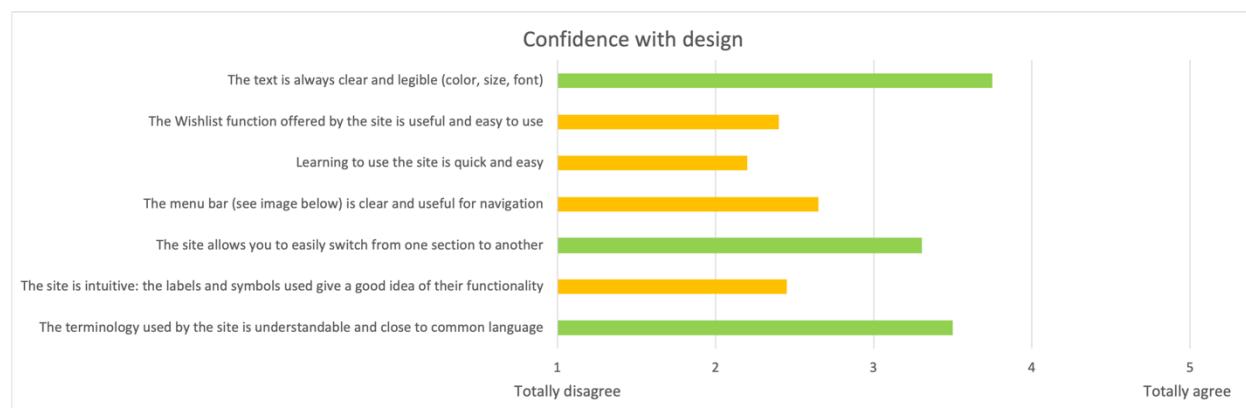
two main problems. How it is possible to see in the graph above (*Graph 8*) the average of the second question (*The site gives awareness of the section in which you are at all times without feeling disoriented*) has an insufficient score; that is maybe due to the website does not highlight enough the section were the user is while browsing. In general, in any websites a function that comes in help when the user feels disoriented and cannot find something is the Search function; but here almost all users tested not even saw that the website offered such function. Moreover, those who found and used it did not mention it as a useful function. This result is also highlighted by the third question in the graph above.

The periods of greatest stress and fatigue are occurred during the execution of task T1 and T3. This, since users have wasted a lot of time looking for specific section or the correct function. More than one has struggled to find the Baby Club and very few succeeded without a suggestion from the moderator.

➤ Confidence with design

Unlike the wandering periods, a user shows confidence with the design when knows exactly where has to find what is searching. Consequently, the user clicks in the right labels or links and uses the functionalities offered by the website in the right way. This confidentiality can be achieved by several means like the language, which should be near as much as possible to the users' language or making explicit the functionalities offered by the system.

It has been possible to evaluate the degree of confidence observing the users during the tests and the analysis with the data gained by the questionnaires. The results showed that users are able to understand the language used by the website and to navigate between its main section.



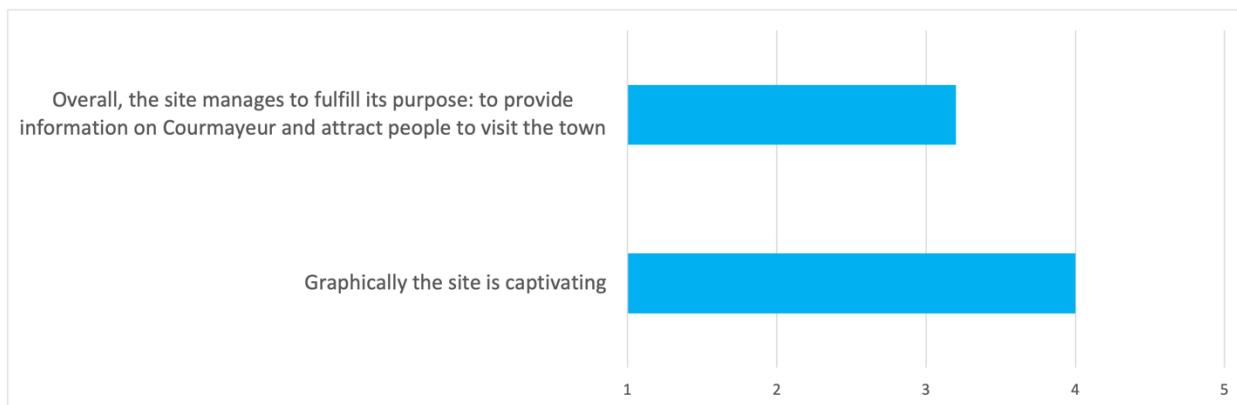
Graph 9: Part of the questionnaire results (average scores)

The users showed some troubles when they have to search something in particular. Although it is quite easy to understand what a section has in it, on the other hand it is hard to get in which section found a specific item. When the users were asked to find something barely demonstrated confidence with the design, resulting often in trying to find something by attempts.

Observing the survey results in the *Graph 6* above, many users assert that is difficult to learn how to use the website maybe because of it is not very intuitive in searching what is needed, always according to the users. This analysis shows that the website in quite useful to get an idea about the location of Courmayeur but not so useful in searching something of interest that the user is searching.

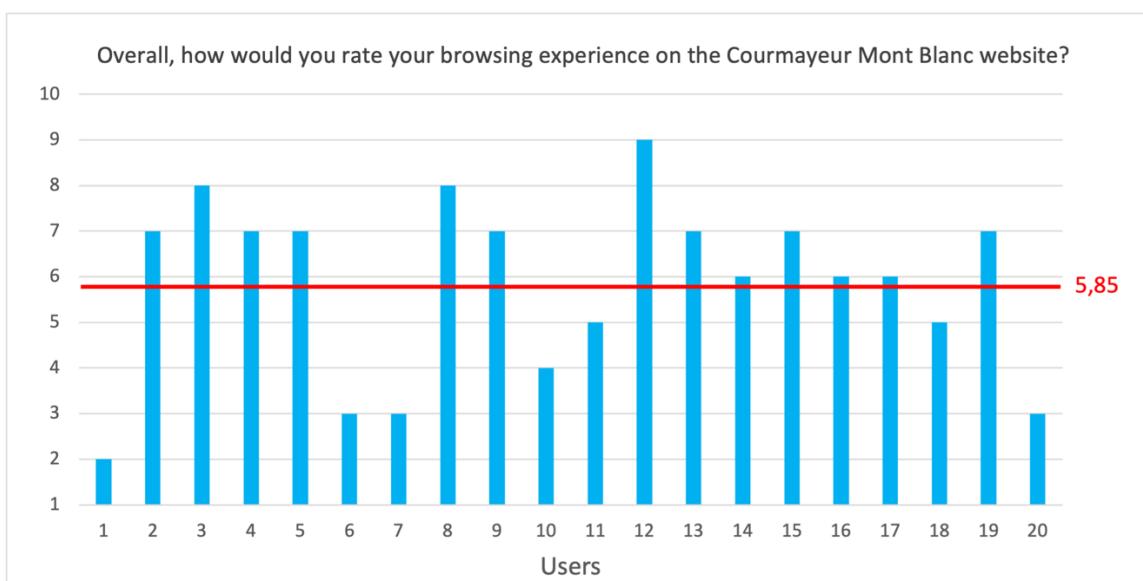
➤ Satisfaction

The most appreciated feature by the user about the website was for sure the graphic design. Indeed, once open, the website, shows an attractive and pleasant design. The colors chosen are consistent with the characteristics as well as the fonts. Of course, the choice of using the photo of Courmayeur helps the website in being more attractive showing the beauty of the location. For this reason, the website, according to the users, succeeds in attracting people in visiting the location of Courmayeur.



Graph 10: Part of the questionnaire results (average scores)

Besides the graphic design the satisfaction proved by the users is on average not sufficient. To the user has been asked to provide an overall score on their experience with website and, how Is possible to see in the *Graph 8* below, it was insufficient: the mean value was of 5,85 out of 10. Although some users gave a positive grade to their experience, some of them are severely low. In particular, the users giving low grade were the older ones who have not a high level of confidentiality with the digital systems. However, this cannot be a justification for the web developers: the website could certainly of interest also for older users, therefore it must reach sufficient levels of usability even for them.



Graph 11: users' overall satisfaction

Finally, it is provided, in *Table 10*, all the suggestions provided by users. They have been important data to draw up all the considerations written in this chapter.

Would you change anything on the website? If so, what?	
User 1	I'm an inexpert user and for me the website is too complex, so it would be simpler.
User 2	Yes, I would put the Baby Club page in the entertainment section.
User 3	The Wishlist function is not so intuitive. The window showing its option could let recall an advertisement banner and could mislead the user who could not see it.
User 4	Some texts are not well readable (maybe because are small and white on a light blue background). Moreover, I would improve the "How to reach us" section because it is not immediate to find the means list with their respective reach ways.
User 5	The "Book now" button bringing to an external website (booking.valledaosta) decreases the value of the possibility to check the availability directly from the Courmayeur website.
User 6	Difficulties in reading some light blue words on a white background. Homogeneity of the language either in Italian or in English. The Wishlist doesn't work. Difficulties in understand the difference between the "Sport" and "Ski and Snowboard section".
User 7	The website is not so understandable, and information are hard to find. I would semplicare the search by grouping the information in typologies all in the same bar (instead that something above, something on the right, something below...).
User 8	Poor information section, missing FAQs and recommended searches.
User 9	The calendar about events is not so visible.
User 10	Surely the contents organization. The menu does not provide so much information and the content search does never provide informative answers.
User 11	Increasing the differentiation between different sections in order to distinguish the season activities from the basic functions of the website itself. Deleting the horizontal bar in the homepage and organizing better the menu which seems quite better to search the information you want.
User 12	The meaning of "wishlist" should be clearer.
User 13	Clearer icons.
User 14	Wishlist doesn't work. I went on "Tariffe e Impianti" from the menu but I was sent to a wrong page. Image choice is great, but they are too big
User 15	I'd give the possibility of checking for hotel rooms directly on the site without exiting it (by using a plugin for example), this won't create confusion and it'd be useful for faster research. I'd work on that too, right now the research list is too standard and narrow. I would insert the parking section in a separate menu voice, without having to scroll down on the homepage. I would remake the white function bar in the upper part. It ruins the aesthetics, and its icons aren't clear at all.
User 16	Not immediate at all, you waste a lot of time finding the information that you need.
User 17	I'd make it easier and more intuitive.
User 18	Wishlist doesn't work and the menu is misleading. You need too much time finding sections and breadcrumbs are missing.
User 19	They should work on the organization and layout of some windows (sometimes I felt lost). The small wishlist icon isn't clear and I didn't notice it. Anyways, I'll probably go visit Courmayeur since the food section intrigued me.
User 20	Research function isn't efficient.

Table 10: Post-test comments of the users

3 Conclusions

This chapter contains the conclusions of the usability report relating to the Courmayeur website. The considerations made in the following sections represent the basis on which the system can be improved to provide a better user experience.

3.1 Comments on results

The user testing matches in part with the results of the inspection mostly about the aesthetic of the website. During UT few more issues emerged not spotted with the inspection method: for example, most of the users faced a serious bug in the wish list that also adding pages and sections it always remains empty. Another problem highlighted by the testing was the difficulty in finding specific items in the sections: this led us to the conclusion that the section in which items are located could be designed in a more intelligent way.

3.2 Suggestions for improvements

After having completed the Inspection and having analyzed the data collected during the User Testing, it is feasible to expose a global evaluation of the website. Both experts and recruited users agree that Courmayeur.it is high-grade in terms of design. However, it presents many weaknesses that have been already highlighted during the Inspection. Also, users felt disoriented and frustrated while performing some tasks.

We highlighted some suggestions of those problems for each main category:

Category	Problem	Priority	Suggested Solution
Navigation	The breadcrumbs implemented in the system is quite useless; It is barely visible, and it is too synthetic.	High	<ul style="list-style-type: none"> It should be bigger and fixed in the upper left part of each page without disappearing when scrolling. It should consider more levels of depth: 3 levels should be good
	Menu is too messy and has in it too many links; many of these links are also duplicated.	High	<ul style="list-style-type: none"> Eliminate the duplicated link, better organization of the sections in it, improve its design in term of text layout.
	Search function could be more useful: it shows many results, and it is not immediate to find what the user is searching; moreover, it does not provide neither suggestion or error recognition and recovering	Medium	<ul style="list-style-type: none"> Implement the suggestion when the user is typing. Implement the recognition of typos and following correction. Reduce and improve the results shown giving more immediate instances, maybe using images.

	<p>The landmarks in the upper right part of the website are not immediate to be found and, in general, they aren't very understandable; some of the symbols are misleading and they disappear when scrolling.</p>	Medium	<ul style="list-style-type: none"> Adding labels or using bigger and more immediate symbols (for the language not the world but a flag, for the weather not a single cloud but a cloud with the sun).
	<p>The wishlist function offered by the website presents several problems. For an inexpert user the function provided by such wishlist could be not so immediate. It is hard to find the button to add an item to the wishlist when the suggest does not appear. The link to the wishlist is not so easy to find. Often even adding items to the wishlist it turns out to be empty.</p>	Low	<ul style="list-style-type: none"> Better explain in the suggestion which is the functionality of the wishlist Make the button to add an item to the wishlist more visible. Resolve the bug of the empty wishlist
Content	<p>The Events Calendar page is hard to find. It is possible to reach it only through a small voice in the menu or through a barely visible button in the correlated section of a page</p>	Medium	<ul style="list-style-type: none"> Put the event section near to the main section of the website or make its voice in the menu more visible
	<p>Some pages contain too many information, and this could result in an overload for the users. In particular, the homepage and the weather page are very messy.</p>	Medium	<ul style="list-style-type: none"> Better weigh up the contents in a page showing only what is needed Provide an image viewer in order to insert smaller image to expand when need and make the page lighter
	<p>The “Request information” module and the “How to reach us” section are present at the end of each page: these functions are not needed in every moment and their presence in all the pages make the overload increase</p>	Low	<ul style="list-style-type: none"> Remove these sections in the bottom part of the pages Make for them a proper section Make it possible to reach these sections through an easy to find symbol or label
	<p>Some users could miss a FAQ section that could be useful for an information website such this</p>	Low	<ul style="list-style-type: none"> Add a FAQ section
Presentation	<p>Some texts could not be so immediate to see for some users due to their size or their color in respect to their background</p>	Low	<ul style="list-style-type: none"> Change the size of some text Better balance between background and text when the background is a photo
	<p>The correlated items to the current page are placed in the bottom part of the page. Some users could miss it</p>	Low	<ul style="list-style-type: none"> Place this section on the upper part of the page or in a right column

3.3 Personal Observations

With this assignment we have understood how to make a report to discuss about the usability of a website. In general, the work was very interesting mostly for the cooperation of the team and also it gave us the possibility to describe thoroughly the website of an important tourist destination like Courmayeur. It has been interesting to learn how to analyze a website from an expert point of view learning that some websites that are aesthetically appealing, once analyzed could show their issues. The Courmayeur website open in a first place seemed a well-developed website, but once analyzed it has been possible to discover a series of issues that otherwise would not be noted.

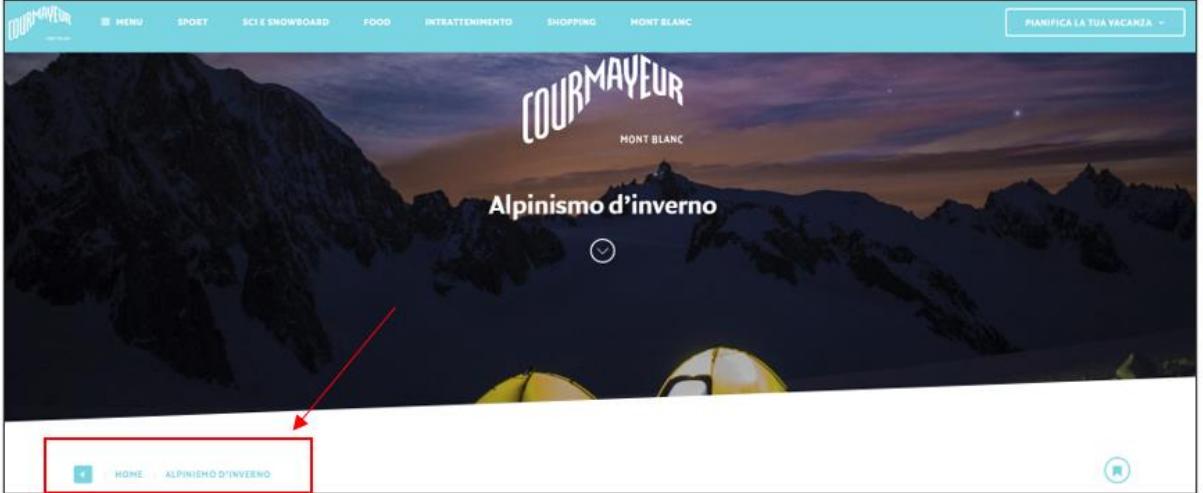
Draw up this report made us understand what to look out when designing a website: which errors prevent, which design practice carry on and which no. This will be for sure a step forward in developing our own website. Overall, this experience was appreciated by all of us.

4 Individual Annex

This section contains the complete reports of individual inspections on the usability.

4.1 Individual inspector: Davide Carini

4.1.1 Visibility of System Status

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	1
Comment	<p>The breadcrumb is not enough visible and it's difficult for the user to find it in the page (it is not in a strategic point). Another problem is that it's difficult to understand when the user is in the homepage because there isn't nothing that show it.</p> <p>In certain cases, the breadcrumb are too synthetics (in the screenshot 1 the page "mountain-climbing" is under the page "Sport" but it is attached to the homepage).</p>  <p>Screenshot 1: https://www.courmayeurmontblanc.it/it/alpinismo-d-inverno</p>	

4.1.2 Match between System and the Real World

Heuristic Type	Heuristic	Score
Nielsen	Match between System and the Real World	4
Comment	<p>There are many problems in the translation that can make difficult the comprehension of certain part of the text for not Italian people (see screenshot 2).</p> <p>Nevertheless, the photos used on the website describe well the page in which are put in.</p>	

Main clusters

- Sport
- Ski and Snowboard
- Food
- Entertainment
- Shopping
- Mont Blanc

Focus

- Tariffe impianti
- Piste ed impianti
- How to get to Courmayeur
- Courmayeur cinema
- Numeri utili
- Connection Courmayeur - Chamonix
- Meeting and conferences

Holiday planning

- request information
- Accommodation
- Restaurants & services

Quick access

- Best events
- Events calendar
- All experiences
- All highlights
- Media Timeline

Icons

- Info Request
- Webcams / meteo
- Piste ed impianti
- Wishlist
- Newsletter
- Search

Screenshot 2: menu panel

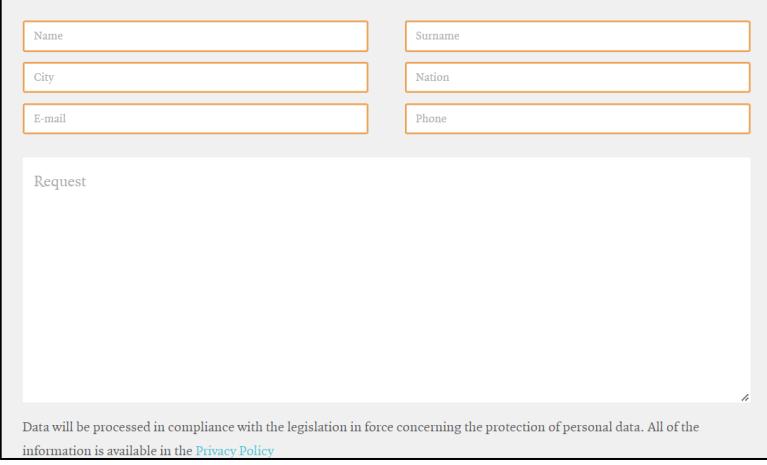
4.1.3 User control and freedom

Heuristic Type	Heuristic	Score
Nielsen	User control and freedom	4
Comment	<p>The webpage permits the user to save an interesting page in the Wishlist (see screenshot 3). The user can also delete the element that it's added to the list (see screenshot 4).</p> <p>Aggiungi il contenuto alla wishlist Crea la tua wishlist personalizzata ed inviala per e-mail</p> <p>AGGIUNGI ALLA WISHLIST OK, HO CAPITO</p>	
	<p>Screenshot 3: Button to save the page in the Wishlist</p> <p>Il Monte Bianco sul grande schermo</p> <p>VEDI DETTAGLI CANCELLA</p>	
	<p>Screenshot 4: https://www.courmayeurmontblanc.it/it/wishlist</p>	

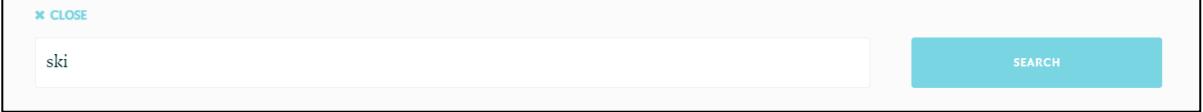
4.1.4 Consistency and standards

Heuristic Type	Heuristic	Score
Nielsen	Consistency and standards	4
Comment	<p>A small problem is showed in the screenshot 5. In this case the significant of the icons are not so intuitive. Usually for the language of the website is used the flag not the symbol of the planet. The other standards are all respected (search box, back-to-top indicator, exit button, share icons, etc.)</p>  <p>Screenshot 5: icons panel</p>	

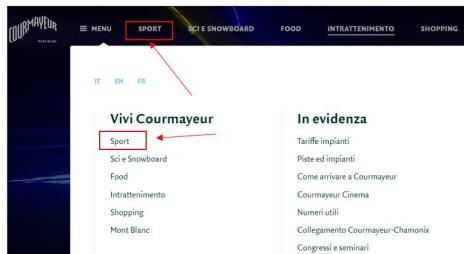
4.1.5 Error prevention

Heuristic Type	Heuristic	Score
Nielsen	Error prevention	3
Comment	<p>In the module to compile for receiving information the check of the correctness of the email structure and the filling of all fields is done only after the user clicks on the “send request” button (screenshot 6).</p>  <p>Screenshot 6: https://www.courmayeurmontblanc.it/en#section-form-info</p>	

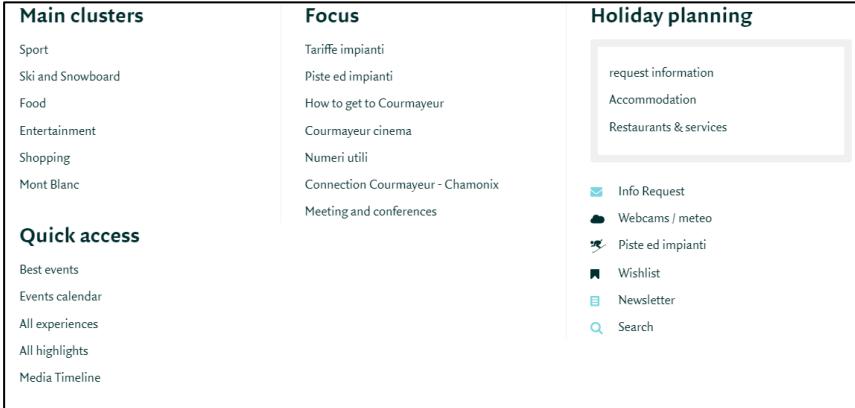
4.1.6 Recognition rather than recall

Heuristic Type	Heuristic	Score
Nielsen	Recognition rather than recall	1
Comment	<p>When the user writes in the search textbox is not provided any suggestions that minimize the user's memory (see screenshot 7) The same thing happens in the request information form. For example, during the insertion of the city there is not a list that helps the user (see screenshot 8).</p>  <p>Screenshot 7: search textbox</p>  <p>Screenshot 8: https://www.courmayeurmontblanc.it/en#section-form-info</p>	

4.1.7 Flexibility and efficiency of use

Heuristic Type	Heuristic	Score
Nielsen	Flexibility and efficiency of use	4
Comment	<p>The user can navigate with the top menu bar. There is the problem of too many repetitions (see screenshot 9) that can disorient the user.</p>  <p>Screenshot 9: menu top bar and menu panel</p>	

4.1.8 Aesthetic and minimalist design

Heuristic Type	Heuristic	Score
Nielsen	Aesthetic and minimalist design	2
Comment	<p>The homepage is too dense of information that can confuse users that visit the webpage. There are too many different elements put together. Another big problem is the menu panel that is too long and complex (see screenshot 10).</p> <p>The only thing well described are texts that are coincided and really clear.</p> 	

Screenshot 10 : menu panel

4.1.9 Help users recognize, diagnose and recover from errors

Heuristic Type	Heuristic	Score
Nielsen	Help users recognize, diagnose and recover from errors	1
Comment	<p>The diagnostic of the error is not well implemented. In the “request information” form when the user types the email incorrectly it does not understand what the type of error is. Neither the search box provides support to the user.</p>	

4.1.10 Help and documentation

Heuristic Type	Heuristic	Score
Nielsen	Help and documentation	N/A
Comment	<p>-</p>	

4.1.11 Interaction consistency

Heuristic Type	Heuristic	Score
MILE Navigation	Interaction consistency	5
Comment	Pages of the same type have the same links thanks to the menu panel that it's very useful to this scope.	

4.1.12 Group navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Group navigation	1
Comment	Breadcrumbs are not very useful because they can only permit the user to go back to the homepage. So, the flow of pages is very limited.	

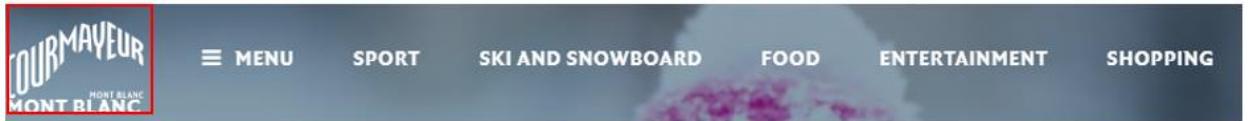
4.1.13 Structural Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Structural Navigation	5
Comment	The division of each page is well defined and each of them can easily navigated by users.	

4.1.14 Semantic Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Semantic Navigation	4
Comment	<p>When the heuristic is applicable it is easy to move from one topic to another. For example, in the screenshot 11 when the user is on a restaurant it can easily move to another one.</p>	

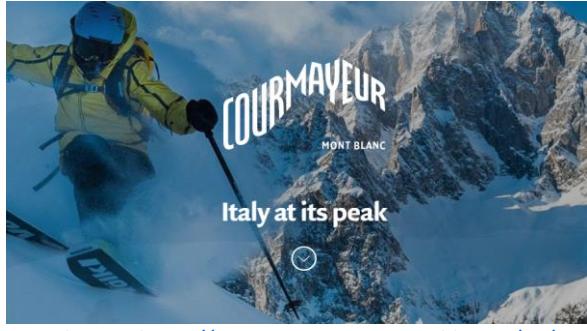
4.1.15 Landmarks

Heuristic Type	Heuristic	Score
MILE Navigation	Landmarks	3
Comment	<p>The most useful landmark that helps the user to reach the homepage is not very visible because it is a small logo (see screenshot 12) placed on the left of the menu bar. Incomprehensible the choice to use as landmark to the homepage the small logo rather than the big logo placed at the center page.</p>  <p>Screenshot 12: https://www.courmayeurmontblanc.it/en</p>	

4.1.16 Information overload

Heuristic Type	Heuristic	Score
MILE content	Information overload	1
Comment	<p>The main page is overpopulated of different sections and big pictures that can confuse the user during the interaction with the webpage.</p>	

4.1.17 Text-Layout

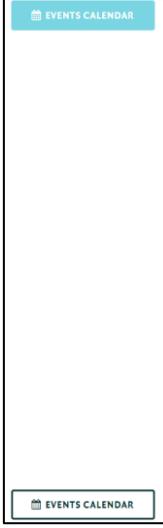
Heuristic Type	Heuristic	Score
MILE Presentation	Text-Layout	5
Comment	<p>The text is always clear and visible also when it has a photo as background (see screenshot 13).</p>  <p>Screenshot 13: https://www.courmayeurmontblanc.it/en/sport</p>	

4.1.18 Interaction placeholders-semiotics

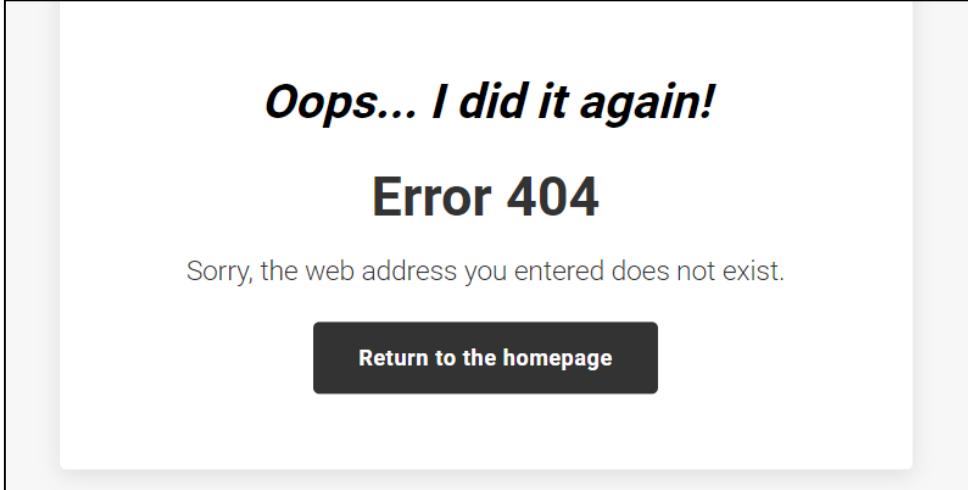
Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-semiotics	4
Comment	The main icons (share, back to top, search) are correctly represented. There are some problems with the 2 icons (see screenshot 5) that are difficult to interpret.	

4.1.19 Interaction placeholders-consistency

Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-consistency	3
Comment	In “sport” page there are 2 buttons called “events calendar” and the lowest is linked to the correct page but the highest redirects the user to an error page (screenshot 14). There is a problem also in “Tariffe e impianti” link that doesn’t relate to a correct link (screenshot 15). In some pages the 2 buttons “Service” and “Request Info” are connected to the same form (screenshot 16).	



Screenshot 14: <https://www.courmayeurmontblanc.it/en/sport#section-events-cluster-list>



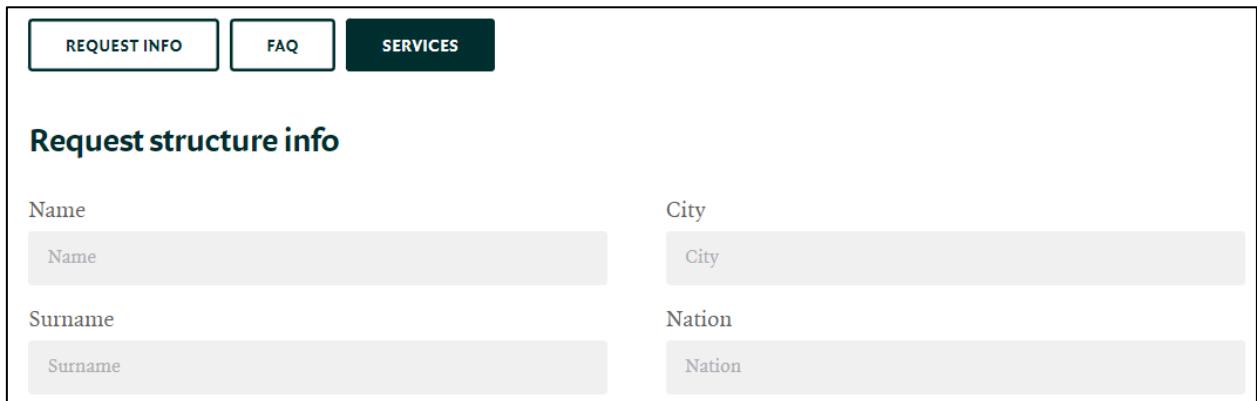
Oops... I did it again!

Error 404

Sorry, the web address you entered does not exist.

[Return to the homepage](#)

Screenshot 4: <https://www.courmayeurmontblanc.it/en/undefined>

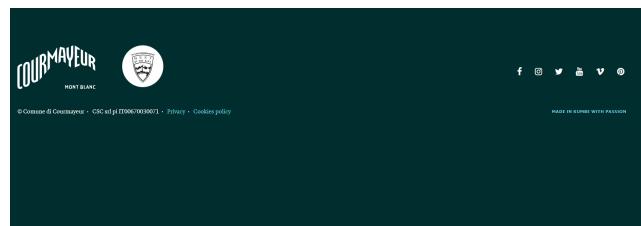


Request structure info

Name	City
<input type="text" value="Name"/>	<input type="text" value="City"/>
Surname	Nation
<input type="text" value="Surname"/>	<input type="text" value="Nation"/>

Screenshot 16: <https://www.courmayeurmontblanc.it/en/servizi/ristorante-les-dames-anglaises>

4.1.20 Spatial allocation

Heuristic Type	Heuristic	Score
MILE Presentation	Spatial allocation	4
Comment	<p>The initial big photo can impress the user and it can attract potential visitors to visit Courmayeur that is the main purpose of the website. There are spatial problems in some sections of pages. For example, in screenshot 17 it's reported the footer that is too big for what it contains.</p>  <p><small>© Courmayeur - CSC srl IT00070030071 • Privacy • Cookies policy</small></p> <p><small>MADE IN ALPINE WITH PASSION</small></p>	

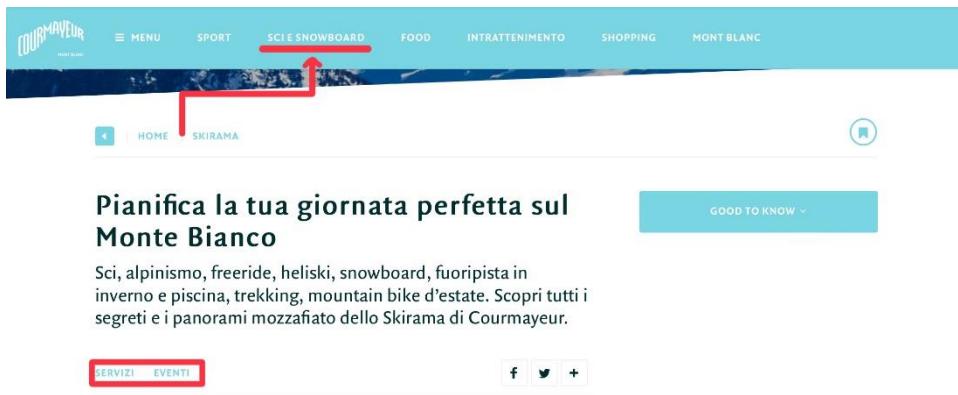
Screenshot 17: <https://www.courmayeurmontblanc.it/en>

4.1.21 Consistency of Page Structure

Heuristic Type	Heuristic	Score
MILE Presentation	Consistency of Page Structure	5
Comment	All the pages of the website share the same skeleton composed of a big picture that appears immediately to the user, a text for explanation and a footer that is always the same.	

4.2 Individual inspector: Riccardo Pestrin

4.2.1 Visibility of System Status

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	2
Comment	<p>Breadcrumbs are incomplete and hard to find. Sometimes important sections are missing ad you can only go back by hitting the undo button.</p> <p>Many pages are wrongly placed and not indicated on the main section bar, like in the image below.</p>  <p><i>Pianifica la tua giornata perfetta sul Monte Bianco</i></p> <p>Sci, alpinismo, freeride, heliski, snowboard, fuoripista in inverno e piscina, trekking, mountain bike d'estate. Scopri tutti i segreti e i panorami mozzafiato dello Skirama di Courmayeur.</p> <p>SERVIZI EVENTI</p> <p>GOOD TO KNOW ▾</p>	

Screenshot 1: <https://www.courmayeurmontblanc.it/it/sport/skirama>

4.2.2 Match between system and the real world

Heuristic Type	Heuristic	Score
Nielsen	Match Between System and Real World	4
Comment	<p>All the images and terms used are well explained to the user. However, the site lacks proper translation in English or French.</p>	

4.2.3 User control and freedom

Heuristic Type	Heuristic	Score
Nielsen	User Control and Freedom	2
Comment	<p>Since this site is intended as an information tool, there's no real implementation of an undo and a redo functionality apart from the Wishlist section, where the user can choose to save future events, info and news regarding Courmayeur.</p>	



Screenshot 2: Add to the wish list box

4.2.4 Consistency and standards

Heuristic Type	Heuristic	Score
Nielsen	Consistency and Standards	3
<p>The site is generally well put together in terms of consistency. However, there are a few standards that are not respected and could be improved. For example, the “Top Attività” section is sometimes shown as a bullet list and, in other pages, as a series of interactive boxes.</p>		
<p>Comment</p>		

Screenshot 3: <https://www.courmayeurmontblanc.it/it/mont-blanc>

4.2.5 Error Prevention

Heuristic Type	Heuristic	Score
Nielsen	Error Prevention	2
<p>Comment</p> <p>There are many pages that don't work, like “tariffe e impianti” in the menu section. The error appears only after the user has clicked on the link, there's no way of knowing which pages work.</p>		



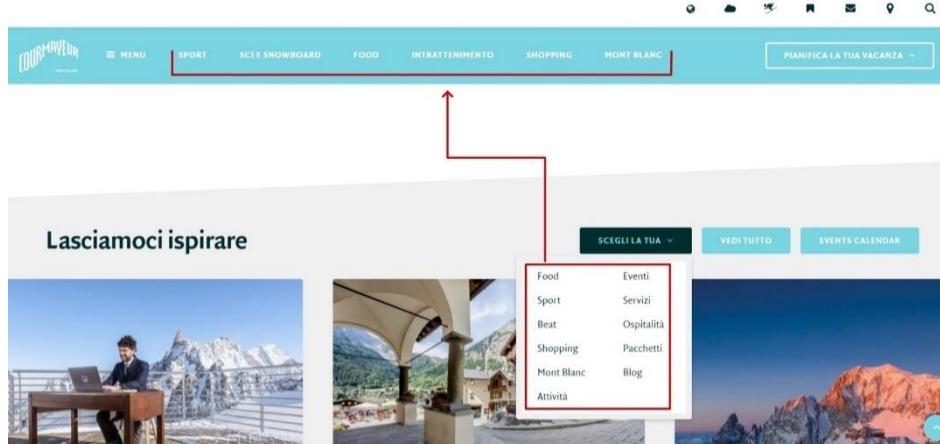
Screenshot 4 : menu panel

4.2.6 Recognition rather than recall

Heuristic Type	Heuristic	Score
Nielsen	Recognition Rather than Recall	2
Comment		
	<p>The information on the site is quite accessible, but on the search bar and the FAQ box information previously inputted by the user is not saved. The map section is rather confusing and there aren't labels that indicate what is going on unless you click on each signpost.</p>	

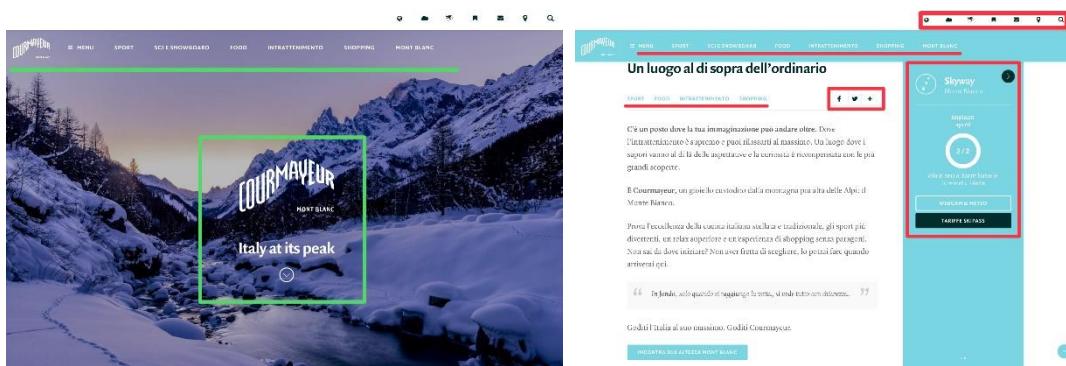
Screenshot 5

4.2.7 Flexibility and efficiency of use

Heuristic Type	Heuristic	Score
Nielsen	Flexibility and Efficiency of Use	3
Comment	<p>The information is sometimes redundant, and a few pages can be found only by a specific path which are hard to find and to memorize. Apart from these issues, navigation is quite straightforward.</p> 	

Screenshot 6: <https://www.courmeyeurmontblanc.it/it>

4.2.8 Aesthetic and minimalist design

Heuristic Type	Heuristic	Score
Nielsen	Aesthetic and Minimalist Design	3
Comment	<p>The site is too crammed with information which undermine its aesthetics. The images and color choices are well put together.</p> 	

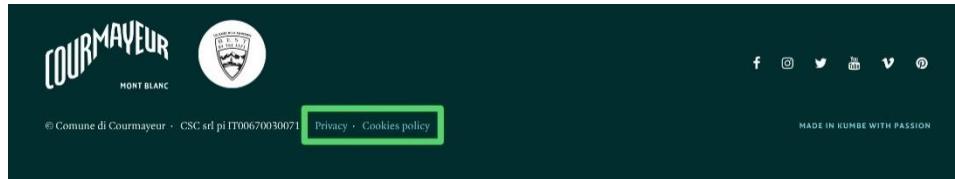
Screenshot 7: <https://www.courmeyeurmontblanc.it/it>

4.2.9 Help users recognize, diagnose and recover from errors

Heuristic Type	Heuristic	Score
Nielsen	Help users recognize, diagnose and recover from errors	1
Comment	<p>Error messages are always displayed with an error code, such as "404" and without any indication whatsoever on what the cause of the problem might be.</p>  <p>The screenshot shows a white rectangular box with a thin gray border. Inside, the text "Oops... I did it again!" is centered in a bold, italicized font. Below it, "Error 404" is also centered in a bold font. Underneath, a smaller line of text reads "Ci dispiace, l'indirizzo web inserito non esiste." At the bottom, there is a dark gray button with the white text "Torna alla homepage".</p>	

Screenshot 8 : error page

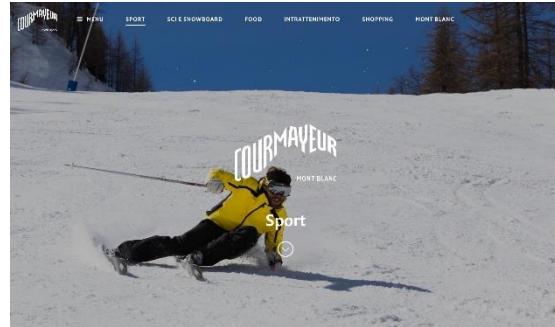
4.2.10 Help and documentation

Heuristic Type	Heuristic	Score
Nielsen	Help and Documentation	5
Comment	<p>Information request box, contacts and documentation are always found at the bottom of each page.</p>  <p>The screenshot shows a dark blue footer bar. On the left, there is a logo for "COURMAYEUR MONT BLANC". In the center, there is a small circular emblem. To the right of the emblem, there is a row of social media icons (Facebook, Instagram, Twitter, YouTube, etc.). Below the icons, the text "MADE IN KUMBE WITH PASSION" is visible. At the bottom of the footer, there is a small line of text that includes "Privacy" and "Cookies policy", which are enclosed in a green rectangular box.</p>	

Screenshot 9 : footer

4.2.11 Interaction Consistency

Heuristic Type	Heuristic	Score
----------------	-----------	-------

MILE Navigation	Interaction Consistency	Score
Comment	<p>The same categories pages are consistent among each other, for example when you click the “sport” section the main description and image are the same for all the other categories that you can choose below.</p>  <p>Screenshot 10 : https://www.courmayeurmontblanc.it/it/sport</p>	4

4.2.12 Group Navigation

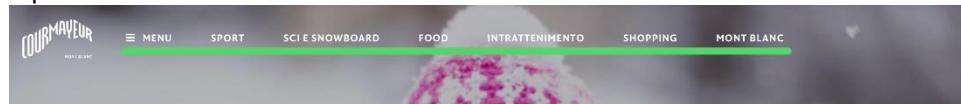
Heuristic Type	Heuristic	Score
MILE Navigation	Group Navigation	3
Comment	<p>Hierarchy is well established in the site but its translation into visuals isn't always well executed. After selected one of the main sections, the user must scroll down until interactive boxes are shown. There aren't any criteria involving the order of appearance of those “cards” which, if clicked, open a related topic. One other problem is the aforementioned lack of consistent breadcrumbs.</p>	

4.2.13 Structural Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Structural Navigation	3

Comment

Topics are well defined, but it's not always easy to navigate between the sections because of problems highlighted in previous heuristics.



Screenshot 11: menu bar

4.2.14 Semantic Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Semantic Navigation	3
Comment		<p>It's easy to move forward, related topics are shown as big interactive boxes. However, going back isn't as simple due to the incompleteness of breadcrumbs</p> <p>Ed altro:</p>  <p>Après-ski Courmayeur: la montagna, aperitivi in vetta e panorami mozzafiato.</p> <p>Courmayeur by night Non solo sport. Courmayeur Mont Blanc è locali, bar, discoteche e street party.</p> <p>Eventi Scopri tutti gli eventi a Courmayeur durante la stagione invernale ed estiva.</p> 
<p>Screenshot 12: https://www.courmayeurmontblanc.it/it/beat/cinema</p>		

4.2.15 Landmarks

Heuristic Type	Heuristic	Score
MILE Navigation	Landmarks	4
Comment		

	Landmarks are accessible and easy to use, even though the developers should increase the number of them.
--	--

4.2.16 Information Overload

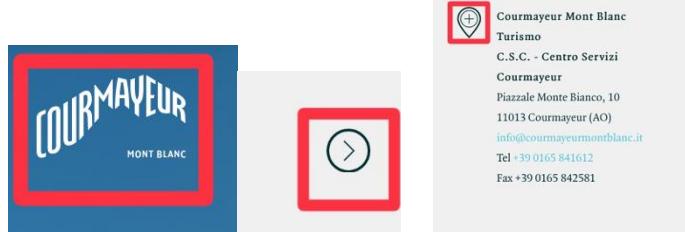
Heuristic Type	Heuristic	Score
MILE Content	Information Overload	2
Comment	The site as previously mentioned is too crammed with information and the way this information is shown isn't consistent. We have text, boxes, links, images of different size and shape that don't follow any specific rule making the site hard to navigate.	

4.2.17 Text Layout

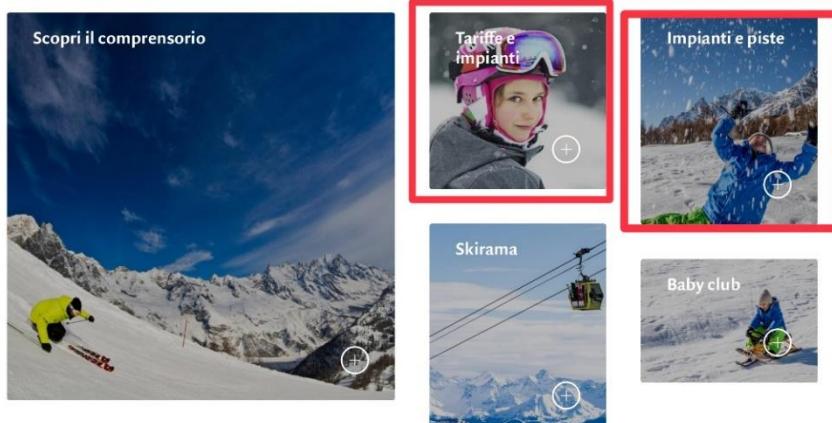
Heuristic Type	Heuristic	Score
MILE Presentation	Text layout	4
Comment	<p>The font size is generally suited, but sometimes it should be bigger.</p>  <p><i>Screenshot 13</i></p>	

4.2.18 Interaction placeholders-semiotics

Heuristic Type	Heuristic	Score
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MILE Presentation	Interaction placeholders-semiotics	2
Comment	<p>Many of the animations are very basic and they lack proper expression, as shown with the screenshot below. The home button and various selectors don't have animations at all. This is concerning because some buttons work and some don't, but you can't tell because there's lack of visual feedback.</p>  <p style="text-align: center;"><i>Screenshot 14 (All three icons do not have any animation or visual feedback, however, while the first two are interactive, the third one isn't)</i></p>	

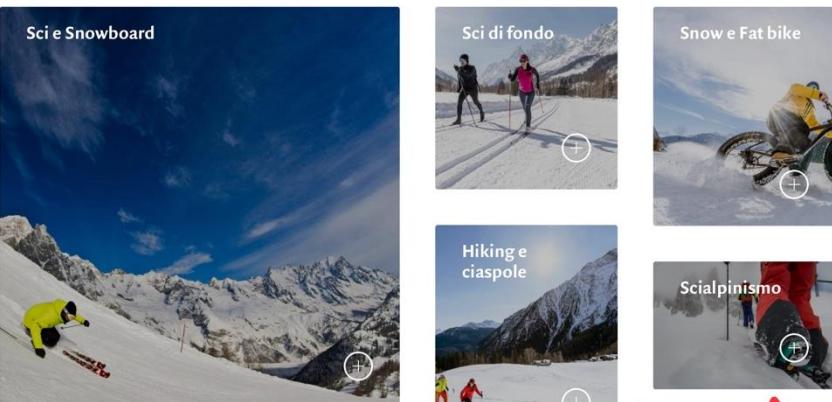
4.2.19 Interaction placeholders-consistency

Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-consistency	3
Comment	<p>The visual effects and animations are inconsistent from one to another. Sometimes images that represent a section don't match the meaning of the text as shown below.</p> <p>Tutto sullo sci</p>  <p style="text-align: center;"><i>Screenshot 15</i></p>	

4.2.20 Spatial allocation

Heuristic Type	Heuristic	Score
MILE Presentation	Spatial allocation	2
<p>Comment</p> <p>There's no real rule or consistency regarding the used space. For example, sometimes section boxes have different dimensions without any reason to do so. Text is not always aligned and formatted in a proper way</p>		

Sport invernali



The screenshot shows a grid of six images related to winter sports. The first image is a large landscape of a snowy mountain range with a skier in the foreground. The other five images are smaller and arranged in two rows of three. The first row contains images of 'Sci e Snowboard', 'Sci di fondo', and 'Snow e Fat bike'. The second row contains images of 'Hiking e ciaspole' and 'Scialpinismo'. Each small image has a small circular icon with a plus sign in the bottom right corner. Three red arrows point from the text above to these icons.

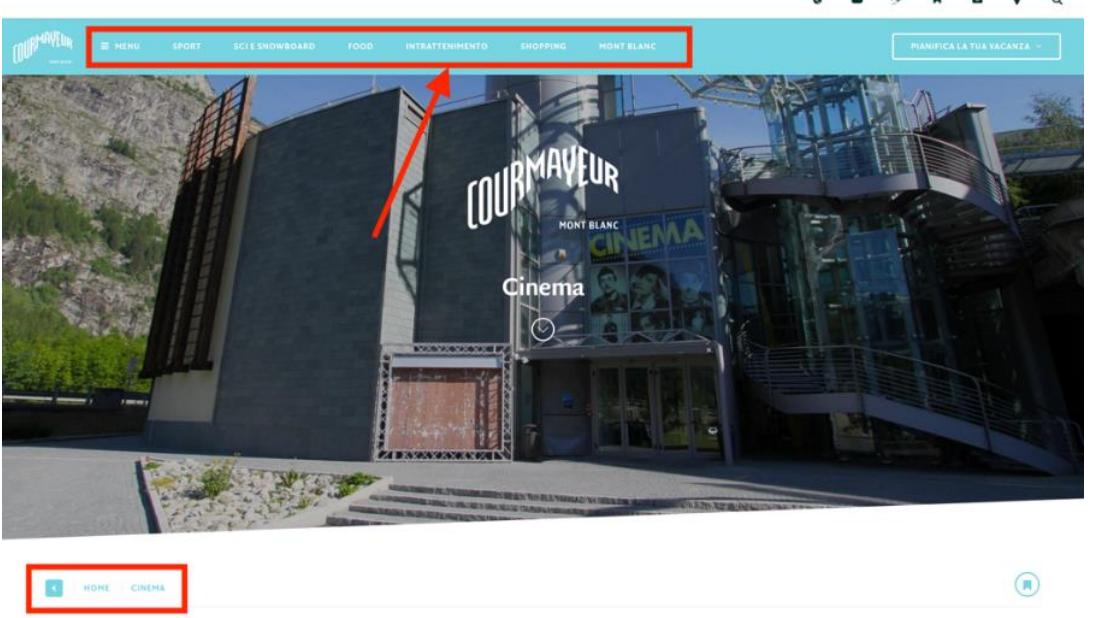
Screenshot 16

4.2.21 Consistency of Page Structure

Heuristic Type	Heuristic	Score
MILE Presentation	Consistency of Page Structure	4
Comment	<p>Pages do have consistency. In general, we have a big image that present the section, followed by a description and then links to other pages</p>	

4.3 Individual inspector: Antony Pascalino

4.3.1 Visibility of System Status

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	2
Comment	<p>Often is not clear in which section of the website you are because the corresponding landmark is not underlined. The breadcrumb, which includes also the back button, is too synthetic and barely visible: scrolling the page it disappears.</p>  <p>The screenshot shows the website's header with a navigation menu containing 'MENU', 'SPORT', 'SCIE SNOWBOARD', 'FOOD', 'INTRATTENIMENTO' (Entertainment), 'SHOPPING', and 'MONT BLANC'. Below the header is a large image of a modern building with a glass facade and a balcony. A red arrow points from the word 'INTRATTENIMENTO' in the header to the word 'Cinema' on the building's facade. At the bottom of the page, there is a breadcrumb trail with a back button, 'HOME', and 'CINEMA', all enclosed in a red box.</p>	

Screenshot 1: <https://www.courmayeurmontblanc.it/it/beat/cinema>

4.3.2 Match between system and the real world

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	4
Comment	The matching is almost fully satisfied, sometimes changing page a loading symbol appears, but using the website in another language several sections are not properly translated.	



Screenshot 2

4.3.3 User control and freedom

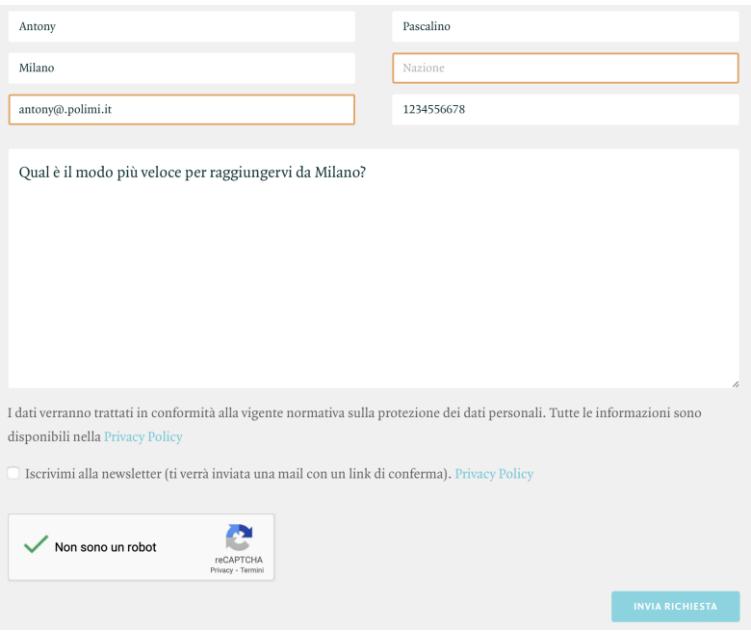
Heuristic Type	Heuristic	Score
Nielsen	User control and freedom	4
Comment	<p>The website is mainly a website about information so doesn't need to provide specific control functions to the user. The only control actions the users can do are requiring information and build their own wish list: the first one is simply about filling out a module and the wish list properly allow the user to add and remove element.</p>  <p>Musica, cultura, feste, sport e un panorama mozzafiato</p> <p>VEDI DETTAGLI CANCELLA CANCELLA TUTTA LA LISTA</p>	

Screenshot 3 : <https://www.courmayeurmontblanc.it/it/wishlist>

4.3.4 Consistency and standards

Heuristic Type	Heuristic	Score
Nielsen	Consistency and standards	2
Comment	<p>The function of some icons is not immediate to understand; for instance, the geolocation symbol could let think about the function "How to reach us", instead it opens a map with random point of interest. The same for the cloud symbol that nowadays could let thinking about cloud services and not about the weather and surely about webcams that are in the same page.</p>  <p><i>Screenshot 4: menu bar</i></p>	

4.3.5 Error Prevention

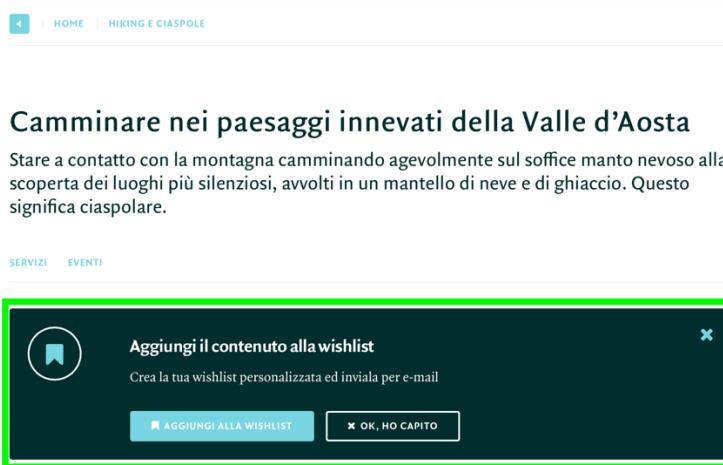
Heuristic Type	Heuristic	Score
Nielsen	Error prevention	3
Comment	<p>Because the action performed by the user are limited, the errors that can be prevented are few. However, they are not well handled. Filling out the form to require information, making mistakes only highlights the wrong labels of red without explaining what is wrong; moreover, no confirmation message appears when clicking on INVIA RICHIESTA (Screenshot 5).</p> <p>Moreover, the breadcrumb makes impossible to go back at the exact point of the previous page; for instance, browsing on the event section and clicking on a particular event, there is no way then going back at the previous point. There are some buttons bringing to other section of the same page or "CALENDARIO EVENTI" button brings to the starting point of the section, making the entire research useless (Screenshot 6).</p>  <p><i>Screenshot 5</i></p>	



4.3.6 Recognition rather than recall

Heuristic Type	Heuristic	Score
Nielsen	Recognition rather than recall	3
	Filling out the Require Information form no suggestion appear, neither for CITTÀ or NAZIONE and since no control is applied before sending the form it should be sent with typos. In the "Ospitalità" section it is possible to select the date of the visiting, the numbers of rooms and of people, in order to filter the accommodations showed up.	
Comment		<p>Screenshot 7</p>

4.3.7 Flexibility and efficiency of use

Heuristic Type	Heuristic	Score
Nielsen	Flexibility and efficiency of use	4
Comment	<p>The landmarks, once well understood where they bring, could speed up the navigation of a user that visited the website a few times. Also, the “AGGIUNGI ALLA WISHLIST” button, present in every page, allow to rapidly add a page to the own wish list for the experienced user but a suggestion about it for the inexperienced user also appears sometimes.</p>  <p>Screenshot 8</p>	

4.3.8 Aesthetic and minimalist design

Heuristic Type	Heuristic	Score
Nielsen	Aesthetic and minimalist design	3
Comment	<p>All the pages of the website have on the bottom part the RICHIESTA INFORMAZIONI module and a map showing how to reach the place by different means (Screenshot 9). They are clearly not always needed by the user and make the page messier and longer, even worse the users that need them may not find them right away.</p> <p>Also, the button GOOD TO KNOW is always present in every page and it could be useful if only said something useful: it only shows a link to the RICHIESTA INFORMAZIONI section, again. (Screenshot 10).</p>	

Tanti modi per raggiungere con facilità il picco del divertimento

Ecco come raggiungere Courmayeur Mont Blanc:

[PIÙ INFO ▾](#)



Screenshot 9

GOOD TO KNOW ▾

Richiesta informazioni

Screenshot 10: Good to know box

4.3.9 Help users recognize, diagnose and recover from errors

Heuristic Type	Heuristic	Score
Nielsen	Help users recognize, diagnose and recover from errors	2
Comment	<p>If the user uses the search function, and makes a typo, the feature does not recognize the error and it does not provide any suggestion.</p> <div style="border: 2px solid red; padding: 10px; text-align: center;"> <p>Hai cercato 'Sciaare' Trovati 0 risultati</p> </div>	

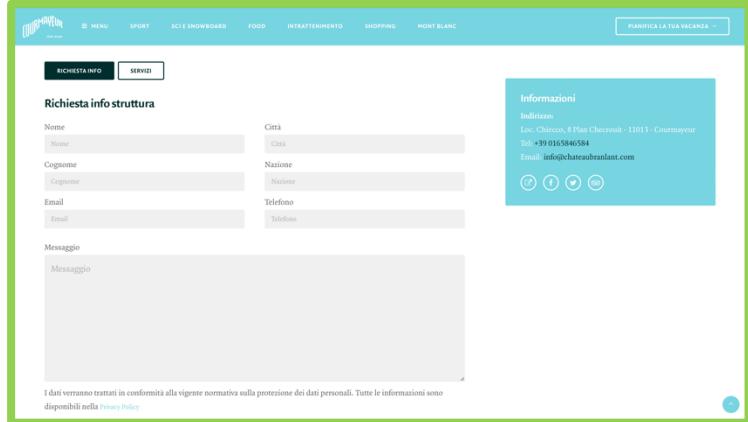
Screenshot 11

4.3.10 Help and documentation

Heuristic Type	Heuristic	Score
Nielsen	Help and documentation	N/A

Comment

4.3.11 Interaction Consistency

Heuristic Type	Heuristic	Score
MILE	Interaction consistency	5
<p>Thanks to the landmarks, from each page the user is able to reach other sections of the website. Each page has links to the related pages.</p> <p>Each restaurant/service page has a module to require information directly to the provider and links to the provider's social network pages.</p>		
 <p>Screenshot 12</p>		

4.3.12 Group Navigation

Heuristic Type	Heuristic	Score
MILE	Group navigation	3
<p>Using the landmarks, it is easy to navigate between the main groups of the website. However, some sections are not so easy to be found, like for instance the "Ristoranti and servizi", "Calendario eventi" and "Ospitalità" sections. In these sections, it is possible to browse all the proposed solutions and opportunities; but the browsing could be improved: only one filter per time can be applied and going back after visiting a specific item the previous filters are deleted and the search must begin again from the start. (Screenshot 13)</p> <p>In the "Ospitalità" section, there is the possibility to filter the results according to the date, the numbers of people and the numbers of required rooms, but this option is not so visible since the button says only "Imposta una data" and says nothing about the number of hosts; only after setting a date it also shows the option to choose the number of rooms and people. (Screenshot 14)</p>		

Filtra

Tutti Hotel Residence RTA Agriturismo più **Campaggi** Appartamenti Affittacamere

★ ★★ ★★★ ➡ Centro wellness Ristorante Animali ammessi

Can not select both stars and typology

Campaggio Tronchey
campaggi ★★ **PRENOTA ➡** **VEDI DETTAGLI**

Camping La Sorgente
campaggi ★★ **PRENOTA ➡** **VEDI DETTAGLI**

Camping Aiguille Noire
campaggi ★★ **PRENOTA ➡** **VEDI DETTAGLI**

Screenshot 13

Verifica la disponibilità **IMPOSTA UNA DATA**

Filtra

Tutti Hotel Residence RTA Agriturismo **Rifugi** **Campaggi** Appartamenti Affittacamere

★ ★★ ★★★ ➡ Centro wellness Ristorante Animali ammessi

Selezione un periodo e visualizza le strutture disponibili. **✖ CHIUDI**

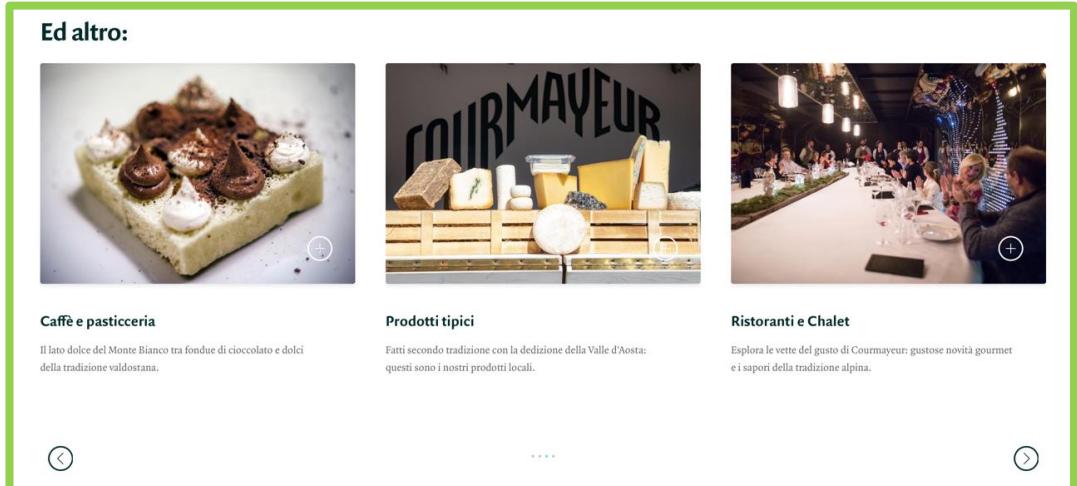
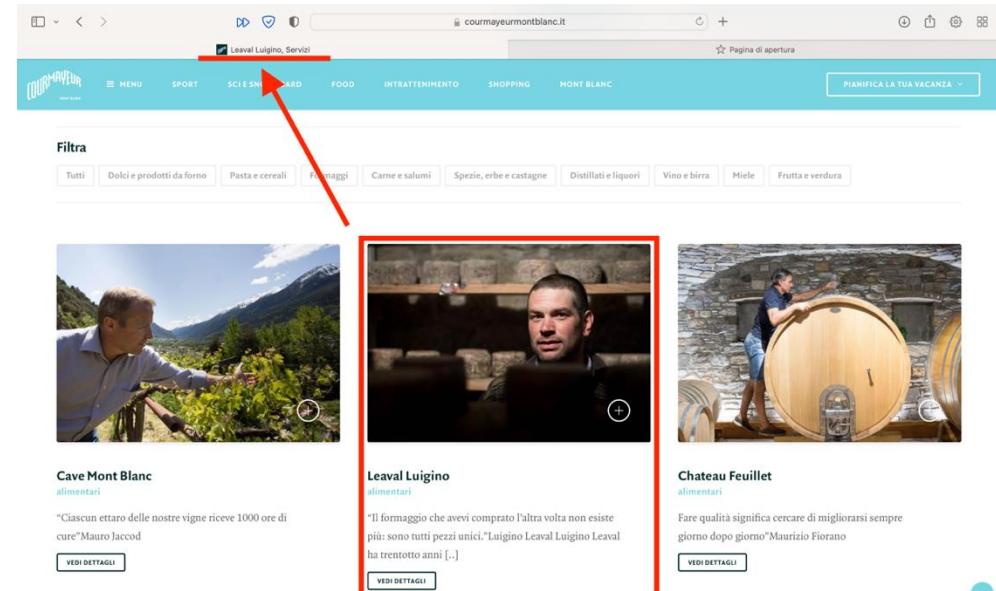
Resetta le date attualmente impostate

Marzo 2022						
Lu	Ma	Me	Gi	Ve	Sa	Do
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6		8	9	10

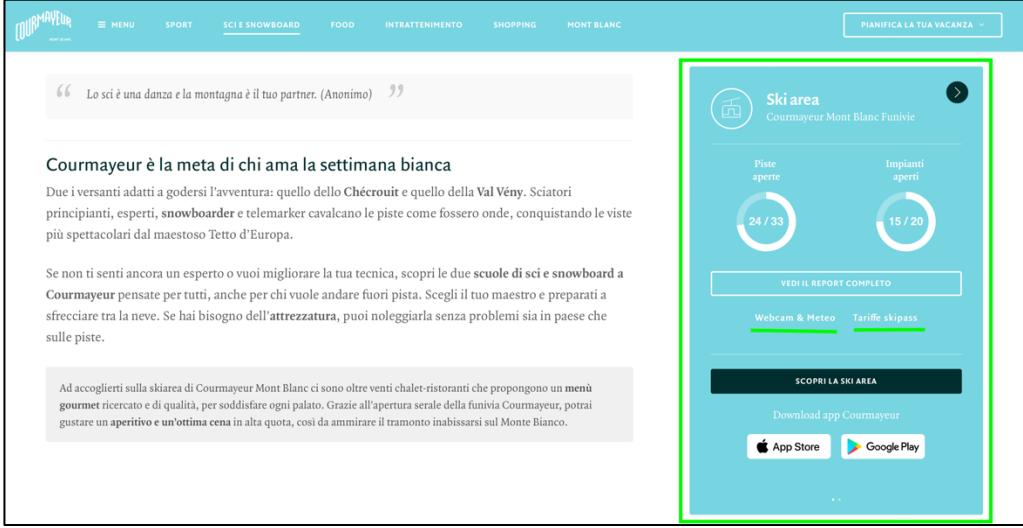
SCEGLI NUMERO DI CAMERE E PERSONE

Screenshot 14

4.3.13 Structural Navigation

Heuristic Type	Heuristic	Score
MILE	Structural navigation	4
<p>In main pages of the website there is, in the bottom of the page, the “Ed altro” part which consists of links to other pages of the same section. The links provide the title, an image and a brief description. Nevertheless, it does not provide any order of the pages (previous/next) so the user has to remember which page has already visited and which not. (Screenshot 15)</p> <p>A similar solution is used in the “Ristoranti e servizi” section where, once on the page of a particular service/restaurant, on the bottom of the page there is a selection of other pages; also here there is no order, it is quite messy and suggest even the same page where the user already is. (Screenshot 16)</p>  <p>Comment</p> <p>() ()</p> <p>Screenshot 15</p>		
 <p>Screenshot 16</p>		

4.3.14 Semantic Navigation

Heuristic Type	Heuristic	Score
MILE	Semantic navigation	4
<p>Browsing the website is common to see some referents to topics related to the current page: for instance, in the "Sci e snowboard" page is present a referent to the weather and prices pages (Screenshot 17); in the bottom part of some pages there is often a section showing the related events or services, with the proper link to the section. (Screenshot 18)</p>		
Comment		
Screenshot 17		
		Screenshot 18

4.3.15 Landmarks

Heuristic Type	Heuristic	Score
MILE	Landmarks	4
Comment		

The landmarks accomplish their function allowing the user to jump from one section to another. In particular, the Courmayeur main symbol is useful to return to the homepage from any page.

However, the landmarks on the upper left part are not immediate to understand where they will bring and the “Pianifica la tua vacanza” landmark hides in it other three landmarks that could not be found so easily when searched.

Also, the “Menu” landmark could be better: it opens a quite messy window in which all the other landmarks are repeated uselessly.



Screenshot 19

4.3.16 Information Overload

Heuristic Type	Heuristic	Score
MILE	Information overload	3
Comment	The information showed in the different parts of the website seem to be the right amount in general. Only few pages contain an overload of information such for example the weather page with too many messy webcams window and the Menu window that appears once clicked on the relative landmark.	

Courmayeur - Youla

NNE NE ENE E

Webcam Punta Helbronner Punta Helbronner

Webcam Courba Panamax Plan Chercourt

Webcam Pista Internazionale

15/03/2022 18:40

BBmeteo

Altre webcam

Mont-Blanc Plan Chercourt Col Chercourt

Internazionale Courmayeur Snowpark Vue Helbronner sur Aiguille du Midi

MAR MER GIO VEN SAB DOM LUN

Mattina Mezzogiorno

0°C 5°C

Vento: 2 nodi km/h ESE Vento: 2.3 nodi km/h S

Pomeriggio Sera

5°C 4°C

Vento: 2.3 nodi km/h S Vento: 1.9 nodi km/h NO

IT EN FR

Vivi Courmayeur

- Sport
- Sci e Snowboard
- Food
- Intrattenimento
- Shopping
- Mont Blanc

Quick access

- Best events
- Events calendar
- All experiences
- All highlights
- Media Timeline

In evidenza

- Tariffe impianti
- Piste ed impianti
- Come arrivare a Courmayeur
- Courmayeur Cinema
- Numeri utili
- Collegamento Courmayeur-Chamonix
- Congressi e seminari

Pianifica la tua vacanza

- Richiedi informazioni
- Ospitalità
- Ristoranti e servizi

- Richiesta informazioni
- Webcams / meteo
- Piste ed impianti
- Salva ed invia la tua wishlist
- Newsletter
- Cerca

Screenshot 20

4.3.17 Text Layout

Heuristic Type	Heuristic	Score
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MILE	Text layout	5
Comment	<p>The layout of the text is really appreciable, the choice of colors and fonts is coherent with the website style and every word is well contrasted with the background. The only minimum imperfection found is that sometimes in the homepage when the background photo changes, the landmarks texts are not so legible, but it does not depend on text but instead from the particular photo.</p>  <p>Screenshot 21</p>	

4.3.18 Interaction placeholders-semiotics

Heuristic Type	Heuristic	Score
MILE	Interaction placeholders-semiotics	3
Comment	<p>Besides the upper right landmarks, there are not so many symbols around the website. Somewhere there are arrows that are rightly used to navigate among the items in a page. However, there are some symbols which meaning could be misunderstood: the plus symbol on correlated items of a page (Screenshot 22) could let think about adding the items to a certain kind of list, instead it is only a link to that item's page; the geolocation symbol near the Request Information (Screenshot 23) has nothing to do with position, it wrongly opens in another panel of the browser the exact identical page; to identify the link to an external website is used a symbol figuring a square with an outgoing arrow (Screenshot 24), its meaning and function could be not so immediate to understand for every user and could be misunderstood with "share" button.</p>  <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Ristoranti e Chalet Esplora le vette del gusto di Courmayeur: gustose novità gourmet e i sapori della tradizione alpina.</p> </div> <div style="text-align: center;"> <p>Après-Ski e Bar L'ora dell'aperitivo segna la fine della giornata sulle piste e l'inizio della notte di Courmayeur.</p> </div> <div style="text-align: center;"> <p>Caffè e pasticceria Il lato dolce del Monte Bianco tra fondue di cioccolato e dolci della tradizione valdostana.</p> </div> </div> <p>Screenshot 22</p>	
	 <p>Courmayeur Mont Blanc Turismo C.S.C. - Centro Servizi Courmayeur Piazzale Monte Bianco, 10 11013 Courmayeur (AO) info@courmayeurmontblanc.it Tel +39 0165 841612 Fax +39 0165 842581</p>	

Screenshot 23

Informazioni

Indirizzo:

Loc. Chiecco, 8 Plan Chercouit - 11013 - Courmayeur

Tel: +39 0165846584

Email: info@chateaubrannlant.com



Screenshot 24

4.3.19 Interaction placeholders-consistency

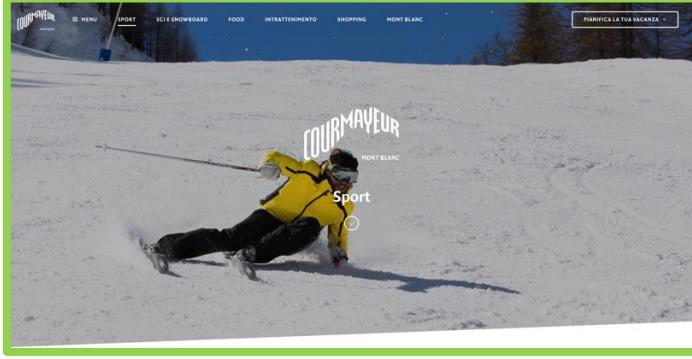
Heuristic Type	Heuristic	Score	
MILE	Interaction placeholders-consistency	4	
Comment			
	The placeholders are mainly shared across all the pages: same buttons among the pages are in the same positions. Nevertheless, some symbols position could be improved; for instance, the arrow to navigate among the correlated items of a page are put below the items instead of next to and not scrolling enough the page could let miss them.		
	Ed altro:		
	 Scopri il comprensorio Prendi sci e snowboard e vieni a scoprire il comprensorio sciistico Courmayeur Mont Blanc.	 Tariffe e impianti Scopri tutti gli skipass e trova la soluzione più adatta alle tue esigenze	 Skirama Scegli i migliori percorsi per divertirti d'estate e d'inverno a Courmayeur Mont Blanc.
			
	<i>Screenshot 25</i>		

4.3.20 Spatial allocation

Heuristic Type	Heuristic	Score
MILE	Spatial allocation	5

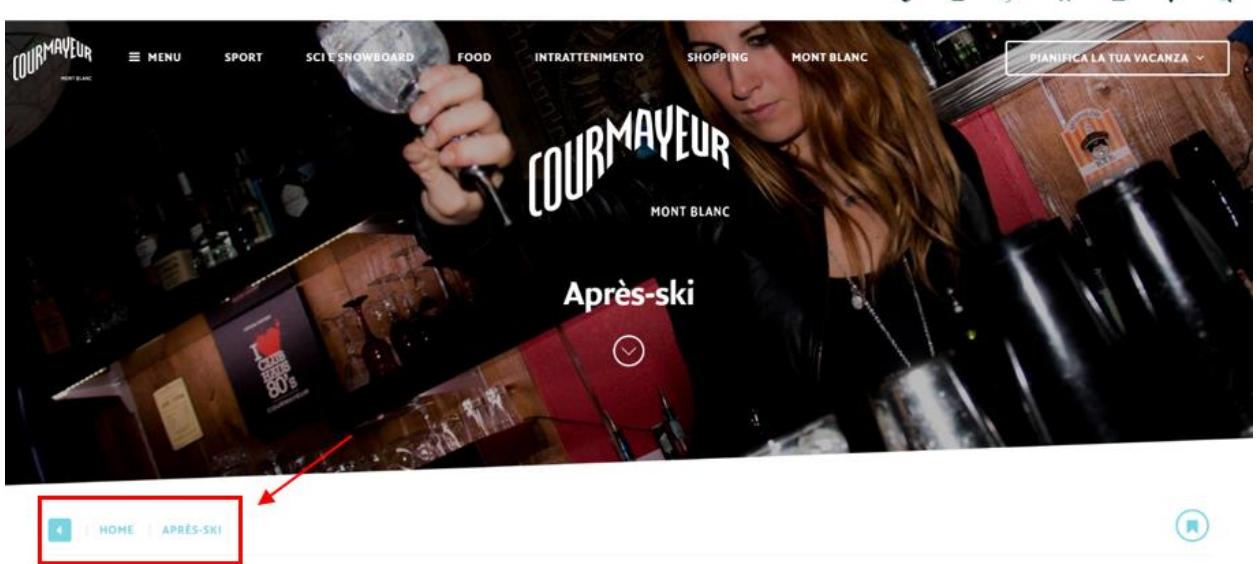
Comment	The spatial allocation heuristic is almost fully satisfied. All the elements in the pages are near only if correlated, both images and descriptions. There is any information where it is not needed or useful.
----------------	---

4.3.21 Consistency of Page Structure

Heuristic Type	Heuristic	Score
MILE	Consistency of page structure	5
Comment	<p>The heuristic is almost satisfied; every section of the website has the same design: a specific photo that identify the section, a description and the links to other contents related to that section; sometimes on the right column, when useful, there are also further information.</p> <p>Also in the Events section, every event page has the same coherent design.</p>	
		<i>Screenshot 26</i>

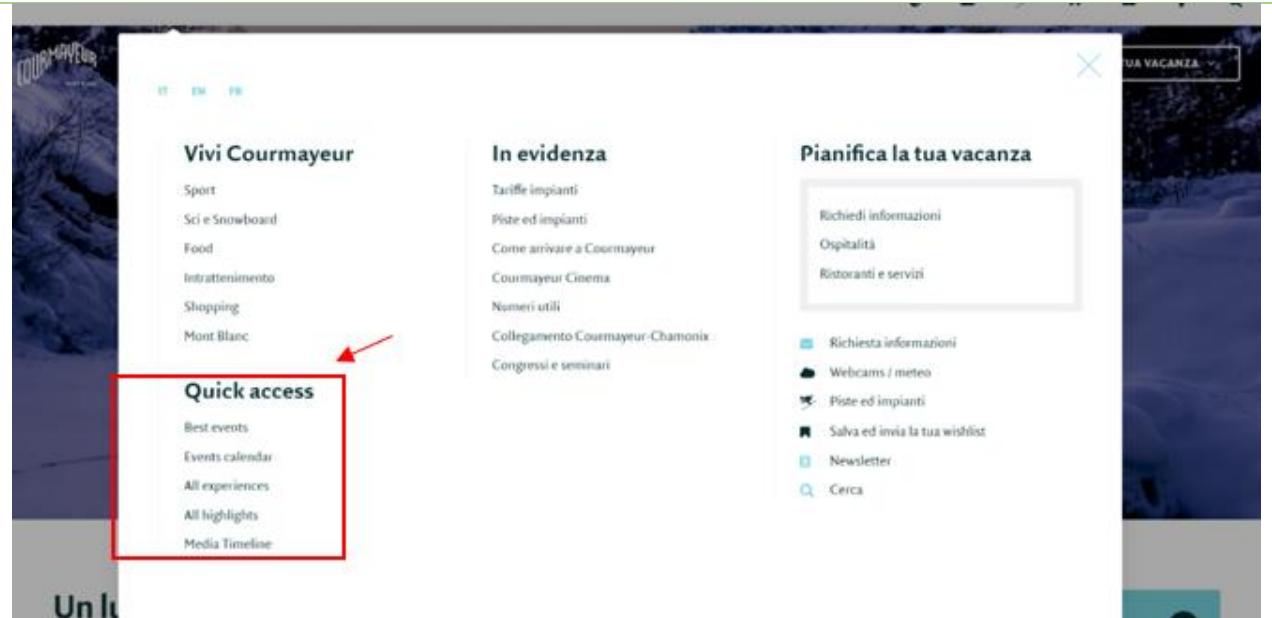
4.4 Individual inspector: Daniele Casciani

4.4.1 Visibility of System Status

Heuristic Type	Heuristic	Score
Nielsen	Visibility of System Status	1
Comment		
<p>Breadcrumb labels are not so evident on the page and they don't show sufficient information about the trail that user has taken in the case reported below, seems that the "apres-ski" section can be reachable direct from the home and there is no mention about the "intrattenimento" page from which I'm passed before.</p>  <p>Screenshot 1: https://www.courmayeurmontblanc.it/it/beat/apr%C3%A8s-ski</p>		
Heuristic Type	Heuristic	Score
Nielsen	Match between System and the Real World	2
Comment		
<p>The first problem that can be noticed concerns the translation; in the example report below we are considering the Italian version of the site, however there several of English terms, such as those highlighted in red (screenshot 1.2), that make labels less understandable.</p>		

4.4.2 Match between System and the Real World

Heuristic Type	Heuristic	Score
Nielsen	Match between System and the Real World	2
Comment		
<p>The first problem that can be noticed concerns the translation; in the example report below we are considering the Italian version of the site, however there several of English terms, such as those highlighted in red (screenshot 1.2), that make labels less understandable.</p>		



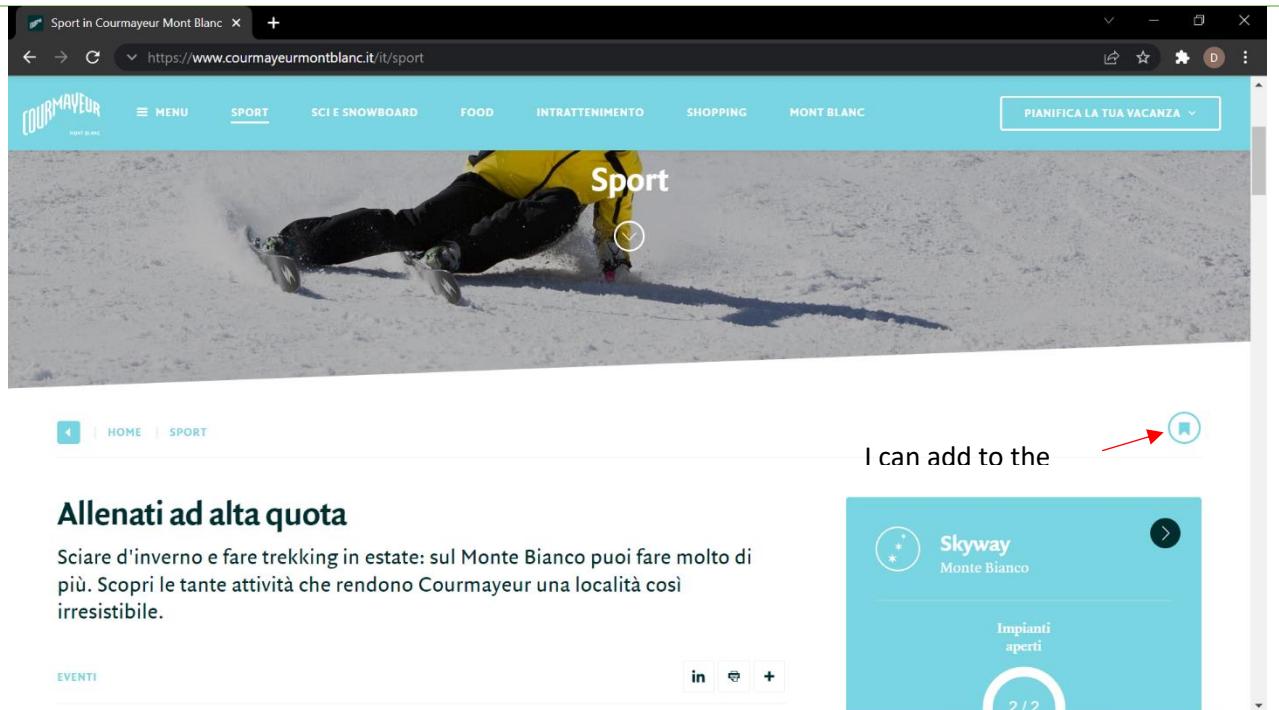
Screenshot 2: menu panel

It's important to note, instead, that the images describe well the respective sections, facilitating the orientation of the user.

4.4.3 User control and freedom

Heuristic Type	Heuristic	Score
Nielsen	User control and freedom	2
Comment	<p>The webpage permits the user to save an interesting page in the Wishlist. The user can also delete the element that it's added to the list (see Screenshot 3). However, it is possible delete an element only from "Wishlist" page since there isn't any undo and redo provided to the user immediately (see screenshots 4-5).</p> <div style="text-align: center; border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Il Monte Bianco sul grande schermo</p> <div style="display: flex; justify-content: space-around; width: 100%; margin-top: 10px;"> VEDI DETTAGLI CANCELLA </div> </div>	

Screenshot 3: <https://www.courmeyeurmontblanc.it/it/wishlist>



I can add to the

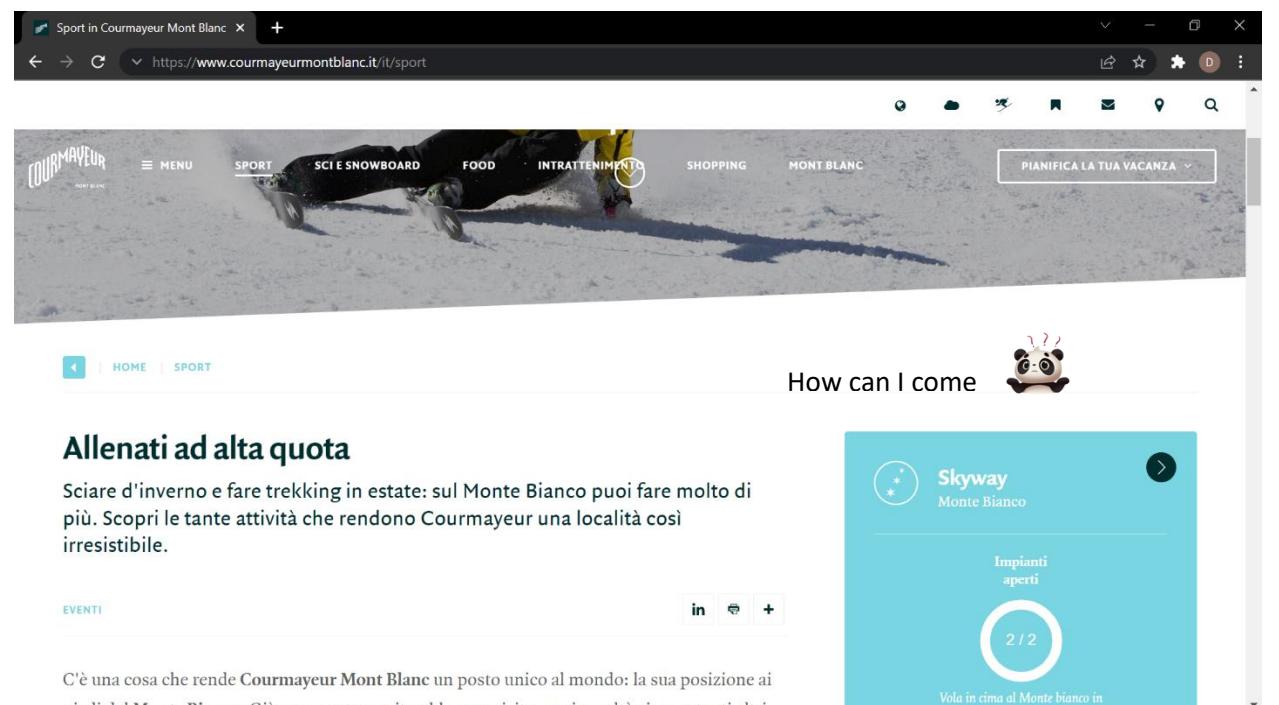
Allenati ad alta quota

Sciare d'inverno e fare trekking in estate: sul Monte Bianco puoi fare molto di più. Scopri le tante attività che rendono Courmayeur una località così irresistibile.

Skyway
Monte Bianco

Impianti aperti
2 / 2

Screenshot 4: <https://www.courmayeurmontblanc.it/it/sport>



How can I come

Allenati ad alta quota

Sciare d'inverno e fare trekking in estate: sul Monte Bianco puoi fare molto di più. Scopri le tante attività che rendono Courmayeur una località così irresistibile.

Skyway
Monte Bianco

Impianti aperti
2 / 2

Vola in cima al Monte bianco in

Screenshot 5: <https://www.courmayeurmontblanc.it/it/sport>

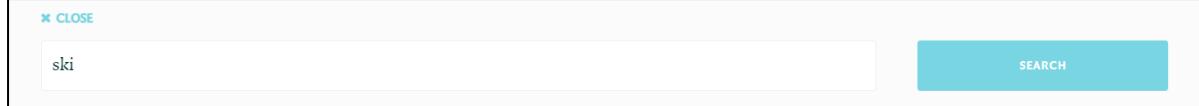
4.4.4 Consistency and standards

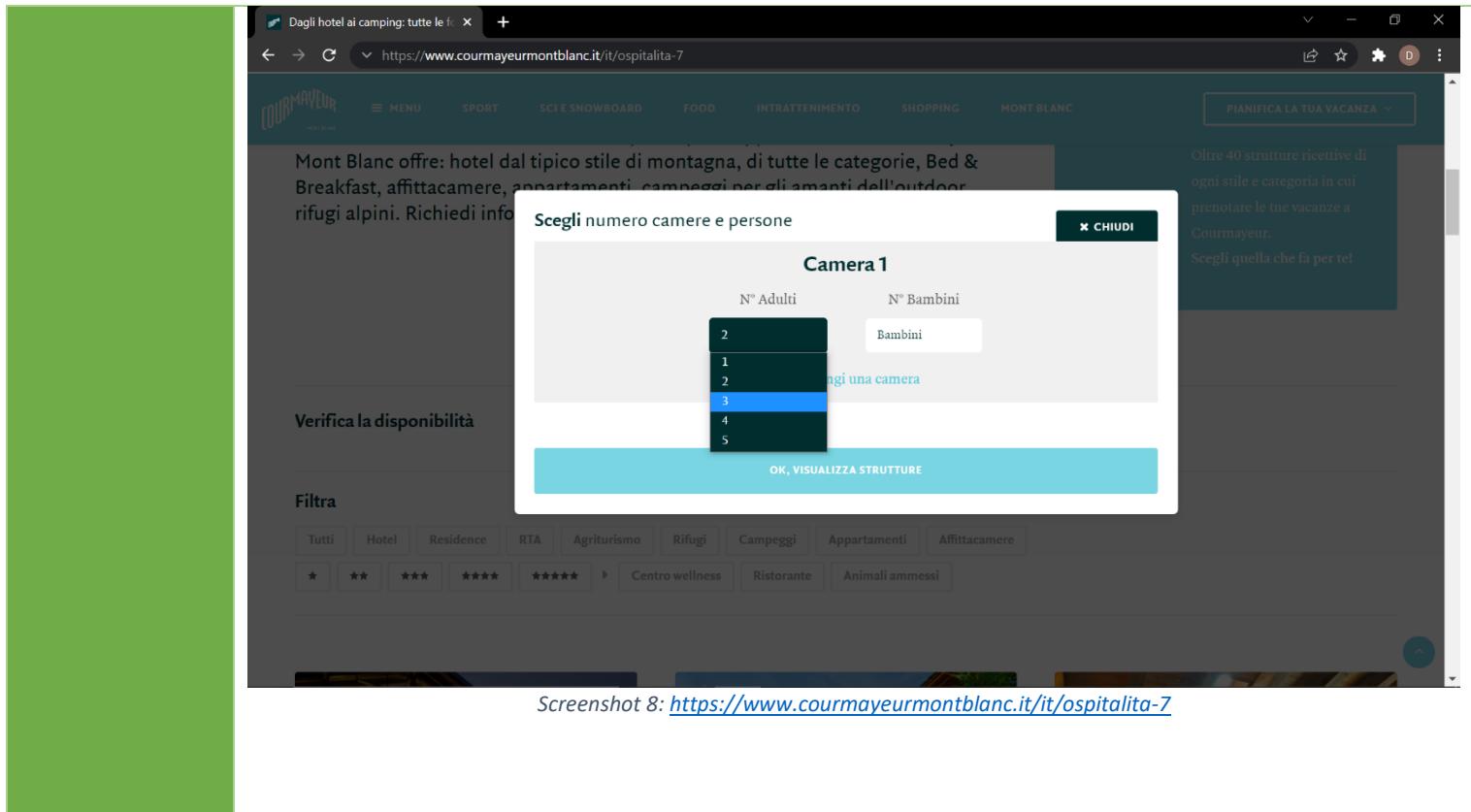
Heuristic Type	Heuristic	Score
Nielsen	Consistency and standards	3
Comment	<p>The icons highlighted below are not very understandable and don't respect the platform standards. Usually for the language of the website is used the flag not the symbol of the planet, and the same for the cloud that is famous for other reasons. The other standards are all respected (search box, back-to-top indicator, exit button, share icons, etc.)</p> 	

4.4.5 Error prevention

Heuristic Type	Heuristic	Score
Nielsen	Error prevention	4
Comment	<p>in general, each link is accompanied by a good label that explains quite clearly where the user will be redirected. however, there are no confirmation options before commit an action (add/delete from wishlist, send a request...)</p>	

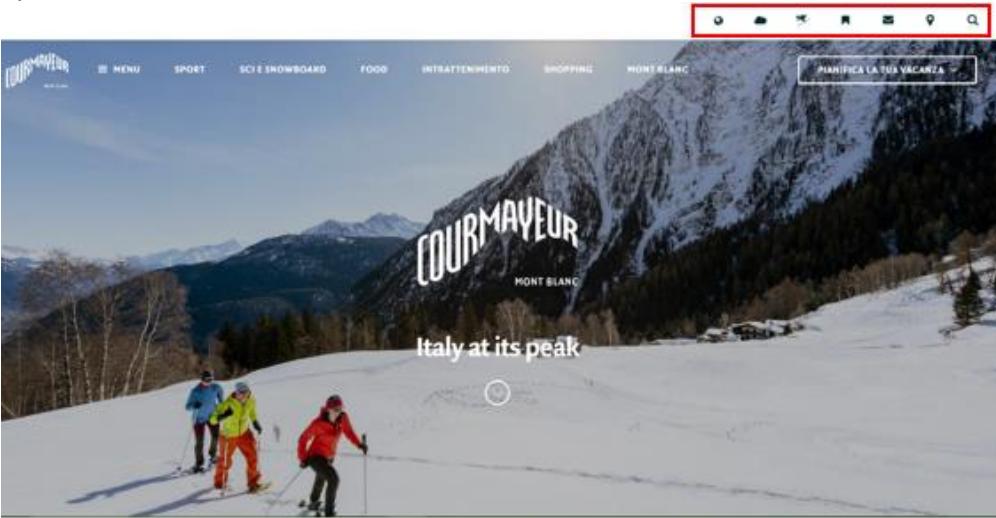
4.4.6 Recognition rather than recall

Heuristic Type	Heuristic	Score
Nielsen	Recognition rather than recall	2
Comment	<p>As can be seen from the screenshots, the heuristics is present but in part, completely absent in the search bar, more than discreet as regards the booking procedures.</p> 	



Screenshot 8: <https://www.courmayeurmontblanc.it/it/ospitalita-7>

4.4.7 Flexibility and efficiency of use

Heuristic Type	Heuristic	Score
Nielsen	Flexibility and efficiency of use	1
Comment	<p>The presence of the landmark is good even if they are not always visible, such as when you scroll down the page.</p> <p>The page is not flexible or more customizable by an advanced user that is limited to the base functionality.</p> 	



4.4.8 Aesthetic and minimalist design

Heuristic Type	Heuristic	Score
Nielsen	Aesthetic and minimalist design	0
Comment	the site is, decisively, not minimal; in general, the pages are rich and dense of information that are not essential to the user.	

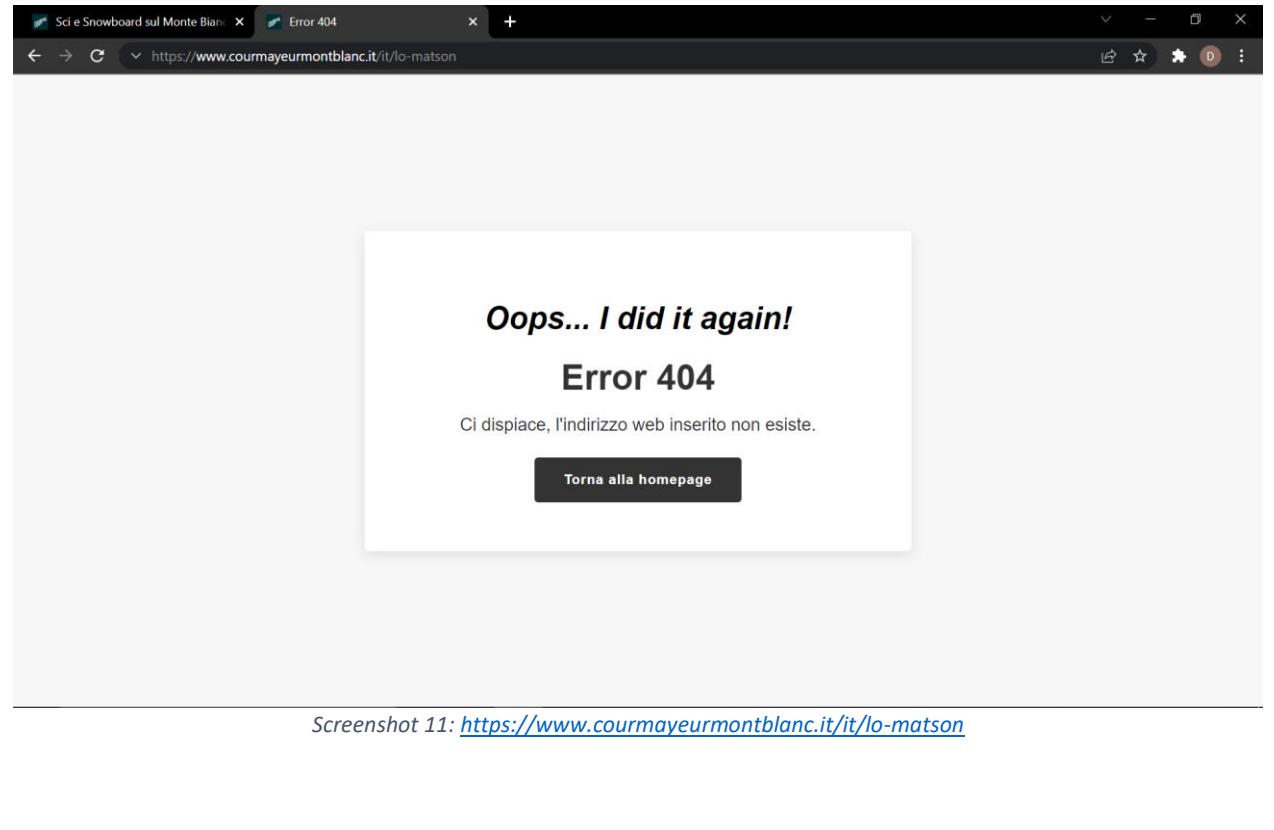
4.4.9 Help users recognize, diagnose and recover from errors

Heuristic Type	Heuristic	Score
Nielsen	Help users recognize, diagnose and recover from errors	1
Comment	<p>It's satisfied, in part; in the info form for example if an erroneous input is inserted the site is limited to just highlight the form parts with errors (not always), while no messages or suggestions are provided to the user.</p> <p>It's important to note instead, a good handling of exception in case of the classic "page not found" (see screenshot below).</p>	

Usability Evaluation: Inspection and User Testing of www.courmeyeurmontblanc.it

The screenshot shows a web browser window for the website www.courmeyeurmontblanc.it/it. The page features a light blue header with the website's logo and navigation links for MENU, SPORT, SCIE SNOWBOARD, FOOD, INTRATTENIMENTO, SHOPPING, and MONT BLANC. A button labeled "PIANIFICA LA TUA VACANZA" is visible in the top right corner. Below the header, there is a form with fields for Name, Surname, City, Country, Email, and Phone. To the right of the form, a location pin icon is followed by the address: Courmayeur Mont Blanc Turismo C.S.C. - Centro Servizi Courmayeur Piazzale Monte Bianco, 10 11013 Courmayeur (AO) info@courmeyeurmontblanc.it Tel +39 0165 841612 Fax +39 0165 842581. A note below the form states: "I dati verranno trattati in conformità alla vigente normativa sulla protezione dei dati personali. Tutte le informazioni sono disponibili nella [Privacy Policy](#)". There is also a checkbox for newsletter subscription and a reCAPTCHA field.

Screenshot 10: <https://www.courmeyeurmontblanc.it/it>



Screenshot 11: <https://www.courmeyeurmontblanc.it/it/lo-matson>

4.4.10 Help and documentation

Heuristic Type	Heuristic	Score
Nielsen	Help and documentation	N/A
Comment	Completely absent from site.	

4.4.11 Interaction consistency

Heuristic Type	Heuristic	Score
MILE Navigation	Interaction consistency	4
Comment	The pages always present the same structure and same possible interactions (for example: send a request for more info, start a booking procedure...).	

4.4.12 Group navigation

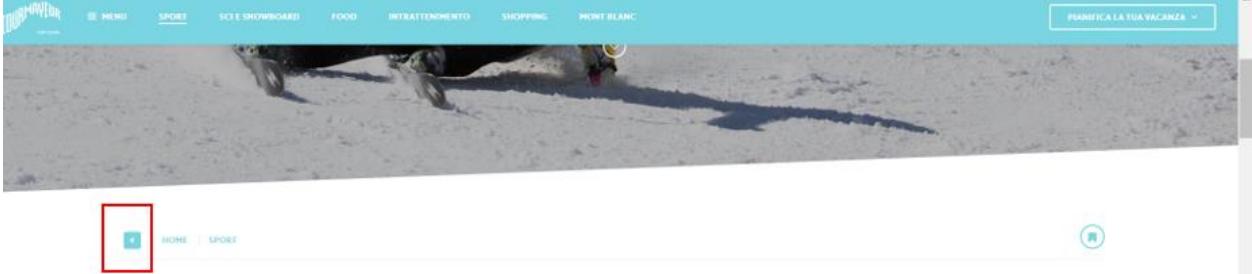
Heuristic Type	Heuristic	Score
MILE Navigation	Group navigation	1
Comment	The navigation through different categories can be good but go from a member to another one can be more difficult, since the bad path breadcrumbs and the chaotic division of category and sub-categories.	

4.4.13 Structural Navigation

Heuristic Type	Heuristic	Score
MILE Navigation	Structural Navigation	3
Comment	In some pages, such as the home (screenshot below), present too many components that makes more difficult the navigation and finding what you are looking for.	

Screenshot 12: www.courmayeurmontblanc.it/it

4.4.14 Semantic Navigation

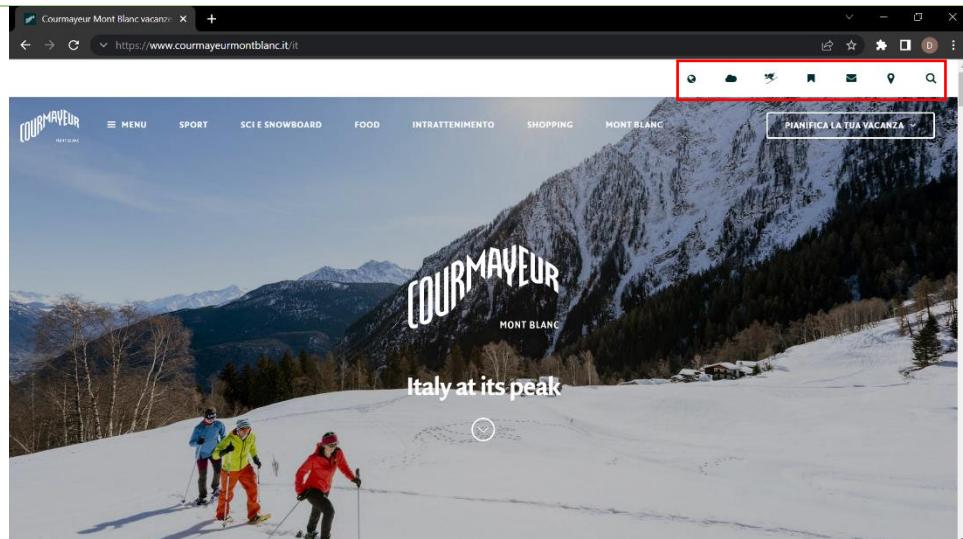
Heuristic Type	Heuristic	Score
MILE Navigation	Semantic Navigation	5
Comment	<p>The back bottom is well implemented, and the user is able to navigate easily in both directions.</p>  <p>Allenati ad alta quota</p> <p>Sciare d'inverno e fare trekking in estate: sul Monte Bianco puoi fare molto di più. Scopri le tante attività che rendono Courmayeur una località così irresistibile.</p> <p>C'è una cosa che rende Courmayeur Mont Blanc un posto unico al mondo: la sua posizione ai piedi del Monte Bianco. Già per questo meriterebbe una visita, ma in realtà ci sono tanti altri motivi che rendono questa località una delle più importanti delle Alpi, in inverno come d'estate.</p> <p>Sciatori, snowboarder, alpinisti, freerider, amanti dello sci nordico: per loro Courmayeur è un'attrazione</p>	

Screenshot 13



4.4.15 Landmarks

Heuristic Type	Heuristic	Score
MILE Navigation	Landmarks	3
Comment	<p>There are a set of useful landmarks, even if someone is not so intuitive; In addition, they are not visible every time but just on the top of the page. They are good but require some adjustment.</p>	



Screenshot 14: <https://www.courmayeurmontblanc.it/it>

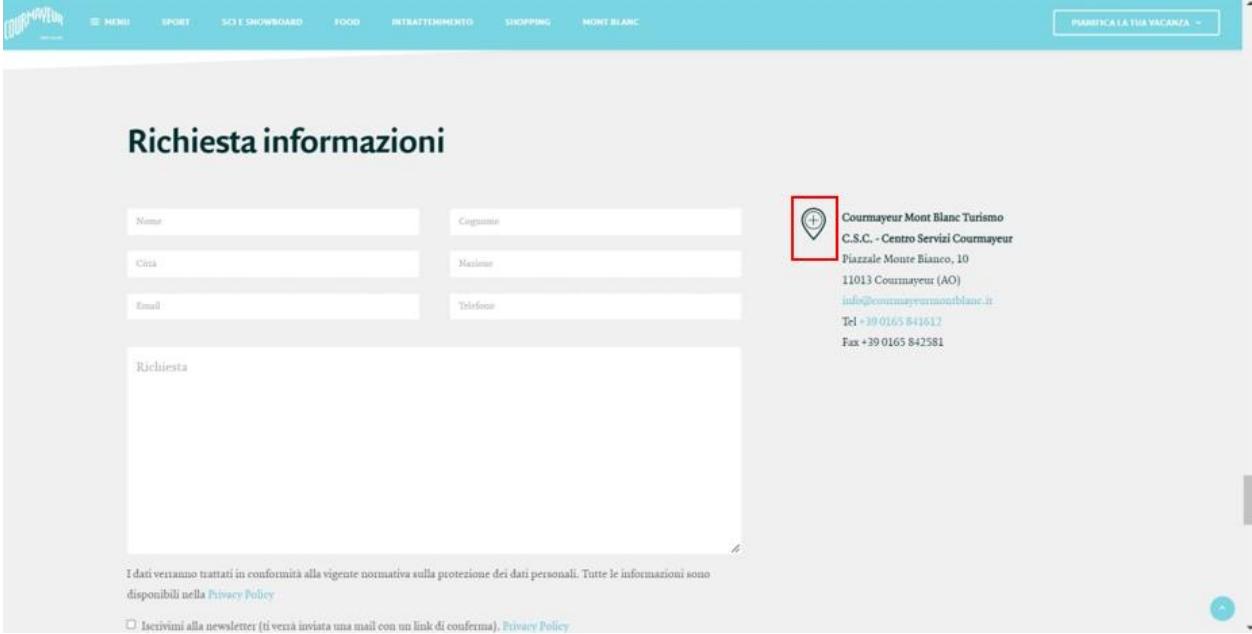
4.4.16 Information overload

Heuristic Type	Heuristic	Score
MILE content	Information overload	1
<p>Big pictures and huge amount of (not required) information are present in all the page, which worsens the experience of the user.</p>		
Comment	<p>Scopri un gusto al di sopra delle tue aspettative. Prova l'originale haute cuisine delle Alpi italiane.</p> <p>SCOPRI FOOD</p>	
	<p>Screenshot 15: https://www.courmayeurmontblanc.it/it</p>	

4.4.17 Text-Layout

Heuristic Type	Heuristic	Score
MILE Presentation	Text-Layout	5
Comment	Text and font are well choised, they make the pages clearly readable.	

4.4.18 Interaction placeholders-semiotics

Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-semiotics	3
Comment	Partially explained, sometime more details about the function are needed to be more understandable by the user; Some function is not clear what it does (screenshot below)  <p>The screenshot shows a contact form titled "Richiesta informazioni". It includes fields for Name, Surname, City, Zipcode, Email, Telephone, and a large text area for "Richiesta". To the right of the form is a location pin icon with a red border, followed by the address: "Courmayeur Mont Blanc Turismo C.S.C. - Centro Servizi Courmayeur Piazzale Monte Bianco, 10 11013 Courmayeur (AO) info@courmayeurmontblanc.it Tel +39 0165 841632 Fax +39 0165 842581". Below the form, a note states: "I dati verranno trattati in conformità alla vigente normativa sulla protezione dei dati personali. Tutte le informazioni sono disponibili nella Privacy Policy". A checkbox for newsletter subscription is also present.</p>	

4.4.19 Interaction placeholders-consistency

Heuristic Type	Heuristic	Score
MILE Presentation	Interaction placeholders-consistency	3
Comment	Partially satisfied but needs more work. In fact, there are icon that don't return the correct meaning of them and, in addition, are not well explained by a correct label; some position can be reviewed too.	

4.4.20 Help and documentation

Heuristic Type	Heuristic	Score
MILE Presentation	Spatial allocation	3
Comment	Element's allocation is good but can be improved, looking at the home, for example it is evident that the different categories can be more relevant to the user instead of some suggestions ("lasciamoci ispirare") to him; however, the second are located in a more relevant position.	

4.4.21 Consistency of Page Structure

Heuristic Type	Heuristic	Score
MILE Presentation	Consistency of Page Structure	5
Comment	In general, yes, the structure of the pages is always the same, which is very good for a better navigation feedback by the user.	

5 User Testing Annex

In this section is reported for completeness a summary of the survey with the exact average for each statement. All the 20 forms are not added to lighten the report.

Questionario Post-Test

20	06:11	Active
Responses	Average time to complete	Status

1. La terminologia utilizzata dal sito è comprensibile e vicina al linguaggio comune

20		3.50 Average Rating
Responses		

2. Il sito è intuitivo: le etichette e i simboli utilizzati danno bene l'idea della loro funzionalità

20		2.45 Average Rating
Responses		

3. La quantità di informazioni presente in ogni pagina è equilibrata: non ci sono né troppe informazioni né troppo poche

20		3.00 Average Rating
Responses		

4. Le pagine non sono mai troppo lunghe: non bisogna scorrere troppo in basso per trovare ciò che si sta cercando

20		2.65 Average Rating
Responses		

5. Ogni sezione/pagina del sito dà bene l'idea del proprio contenuto grazie a testo e immagini



6. Il sito permette facilmente di passare da una sezione all'altra



7. Il sito permette facilmente di tornare alle pagine precedenti senza utilizzare le funzioni offerte dal browser (es. freccetta di Google Chrome per tornare indietro)



8. La barra dei menu (vedi immagine sotto) è chiara e utile alla navigazione



9. La funzione di ricerca offerta dal sito è utile per cercare quello che non trovi



10. La funzione Wishlist offerta dal sito è utile e facile da usare



11. Imparare ad usare il sito è semplice e veloce

20



Responses

2.85 Average Rating

12. Il sito dà in ogni momento la consapevolezza della sezione in cui ci si trova senza sentirsi disorientati

20

Responses



2.40 Average Rating

13. Il testo è sempre chiaro e ben leggibile (colore, grandezza, carattere)

20

Responses



3.75 Average Rating

14. La struttura delle pagine è coerente fra pagine dello stesso tipo e della stessa sezione

20

Responses



3.50 Average Rating

15. Graficamente il sito è accattivante

20

Responses



4.00 Average Rating

16. Complessivamente il sito riesce ad adempiere al suo intento: fornire informazioni su Courmayeur e attrarre persone a visitare la località

20

Responses



3.20 Average Rating

17. Nel complesso, che voto daresti alla tua esperienza di navigazione sul sito Courmayeur Mont Blanc?

[More Details](#)

 Insights

20

Responses

5.85

Average Number

18. Cambieresti qualcosa all'interno del sito web? Se sì, spiega cosa e perché

[More Details](#)

 Insights

20

Responses

Latest Responses

"la funzione di ricerca non è efficace"

"Si potrebbe migliorare l'organizzazione e la disposizione di alcune fi..."

"La wishlist non va Il menu non è chiaro Ci vuole troppo a trovare un..."