A Heuristic Review of RetroFit's(*) Homepage

Goal

Using Dr. David Travis Heuristic home page check-list(**). Discover three to five weaknesses (problem space) in RetroFit's home page. Then, design a hi-res wireframe of the landing page.

Index

Problem Space

1. Navigation areas on the home page are not over-formatted and users will not mistake them for adverts

2. The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)

3. The home page contains meaningful graphics, not clip art or pictures of models

4. The title of the home page will provide good visibility in search engines like Google

5. By just looking at the home page, the first time user will understand where to start

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	10	20	20	75%
Overall score		20	20	75%

Checkpoint			Comments
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1		No clear call to action on users next steps.
The home page contains a search input box	0		
Product categories are provided and clearly visible on the homepage	0		Navigation and headers are present, but varying sizes and styles masks importance of sections.
Useful content is presented on the home page or within one click of the home page	1		
The home page shows good examples of real site content	1		
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1		
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	0		No archival information. No program features.
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	0		Links do not stand out, could be mistaken as carousel navagation.
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	0		Main heading on image does not explain clearly what the site can do for the user.
The home page contains meaningful graphics, not clip art or pictures of models	0		Main header image does not relate to weight loss and excercise. After navigating around it's clear it represents online sessions, but not clear to user.
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	1		
The title of the home page will provide good visibility in search engines like Google	0		Lack of clear concise organic SEO keywords in content.
All corporate information is grouped in one distinct area (e.g. "About Us")	1		
Users will understand the value proposition	0		
By just looking at the home page, the first time user will understand where to start	0		
The home page shows all the major options	1		
The home page of the site has a memorable URL	1		
The home page is professionally designed and will create a positive first impression	1		
The design of the home page will encourage people to explore the site	0		
The home page looks like a home page; pages lower in the site will not be confused with it	1		

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It's been great having people notice the change.

- Jay Leib **lost 47 pounds**

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Success Stories

Steve A.
Former NFL Player, Age 47
8% weight loss at week 25

Michelle H.
Recruiting Associate Manager, Age 32
25% weight loss at week 48

Juan Carlos D.
Strategy Consultant, Age 42
3% weight loss at week 19

Program Basic

90% OF OUR CLIENTS ARE LOSING WEIGHT.
The average active Retrofit client loses 0.5 to 1 pound each week during the weight loss phase of the program. Everyone is different so your results may vary. Your team of dedicated experts will build your unique program to help you overcome your specific challenges.

START NOW