

| Website Name: Dell | | | | |
|---|--------|-----|----------|---|
| Website URL: https://www.dell.com/en-us | | | | |
| Heuristic | Rating | | Comments | |
| Appearance / aesthetics - first impressions are important - they can make the difference between users staying or leaving your site | | | | |
| Example | | | | |
| Primary goal or purpose is clear | 2.5 | | | The primary goal is clear; however, the website needs to create a better balance between typographic elements, whitespace, and imagery so the user can understand the content immediately without hesitation, as well as, create a more visually stimulating environment. |
| Clean, simple design | | 2.5 | | Layout is simple, but clustered in some areas. |
| Pleasing color scheme | | 2.5 | | Straightforward/follows their brand guidelines. |
| Appropriate use of white space | | 2 | | Because the image size and layout, the amount of white space makes the website look bland and clustered. |
| Consistent design | | | 1 | font style, size, and hiarchy are consistant. Layout, color, icons, button style vs. link, banner, and even color styles are different from: Dell EMC, Dell Technologies, & Dell Home. Dell Technologies looking the most up-to-date. |
| Text and colors are consistent | | 1.8 | | Various blue tones depending if the user is on: Dell EMC, Dell Technologies, or Dell Home. |
| Icons are universally understood | 3 | | | *Recognition rather than recall |
| Images are meaningful and serve a purpose | | 2 | | For better impact images should be larger, with better resolution. |
| Content - users are at your site for the content; make it easy for them to find and user your site | | | | |
| Major headings are easy to understand | 3 | | | |
| Easy to scan | | | 1.5 | Clustered, un-even spacing between content & alot of pertinant information is placed in a spreadsheet form. |
| Minimal text/information presented | | 2 | | |
| Clear terminology; no jargon | 3 | | | |
| Links are clear and follow conventions | 2.9 | | | *Customization was not as clear on the 30-day trial |
| Help is available on every page | 3 | | | |
| Important content is above the fold | 2.8 | | | |
| Search box is easy to identify and easy to use | 3 | | | |
| Navigation - makes getting around your site easy and eliminates the user's guess work | | | | |
| Consistent Navigation | | | 1.5 | Different on from Dell EMC, Dell Technologies, and Dell Home. |
| Easy to identify your location on the site (breadcrumbs, headers, colors) | | 2 | | There are breadcrumbs, but when navigating through different products and services they are taken to different main screens. |
| Consistent way to return home | | | 1 | If you start on Dell.com and go to DellMC or DellTechnologies, you do not have a direct way of getting back to Dell.com unless you click on the back button. They should all be interconnected for an easier and smoother user experience. |
| Limited number of buttons & links | | 2 | | |
| Organization of information makes sense | | | 1.5 | Navigation does not have consistant interconnected links unless user is on a specific product line. |
| Efficiency / Functionality - following basic rules will keep user frustration to a minimum. | | | | |
| Website loads quickly | | 2 | | Load time can time be delayed |
| Custom 404 errors | 3 | | | |
| Error messages are meaningful | | 2 | | |
| Login is in upper right corner of page | | 2 | | It is. However, the iconography is different on each mainscreen. It should be consistant. |
| Proper etiquette for links off site | 2.8 | | | |
| Contact information is easy to find | 3 | | | |
| Login is easy to find | 3 | | | |
| Hours are easy to find | | 2 | | |
| No broken links | | 2 | | |
| User knows the status of searches | | 2 | | |
| User knows if they are logged in/out | 3 | | | |
| System supports undo and redo | | | 1.5 | The systems supports undo and redo in some cases. But, it should work in all cases; Because undo and redo alleviates apprehension through system status updates, lets them feel in control, and eliminates error-prone conditions. |
| Forms autofill and calculate when practical | 3 | | | Auto-refills informatio - cart |