

Usability review

Free Tour Granada

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

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

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

Features & functionality

1	Features and functionality meet common user goals and objectives.	Good	La página cumple una funcionalidad adecuada porque los enlaces y los botones están bien ubicados y además el sitio cuenta con una amplia variedad de contenido
2	Features and functionality support users desired workflows.	Good	La página permite a los usuarios navegar de forma fácil y que encuentren los tours que sean necesarios para ellos, y toda su información
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).	Moderate	Hay varios botones y accesos a las distintas secciones de la web, pero hay alguna que no te lleva al sitio correcto, por ejemplo si pulsamos en ver recomendaciones nos lleva a una página en blanco
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).	Moderate	Ya que la web no proporciona una experiencia de usuario distinta dependiendo del nivel de usuario, si no que es para todos igual. Podría ayudar más a usuarios novatos, y crear atajos para usuarios más experimentados
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.	Poor	Poco claro a la hora de reservar si no hay disponibilidad online. El número al que llamar muy pequeño y no se entiende del todo que no hay reservas online.

Homepage / starting page

6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	Good	La web ofrece información clara de todos los tours, los horarios e información disponible de estos, además la web tiene un diseño claro y organizado
7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	Good	Los tours están más remarcados que el resto de información de la página
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	Excellent	La página tiene suficiente espacio en blanco, lo que hace que tenga una estructura clara y sencilla, además los distintos elementos están bien organizados

Navigation

9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Good	Aparece en los primeros puestos al buscar en google, ya que está patrocinada y además tiene un nombre claro e intuitivo si buscar tours gratuitos en granada
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	Excellent	El menú de navegación es fácil de encontrar porque se encuentra en la parte superior de la página y además es intuitivo
11	The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc...).	Very poor	Sólo podemos navegar a través del menú de navegación

Weighting (out of 5)	Weighting ratio	Rating (0 - 5)	Score	Out of
5	100%	4	4	5
5	100%	4	4	5
4	80%	3	2,4	4
3	60%	3	1,8	3
3	60%	2	1,2	3
3	60%	4	2,4	3
4	80%	4	3,2	4
3	60%	5	3	3
2	40%	4	1,6	2
4	80%	5	4	4
3	60%	1	0,6	3

12	The site or application structure is clear, easily understood and addresses common user goals.	Excellent	Está bien estructurado ya que hay diferentes secciones dependiendo de lo que quiera el usuario, por ejemplo si queremos información de tours privados podemos ir a la parte de tours privados y ver las opciones que haya	5	100%	5	5	5
13	Links are clear, descriptive and and well labelled.	Moderate	La mayoría de los enlaces de la página son claros y están bien etiquetados, sin embargo hay algunos que no tienen una buena descripción ni están tan claros	3	60%	3	1,8	3
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	Excellent	Las funciones básicas del navegador como pueden ser añadir a marcadores, ir adelante y atrás están soportadas	4	80%	5	4	4
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	Very poor	No se muestra la ubicación del usuario en la página web	2	40%	1	0,4	2
16	Users can easily get back to the homepage or a relevant start point.	Good	Es fácil volver a la página de inicio o al apartado principal pero por ejemplo si vamos a reservar, no podremos volver pulsando en el icono de la página	2	40%	4	1,6	2
17	A clear and well structure site map or index is provided (where necessary).	Moderate	La página no proporciona un mapa del sitio pero si proporciona abajo de la página el aviso legal y una política de privacidad	1	20%	3	0,6	1

Search

18	A consitent, easy to find and easy to use search function is available throughout (where desirable).	N/A	No dispone de una barra de búsqueda	4	80%	0	0	0
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).	N/A	No dispone de una barra de búsqueda	4	80%	0	0	0
20	The search facility deals well with common searchs (e.g. showing most popular results), misspellings and abbreviations.	N/A	No dispone de una barra de búsqueda	2	40%	0	0	0
21	Search results are relevant, comprehensive, precise, and well displayed.	N/A	No dispone de una barra de búsqueda	4	80%	0	0	0

Control & feedback

22	Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).	Good	Aunque puede mejorar, nos da buen feedback cuando rellenamos el formulario de contacto si no lo rellenamos de forma correcta	4	80%	4	3,2	4
23	Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).	Good	Podemos cancelar las acciones o ir atrás mientras las estamos rellenando o incluso podemos abandonar la págiina	3	60%	4	2,4	3
24	Users can easily give feedback (e.g. via email or an online feedback / contact us form).	Excellent	Se puede dar feedback rellenando el formulario, enviando un correo o hablando por whatsapp al número que aparece en la web	1	20%	5	1	1

Forms

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25	Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.	Good	Los formularios se dividen en distintas secciones.	3	60%	4	2,4	3
26	A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).	Excellent	Ya que pide sólo información básica de forma obligatoria como puede ser en el formulario de contacto el nombre y el email	2	40%	5	2	2
27	Required and optional form fields are clearly indicated.	Good	Si, ya que marca con un asterisco que campos son obligatorios, sin embargo si una persona tiene problemas de vista no se ve de forma tan clara	2	40%	4	1,6	2
28	Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.	Excellent	Usa un calendario para elegir la fecha en la que queremos hacer la reserva, y en general unos campos adecuados	3	60%	5	3	3
29	Help and instructions (e.g. examples, information required) are provided where necessary.	Good	Proporciona la información necesaria para los tours que estén buscando los usuarios, como de qué irá, el precio, la duración...	3	60%	4	2,4	3

Errors

30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).	Good	Los errores aparecen en la posición adecuada, por ejemplo si se nos olvida rellenar un campo obligatorio en un formulario , nos pondrá debajo en rojo que ese campo es obligatorio	4	80%	4	3,2	4
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.	Good	Los mensajes describen que es lo que pasa y de forma clara y concisa	3	60%	4	2,4	3
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.	Moderate	Se tienen en cuenta los errores que puede haber al rellenar los formularios, sin embargo, puede que a algunos usuarios más mayores o con problemas les cueste localizar esos errores	3	60%	3	1,8	3
33	Users are able to easily recover (i.e. not have to start again) from errors.	Good	Permite a los usuarios recuperarse de los errores que le vayan surgiendo ya que si se les olvida rellenar un campo de un formulario, sólo tienen que rellenar el que les falta	3	60%	4	2,4	3

Content & text

34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	Excellent	Hay varias fotos, si entramos a cualquier free tour podremos ver que hay más fotos y videos relacionados con este	5	100%	5	5	5
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	Moderate	Hay algunos enlaces en la sección de recomendaciones que hablan de qué ver en distintos barrios, pueblos que visitar... Pero falta alguna recomendación de restaurantes por ejemplo, cercanos a algún tour	2	40%	3	1,2	2
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	Good	Usa un lenguaje sencillo y claro, y un tono correcto para turistas	4	80%	4	3,2	4
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).	Excellent	Usa el mismo tono y lenguaje en toda la web	3	60%	5	3	3
38	Text and content is legible and scanable, with good typography and visual contrast.	Poor	En el tour del Albaicín, por ejemplo, no se diferencian las letras del menú ya que la foto es blanca y las letras también, y en general no se ve demasiado bien	3	60%	2	1,2	3

Help

39	Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.	Moderate	La única forma de ayuda que hay en la web es el formulario de contacto, o hablar por whatsapp o un chat con un agente robótico	4	80%	3	2,4	4
40	Online help is concise, easy to read and written in easy to understand language.	Good	La información que se ve en la página es sencilla de entender	3	60%	4	2,4	3
41	Accessing online help does not impede users (i.e. they can can resume work where they left off after accessing help).	Moderate	La mayoría de secciones están diseñadas para que los usuarios puedan acceder a la información sin interrumpir su trabajo, sin embargo se podría mejorar	3	60%	3	1,8	3
42	Users can easily get further help (e.g. telephone or email address).	Good	Pueden contactar por whatsapp o por correo, además de rellenar el formulario para que les contacten	2	40%	4	1,6	2

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Good	La página web tiene un buen tiempo de respuesta y funciona de forma fluida	4	80%	4	3,2	4
44	Errors and reliabilty issues don't inhibit the user experience.	Moderate	La página funciona bien pero hay algunos elementos que hacen que no sea la mejor experiencia de usuario, por ejemplo el botón para volver a la parte de arriba de la web está tapado por chat with an expert, además de que algunos enlaces llevan a páginas en blanco como ver recomendaciones.	4	80%	3	2,4	4
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Excellent	La web funciona bien en distintos tamaños, y en distintos navegadores, además no es una web mal optimizada por lo que debe funcionar en distintos ordenadores con distintas especificaciones	3	60%	5	3	3

Overall usability score (out of 100) *	77	-	Good	5		99,8	130
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* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

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

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

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

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

Usability guidelines

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

Homepage / starting page

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

Navigation

9	Users can easily access the site or application For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.	Low
10	The navigational scheme is easy to find, intuitive and consistent Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically differentiate a given section or area).	High
11	The navigation has sufficient flexibility to allow users to navigate by their desired means For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	Medium
12	The site or application structure is clear, easily understood and addresses common user goals For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	Very high

13	Links are clear, descriptive and well labelled Links should be clearly 'clickable' (e.g. underlined or colourised) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	Medium
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.	High
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item) Users should always know where they are in the site or application.	Low
16	Users can easily get back to the homepage or a relevant start point For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.	Low
17	A clear and well structure site map or index is provided (where necessary) The sitemap might be part of the header or footer and should ideally be available from every page on the site.	Very low

Search

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

Control & feedback

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

Forms

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

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

Errors

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

Content & text

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

Help

39	Online help is provided and is suitable for the user base Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.	High
40	Online help is concise, easy to read and written in easy to understand language Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	Medium

41	Accessing online help does not impede users Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	Medium
42	Users can easily get further help (e.g. telephone or email address) If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	Low

Performance

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

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