

Web Information Management

Usability analysis of a website

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1 Introduction

This document contains the usability analysis of a company situated in Cittadella, a small city near Padua.

Brugnolaro Calzature is a shop which mainly sells shoes both online and in the physical store. It varies its collection taking articles from traditional brands to the ones of the vegan shoes' market. It has been one of the first shops coming in the web when it was not known so much.

The type of the website is an e-commerce and in this document I will show which are the good and bad aspects, analyzing it in an accurate way. It will be picked the home page and all the pages that guide to a particular product.

2 Name and Domain

The website URL is *<https://www.brugnolaro.com/it/>*.

The domain's name is *brugnolaro* and it sounds good: it has been shortened because the full name should be *Brugnolaro Calzature Store*. Length it is neither long nor short, so it could be easy to memorize. If the full name had been used as domain's name, people would probably need more effort in order to remember it. Maybe in this case it should be good to add some references to what actually the shop is selling (shoes), but anyway it is good to maintain a decent length.

The *.com* domain is used and this is a good point because people are used with it.

3 Home Page

The home page is how the website appear to users, so it has to give a clear idea about the content of internal pages. Moreover, it has to provide all the necessary information to the user in a fast and clear way. The best way to analyze it is answering to what in journalism is called the 6 W:

- Where?
- Who?
- Why?
- What?
- When?
- How?

Before analyzing it, we define how the home page's structure is composed.

3.1 Structure