

Usability review

Civitatis



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

Score

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

Comments

Optional - Provide a short rationale 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

Para un usuario que provenga de Granada es bastante intuitivo y es bastante facil de usar pero si es de otro pais pues resulta complicado, ya que hay tours en pocos idiomas

- 2 Features and functionality support users desired workflows.

Good

La web tiene varios idiomas entre los que están el inglés, español, italiano, francés y portugués por lo que un turista que no hable en estos idiomas no tiene posibilidad de entenderla

- 3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

Excellent

Además, en la pagina quedan registradas nuestras anteriores consultas, por ejemplo a mi ya se me ha quedado guardada la busqueda de tours en Granada y me aparece en el inicio

- 4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

Very poor

No dispone de ningún texto de ayuda ni ninguna diferenciación entre distintos tipos de usuario. Para todos se usa la misma interfaz

- 5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Excellent

Como reservar tours es el proposito de cada anuncio esto queda resaltado en un color llamativo y en un gran tamaño

Homepage / starting page

- 6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

Excellent

La página principal es muy clara, posee un listado claro de las actividades, indicándose su precio y su calificación en base a opiniones

7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	Good	<i>En la pagina principal a parte de los tppurs que podemos elegir tambien nos sale para iniciar sesion, para ver nuestro carrito, los tours que hemos marcados como favoritos, y los datos de nuestra cuenta</i>
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	Excellent	<i>Tan solo tiene dos columnas, una en la que se puede filtrar actividades y la otra que es el listado de actividades por lo tanto es bastante clara</i>

Navigation

9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Excellent	<i>Si buscamos "actividades en Granada" Civitatis aparece entre los primeros resultados</i>
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	Excellent	<i>Es esquema de navegacion es muy sencillo e intuitivo y es practicamente igual en la web y en la app</i>
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...).	Good	<i>Posee un menú lateral con variados filtros para las diferentes actividades</i>
12	The site or application structure is clear, easily understood and addresses common user goals.	Excellent	<i>La estructura es sencilla, tan solo aparecen las actividades y te da opción a reservirlas, ver datos relevantes y comentarios acerca de la misma.</i>
13	Links are clear, descriptive and and well labelled.	Good	<i>Tosos los enlaces de la pagina son muy descriptivos, especifican para que son y vienen resaltados para que sean mas visuales.</i>
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	Excellent	<i>Todo esto funciona correctamente, incluso si seleccionamos un filtro y entramos en una actividad, cuando volvemos atrás el filtro continúa activado</i>
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	Moderate	<i>Por las barras de menú no se puede saber si se está viendo el listado de actividades o si se esta viendo una actividad. Hay que guiarse por el encabezado de la página que, o bien pone Granada, o bien pone el nombre de la actividad con sus datos en el lado inferior.</i>

16 Users can easily get back to the homepage or a relevant start point.

Excellent

Es muy sencillo volver a a pagina de inicio en la app movil es solo pulsando un boton y en la web pulsando sobre el propio logo

17 A clear and well structure site map or index is provided (where necessary).

Very poor

Clvitatis no dispone de un sitemap

Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

Very poor

Solo tiene para buscar la ciudad destino

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

N/A

No dispone de un buscador para actividades

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

N/A

21 Search results are relevant, comprehensive, precise, and well displayed.

Excellent

Los resultados que se muestran según el lugar son los esperados

Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

Moderate

Si señala bien los errores al rellenar campos y tambien cuando hemos reservado correctamente un tour, pero si es verddad que no nos indica cuando se actualiza la pagina

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

Se da una opción de cancelar cada pedido dentro del carrito de compra, pero no se muestra ninguna ventana para cerciorarse de una compra

- 24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

Poor

Si un cliente quiere contactar con ellos debe rellenar muchos campos, no especifican tampoco cuanto van a tardar en contestarte

Forms

- 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.

Excellent

A medida que se va haciendo una reserva se indica en una barra superior los pasos que hay que hacer y en qué paso estamos

- 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).

Poor

Piden datos no relevantes para realizar una actividad como el DNI, la nacionalidad y el sexo.

- 27 Required and optional form fields are clearly indicated.

Moderate

Se indica solo si no se introduce, mediante un icono y texto pequeño

- 28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

Poor

Algunos campos no especifican nada, ni la cantidad de caracteres maximo ni los numero que hay que cubrir, pero si hay menus despegables como el el calendario al elegir la fecha.

- 29 Help and instructions (e.g. examples, information required) are provided where necessary.

Very poor

No se proporciona ayuda en cuanto a la descripción de los campos que hay que rellenar

Errors

- 30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

Excellent

Los errores aparecen justo en el campo de texto

- 31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

Excellent

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

Poor

No se tienen en cuenta los errores comunes.

33 Users are able to easily recover (i.e. not have to start again) from errors.

Excellent

Tan solo tienen que volver a rellenar el campo que esté mal

Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

Excellent

El sitio es muy visual, con las imágenes llama mucho la atención y cumple con las expectativas de la mayoría de usuarios

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

Very poor

No disponen de ningún enlace externo ni incluso de las agencias que realizan las actividades

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

Excellent

Lenguaje muy sencillo, atrayente para todo tipo de público

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

Excellent

38 Text and content is legible and scanable, with good typography and visual contrast.

Good

Predomina el negro sobre blanco, pero hay algunos textos en los que se ponen imágenes detrás y hacen que se dificulte la lectura

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.

Excellent

Dispuesto en formato FAQ, y además tienen ayuda personalizada en cuanto a una reserva

40	Online help is concise, easy to read and written in easy to understand language.	Excellent	La ayuda está redactada muy clara, como si de preguntas de usuarios reales se tratase
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	Very poor	La ayuda ocupa una seccion totalmente diferente a la página por lo que no se puede retomar la búsqueda que habías hecho en un principio. Lo único que se mantiene son las actividades que ya tenías en el carrito
42	Users can easily get further help (e.g. telephone or email address).	Very poor	Solo disponen de ayuda online, ni ofrecen email ni ofrecen un teléfono de atención.

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Excellent	Como tiene muchas imágenes, una velocidad de conexión lenta puede dar lugar a una incorrecta visualización
44	Errors and reliability issues don't inhibit the user experience.	Excellent	La página no se queda colgada en ningún momento.
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Excellent	La web es completamente responsive, se adapta a todas las resoluciones y todos los dispositivos

Overall usability score (out of 100) *	80	-	Good
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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.

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

4	80%	4	3,2	4
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3	60%	5	3	3
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2	40%	5	2	2
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4	80%	5	4	4
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3	60%	4	2,4	3
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5	100%	5	5	5
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3	60%	4	2,4	3
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4	80%	5	4	4
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2	40%	3	1,2	2
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2	40%	5	2	2
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1	20%	1	0,2	1
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4	80%	1	0,8	4
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4	80%	0	0	0
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2	40%	0	0	0
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4	80%	5	4	4
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4	80%	3	2,4	4
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3	60%	4	2,4	3
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1	20%	2	0,4	1
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3	60%	5	3	3
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4	80%	5	4	4
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3	60%	5	3	3
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