WEB PAGES REPORT

José Mataix Pérez & Alberto Rivero Monzón

# Web Analysis

### **1. Strive for consistency.**

The Real Madrid website uses identical terminology in menus, help screens and prompts, this web has a very well-chosen layout, with color that makes it easy to find what you are looking for and has a conventional font so everyone can read with ease.

On the other hand, the Union Deportiva Las Palmas website takes another approach by having a wider range of colors used, managing to be somewhat distracting. It also has many prompts on screen showing several news as well as general information about the club, which in our opinion is a tad too much. The arrangement of prompts is mainly distributed in two columns, creating a big cluster of information, rather than distributing it along the whole page.

### **2. Seek universal usability.**

The Real Madrid web lacks some usability because it doesn’t have any feature to help people with disabilities, it seems that they haven´t considered that elderly people might want to get a ticket to a football game. This website offers 7 different languages in which it can be read.

The UD website also lacks universal usability. The web is not accessible for blind or deaf people. Images don’t have an alternative description for those who can’t see and most videos don’t have subtitles. The webpage can be translated to English, however we think more languages, especially German, should be available due to the amount of tourism the island receives.

### **3. Offer informative feedback.**

In Real Madrid´s website every single user action has interface feedback, according to minor actions and mayor actions, in each one the response varies.

Frequent and minor actions such as hovering the cursor over certain categories generates a modest response in Las Palmas’ website. Hovering the cursor over these categories’ prompts drop down menus of each category. On the other hand, clicking these buttons takes you to another page within the site.

### **4. Design dialogs to yield closure.**

The Real Madrid website have some sequences that are organized into groups, when you try to book a ticket, first you click on buy tickets, then they ask you where you want to seat and your data to purchase the ticket, at the end of this process, a confirmation message will appear in the screen, as well as a confirmation e-mail will be sent to you.

While Real Madrid’s website allows you to purchase tickets in advance for future games, the Union Deportiva only allows you to buy tickets for those games within a week until the match.

### **5. Prevent errors.**

The only error I´ve found on Real Madrid´s website relies on the possibility of having a bad connection that might cause the page to refresh and loose your progress on the form.

While trying to purchase tickets for a Las Palmas’ match, there was an occasion where interacting with a prompt regarding discounts for DISA Gas Station sent you to a missing page, giving a “404 - No page found / Missing page” error.

### **6. Permit easy reversal of actions.**

Almost every action is reversible in Real Madrid´s website, even during the checkout process, where you can delete everything you´ve entered and exit to the main page with a warning message that prevents you from doing this unintentionally.

Purchasing tickets for the “Derby” between Las Palmas and Tenerife can be quite challenging for someone new to this site. You start by choosing a sector where you want your seat to be at. This sector you choose can be full already, not having empty seats which makes you reload the site to choose another sector. Additionally, there is no human way to know whether the sector is full or not, you can only confirm it after choosing one yourself.

### **7. Keep users in control.**

The Real Madrid interface reacts and responds to user actions perfectly, this interface doesn’t change its fonts, colors, or the location of buttons so I think it´s a strong point on their web.

While using a computer, Las Palmas’ website maintains its shape, font size and colors. It’s another story on mobile devices, colors are different than those in the computer site, images are sometimes displaced and there can be gaps between information and images seeming as if there was something invisible hindering the cohesion of the text.

### **8. Reduce short-term memory load.**

Users won’t have any issue on this principle in Real Madrid´s website because they don´t need to remember any information from any display to use it on another display, that makes the web easy to navigate.

Other than the fact that you have to pray to choose sectors, when trying to buy tickets for Union Deportiva Las Palmas you won’t have to remember any information input you have already done. You will only need to fill in new information while the existing information will be filled in automatically.