

# USABILITY

## *Usability for tim.it*

*This document is for the results of usability of the webpage tim.it, so that to know the problems and the highlights*

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## Introduction

This usability is done for the webpage tim.it. This is a webpage used for the company TIM and you can buy mobile phones and you can contract service for your phone or ADSL or Fibra. This company is Italian. The phone services are to use your mobile phone in Italy or the rest of the world, although the prices are different, it's more economic to contract for Italy only. On the other hand, we have measure the usability by the Milles method, so that all the heuristics are checked and we have chosen the most relevant ones for each page. It's a laborious silly work to check all the heuristics because of the amount of them and some of them are insignificant for the actual page. So that we have decided to put a minimum of 2 heuristics by page.

## Scenarios

*Scenario 1:* The customer visits the webpage and firstly, she sees the homepage.

Then she sees the menu and she enters to the services. So that she sees the different services that there are in the clinic and she chooses cosmetic nose surgery. Now she sees a list of doctors who perform this surgery and at the bottom of the list, the prices appear. Then, she chooses a doctor and she sees the availability of the doctor. Moreover, at the bottom of the page she sees the contact page of the clinic and she can call for an appointment.

**Scenario 2:** A retired professional wants to make a medical appointment for checking his chronical hip problem. Since he has always been obsessive with choosing the best quality services-products, he deeply researched about this clinic (X) and decided to go for it. Now he wants to research about the medical team of the clinic that works at the area he is looking for, aiming to find about their formation and their work experience. When he enters the website, he finds the Doctors section in the homepage and finds the list of doctors by area. Once he selects the area regarding to his problem he reads the information available for each doctor, corresponding to their educational background and brief work experience. Finally he decides one of the doctors in the list according to his standards, returns to homepage and goes in the services page to make an appointment.

# Results

Scenario 1						
	Page	Heuristic	Person 1	Person 2	Person 3	Group
Score	1	<b>Text</b>	2	2	2	2
Comment			Good coverage and conciseness but the content objectivity is ambiguous	Multimedia files and text are consistent with the subjects		
Score		<b>Navigation within Group of topics</b>	2	2	2	2
Comment			Good navigation	Optimal		
Score		<b>Overall Navigation</b>	2	2	2	2
Comment				Optimal		
Score		<b>Overall graphic design</b>	2	2	2	2
Comment			Adequate	Optimal		
Score		<b>Information architecture</b>	2	2	2	2
Comment				Optimal		
Score	2	<b>Information architecture</b>	2	2	2	2
Comment			Good	Optimal		
Score		<b>Text</b>	2	2	2	2
Comment			Good	Optimal		
Score	3	<b>Overall Navigation</b>	0	1	2	1
Comment			We have clicked on TIM Special but we can see all the mobile offers	Lack of link consistency and topics presented	Optimal	
Score		<b>Text</b>	1	1	1	1
Comment			You don't know if the price and the content is forever or not. Moreover, a service contents TIM NEXT but it doesn't explain anything.	There are is a lack of relevant information about the plans.	Only few information about the services	

Score	4	<b>Text</b>	0	1	1	1
Comment			<i>The most important thing is the cost and you must pay 20 euro but you don't understand why this amount.</i>	<i>It is hard to understand the prices and services details</i>	<i>Confusing and controversial information about prices</i>	
Score		<b>Backward navigation</b>	0	0	0	0
Comment			<i>It doesn't exist go back button.</i>	<i>No go back button</i>	<i>Absence of Go back button</i>	

## TIM Special

RESIDUO

### TIM SPECIAL START

20 €/4 sett.

ATTIVA

  
-1000-  
2000 min  
verso tutti

  
-2-  
4 GB  
di Internet 4G

  
Serie A TIM  
incluso  
per 6 mesi

  
Smartphone a rate  
in opzione con l'offerta

SOLO SE ADDEBITI SU CONTO CORRENTE O CARTA DI CREDITO. Nei negozi TIM.

Raddoppi Giga e minuti

SOLO SE ATTIVI ONLINE E ADDEBITI SU CREDITO RESIDUO

4 settimane e attivazione GRATIS per nuovi clienti

SOLO ONLINE

### TIM SPECIAL LARGE

30 €/4 sett.

ATTIVA



Sin SIM

21:32  
tim.it

45 %

TIM

Di cosa hai bisogno?



Carrello

## TIM Special

SOLO SE ATTIVI ONLINE E ADDEBITI SU CREDITO RESIDUO

4 settimane e attivazione GRATIS per nuovi clienti

SOLO ONLINE



### TIM SPECIAL UNLIMITED

40 €/4 sett.

ATTIVA

  
Chiamate e SMS  
senza limiti verso tutti

  
FINO A 6GB 4G

  
Roaming  
INCLUSO  
in Europa e USA

  
Smartphone  
con TIM NEXT  
in opzione con l'offerta

Serie A TIM

Incluso per 6 mesi

TIM Cloud

10GB inclusi

### TIM Special Unlimited Web Edition

40€ 29 €/4 sett.

Costo di attivazione  
GRATIS

ATTIVA



Chrome Archivio Editor Ver Historial Marcadores Otros usuarios Ventana Ayuda

https://www.tim.it/checkout/... requestid=324052

Es seguro https://www.tim.it/checkout/fbi.asp?requestid=324052

Esta página está escrita en Italiano ¿Quieres traducirla? No Traducir No traducir nunca del Italiano Configuración

**TIM**

Il tuo ordine Inserisci i tuoi dati Salvo pagamento

1 2 3

**Dati intestatario**

Sei già cliente TIM e sei registrato? [Accedi](#) per velocizzare il tuo acquisto

Nome

Cognome

Codice Fiscale  [Calcola il tuo codice fiscale qui](#)

Provincia

Comune

Indirizzo

N. Civico

Cap

Indirizzo e-mail

Telefono (fissa e mobile)

**TIM SPECIAL VOCE+DATI** 14 € **GRATIS**

**IANA TWITUM** 2 €

**COSTO RINNOVO** 18 €

**TIM ONE PRIME GO** 20 €

**SPESE DI SPEDIZIONE** **GRATIS**

Inserisci il Codice sconto

**TOTALE A PAGARE** **20 €**

**SALVA ORDINE**

Sin SIM 21:25 tim.it 46%

## TIM Young

**TIM Young&Music Limited Edition** **9,99 €/m. SELL.** solo per nuovi clienti

**500 min** verso tutti

**5 GB** per navigare

**5 GB** per la musica in streaming dalle tue app preferite

SOLO SE ATTIVI ONLINE Attivazione e 4 settimane GRATIS per nuovi clienti **SOLO ONLINE**

**TIM Young&Music Limited Edition** **12 €/mese** per gli clienti TIM **ATTIVA**

**500 min** verso tutti

**5 GB** per navigare

**5 GB** per la musica in streaming dalle tue app preferite

Scenario 2						Group
	Page	Heuristic	Person 1	Person 2	Person 3	
Score	1	<b>Text</b>	2	2	2	2
Comment			Good coverage and conciseness but the content objectivity is ambiguous	Multimedia files and text are consistent with the subjects	Good consistency and coverage	
Score		<b>Navigation within a Group of groups of topics</b>	2	2	2	2
Comment			Good navigation	Optimal	Adequate	
Score		<b>Overall Navigation</b>	2	2	2	2
Comment						
Score		<b>Overall graphic design</b>	2	2	2	2
Comment			Adequate	Optimal	Optimal	
Score		<b>Information architecture</b>	2	2	2	2
Comment						
Score	2	<b>Overall Navigation</b>	2	2		2
Comment			Good	Optimal	Good	
Score		<b>Text</b>	2	2		2
Comment			Good	Optimal	Good	
Score		<b>Single Page</b>		0		0
Comment				There is an overload of information and text that makes hard to understand the whole page		
Score	3	<b>Information architecture</b>	2	2		2
Comment			Good			
Score		<b>Navigation within a Group of groups of topics</b>	2		2	2
Comment			Good	Good	Optimal	



Score	4	<b>Overall Navigation</b>	2		2	
Comment			Good		Good	
Score		<b>Backward Navigation</b>		0	0	0
Commnet				No go back button	No go back button	
Score		<b>Overall graphic design</b>	2	2	2	2
Comment			Good	Optimal	Good	
Score	5	<b>Information architecture</b>	2	2	2	2
Comment			Good	Good		
Score		<b>Text</b>	2	2		2
Comment			Good	Good		
Score		<b>Overall Navigation</b>	2		2	2
Comment			Good		Good	

www.119helpline.tin.it/ses-clienti/119privata/ogniuno

Credito residuo: **-1,20 €** [RICARICA SUBITO](#)  
[Scopri TIM Automatica](#)

Tariffa base: **TIM Zero Scatti PRIME go**

Opzioni attive: 4

Telefonoc: [Configura Telefono](#)

**19,90€** da per i primi 3 rinnovi  
**PROMO BENVENUTO**

La mia linea [Controllo Costi](#) [Offerte per te](#) [Servizi](#) [Acquisti online](#) [Profilo](#)

**TIM International Base** [?](#) [+](#)  
Data attivazione: 01/10/2016  
Rinnovata fino al: 13/05/2017

Periodo di validità dal 15/04/2017 al 13/05/2017

TIM International Base ha effettuato 0 minuti e 0 secondi di chiamate verso l'estero a tariffa agevolata nel periodo di validità che termina il 13/05/2017

**International 1000 New** [?](#) [DISATTIVA](#) [+](#)  
Data attivazione: 01/10/2016  
Rinnovata fino al: 14/05/2017

Periodo di validità dal 15/04/2017 al 14/05/2017

0% [?](#) 100% International 1000 New: hai ancora a...

0% [?](#) 100% International 1000 New: hai ancora a...

0% [?](#) 100% International 1000 New: hai ancora a...

**TIM in Viaggio Full** [?](#) [DISATTIVA](#) [+](#)  
Data attivazione: 01/10/2016

Tariffa base

**Ricarica Online**  
Ricarica Online  
[Ricarica](#)

**RICARICA SUBITO I TUOI GIGA!**  
Scegli l'offerta che preferisci

**Ricarica i tuoi Giga**  
Avere più Giga è facile e conveniente!  
[Scegli l'offerta](#)

### Autenticati per continuare

Utilizza le credenziali di MyTIM Mobile

Username

Password

☒ Ricordami per 90 giorni

**Vai**

Non ti ricordi più la Password? [Recuperala!](#)

Non sei ancora registrato?

**REGISTRATI**