## 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 hightlights

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## <u>Introductio</u>n

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.

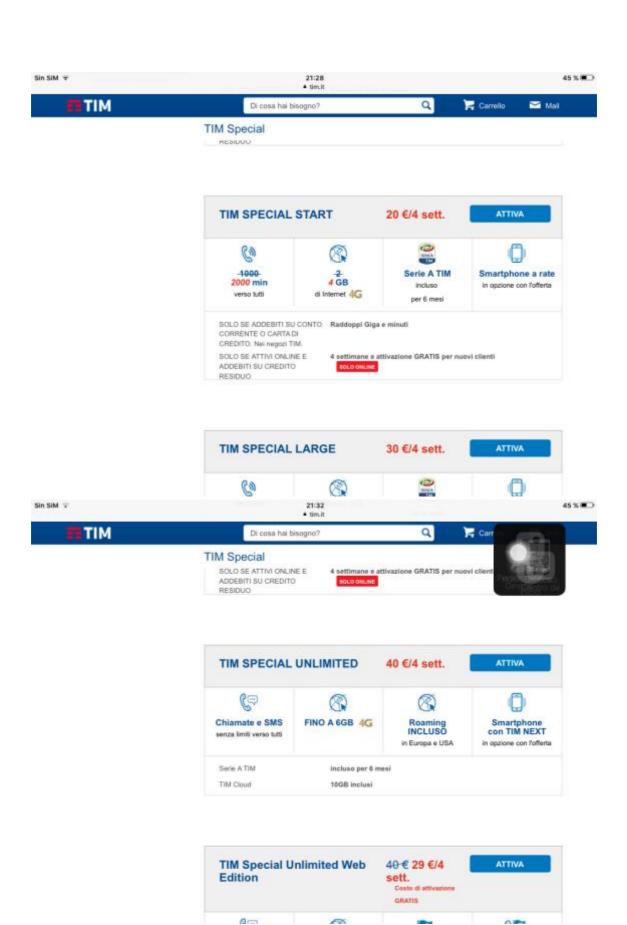
Then she sees the menu and she enters to the services. So that she sees the different services that there are in the clinic and she chooses cosmetic nose surgery. Now she sees a list of doctors who perform this surgery and at the bottom of the list, the prices appear. Then, she chooses a doctor and she 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.

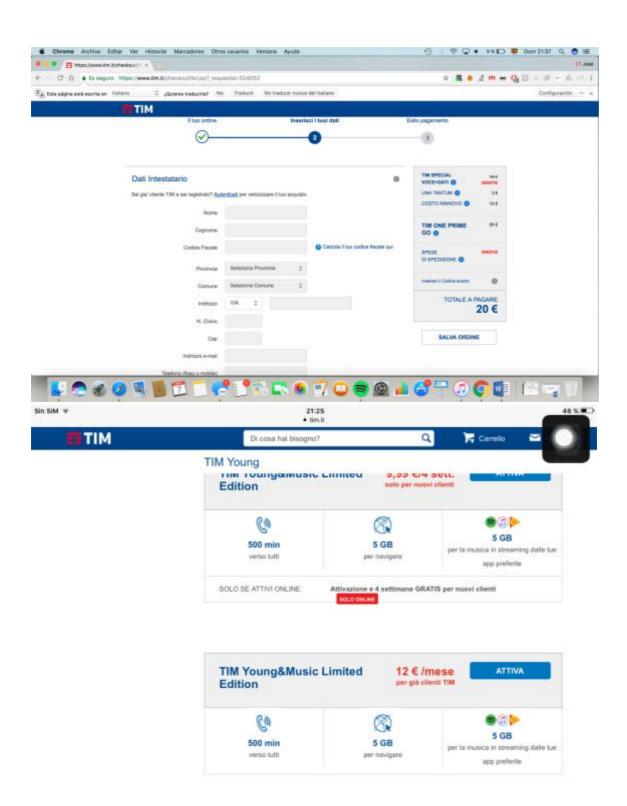
Scenario 2: A retired professional wants to make a medical appointment for checking his chronical hip problem. Since he has always been obsessive with choosing the best quality services-products, he deeply researched about this clinic (X) and decided to go for it. Now he wants to research about the medical 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		Text	2	2	2	2
Comment	1		Good coverage and conciseness but the content objectivity is ambiguous	Multimedia files and text are consistent with the subjects		
Score	<b>'</b>	Navigation	2	2	2	2
Comment		within a Group of groups of topics	Good navigation	Optimal		
Score		Overall	2	2	2	2
Comment		Navigation		Optimal		
Score		Overall	2	2	2	2
Comment		graphic design	Adequate	Optimal		
Score		Information	2	2	2	2
Comment		architecture		Optimal		
Score		Information	2	2	2	2
Comment	2	architecture	Good	Optimal		
Score	1	Text	2	2	2	2
Comment			Good	Optimal		
Score		Overall	0	1	2	1
Comment	, ,	Navigation	We have clicked on TIM Special but we can see all the mobile offers	Lack of link consistency and topics presented	Optimal	
Score	3	Text	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	

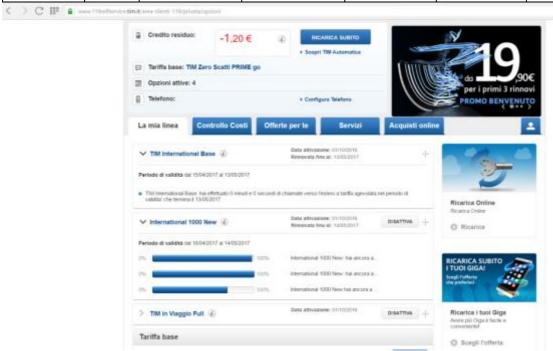
Score	,	Text	0	1	1	1
Comment	4		The most important thing is the cost and you must pay 20 euro but you don't understand why this amount.	It is hard to understand the prices and services details	Confusing and controversial information about prices	
Score		Backward	0	0	0	0
Comment		navigation	It doesn't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





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

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



<b>™</b> TIM			
	Autenticati per continuare Utilizza le credenziali di MyTM Mobile		
	Username		
	Password		
	✓ Ricordami per 90 giorni	VAI	
	Non ti ricordi più la Password? Recuperalal		
	Non sei ancora registrato?	REGISTRATI	