

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. A minimum of 2 heuristic were selected for each page depending of the content of each page. The metric applied was: NA = the evaluator didn't consider that heuristic for the evaluation, 0 = heuristic severely violated, 1 = heuristic partially violated, 2 = heuristic satisfied.

Scenarios

Scenario 1: The customer enter to tim.it and he find the homepage. In the homepage there are a lot of offers and the tim's services. Moreover, in the bottom at the page it always appears useful informations, fast tools and networking webpage to follow tim. He also sees the menu and he enters to the offers and then to the mobile. After he sees different options: voice and internet, internet about measure to you, smartphone and tablet in terms, foreign, mobile services and app. So that he enters to the TIM Special and he likes the service tim special voce+ dati because it contains 1000 minutes free, 4gb internet and Serie A TIM for 6 months. So he select this service and later he fills his information, after that he writes the bank information and again he needs to accept the payment.

Scenario 2: A client of TIM wants to add to his mobile plan 2 extra GB for navigating in 4G by using the webpage of the company. He enters the homepage and quickly finds the log-in option under the name of MyTIM. After logging in successfully, he finds information regarding his plan, credit available and payment options. Then he enters to the Offers for you section to check a list of offers for adding GB to his monthly plan, finally he finds the option for adding 2 extra GB to the plan and clicks Activate Now where he has to enter his credentials again and finally get to the payment options. After that he selects to pay with Mastercard and he writes the card information to later accept the payment.

Scenario 1						
	Page	Heuristic	Person 1	Person 2	Person 3	Group
Score	1	Text	2	2	2	2
Comment			Good coverage and conciseness but the content objectivity is ambiguous	Multimedia files and text are consistent with the subjects	Optimal	Consensus, Good consistency and coverage
Score		Navigation within a Group of groups of topics	2	2	2	2
Comment			Good navigation	Optimal	Optimal navigation and display	Consensus
Score		Overall Navigation	2	2	2	2
Comment			Good	Optimal	No problems were detected	Consensus
Score		Overall graphic design	2	2	1	2
Comment			Adequate	Optimal	There are minor problems in the display of images and text	Optimal in general with minimum errors
Score		Information architecture	2	2	2	2
Comment			Adequate	Optimal	Optimal	Consensus, The display of the information is efficient for the reader comprehension and structured
Score	2	Information architecture	2	2	2	2
Comment			Good	Optimal	Good	Consensus
Score		Text	2	2	2	2
Comment			Good	Optimal	Good, adequate text	Consensus

Score	3	Overall Navigation	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	Seems to be some problems with the content shown and link consistency between topics
Score		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	Consensus, lack of useful information is evident
Score	4	Text	0	1	1	1
Comment			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	Lack of basic information and presence of controversial information
Score		Backward navigation	0	0	0	0
Comment			It doesn't exist go back button.	No go back button	Absence of Go back button	Consensus

Figure 1. Screenshot for scenario 1, page 1 and 4th heuristic

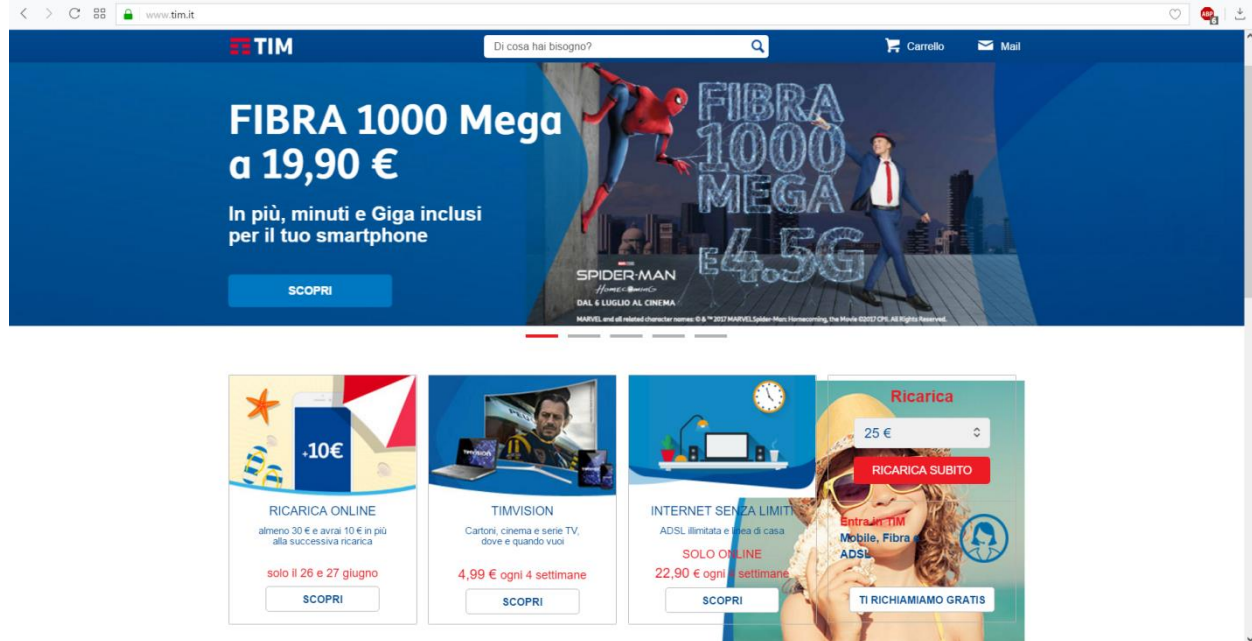


Figure 2. Screenshot for scenario 1, page 3 and 1st heuristic

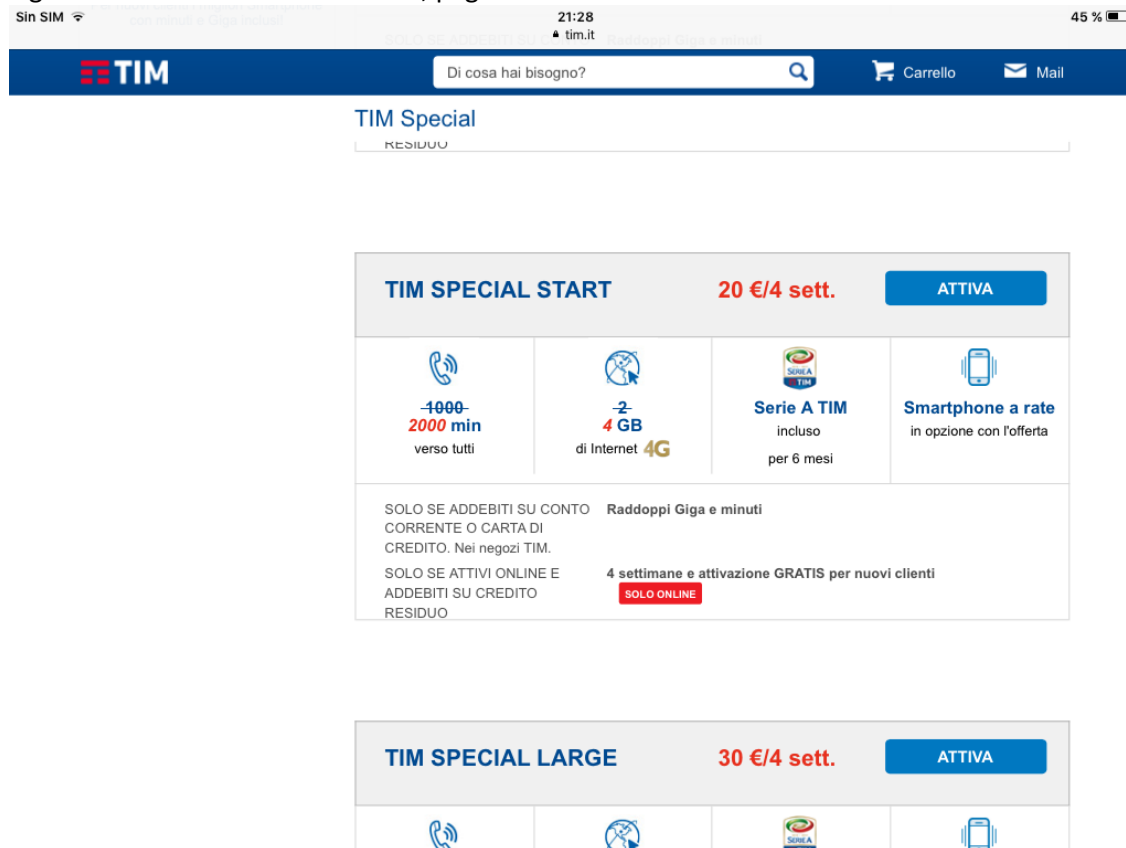


Figure 3. Screenshot for scenario 1, page 3 and 2nd heuristic

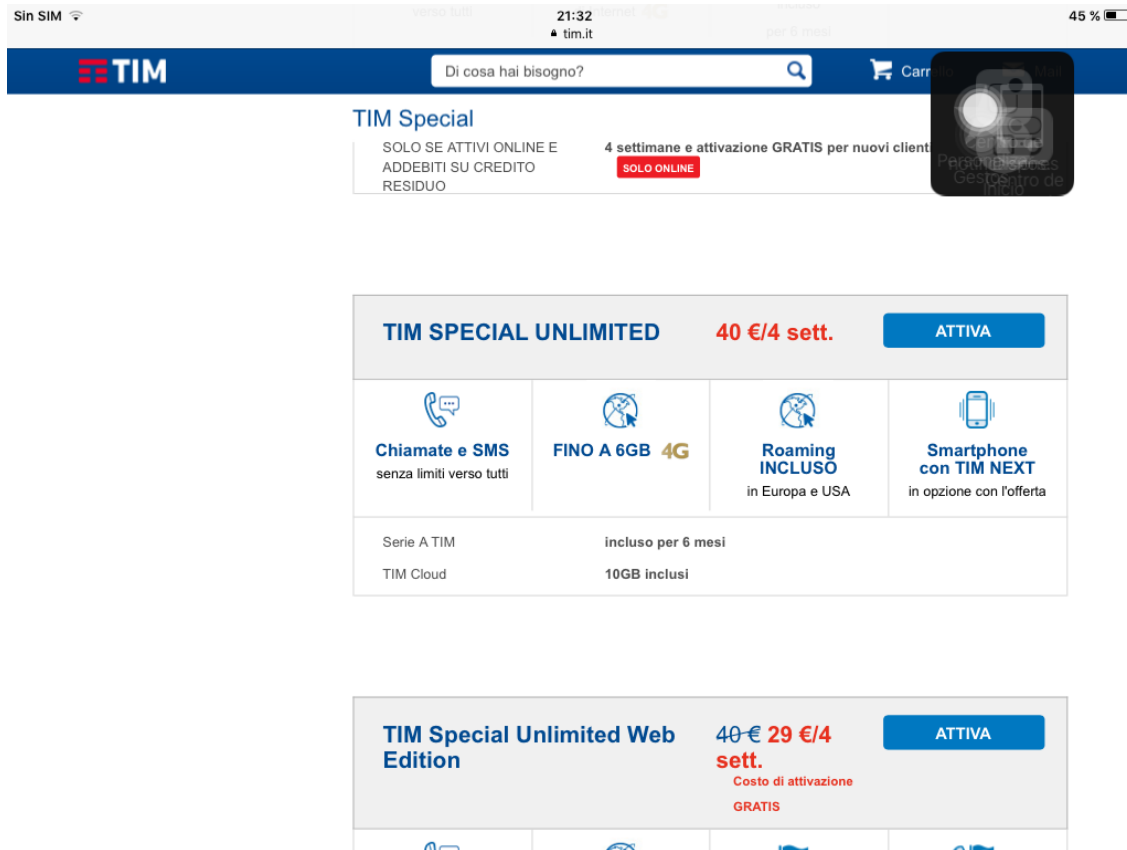


Figure 4. Screenshot for scenario 1, page 4 and 1st heuristic

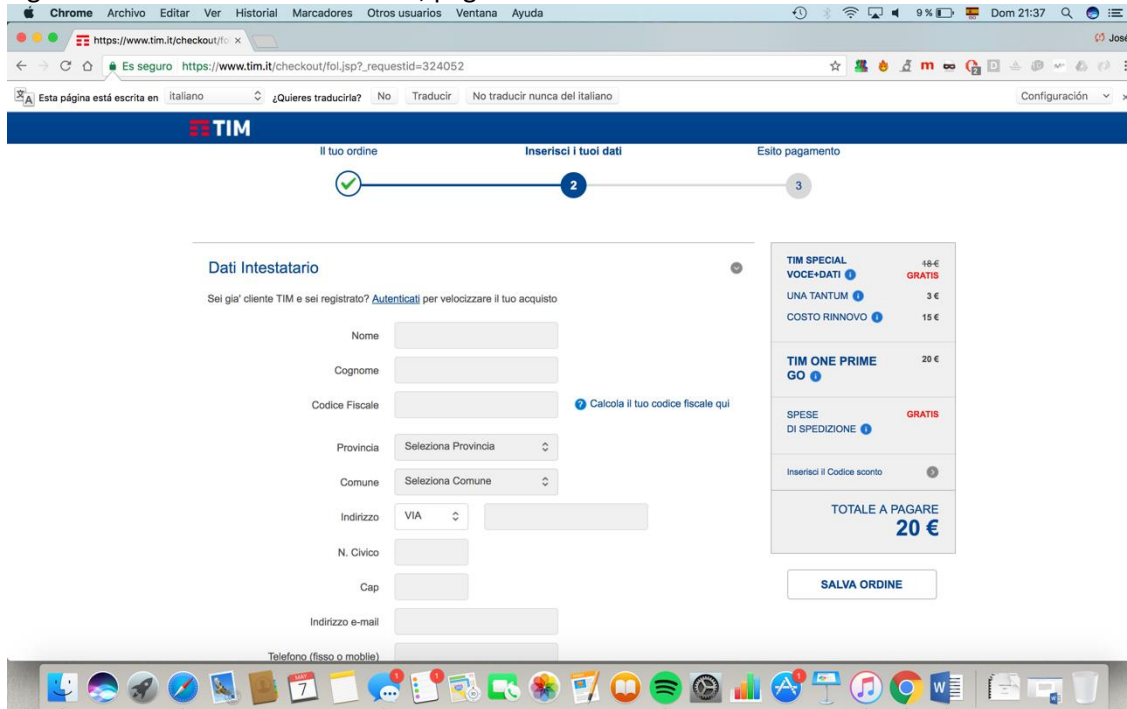


Figure 5. Screenshot for scenario 1, page 4 and 2nd heuristic

Sin SIM 21:25 tim.it 46 %




TIM Di cosa hai bisogno? Carrello

TIM Young

TIM Young&Music Limited Edition

9,99 € / 4 sett.
solo per nuovi clienti

ATTIVA

 500 min verso tutti	 5 GB per navigare	 5 GB per la musica in streaming dalle tue app preferite
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SOLO SE ATTIVI ONLINE Attivazione e 4 settimane GRATIS per nuovi clienti

SOLO ONLINE

TIM Young&Music Limited Edition

12 € / mese
per già clienti TIM

ATTIVA

 500 min verso tutti	 5 GB per navigare	 5 GB per la musica in streaming dalle tue app preferite
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Scenario 2						Group
	Page	Heuristic	Person 1	Person 2	Person 3	
Score	1	Text	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	Consensus, Good consistency and coverage
Score		Navigation within a Group of groups of topics	2	2	2	2
Comment			Good	Optimal	Adequate	Consensus
Score		Overall Navigation	2	2	2	2
Comment			Optimal	Optimal	Optimal	Consensus, no problems were detected
Score		Overall graphic design	2	2	1	1
Comment			Adequate	Optimal	There are minor problems in the superposition of text and image	Optimal in general with minimum errors
Score		Information architecture	2	2	2	2
Comment			Optimal	Optimal	Optimal	Consensus, The display of the information is efficient for the reader comprehension

						and structured
Score	2	Overall Navigation	2	2	2	2
Comment			Good	Optimal	Good	Consensus
Score		Text	2	2	NA	2
Comment			Good	Optimal	The evaluator didn't consider this heuristic	Great consistency and coverage
Score		Single Page	0	0	0	0
Comment			Unnecessary information is shown making it hard to read	There is an overload of information and text that makes hard to understand the whole page	Too much information, lacks language economy	Consensus, Overload of useless information diminish the consistency of the page
Score	3	Information architecture	2	2	2	2
Comment			Good	Optimal	Good	Consensus
Score		Text	1	1	1	1
Comment			There is a problem in the display of some products	Offers cannot be read entirely	Some media content is not displayed regarding products	Consensus, Some media content is not displayed
Score		Single Page	1	1	1	1
Comment			Overload of information	Ambiguous order in offers	Inconsistency of the order of the list	Consensus, display of information

						makes hard to find what you are looking for
Score	4	Overall Navigation	2	NA	2	
Comment			Good	The evaluator didn't consider this heuristic	Good	Consensus
Score		Backward Navigation	0	0	0	0
Commnet			Absence of go back button	No go back button	No go back button	Consensus
Score		Overall graphic design	2	2	2	2
Comment			Good	Optimal	Good	Consensus, optimal graphic design
Score	5	Information architecture	2	2	2	2
Comment			Good	Good	Good	Consensus, structured and efficient display of information
Score		Text	2	2	2	2
Comment			Good	Good	Good	Consensus
Score		Overall Navigation	2	NA	2	2
Comment			Good	The evaluator didn't consider this heuristic	Good	Good link consistency, no problems were detected

Figure 1. Screenshot for scenario 2, page 1 and 4th heuristic

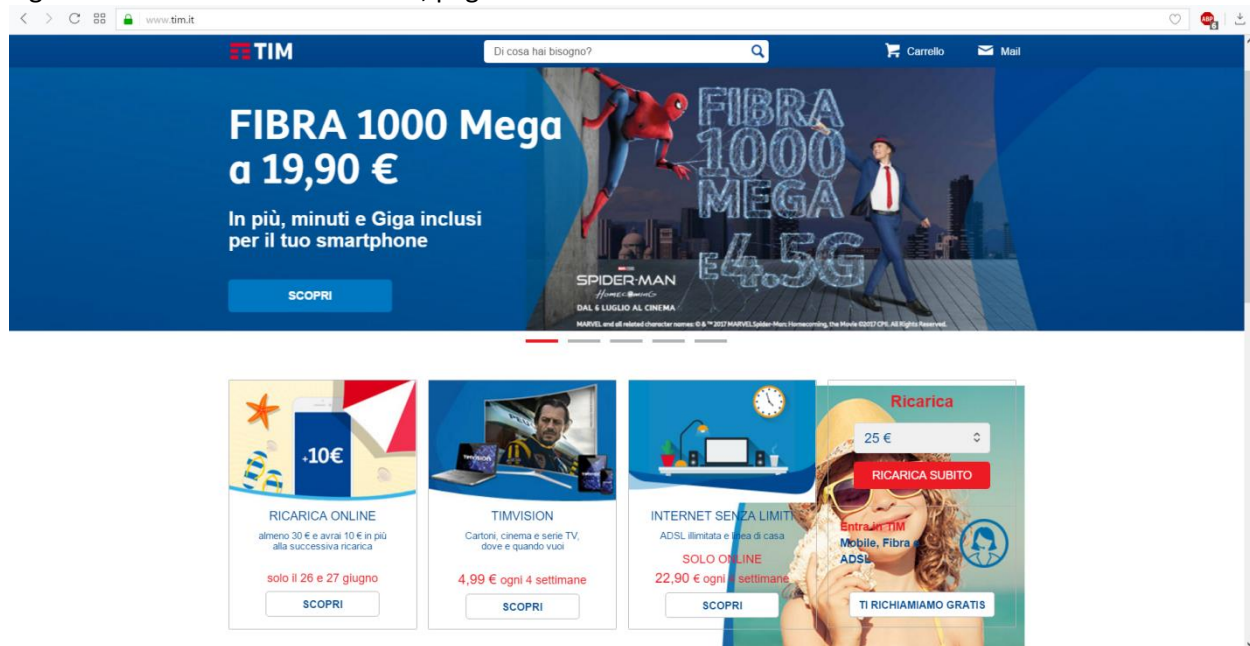


Figure 2. Screenshot for scenario 2, page 2 and 3rd heuristic

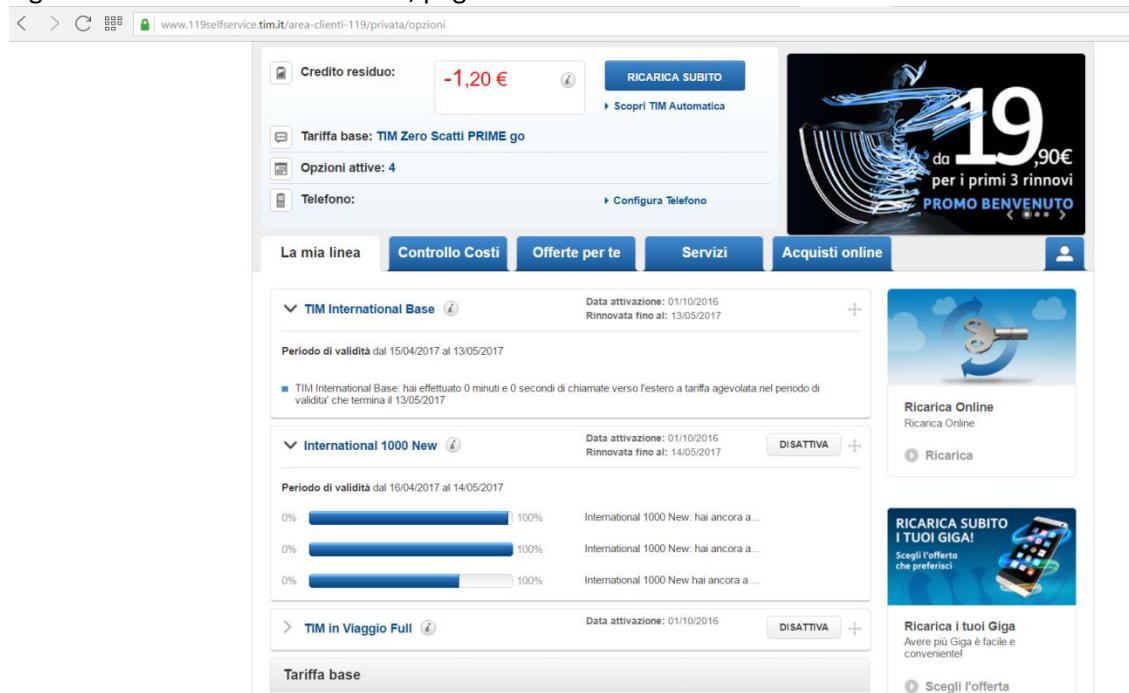


Figure 3. Screenshot for scenario 2, page 3 and 2nd heuristic

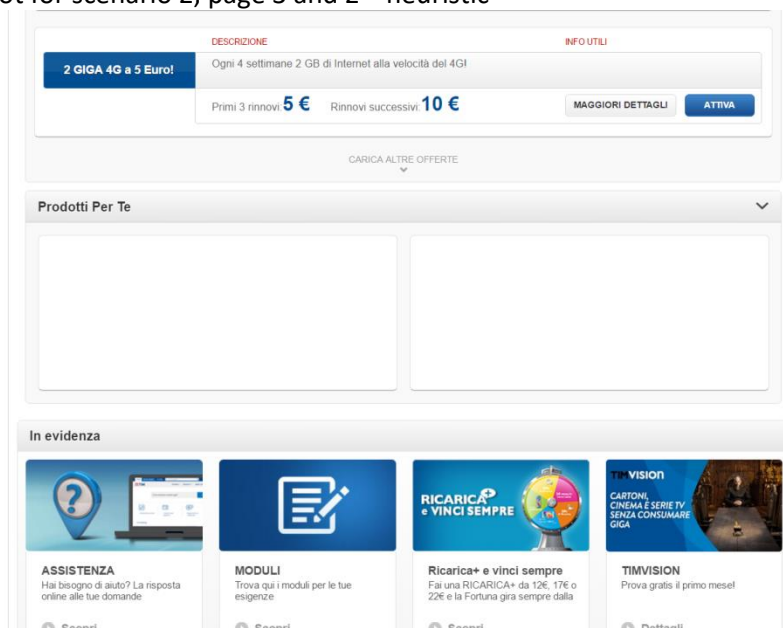


Figure 4. Screenshot for scenario 2, page 3 and 3rd heuristic

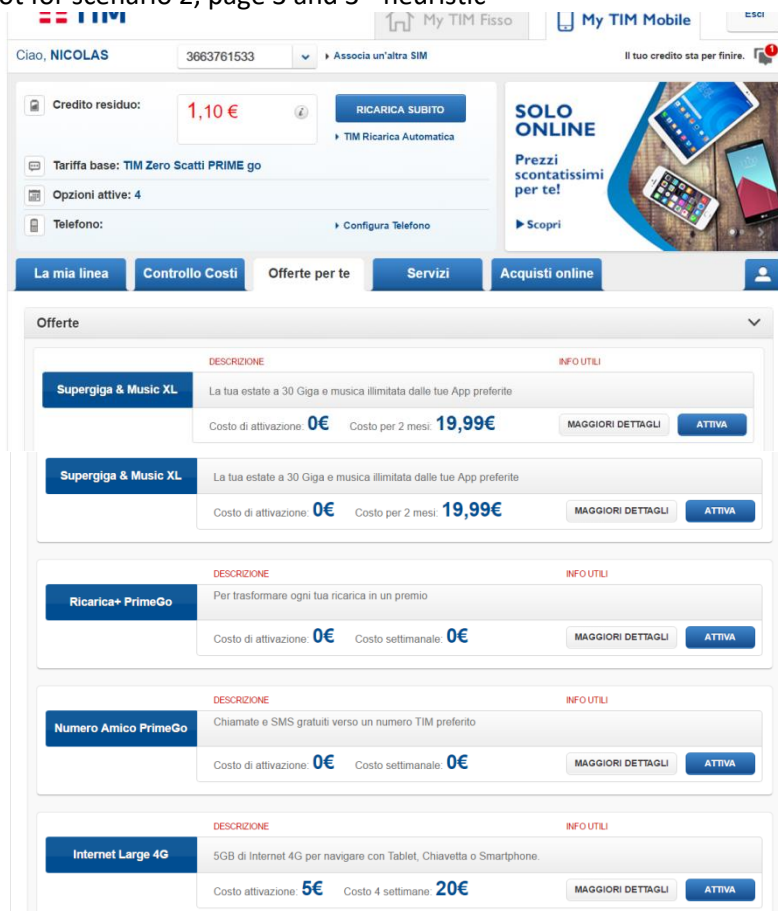


Figure 5. Screenshot for scenario 2, page 4 and 2nd heuristic

< > X www.tim.it/browse/proponi/acquista.jsp

TIM

Autenticati per continuare
Utilizza le credenziali di MyTIM Mobile

Username

Password

☒ Ricordami per 90 giorni

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

Non sei ancora registrato?

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