|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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 |  |  |
| Score | **Navigation within a Group of groups of topics** | 2 | 2 | 2 | 2 |
| Comment | Good navigation | Optimal |  |  |
| Score | **Overall Navigation** | 2 | 2 | 2 | 2 |
| Comment |  | Optimal |  |  |
| Score | **Overall graphic design** | 2 | 2 | 2 | 2 |
| Comment | Adequate | Optimal |  |  |
| Score | **Information architecture** | 2 | 2 | 2 | 2 |
| Comment |  | Optimal |  |  |
| Score | 2 | **Information architecture** | 2 | 2 | 2 | 2 |
| Comment | Good | Optimal |  |  |
| Score | **Text** | 2 | 2 | 2 | 2 |
| Comment | Good | Optimal |  |  |
| Score | 3  4 | **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 |  |
| 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 |  |
| Score | **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 |  |
| Score | **Backward navigation** | 0 | 0 | 0 | 0 |
| Comment | It doesn’t exist go back button. | No go back button | Absence of Go back button |  |
|  |  |  |  |  |  |
|  |  |  |  |  |