|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Scenario 1 | | | | | |
|  | Page | Heuristic | Person 1 | Person 2 | Person 3 |
| Score | 1 | **Text** | 2 |  |  |
| Comment | Good coverage and conciseness but the content objectivity is ambiguous |  |  |
| Score | **Navigation within a Group of groups of topics** | 2 |  |  |
| Comment | Good navigation |  |  |
| Score | **Overall Navigation** | 2 |  |  |
| Comment |  |  |  |
| Score | **Overall graphic design** | 2 |  |  |
| Comment | Adequate |  |  |
| Score | **Information architecture** | 2 |  |  |
| Comment |  |  |  |
| Score | 2 | **Information architecture** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Text** | 2 |  |  |
| Comment | Good |  |  |
| Score | 3 | **Overall Navigation** | 0 |  |  |
| Comment | We have clicked on TIM Special but we can see all the mobile offers |  |  |
| Score | **Text** | 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. |  |  |
| Score | 4 | **Text** | 0 |  |  |
| Comment | The most important thing is the cost and you must pay 20 euro but you don’t understand why this amount. |  |  |
| Score | **Backward navigation** | 0 |  |  |
| Comment | It doesn’t exist go back button. |  |  |

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| --- | --- | --- | --- | --- | --- |
| Scenario 2 | | | | | |
|  | Page | Heuristic | Person 1 | Person 2 | Person 3 |
| Score | 1 | **Text** | 2 |  |  |
| Comment | Good coverage and conciseness but the content objectivity is ambiguous |  |  |
| Score | **Navigation within a Group of groups of topics** | 2 |  |  |
| Comment | Good navigation |  |  |
| Score | **Overall Navigation** | 2 |  |  |
| Comment |  |  |  |
| Score | **Overall graphic design** | 2 |  |  |
| Comment | Adequate |  |  |
| Score | **Information architecture** | 2 |  |  |
| Comment |  |  |  |
| Score | 2 | **Overall Navigation** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Text** | 2 |  |  |
| Comment | Good |  |  |
| Score | 3 | **Information architecture** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Navigation within a Group of groups of topics** | 2 |  |  |
| Comment | Good |  |  |
| Score | 4 | **Overall Navigation** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Overall graphic design** | 2 |  |  |
| Comment | Good |  |  |
| Score | 5 | **Information architecture** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Text** | 2 |  |  |
| Comment | Good |  |  |
| Score | **Overall Navigation** | 2 |  |  |
| Comment | Good |  |  |