

# Usability review

## Espacio la estupenda web



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

### Score

### Comments

N/A = not applicable  
or can't be assessed

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

### Features & functionality

- 1 Features and functionality meet common user goals and objectives.
- 2 Features and functionality support users desired workflows.
- 3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).
- 4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).
- 5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Good

Poor

Good

Poor

Good

*Solo está enfocado al público general pero no al público experto.*

### Homepage / starting page

- 6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

Good

7 The home page / starting page is effective in orienting and directing users to their desired information and tasks.

**Good**

8 The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.

**Moderate**

## Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

**Good**

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

**Good**

11 The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc...).

**Very poor**

12 The site or application structure is clear, easily understood and addresses common user goals.

**Poor**

13 Links are clear, descriptive and and well labelled.

**Poor**

14 Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.

**Moderate**

15 The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

Poor

*En la web de la estupenda (no la tienda) siempre está marcada la sección **Tienda** aunque estés en otra sección.*

16 Users can easily get back to the homepage or a relevant start point.

Poor

*Si estás en la página de la librería de la estupenda hacer click en el logo de esta solo te lleva a la página de la librería y no a la web.*

17 A clear and well structure site map or index is provided (where necessary).

Moderate

## Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

Very poor

*El campo de búsqueda en la librería está escondido. En la página principal es inexistente.*

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

Very poor

*Búsqueda muy simple que no permite filtrar resultados.*

20 The search facility deals well with common searchs (e.g. showing most popular results), misspellings and abbreviations.

Very poor

*No se muestran búsquedas populares e incluso errores simples como una permutación de letras adyacentes provoca una búsqueda fallida.*

21 Search results are relevant, comprehensive, precise, and well displayed.

Moderate

## Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

Poor

*Tiempos lentos de carga hacen que no se vea la página deseada hasta pasado un rato, pero no se hace uso de ninguna asistencia visual para indicar que la página está todavía cargando.*

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).

**Moderate**

24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

**Moderate**

## Forms

25 Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.

**Moderate**

26 A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).

**Very poor**

*Falta de explicación de la necesidad de los campos que se piden.*

27 Required and optional form fields are clearly indicated.

**Good**

28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

**Poor**

*No hay despegable de los elementos que podría ser una dirección (Calle, Avenida, Transversal, ...).*

29 Help and instructions (e.g. examples, information required) are provided where necessary.

**Poor**

*No se explican en qué consisten los campos requeridos para realizar un pedido en la página de la tienda.*

## Errors

30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

**Moderate**

31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

**Very poor**

*En la página de la tienda, a la hora de comprar si hay algún campo que no está rellenado no se indica eso mismo, solo dice que es un campo requerido.*

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

**Moderate**

33 Users are able to easily recover (i.e. not have to start again) from errors.

**Moderate**

## Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

**Very poor**

*En la página de la tienda, por ejemplo, si quieres comprar un cuaderno ni siquiera te enseña como es por dentro, detrás o lateralmente, únicamente muestra una foto frontal.*

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

**Poor**

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

**Poor**

*En la web de la tienda una de las secciones se titula **Cosas**, lo cuál es demasiado ambiguo.*

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

**Moderate**

38 Text and content is legible and scanable, with good typography and visual contrast.

**Poor**

*Uso de sombras en las letras de los títulos hace que sea más difícil leerlos*

## Help

39 Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.

Very poor

40 Online help is concise, easy to read and written in easy to understand language.

Very poor

41 Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).

Very poor

42 Users can easily get further help (e.g. telephone or email address).

Moderate

## Performance

43 Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).

Very poor

*Tiempos de carga muy lentos si se tiene una conexión no muy rápida a internet*

44 Errors and reliability issues don't inhibit the user experience.

Good

45 Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.

Poor

*Están soportados diferentes tamaños de pantalla, pero cada uno de las versiones tiene al menos un aspecto mejorable.*

Overall usability score (out of 100) \*

48

-

Poor

\* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

\* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

\* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

\* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

\* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.