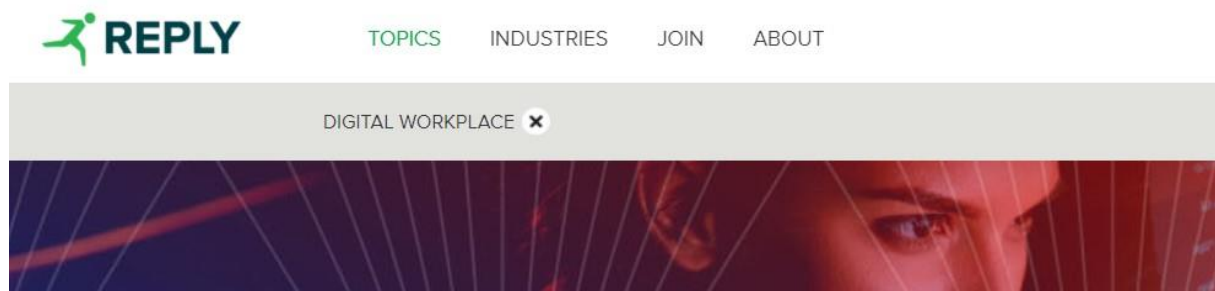
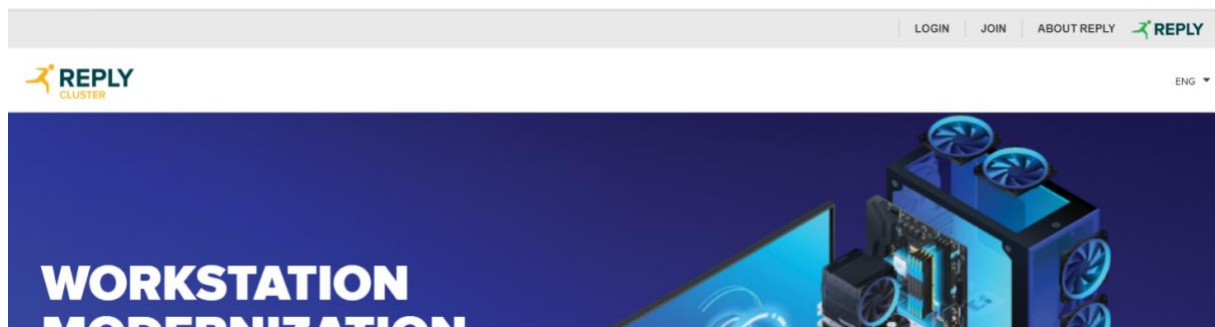


A.3 Individual Inspection 3

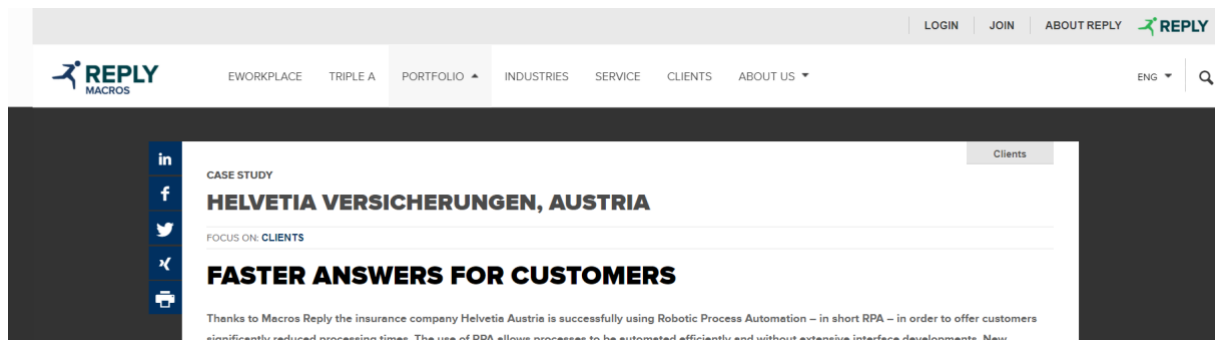
Inspector: Francesco Ratti				
Heuristic Type	Heuristic	Score	Comment	Reference
Nielsen	Visibility of system status	1	Breadcrumb is visible on some pages, so the user should be able to know where he/she is. The problem here is that the breadcrumb is not effective: in any section, it shows just the current section name and an X. X meaning isn't so clear. Moreover, when opening an article that takes us outside of the topic page, the breadcrumb disappears. In my opinion, the breadcrumb should be fixed to the top of the viewport, so the user has not to scroll to the top of the page.	<p>Screenshot 3. 1 Screenshot 3. 2 Screenshot 3. 3</p> <p>Reply - Offering for Enterprise Architecture & SOA</p> <p>Reply - Smart Working and the Digital Workplace (almost any page)</p>



Screenshot 3. 1



Screenshot 3. 2



Screenshot 3.3

Heuristic Type	Heuristic	Score	Comment	Reference
Nielsen	Match between system and the real world	2	Part of the website is in the destination language and part is still in English.	Screenshot 3.4



Screenshot 3.4

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	User control and freedom	5	The user is freely able to navigate the site and leave the current page through the persistent header on top of the viewport.	Screenshot 3.5 Big Data Analytics: consulting, Applications, Tools Reply



Screenshot 3.5

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Consistency and standards	5	Sharing icon coherent to standard ones (material design) Lens icon to search which is a standard and arrow to indicate a dropdown menu when choosing the language.	Screenshot 3.6 Screenshot 3.7 Screenshot 3.8

			Plus, minus to show more or less information and social network logos are consistent.	
--	--	--	---	--

ITA ▼ | 🔍 |

Screenshot 3. 6

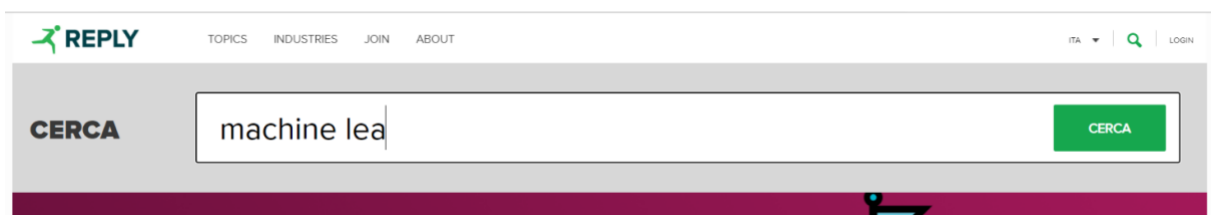


Screenshot 3. 7



Screenshot 3. 8

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Error prevention	5	Few simple items which allow navigation: upper bar menu voices and articles titles in the homepage topics: it is unambiguous that clicking on a title will lead the user to read the related article.	Screenshot 3. 5
Nielsen	Recognition rather than recall	2	No suggestion when typing, this is a major drawback in my opinion since a user may don't know precisely what to search on the website (he/she doesn't know what kind of threads there are). If the user commits a typo the system suggests the right search key, which is a great thing.	Screenshot 3. 9 Screenshot 3. 10 Big Data Analytics: consulting, Applications, Tools Reply Search (reply.com)



Screenshot 3. 9

CERCA

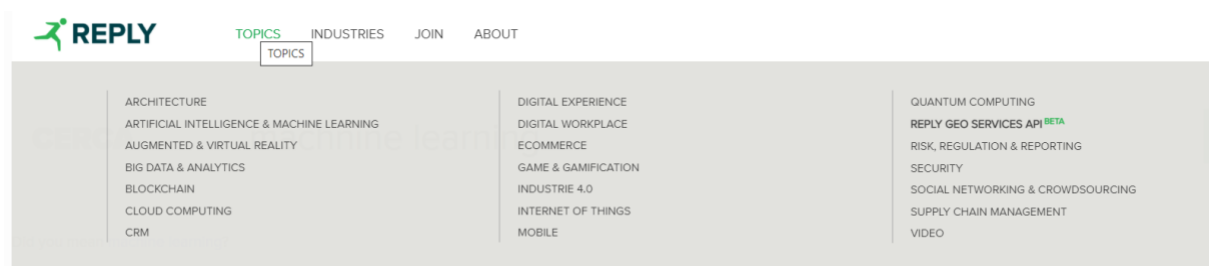
machine learning

Did you mean [machine learning](#)?

Nessun risultato per la ricerca

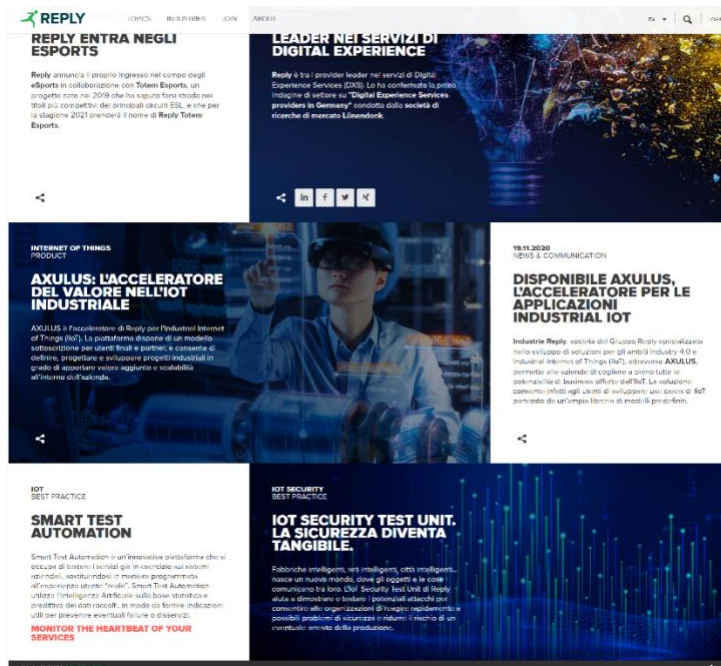
Screenshot 3. 10

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Flexibility and efficiency of use	2	Navigation through topics in the top bar menu is confusing: topics are listed and no categorisation or grouping between them. <i>Screenshot 3.11</i> No accelerators but maybe not needed	Screenshot 3. 11



Screenshot 3. 11

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Aesthetic and minimalist design	2	Too many items (articles) with long descriptions in a single page. Everything is a bit “compacted” leading to a little information explosion. Otherwise, good design.	Screenshot 3. 12 AI & ML - Reply Offering (any section and homepage)



Screenshot 3.12

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Help users recognize, diagnose and recover from errors	1	The login error message is expressed in plain language but does not suggest a solution neither offers a way to go back, an “insulated” page which is completely different from the previous one appears leading to disorientation in the user.	Screenshot 3.13 Error Page Error! Reference source not found.

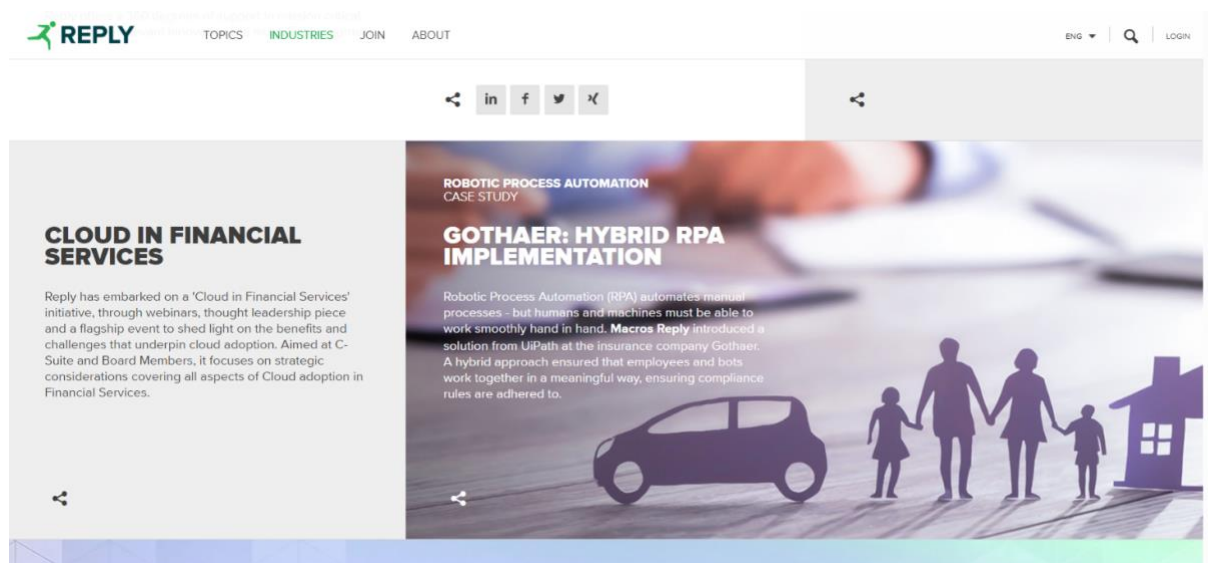
Server Error

401 - Unauthorized: Access is denied due to invalid credentials.
You do not have permission to view this directory or page using the credentials that you supplied.

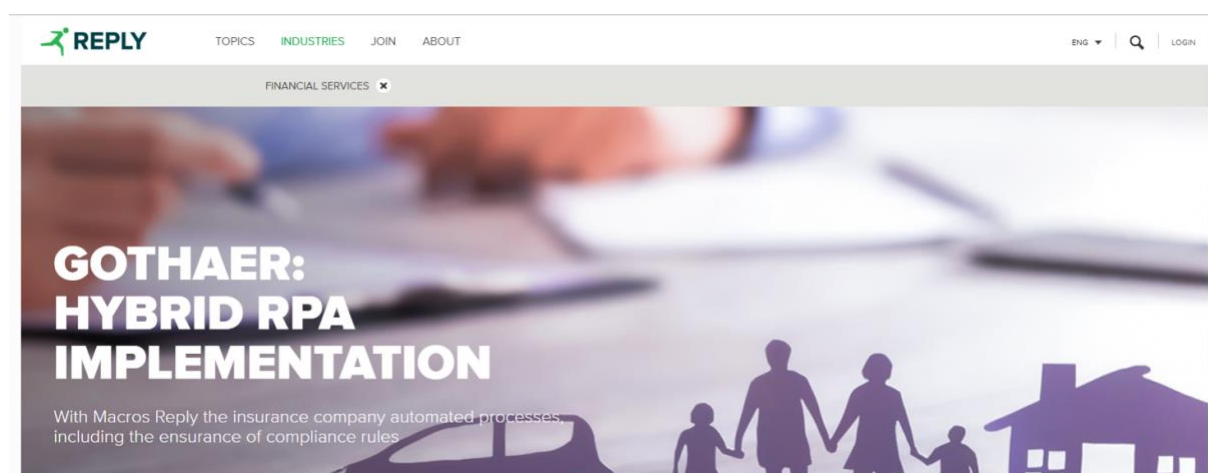
Screenshot 3.13

Heuristic Type	Heuristic	Score	Comment	References
Nielsen	Help and documentation	N/A	-	-
MILE Navigation	Interaction consistency	5	All topic and industries pages are structured according to the same layout and interaction principles. All of them are articles preview container, which allow reading the full article when clicked.	-
MILE Navigation	Group navigation	0	An article in open in a new tab and no “navigation button” to next or previous article of the topic we come from is shown in the breadcrumb. Moreover, there is no way to go back	Screenshot 3.14 Screenshot 3.15

			to the previous page to navigate to the next article from the new tab. The breadcrumb offers a way to go to the homepage only.	
--	--	--	--	--

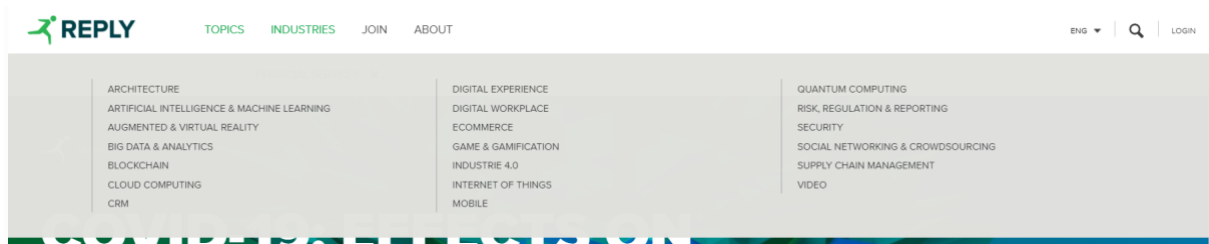


Screenshot 3.14



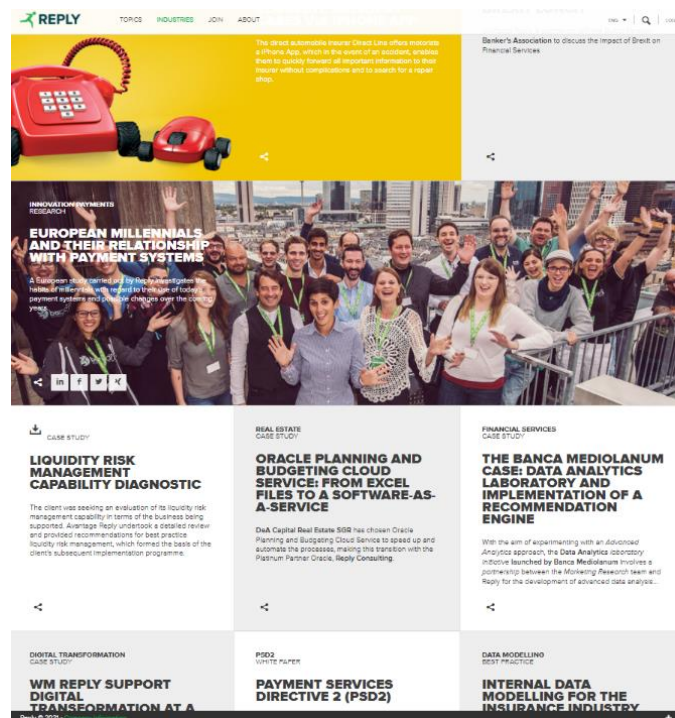
Screenshot 3.15

Heuristic Type	Heuristic	Score	Comment	References
MILE Navigation	Structural Navigation	4	It is easy to navigate among the parts of a topic since everything is displayed on a single page. This leads to a bit of confusion.	-
MILE Navigation	Semantic Navigation	0	An article is open in a new tab and there is no way to navigate to related articles or articles of the same topic. Each article is alone.	-
MILE Navigation	Landmarks	5	All the landmarks are located in the header. Items of the header allow us to navigate to important parts of the website.	Screenshot 3. 16



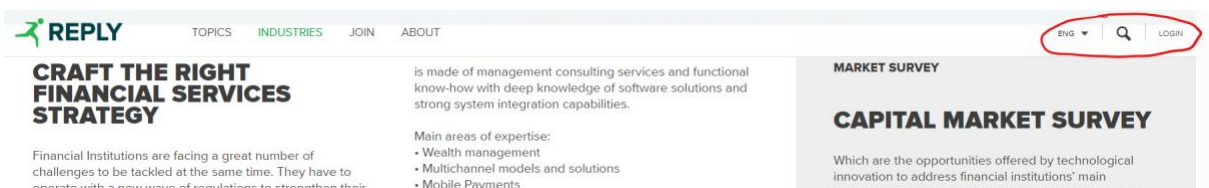
Screenshot 3.16

Heuristic Type	Heuristic	Score	Comment	References
MILE Content	Information overload	0	Every page contains too many articles and text leading to an information overload in my opinion.	Screenshot 3. 17



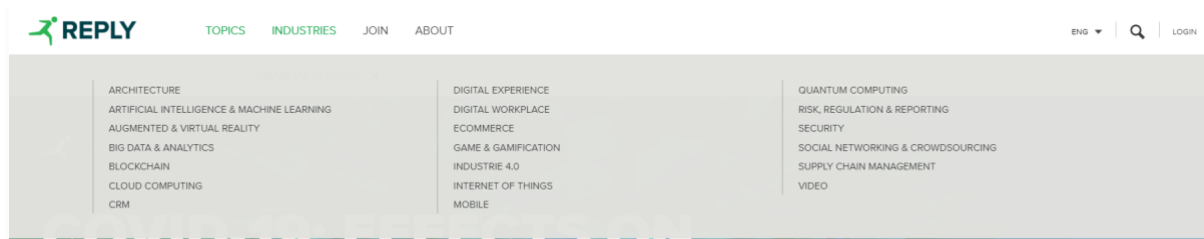
Screenshot 3.17

Heuristic Type	Heuristic	Score	Comment	References
MILE Presentation	Text layout	4	Text is readable and the font size is generally right. Only the header top right elements are a bit small.	Screenshot 3. 18



Screenshot 3.18

Heuristic Type	Heuristic	Score	Comment	References
MILE Presentation	Interaction placeholders-semiotics	4	<p>Sharing icon coherent to standard ones (material design)</p> <p>Lens icon to search which is a standard and arrow to indicate a dropdown menu when choosing the language. <i>Screenshot 3.6</i></p> <p>Plus (<i>screenshot 3.7</i>), minus to show more or less information and social network logos are consistent. <i>Screenshot 3.8</i></p> <p>The only negative part is that the items in the header are simply listed as labels with no semiotic care (no “intuitive” icons to make the most important ones easily recognisable).</p>	<p>Screenshot 3. 6</p> <p>Screenshot 3. 7</p> <p>Screenshot 3. 8</p>
MILE Presentation	Interaction placeholders-consistency	3	<p>All the navigation placeholders are placed in the header, so labels positioning is correct, but the header is not fixed, so the user has to scroll to the top of the page every time.</p> <p>Icons are consistent, as stated in “Interaction placeholders-semiotics” heuristic motivation.</p> <p>All the topic landmarks are placed in the header in a clean label for each of them.</p>	Screenshot 3. 19



Screenshot 3. 19

Heuristic Type	Heuristic	Score	Comment	References
MILE Presentation	Spatial allocation	5	Pages have a simple layout, consisting of a header for navigation, a body with related articles by category and a footer with “contact us” information.	-
MILE Presentation	Consistency of Page Structure	5	All topics and industries pages are structured according to the same layout principles, stated in the latter heuristic	-

