

# Usability review

## La Goma



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

## Score

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

## Comments

Optional - Provide a short rationale 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.

Good

*En instagram ponen la información mensual de las actividades y menu, pero este no esta fijo en ninguna destacada por lo que tienes que buscar la publicación.*

2 Features and functionality support users desired workflows.

Very poor

*No se puede hacer nada, simplemente ver la planificación. Desde instagram no da una facilidad de reservar o algo similar.*

3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

N/A

*Instagram no tiene esa opción*

4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

Poor

*Instagram es igual para todos los usuarios*

5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

N/A

*En Instagram no hay botones así*

### Homepage / starting page

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

Moderate

*Tienen una descripción diciendo como es el bar y dice donde se localiza. Las últimas publicaciones es de las últimas actividades*

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

Good

*Porque informa de las próximas actividades y menús*

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

Poor

*Las publicaciones estan muy masificadas. Solo son publicaciones con información por lo que de primeras cuando entras al perfil ves muchas y con mucho texto.*

### Navigation

9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Good	<i>Su usuario de Instagram es facilmente reconocible</i>
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	N/A	<i>Instagram no tiene eso</i>
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...).	N/A	<i>En Instagram no podemos buscar dentro de un perfil. Es verdad que podrian poner una destacada con el menu del día a parte de la imagen para facilitar esta búsqueda.</i>
12	The site or application structure is clear, easily understood and addresses common user goals.	Moderate	<i>Se ve facilmente las actividades y menús, pero está muy masificada la información</i>
13	Links are clear, descriptive and and well labelled.	N/A	<i>No hay ningún link</i>
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	N/A	<i>Instagram no tiene eso</i>
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	Good	<i>Se indica en la descripción y es un enlace que te lleva a tu navegador.</i>
16	Users can easily get back to the homepage or a relevant start point.	N/A	<i>Instagram solo tiene la página principal</i>
17	A clear and well structure site map or index is provided (where necessary).	N/A	<i>Instagram no tiene esa opción</i>

## Search

18	A consitent, easy to find and easy to use search function is available throughout (where desirable).	N/A	<i>Instagram no tiene función de búsqueda</i>
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).	N/A	<i>Instagram no tiene interfaz de búsqueda</i>

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

N/A

No hay función de búsqueda en Instagram

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

N/A

En instagram no se puede buscar

## Control & feedback

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

N/A

Instagram no tiene retroalimentación

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).

N/A

En instagram no se puede.

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

Good

Instagram permite enviar un mensaje directo a la cuenta, y su correo o escribir un comentario en alguna publicación del bar.

## 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.

N/A

No hay procesos

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).

N/A

No hay opción de que te registres dentro de su instagram

27 Required and optional form fields are clearly indicated.

N/A

No hay formularios

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

N/A

No existen esas opciones

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

N/A

No hay ejemplos, al no haber ningún tipo de proceso, formularios,...

## Errors

30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).	N/A	<i>A no ser que sea para los empleados, en ese caso si publican una foto y no se ha subido se puede ver al recargar el feed.</i>
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.	N/A	<i>Instagram no da mensajes de error.</i>
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.	N/A	<i>A no ser que también sea para quien lleva la cuenta. Si es publica una foto y no es la deseada si que se puede borrar o cancelar la operación de subir la foto.</i>
33	Users are able to easily recover (i.e. not have to start again) from errors.	N/A	<i>A no ser que también sea el que lleva la cuenta: Si eliminas una foto la tienes que volver a subir, pero tu no puedes controlar donde se coloca así que si es una foto antigua no se verá igual</i>

## Content & text

34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.	Excellent	<i>Informan eficazmente de las actividades y menús del mes</i>
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	N/A	<i>No tienen ningún link</i>
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	Good	<i>Los textos son breves, descriptivos y en un lenguaje común y entendible por todos los hablantes de español</i>
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).	Excellent	<i>Siempre usan un lenguaje coloquial</i>
38	Text and content is legible and scanable, with good typography and visual contrast.	Good	<i>Usan una tipografía clara y de un tamaño adecuado en sus publicaciones</i>

## 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.	N/A	<i>Las páginas de instagram no ofrecen ningún tipo de ayuda</i>
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40	Online help is concise, easy to read and written in easy to understand language.	N/A	No hay ayuda online
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	N/A	No hay ayuda online
42	Users can easily get further help (e.g. telephone or email address).	Excellent	Hay un botón en el que ofrecen tanto su número de teléfono como su correo electrónico

### Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Moderate	Depende de tu conexión a internet y tu cobertura
44	Errors and reliability issues don't inhibit the user experience.	N/A	Depende de Instagram
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	N/A	Instagram no lo permite (como mucho el modo claro u oscuro)

Overall usability score (out of 100) *	69	-	Good
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\* 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.