**Heuristic Evaluation Report**

Date: 04/05/2024

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***Evaluation***

Name of website being evaluated: Play, Learn, Tennis?

Describe the scenario you used to focus your evaluation: 65YO Male who is not familiar with online purchases wants to order lessons online.

**Problem #1**

All of them, except, perhaps, the “minimalist” portion of #8

Insert print screen, location of problem:

A computer screen shot of a payment form

Description automatically generated

Name of heuristic: Again, I could go through almost all of them. With so little detail, other than lesson length, the 65YO online purchase neophyte will hit the close box on this payment screen pretty quickly. With no consistent branding throughout the site, he would wonder if he was really paying for tennis lessons, or sending his money to a far away prince.

Reason for reporting negative or positive: negative

Scope of problem: broad

Severity of problem (high/medium/low): high

Justification for severity rating: Lack of detail in what the user is actually getting or trying to achieve on the site.

Suggestions to fix: Brand every page. Be consistent and obvious what each page is supposed to achieve. On any purchase page, provide explicit detail on that the user is supposed to be paying for. Have a page describing the lessons. Perhaps it was the author’s intention to include this information in the About or Blog pages, but this 65 year old user needs to be guided to specific information, not allowed to draw inferences on where it may be. Personally, I don’t really care to much About the company, nor a Blog that covers hints and opinions; my old user wants specifics on what he would be paying for, what the lessons include, who is conducting them, whether any critical equipment (other than rackets) included, etc., etc. My user may make $12,000 a month, but he probably didn’t get there carelessly.

Possible trade-offs (why fix might not work): None