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Deliverable 4: Evolution and Reporting

1. Introduction:

1.1 Bus Management System:

We want to develop an app that allows users to not only find the bus going to a specific area, but to also be able see whether there are any seats available on that bus or not, and we will achieve this by allowing the Bus service provider to update data in real time.

2. Personas:

2.1 Student:

- **Name:** James Charles
- **Demographic Profile:** James Charles is a 19-year-old Software Engineering student; he is currently working for a BS-SE Degree in order to become a professional Business Analyst. He lives quite a distance away from the University, however, due to which he takes the bus offered by the Organization.
- **Psychographics:** James frequently feels bothered by the way the buses are managed and how their routes are always changing without having any method of notifying the students besides a phone call. Because of this, he often finds himself running to a different location each day. He wishes that there was a way for him to always be sure about where the bus is and whether or not its capacity is full at the time. On the way back from university, it often takes long for him to find the bus he is looking for, corresponding to his drop off location, as the buses change every day, and with how things are set up, he must wait in a long line of people just to confirm his bus. James is often left fearing that he may be held up and miss his bus or that maybe his bus will pass by him in the morning due to miss communication over the phone (which takes place too often).
- **Goals:** So, James wants our app which will allow him correctly to see which location the bus is traveling to and from his home.

2.2 Bus Driver:

- **Name:** Kanye East
- **Demographic Profile:** Kanye East is a 43-year-old bus driver, working under a public driving company backed by the government. He travels through the busier routes of the city because of the passengers he picks up, mostly consisting of students and teachers. He finds it difficult to travel through traffic without prior knowledge as the radio feedback provided is slow to alert him.
- **Psychographics:** Mr. East finds it difficult to manage his bus routes during morning and afternoon rush hours because of the sudden increase of traffic congestion due to on and off hours for workers and students. He

wishes there was a way for him to initially receive a heads-up about traffic information in the current or upcoming areas to better plan an alternate around the ensuing traffic. He finds it difficult to pick and drop passengers on offset locations and requires set drop-offs and pick-up points for his route to make it less convenient when moving through traffic.

- **Goals:** Kanye needs to use the app to get instant information about his route, the blockages or traffic jams within his route, Either due to political altercations or natural causes. He also uses the app to get information about the current passengers and pick up points for his routes.

2.3 Teacher:

- **Name:** Samuel Jackson
- **Demographic Profile:** Samuel is a 37-year-old Teacher who works for the University. He does not own a primary form of transport and wishes to save up and to start a business of his own sometime soon. He too lives over an hour away from the University which is why he takes the bus.
- **Psychographics:** Samuel is greatly displeased given how tedious it is to call the driver every morning in order to confirm the route and capacity of the bus that is on its way. He longs to have an easy way of seeing all of the different bus routes and current capacities without having to so much as lift a finger. These issues, more often than not, cause him to be late, this leads to problems for him regarding the management of his staff and thus the many students whose classes must be taken within a minute's notice. Not to mention the trouble he gets in with the faculty upon arriving late causing attendance and punctuality issues.
- **Goals:** So, to avoid all this trouble Samuel wants to use our app to see all the routes of the buses and choose which route will help him reach the University in the least amount of time

3. Scenarios:

3.1 Student:

- A. James has used the application several times already. He decided to add one of the most frequently used buses into his Favorites list. James selects the bus through his history. He taps the bus to view detailed information about the bus. He then taps the small heart icon. The icon fills color to indicate the bus has been added to the favorites list. He taps the Favorites button from the home page to move into the Favorites section. Here he can see the saved bus, along with its driver and details. James can then tap and select the bus to view further information and description of the bus. James is then presented with an option to select to track the bus. The app will then use the route/track application screen to show James the bus route and timings of its stops.

- B. James has used the application several times now. He wishes to add one of the buses that he frequently rides into his favorites list. James selects the bus through his history. He taps the bus to view detailed information about the bus. He then taps the small heart icon. The icon fills color to indicate the bus has been added to the favorites list. James goes back to the home page. From the home page he taps the Favorites button which leads him to the Favorites screen. James sees the bus in his newly added list. The bus is unavailable as the driver is not driving today so it is unavailable. James is uncontacted about causing him to be late to class.

3.2 Bus Driver:

- A. Kanye is driving on one of his regular routes. He notices a heavy flow of traffic suddenly forming on the highway. He decides to use the traffic information button on the route map to help inform him of current traffic hotspots. The app uses police administered information to return information about traffic in the area. The app shows a marker with a red exclamation mark to indicate that heavy traffic is in the approaching area. Kanye uses this information to redirect his route by taking an exit. The map updates the route with the detour made by Kanye. The route stop times are updated accordingly. Kanye avoids traffic and his passengers arrive at their desired stops.
- B. Kanye is driving on one of his regular routes. He notices a heavy flow of traffic suddenly forming on the highway. He decides to use the traffic information button on the route map to help inform him of current traffic hotspots. The app uses police administered information to return information about traffic in the area. The app shows a marker with a red exclamation mark to indicate that heavy traffic is in the approaching area. Kanye uses this information to redirect his route by taking an exit. The map updates the route with the detour made by Kanye. The route stop times are updated accordingly. Kanye avoids traffic and his passengers arrive at their desired stops.

3.3 Teacher:

- A. Kanye is driving on one of his regular routes. He notices a heavy flow of traffic suddenly forming on the highway. He decides to use the traffic information button on the route map to help inform him of current traffic hotspots. The app uses police administered information to return information about traffic in the area. The app shows a marker with a red exclamation mark to indicate that heavy traffic is in the approaching area. Kanye uses this information to redirect his route by taking an exit. The map updates the route with the detour made by Kanye. The route stop times are updated accordingly. Kanye avoids traffic and his passengers arrive at their desired stops.
- B. Kanye is driving on one of his regular routes. He notices a heavy flow of traffic suddenly forming on the highway. He decides to use the traffic information button on the route map to help inform him of current traffic

- C. hotspots. The app uses police administered information to return information about traffic in the area. The app shows a marker with a red exclamation mark to indicate that heavy traffic is in the approaching area. Kanye uses this information to redirect his route by taking an exit. The map updates the route with the detour made by Kanye. The route stop times are updated accordingly. Kanye avoids traffic and his passengers arrive at their desired stops.

4. Structured Specifications:

4.1 Structured Specification 1

Attribute	Bus Seat Payment
Measuring Concept	Time taken to verify payment.
Measuring Method	The amount of time it takes to finish processing the payment on the app.
Now Level	No current method established.
Worst Case	Payment fails to process.
Planned Level	Payment is processed within 5 seconds.
Best Case	Payment is processed immediately.

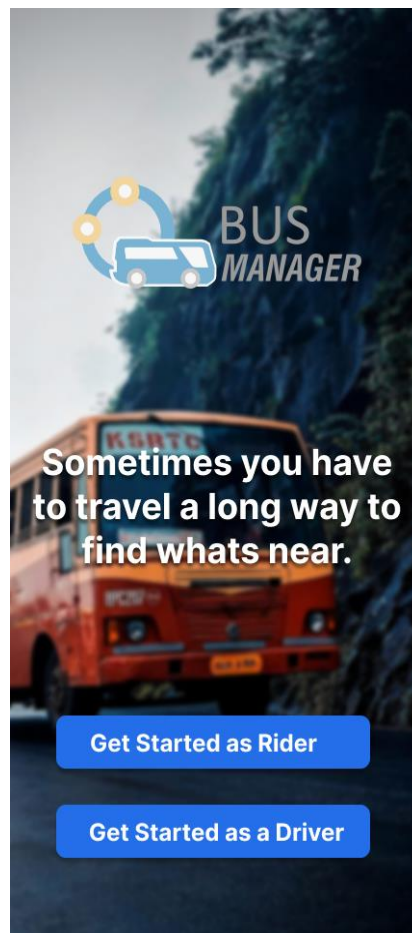
4.2 Structured Specification 2

Attribute	Bus Stop Selection
Measuring Concept	Check the routes available.
Measuring Method	Show Map of possible routes.
Now Level	Route Map Page
Worst Case	No routes available according to the stop declared by the User.
Planned Level	A route is available and shown to the User.
Best Case	Multiple routes are available and shown to the User.

4.3 Structured Specification 3

Attribute	Assign Favorite Bus
Measuring Concept	"Favorite" a bus that has been selected before.
Measuring Method	The number of steps it takes to "Favorite" the bus.
Now Level	No current transport app exists that allows a user to favorite a recurring bus.
Worst Case	A person must save the contact number of a bus driver to remember the bus, however most of the time, the same bus may have multiple drivers on different occasions.
Planned Level	A bus is added to favorites within 5 steps.
Best Case	A bus is added to favorites within 2 steps.

5. Final Prototypes:





Enter Your Mobile Number

+92

Next Step

OR

Sign In With Google



Sign In With Facebook



Sign In With Apple ID



This site is protected by reCAPTCHA and the google [Privacy Policy](#) and [Terms of Service](#) apply.



Enter Your Name

Enter First Name

Enter Surname

Continue

This site is protected by reCAPTCHA and the google [Privacy Policy](#) and [Terms of Service](#) apply.



Enter The Code Sent to Your
Mobile No. +92 333 *****

[Didn't get a Code? Resend](#)

Proceed

This site is protected by reCAPTCHA and the
google [Privacy Policy](#) and [Terms of Service](#) apply.



Community Guidelines Safety and Respect for All

We're committed with millions of
riders and drivers to:

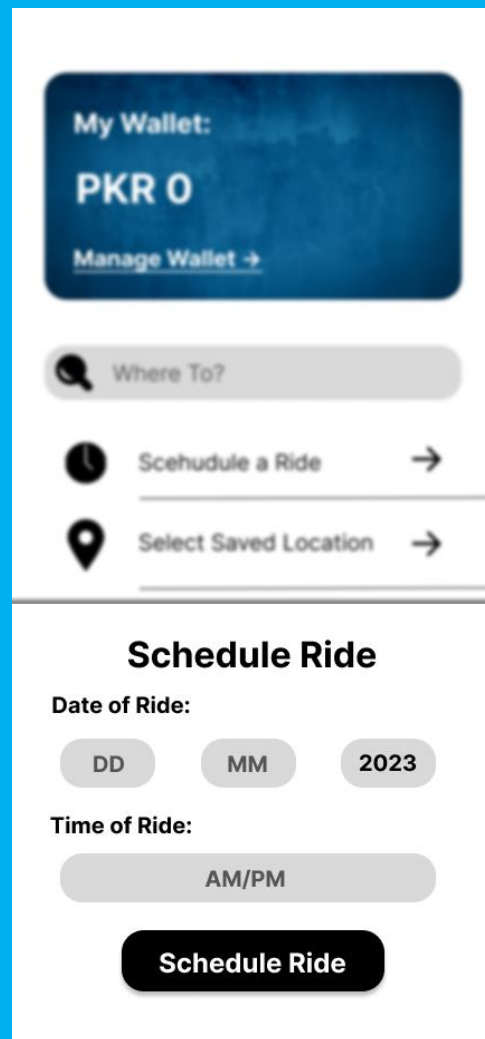
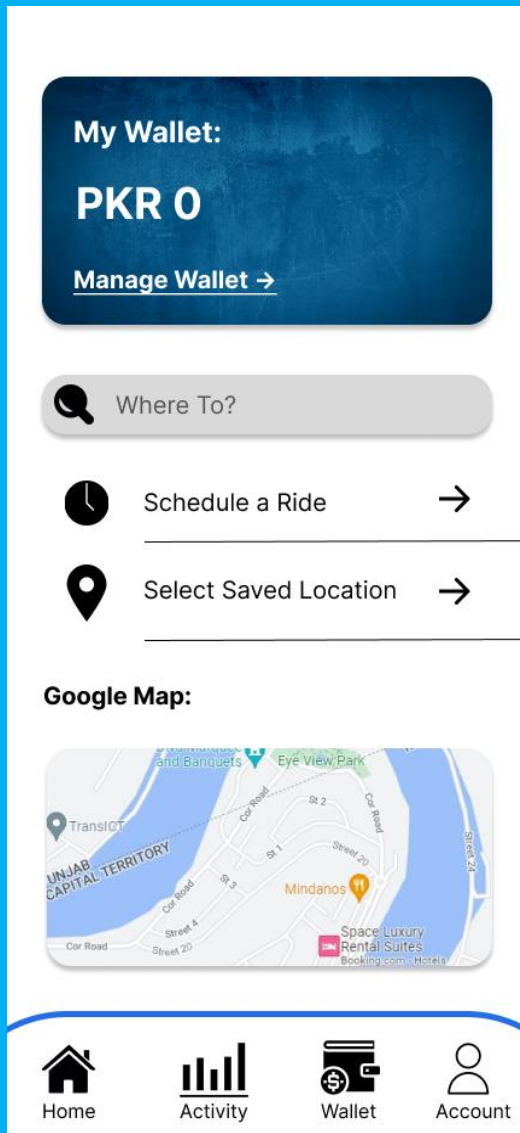
Treat everyone with respect

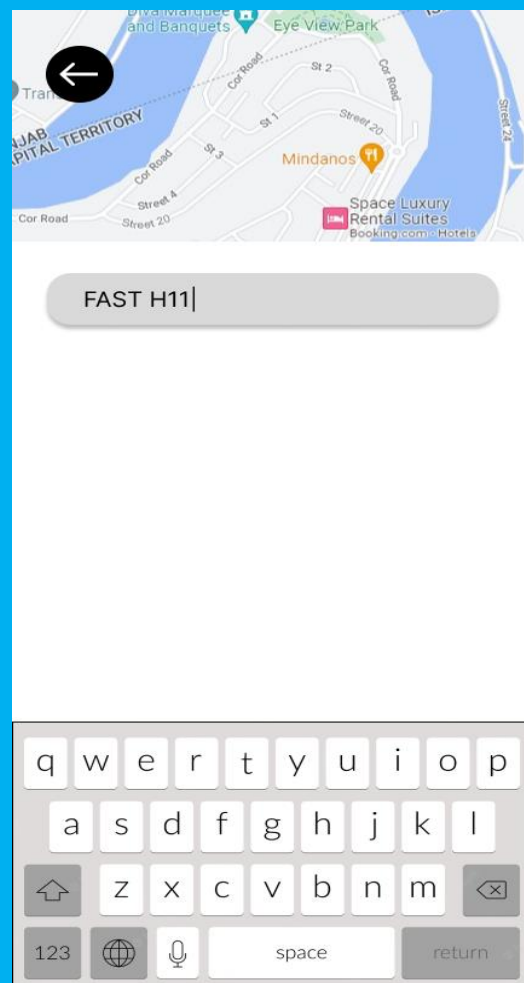
Help keep one another safe

Follow the Law

You read more about our
[Community Guidelines Here.](#)

I Understand





Activities:

Sceduled Rides:

No Sceduled Rides

Current:

No Rides Data Available

Past:

No Rides Data Available



Home



Activity



Wallet



Account

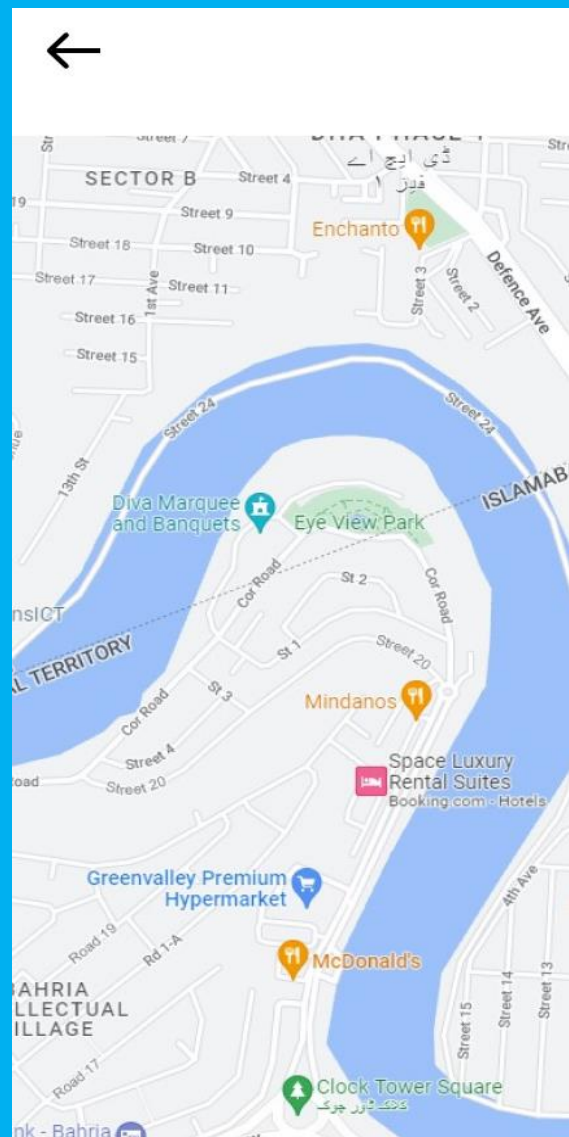
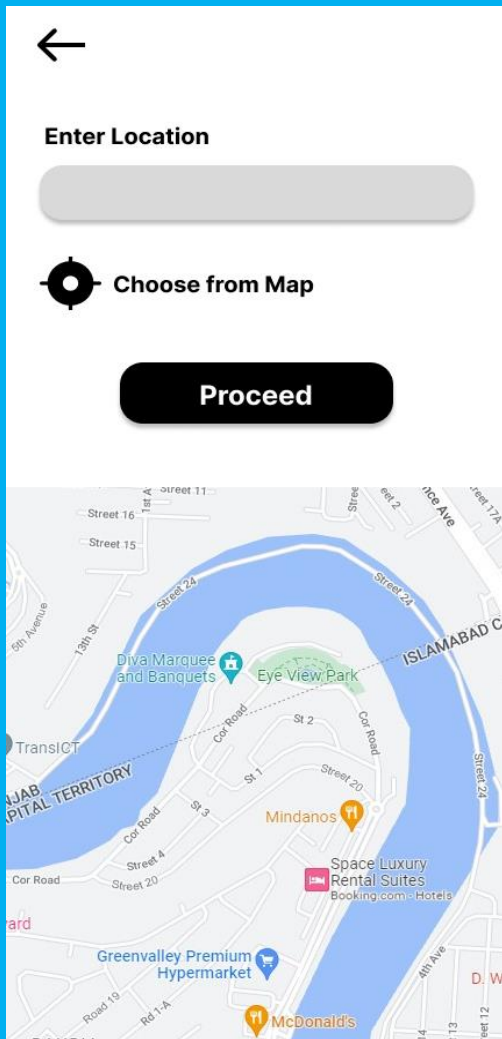


Saved Locations

Bahria Phase 7



[Add Saved Location](#)



←


Starting Location:

Bahria Phase 7

Destination:





FAST H11

Proceed



←

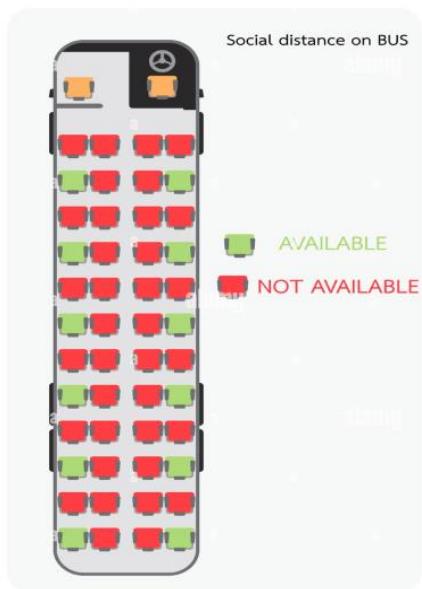
Available Rides:

	Bus Driver 1	<input checked="" type="radio"/>
	Bus Driver 2	<input type="radio"/>
	Bus Driver 3	<input type="radio"/>
	Bus Driver 4	<input type="radio"/>

Proceed



Seat Selection:



Confirm Seat



Ride Details:

Starting Location:	Bahria Phase 7
Destination:	FAST NUCES H11
Driver:	Bus Driver 1
Fare:	Rs. 400

Payment Method:

-  My Wallet ☒
-  Cash ☐

Proceed



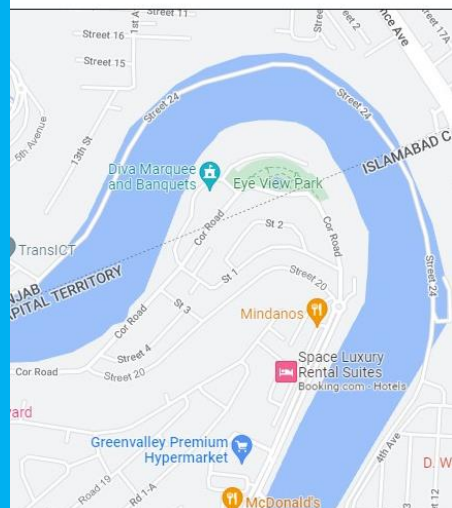
Payment Received

Continue



Ride Details:

Starting Location: Bahria Phase 7
Destination: FAST NUCES H11
Driver: Bus Driver 1
Fare: Rs. 400
Arrival Time: 45 Minutes





Ride Ended!!!



Feedback(Optional):

Back to Home

Talal Habib



Help

Wallet

Your Account



Notifications



Settings



Sign Out



Home



Activity



Wallet



Account



Help:



Unable to Load Help

Please Check your
Network

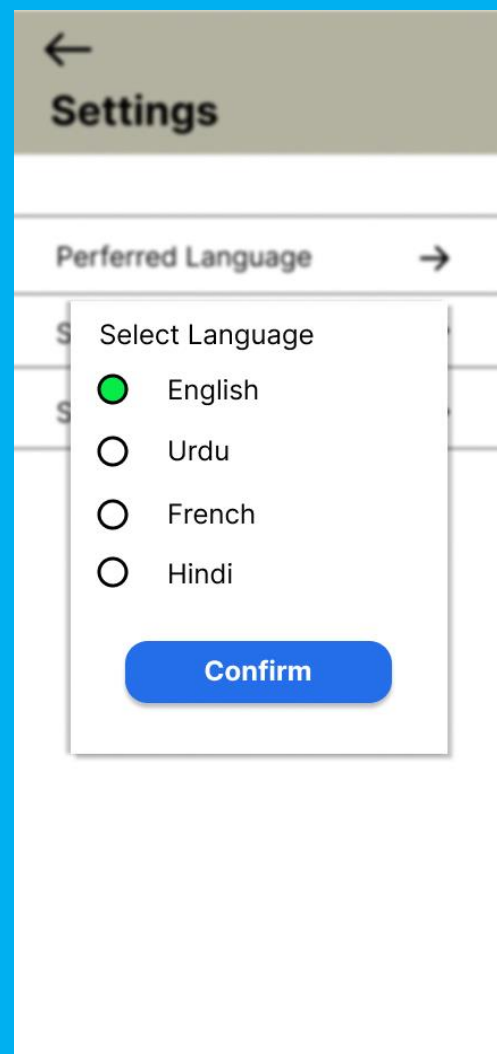
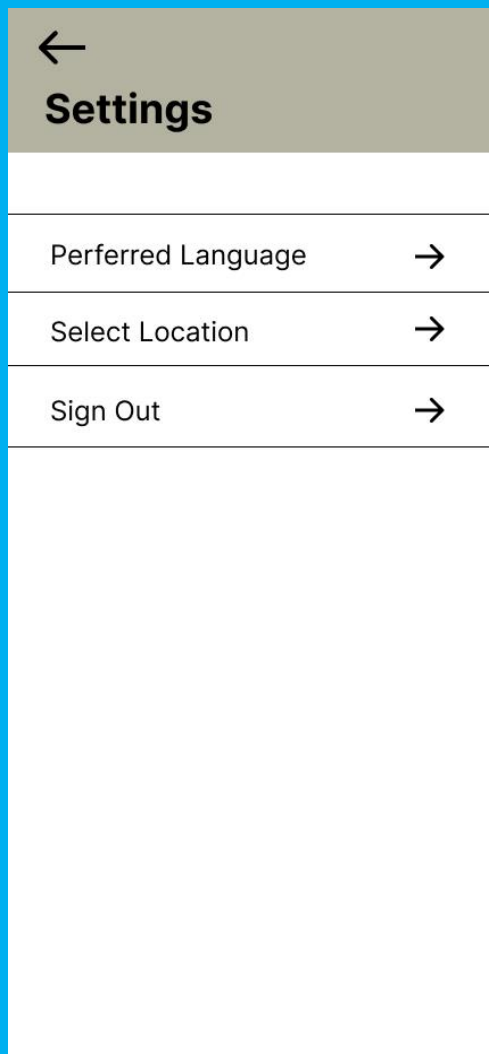


Notifications:



You are Up to Date
No new Notifiactions

[Go Back](#)



←

Settings

Perferred Language →

Select Location

☒ Islamabad

☐ Rawalpindi

☐ Lahore


☐ Karachi

☐ Use my current Location

Confirm

←

Edit Account



First Name:

Talal

Last Name:

Habib

Email Address

No Email

Mobile Number

+92 000 0000000


Confirm

←

First Name:

Talal|

Save




←

Last Name:

Habib|

Save




←

Email Address

|

Save




←

Mobile Number

000 0000000|

Save



My Wallet:

PKR 0

Account NO: 123456789

Send Funds

Load Funds

Incoming Funds:

No Data To Display

Home

Activity

Wallet

Account

←

Send Funds

Account Number

000000000

Amount

300

Send



**Cash Successfully Sent to
desired account**

Continue



Send Funds

Promo Code

Voucher NO:

300

Load



**Funds Successfully Loaded
to your account**

Continue



Login As

Driver

Service Provider

Email Address

OR

Mobile No:

Password

☐ Remeber Me

[Forgot Password?](#)

Login

Want to register as a driver? [Sign Up Here.](#)



Sign Up As Driver

Full Name:

Mobile No:

Email Address:

Password

Sign Up

OR

Sign In With Google



Sign In With Facebook



Sign In With Apple ID



Current Session:

Not Started

[Manage Sessions →](#)



Recent Sessions



Schedule a Session



Start a New Session



See Reviews



Track Current Session



Home



Activity



Sessions



Account

Current Session:

Not Started

[Manage Sessions →](#)

Recent Sessions

Schedule a Session →

Start a New Session →

Schedule Session

Date of Session:

DD

MM

2023

Time of Session:

AM/PM

Schedule Session

←

Reviews:

No Reviews Available

Activities:

Scheduled Sessions:

No Scheduled Sessions

Current Session:

No Rides Data Available

Past Sessions:

No Rides Data Available



Home



Activity



Sessions



Account

Current Session:

Not Started



Start a New Session



Track Current Session



Home



Activity



Sessions



Account



Current Session:



No Session Currently
Started



Starting Location:

Bahria Phase 7

Destination:

FAST H11

Starting Time:

5:30 PM

Proceed





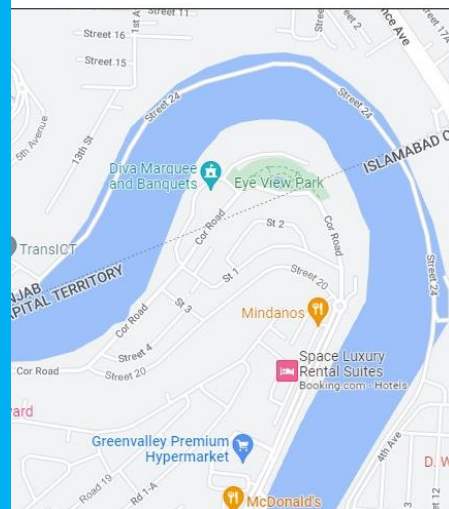
Session Started

Proceed



Session Details:

Starting Location:	Bahria Phase 7
Destination:	FAST NUCES H11
Driver Name:	Bus Driver 1
Starting Time:	5:30 PM
Elapsed Time:	45 Minutes





Session Completed!

Back To Home

New Session



Login As

Driver

Service Provider

Email Address

OR

Mobile No:

Password

☐ **Remeber Me**

[Forgot Password?](#)

Login

Want to register as a Bus Service Provider?
[Sign Up Here.](#)



Sign Up As Bus Service Provider

Full Name:

Mobile No:

NIC Number:

Password

Sign Up

OR

Sign In With Google



Sign In With Facebook



Sign In With Apple ID



Current Sessions:

Not Started

[Manage Sessions →](#)



Recent Sessions



Schedule a Session



Start a New Session



Manage Buses/Drivers



See Past Activities



Home



Buses/Drivers



Sessions




Account


Current Sessions:

Not Started

[Manage Sessions →](#)

Recent Sessions

 Schedule a Session →

 Start a New Session →

Schedule Session

Date of Session:

DD

MM

2023

Time of Session:

AM/PM

Schedule Session

←

Activities:

Scheduled Sessions:

No Scheduled Sessions

Current Sessions:

No Rides Data Available

Past Sessions:

No Rides Data Available

Registered Buses:



Registered Drivers:



Home



Buses/Drivers

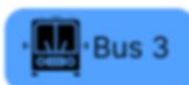


Sessions



Account

Registered Buses:



Registered Drivers:


Register Bus


Bus Name:


Bus Number


Add Bus

Registered Buses:

 Bus 1

 Bus 2

 Bus 3

 Bus

Registered Drivers:


Register Driver


Driver Name:


Driver Mobile No:


Add Driver


Current Sessions:
Not Started


 Start a New Session →

 Track Current Session →

 Home

 Buses/Drivers

 Sessions

 Account

35



Current Sessions:



No Sessions Currently
Started



Starting Location:

Bahria Phase 7

Destination:


FAST H11

Starting Time:





5:30 PM

Proceed










Select Bus

	Bus 1	<input checked="" type="radio"/>
	Bus 2	<input type="radio"/>
	Bus 3	<input type="radio"/>
	Bus 4	<input type="radio"/>

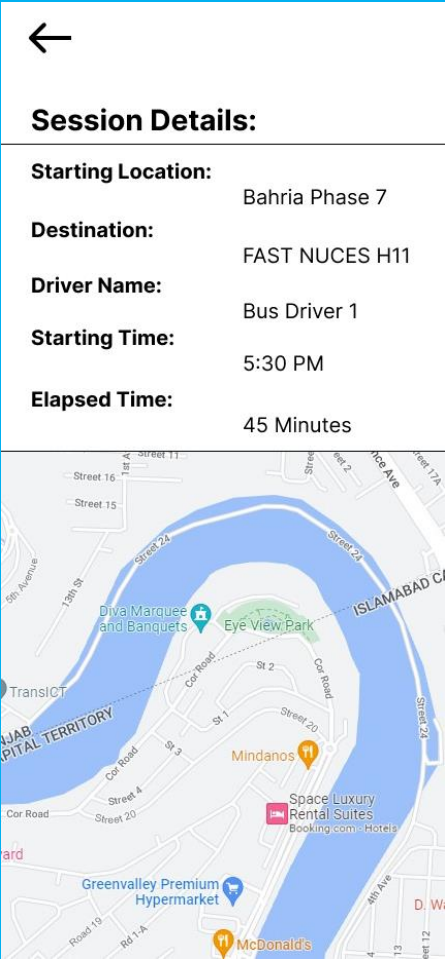
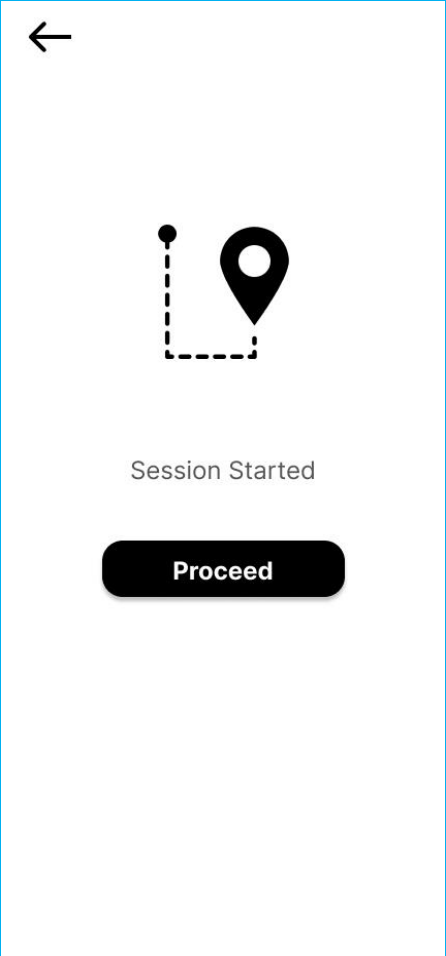
Proceed

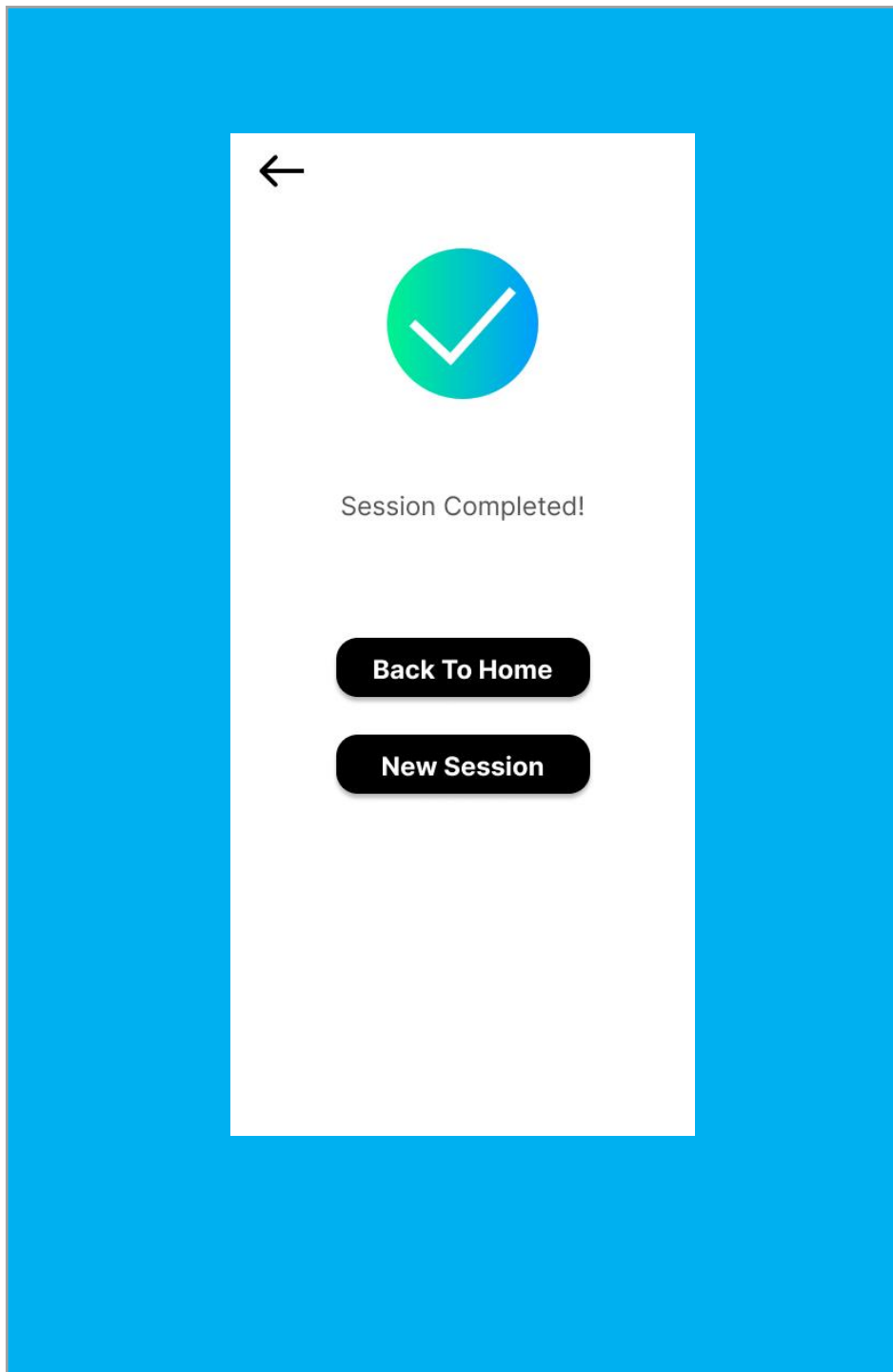


Select Driver

	Bus Driver 1	<input checked="" type="radio"/>
	Bus Driver 2	<input type="radio"/>
	Bus Driver 3	<input type="radio"/>
	Bus Driver 4	<input type="radio"/>

Proceed





5.1 Figma Prototypes Link:

<https://www.figma.com/file/gsahNad6WdU3VPKvWdBvoN/Prototypes?node-id=0%3A1>

6. Evaluation:

6.1 Demographics:

Age is not a high priority as people of most ages and genders are allowed to use the app. The average age group of our demographic is 13 - 25 years old. This mostly includes students and other academic officers. Students mostly studying from high school to college can use the app for traveling between destinations, and the same for others.

6.2 Experiment:

List of Tasks Performed:

1. Open the app and click get started as a rider.
2. Click on the signup next to login.
3. Enter your credentials to create an account. (*This step will successfully register*)
4. After creating an account, you must login.
5. Login using either of the following options:
 - Phone Number
 - Email/Password
 - Apple
 - Google
6. (*Login will lead to the Home Page*)
7. Click on the Where to? text box and select any of the desired destinations from the map (*For Instance, select "Fast Islamabad"*).
8. Choose the starting location from the map and click proceed.
9. Confirm starting and destination location and click proceed.
10. Select the desired Driver available for that route and click proceed.
11. Select the desired seat available for that bus and click confirm seat.
12. From the payment option, click on your choice of option.
 - Click on Wallet for online payment.
 - Click on Cash for later payment.
13. Click proceed and confirm payment.
14. Once payment received is shown, click continue.
15. Check the current location of the bus and other ride information, like starting point, destination, and fare, etc.
16. When the destination is reached add a review with stars.

6.3 Independent/Dependent Variables:

Dependent Variables:

- User's perceived ease of use
- Task completion rate
- Task completion time

Independent Variables:

- Screen visibility and transition
- Button layout and consistency

SR	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Does the user find a seat readily available	1	2	3	4	5
2	Does the user find a bus with appropriate destinations	1	2	3	4	5
3	Does the user understand the application after initial use	1	2	3	4	5
4	Does the user find payment transactions fluent	1	2	3	4	5
5	Is the user able to travel a route assigned to them	1	2	3	4	5
6	Can the user find the cheapest bus to book	1	2	3	4	5
7	Can the user find the shortest route to book	1	2	3	4	5
8	Does the user trust the booking process of the app	1	2	3	4	5
9	Does the user find the layout coherent for continuous use	1	2	3	4	5
10	Does the user find faster bus allocations than other platforms (i.e. Careem, InDriver)	1	2	3	4	5

6.4 Usability Review Questionnaire:

6.4.1 Average:

[illegible]

6.4.2 User 1:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Excellent
2	Features and functionality support users desired workflows.		Good
3	Frequently used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate

5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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.		Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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....).		Excellent
12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate

Search			
18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate

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).		Good
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.		Good
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).		Excellent
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.		Good

29	Help and instructions (e.g. examples, information required) are provided where necessary.		Moderate
Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy-to-understand language and describe what's occurred and what action is necessary.		Good
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.		Excellent
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good

35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good
36	Language, terminology, and tone used is appropriate and readily understood by the target audience.		Excellent
37	Terms, language, and tone used are consistent (e.g. the same term is used throughout).		Excellent
38	Text and content are legible and scannable, with good typography and visual contrast.		Excellent
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 recognized terms). Where appropriate contextual help is provided.		Very poor
40	Online help is concise, easy to read and written in easy-to-understand language.		Moderate

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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			75

6.4.3 User 2:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Good
2	Features and functionality support users desired workflows.		Moderate
3	Frequently used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Good
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
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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'.		Excellent
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....).		Good

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Very poor
21	Search results are relevant, comprehensive, precise, and well displayed.		Good
Control & feedback			
22	Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).		Moderate
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).		Good

24	Users can easily give feedback (e.g. via email or an online feedback / contact us form).		Good
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.		Good
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).		Excellent
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.		Good
29	Help and instructions (e.g. examples, information required) are provided where necessary.		Moderate

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy-to-understand language and describe what's occurred and what action is necessary.		Good
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.		Excellent
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology, and tone used is appropriate and readily understood by the target audience.		Excellent
37	Terms, language, and tone used are consistent (e.g. the same term is used throughout).		Excellent
38	Text and content are legible and scannable, with good typography and visual contrast.		Excellent
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 recognized terms). Where appropriate contextual help is provided.		Very poor
40	Online help is concise, easy to read and written in easy-to-understand language.		Moderate
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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			74

6.4.4 User 3:

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

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and well labelled.		Good
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).		Moderate
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy-to-understand language and describe what's occurred and what action is necessary.		Good
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.		Excellent
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology, and tone used is appropriate and readily understood by the target audience.		Good
37	Terms, language, and tone used are consistent (e.g. the same term is used throughout).		Moderate
38	Text and content are legible and scannable, with good typography and visual contrast.		Good
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 recognized terms). Where appropriate contextual help is provided.		Poor
40	Online help is concise, easy to read and written in easy-to-understand language.		Moderate
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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			73

6.4.5 User 4:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Excellent
2	Features and functionality support users desired workflows.		Good
3	Frequently used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Good
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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.		Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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....).		Excellent

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Good
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy-to-understand language and describe what's occurred and what action is necessary.		Good
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.		Excellent
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Excellent
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Excellent
38	Text and content is legible and scannable, with good typography and visual contrast.		Excellent
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 recognized terms). Where appropriate contextual help is provided.		Good
40	Online help is concise, easy to read and written in easy-to-understand language.		Good
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).		Good

42	Users can easily get further help (e.g. telephone or email address).		Good
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			80

6.4.6 User 5:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Excellent
2	Features and functionality support users desired workflows.		Good
3	Frequently used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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'.		Good
Navigation			
9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).		Poor
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....).		Moderate

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

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.		Good
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.		Excellent
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Excellent
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Good
38	Text and content is legible and scannable, with good typography and visual contrast.		Excellent
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 recognized terms). Where appropriate contextual help is provided.		Very poor
40	Online help is concise, easy to read and written in easy-to-understand language.		Moderate
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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Good
44	Errors and reliability issues don't inhibit the user experience.		Moderate
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			70

6.4.7 User 6:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Excellent
2	Features and functionality support users desired workflows.		Good
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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.		Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
Navigation			
9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).		Moderate
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.		Excellent
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...).		Good

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Excellent
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Moderate
17	A clear and well structure site map or index is provided (where necessary).		Poor
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Good
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).		Good

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

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

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Good
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Good
38	Text and content is legible and scannable, with good typography and visual contrast.		Good
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.		Moderate
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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			73

6.4.8 User 7:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Moderate
2	Features and functionality support users desired workflows.		Good
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Good
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.		Moderate
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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...).		Moderate

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Moderate
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.		Good
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.		Good
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Good
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Good
38	Text and content is legible and scannable, with good typography and visual contrast.		Good
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.		Moderate
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).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Excellent
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			69

6.4.9 User 8:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Moderate
2	Features and functionality support users desired workflows.		Good
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Good
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Good
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.		Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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...).		Excellent

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.		Good
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.		Good
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Moderate

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Good
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Moderate
38	Text and content is legible and scannable, with good typography and visual contrast.		Good
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.		Poor
40	Online help is concise, easy to read and written in easy to understand language.		Moderate
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).		Poor

42	Users can easily get further help (e.g. telephone or email address).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Good
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			71

6.4.10 User 9:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Good
2	Features and functionality support users desired workflows.		Good
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
4	Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).		Moderate
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Excellent
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.		Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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...).		Good

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

Errors			
30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).		Good
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.		Good
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.		Excellent
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Moderate
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Good
38	Text and content is legible and scannable, with good typography and visual contrast.		Good
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.		Poor
40	Online help is concise, easy to read and written in easy to understand language.		Moderate
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).		Poor

42	Users can easily get further help (e.g. telephone or email address).		Poor
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Good
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			72

6.4.11 User 10:

Features & functionality			
1	Features and functionality meet common user goals and objectives.		Poor
2	Features and functionality support users desired workflows.		Good
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).		Moderate
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
5	Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.		Moderate
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.		Moderate
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.		Good
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...).		Good

12	The site or application structure is clear, easily understood and addresses common user goals.		Good
13	Links are clear, descriptive and and well labelled.		Good
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).		Good
16	Users can easily get back to the homepage or a relevant start point.		Poor
17	A clear and well structure site map or index is provided (where necessary).		Moderate
Search			

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).		Moderate
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).		Good
20	The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.		Poor
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).		Moderate
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).		Good

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

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.		Good
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.		Good
33	Users are able to easily recover (i.e. not have to start again) from errors.		Good
Content & text			
34	Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.		Good
35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.		Good

36	Language, terminology and tone used is appropriate and readily understood by the target audience.		Good
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).		Good
38	Text and content is legible and scannable, with good typography and visual contrast.		Good
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
40	Online help is concise, easy to read and written in easy to understand language.		N/A
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).		N/A

42	Users can easily get further help (e.g. telephone or email address).		N/A
Performance			
43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).		Good
44	Errors and reliability issues don't inhibit the user experience.		Good
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.		Moderate
Overall usability score (out of 100) *			70