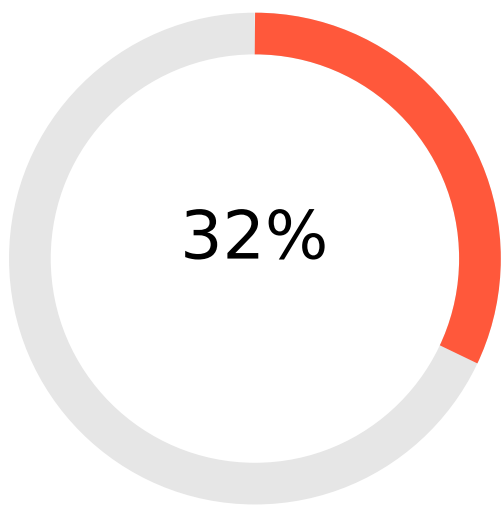


Evaluation Report

Overall Score



Overall the website reviewed scored poorly in this heuristic evaluation. This means that a large number of elements require work to improve them for your users or customers. Without getting the fundamentals right it will be hard to improve your website further. It is best to review the below information to understand if there are specific areas or themes which will help you draw up a list of improvements. Consider elements which are at the beginning of the journey as higher priority. You can then reassess your website by doing another heuristic evaluation once the improvements have been made.

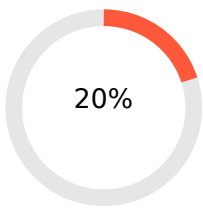
01 FIRST IMPRESSIONS

Areas to improve

- ⚠ Cue's that show the website is current.
- ⚠ Clarity on homepage of where to go or what to do next.
- ✗ Clarity of the business proposition.
- ✗ Website representative of offline brand.
- ✗ Amount of clutter and white space on website.

Not Applicable

- ⊘ Imagery, design or written information that support the proposition.
- ⊘ Stating the benefits of signing up or registering.



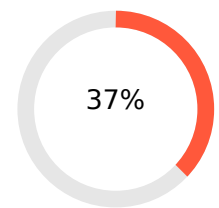
02 SITE NAVIGATION

Good areas

- ✓ Ability to return to previous page or homepage.

Areas to improve

- ⚠ Categories/Menus are mutually exclusive and contain the expected information.
- ✗ Clarity of current location within website.
- ✗ Logical hierarchy of categories or pages.



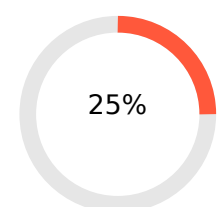
03 INFORMATION

Areas to improve

- ⚠ Logical order of content presented.
- ⚠ Conciseness of content.
- ⚠ Legibility of written information.
- ✗ Consistency of fonts, colours, icons, layout and links.
- ✗ Information and terms used are familiar.
- ✗ Ability to quickly locate information.

Not Applicable

- ⊘ Icons provide expected information or actions.
- ⊘ Content is unique per page.
- ⊘ Localisation of content.
- ⊘ Photographic quality.
- ⊘ Customer needs focused content.



04 INTERACTION

Good areas

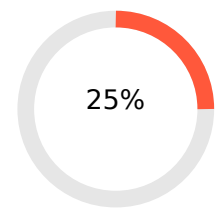
- ✓ Website speed.

Areas to improve

- ✗ Visual cues to demonstrate the website is responsive to an action.
- ✗ Ease of repeated actions.
- ✗ Ability to personalise information.

Not Applicable

- ⊘ Responsive design and functionality.
- ⊘ Warnings before taking irreversible actions.



05 FORMS

Good areas

- ✓ Necessity of information requested.
- ✓ Error message location.

Areas to improve

- ⚠ Clarity of information required in form fields.
- ⚠ Shortcuts for inputting information.
- ✗ Clarity of what format is required in form fields.
- ✗ Real time notification of form field errors.

Not Applicable

- ⊘ Validation of information to avoid errors.

