No	Usability Dimensions	Reviewer Rating (1-5)	NOTES
1	Navigation & Information Architecture		
	Effective navigation approach		
1.01	Navigation options are visible and clear	2	Navigation options are generally visible, but user will not know where to start from
1.02	Overall navigation supports primary task flows and works as an integrated whole	2	Prrimary task for the user is to search for a product, user will have difficulty in finding the same
1.03	Sense of place is clear	2	Tabs like "Learn" &" Shop" are not appropiately placed. "About us" and "Contact Us" tabs are in the footer not upfront for the user to get quick info.
1.04	Number of pages to complete task is appropriate	1	User can complete the purchase task only if he is a member
	Effective Information approach		
1.05	Breadth and depth fit user needs	1	Only few products shown under "Featured Products". Only on selecting one of the products, the option "Browse categories" is visible. Workflow is misleading the user as incomplete info available
1.06	Labels are distinctive and descriptive	1	Most section labels are clear though no label for "Home" on the site
1.07	Menu items trigger actions that meet user needs	2	User needs to navigate many level to search for what he needs.
1.08	Menu items promote content which meets user needs	4	
		21.9%	
2	Content		
	Good content, good writing, message on target		
2.01	Content written for scanning	3	Contents are available but overload of contents will delay the overall performance/speed
2.02	Content follows summary / detail format		
2.03	Tone of writing is appropriate	4	Appropiate
2.04	Content facilitates decision making	2	Content allow user to compare with other products, but not competitor's product this will delay the decision making proces.
		50.0%	
3	Presentation		
	Visual language		
3.01	Layout - good balance, low visual complexity, clear visual hierarchy	2	The layout has multiple alignment points. And there is no clear visual heirarchy.
3.02	Color - appropriate for brand, guides attention, aids in grouping	3	Color is appropiately used and attention points are clearly defined.
3.03	Graphics - supports brand, follows a clear purpose, enhances layout	3	The banner images enhances layout but is meaning less as it only adds to distraction and obstructs the site from showcasing the important features.
3.04	Typography - clear type hierarchy, appropriate size, good legibility	2	Font sizes and colours are appropiate, unclear heirarchy.
		37.5%	
4	Interaction		
	Controls and micro-interactions		
4.01	Good use of controls and interaction model	3	Navigation controls are fine. Some images looking like "call to action buttons" misleads the user.
4.02	Number of micro-interactions to complete task is suitable	4	yes
4.03	Strong visual affordances for selection	4	yes
4.04	Good error prevention strategy – format cues, controls, help	1	No cues available while filling forms
	Use of secondary windows, screens, and hover-overs		
4.05	Secondary windows or hover-overs work as expected	4	yes
4.06	Appropriate content relationship between windows	4	yes
	Response to user input		
4.07	Speedy system response	3	No system status visibility
4.08	Appropriate messaging and feedback	4	Confirmation and error messages are present
		59.4%	
5	Value and Usefulness		
5.01	The content meets the user's needs.	3	Dense screens challenge new users and slow down experienced users. Does not help the user to make quick decision. User needs to look deep to find info.
5.02	The features are useful and meet the user's needs.	3	Powerful features such as "Comparison between products" are not present upfront.
		50.0%	
	Total Score	43.8%	