|  |  |  |  |
| --- | --- | --- | --- |
| 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% |  |