

Birkbeck University of London

Film, Media and Cultural Studies

**U S E R E X P E R I E N C E
A S S I G N M E N T**

FINAL REPORT

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Pg Cert Web Design and Development

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Project Proposal and Plan

Project

Design and development of a compelling, functional and interactive website of a company for landscaping services.

Client/Investor

Infra Group 2019 EOOD – Plovdiv, Bulgaria. The company's owner is a sole-trader with many years of experience in designing and building roads.

Audience

Potential customers of landscaping services.

Business primary goal

Focus on presenting services and establishing effective communication with potential customers. Other effective marketing efforts taken by the business owner are included in the company's business development strategy in order to help achieve the business primary goal.

Goals, objectives and requirements

A table with Goals/Objectives/Requirements/Success Criteria is filled by the company's owner and designer/developer. Iterative design process stages are outlined in a **timeline**.

Technical details

The website development is implemented in **HTML**, **CSS**, and **JavaScript**.

Waterfall approach to software development

Waterfall approach is used since the following criteria are fulfilled:

1. The investor is a start-up company with well-known business activities.
2. The project is small and easy to start.
3. Requirements and goals are fixed, clear and well-documented.
4. Due to the clarity of all the stages, the approach is easy to manage.

(Stages: requirements, analysis, design, coding, testing, implementation)

5. Errors can be detected at each stage since they should be completed before.

Research participants

At least six user research participants that represent the target audience are available for email interviews. Two of them agreed to participate in a Skype interview after completion of the standardised email interview.

ACM Code of Ethics and Professional Conduct

The project' website aims to meet social needs by respecting diversity and is designed to be broadly accessible. After website completion all automated accessibility audits were passed and accessibility score of 100% was achieved.

Other general ethical principles and professional responsibilities are taken into consideration in the process of project website design and development, such as anonymity of users participating in the research. Anonymity will be guaranteed under Bulgarian regulations for protection of classified information.

User Research Design

Data gathering and participants' recruitment program

Participants' recruitment program includes:

1. The geographical areas from which participants are recruited

The geographical area is the same area defined by the company in its business plan.

2. Number of participants

One pilot participant who helps to confirm the viability of experimental procedure and five regular participants for the main study - email interview.

3. Participants' recruitment method

Since the owner of the company is a road designer and engineer a list of participants are provided by her among some previous customers of private roads who were interested in landscaping services.

Planning and running the email interview sessions as data gathering technique

4. Email interviews goal, advantages, and disadvantages

Email interviews aim to collect sufficient, accurate, and relevant quantitative and qualitative data so that the design can proceed encouraging contact between me as a developer and users. All possible disadvantages in placing the interviewee in a non-typical environment are taken into account in the pilot interview session in order to be reduced in the main Skype interviews.

5. Email interviews type and structure

All six participants answered the standardised semi-structured email interview beforehand. Two of them agreed to participate in a Skype interview after completion of the standardised email interview.

The standardised semi-structured email interview contains mostly closed questions that require an answer from a predetermined set of alternatives, however some of the questions have a text area in which the participant can include additional information.

During the pilot meeting the interview started with preplanned questions and then the interviewee was probed to share more information about the topic which led to valuable information.

Data recording included audio recording and taking notes in case Skype meetings are compromised because of poor connections and acoustics.

6. Participants' profiles and participants' documentation

All participant profiles and documentation are kept confidential and in a secure place. Anonymity of users participating in the research was required by the business owner due to the sensitive information related to their properties.

7. Pre-session interaction with participants

Participants are told about the project and study methods. All questions about the conduct of the study are answered. Participants are asked to read and sign a consent form by clicking a button before starting the interview questions.

8. Session length

Two of the email interview participants agreed to do a 40-minute Skype interview in person.

9. Information gained after analysing and interpreting quantitative data:

- (1) 5 out of 6 users are over 50 years old. Only one person is under 30 years old.
- (2) There are female (2) and male (4) users which can affect website's design when choosing fonts and colours. For example:

Font “Lato” is described by its designer Łukasz Dziedzic as “warmth and strong structured” as well as “male and female”.

- i. “Warmth and strong structured” corresponds with the two main company’s services – landscaping and paving/laying tarmac.
- ii. “Male and female” is related to users’ research results where customers are men and women.

“The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. “Male and female, serious but friendly.” (Łukasz Dziedzic).

(Please see detailed information in the section **Website’s design and architecture in detail** below).

- (3) 4 out of 6 users use their mobile phones to browse the web, whilst 2 out of 6 users only use their laptops for the same activity. A mobile first approach is applied in the responsive design.
- (4) 4 out of 6 users only use Google Chrome as a browser whilst, 2 out of 6 users use Internet Explorer to browse for information. As a result the CSS properties written in the code are compatible with all old Internet Explorer’ versions.
- (5) 5 out of 6 users use Facebook as a form of social media; one of these 5 users (under 30 years old) also uses Instagram and Twitter. Only one person doesn’t have any social media account. Social media icons are placed in the Footer.
- (6) On the question “When choosing a service how likely are you to call the company first before searching their website?” (very likely, rather likely, neutral, rather unlikely, very unlikely) 6 out of 6 users answered - very unlikely. As a result company’s phone number is placed only in the Contacts.
- (7) On the question “When choosing a service how likely are you to email the company first before searching their website? 6 out of 6 users answered - very unlikely.
- (8) On the question “When choosing a service how likely are you to fill out a form to request a quote?” 5 out of 6 users answered - very likely, 1 user answered - rather likely. A quote form is placed at the bottom of the page, however 6 links point to this section.
- (9) On the question “When choosing a service how likely are you to search for visual information first (images, gallery) on the company's website before reading about the service?” – 4 out of 6 users answered - very likely, 2 users answered - rather likely. High

quality images are used to represent the company's activities in all website's sections including Gallery.

- (10) On the question "When choosing a service how likely are you to read what other people say in the company's testimonials' section?" 5 out of 6 users answered - very likely, 1 user answered - rather likely. A Testimonial section is placed above Contacts.

10. Information gained after analysing and interpreting qualitative data:

- (11) What do you want or need most from a website for landscaping services?

The answers show specific user experience and are summarised below.

"One of the problems with enquiry/quote forms is that they often require certain information that you may not want to divulge such as your phone number. The main reason is that you do not want to give your phone number, otherwise you can phone them right from the beginning without submitting an enquiry."

"I think it will be a good idea to send a reply to each enquiry stating that it will be answered within 24 hours. As a conclusion, this means that I may not search elsewhere, because I know I will get a quick reply."

"Sometimes people prefer to send a quick email for their initial enquiry rather than call the company, but it can be difficult or impossible to find an email address although there is usually an enquiry form."

I think it would be good to provide an email address for customers to use as well as an enquiry box. Personally, I find that sometimes enquiry boxes have required fields which I do not wish to fill in, so I prefer to use an email address.

Another thing is that I quite like to get an idea of price when I look at a website. I know you offer a 'free, no obligation quote' which is great, but maybe you could supply general prices for certain jobs. I appreciate it's difficult for this kind of work because each job is pretty individual; however, it might encourage potential clients to make further enquiries. "

11. Conclusions and actions taken based on the qualitative information.

The website contains content that can increase conversion rates: price details, offers, free no obligation quote, and contact details including an explicit email address. The following statement will be placed below the Quote form.

Infra Group 2019 EOOD will contact you within 24h. Thank you for submitting your request.

Site Architecture

Comparison of competitors' websites

Five competitors' websites are compared according to established **247 Usability guidelines**.

Website's most critical defect and most successful features are defined.

Infra Group 2019 EOOD website design is assessed according to the same usability criteria.

The list of most successful features below is used for defining the future website layout.

Competitors' websites comparison - most successful features that influenced project's website design

Most of competitors' websites successfully met the following guidelines.

Infra Group 2019 EOOD's website fulfilled all guidelines below.

Task orientation:

1. Information is presented in a simple, natural and logical order and the task sequence parallels the user's work processes.
2. Services can be compared easily and prices are always clearly displayed.
3. The most important and frequently used topics, features and functions are close to the centre of the page, not in the far left or right margins.
4. Action buttons (such as "Submit") are always invoked by the user, not automatically invoked by the system when the last field is completed.

Project's website: Information is structured in cards centered horizontally. Services and prices are easy to compare.

Navigation and IA usability guidelines:

5. There is a convenient and obvious way to move between related pages and sections and it is easy to return to the home page and the information that users are most likely to need is easy to navigate to from most pages.
6. The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels) and the site structure is simple, with a clear conceptual model and no unnecessary levels.

7. Links look the same in the different sections of the site. Important content can be accessed from more than one link.
8. Menu instructions, prompts and messages appear on the same place on each screen.

Project's website: The navigation system is broad and shallow rather than deep and the site structure is simple, with a clear conceptual model and no unnecessary levels.

Forms and data entry usability guidelines:

9. Fields in data entry screens contain default values and field labels on forms clearly explain what entries are desired.
10. Questions on forms are grouped logically, and each group has a heading.
11. When field labels on forms take the form of questions, the questions are stated in clear, simple language. Labels are close to the data entry fields (e.g. labels are right justified).
12. Forms are validated before the form is submitted.

Project's website: The Quote form is validated before being submitted and a message appears if users did not enter a correct email address or some fields are empty.

Trust and credibility guidelines:

1. The content is up-to-date, authoritative and trustworthy.
2. The site avoids advertisements, pop-ups and marketing waffle.
3. Each page is clearly branded so that the user knows he is still in the same site.
4. The site is free of typographic errors and spelling mistakes.

Project's website is checked by language experts in English and Bulgarian and is free of typographic errors and spelling mistakes. There is a Testimonial section.

Writing and content quality usability guidelines:

5. The site has compelling and unique content and each content page begins with conclusions or implications.
6. Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another.
7. Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical.
8. Sentences are written in the active voice.

9. Pages are quick to scan, with ample headings and sub-headings and short paragraphs.
10. The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text.
11. Links and link titles are descriptive and predictive, and there are no "Click here!" links.
12. Button labels and link labels start with action words.
13. Headings and sub-headings are short, straightforward and descriptive.
14. Text links are long enough to be understood, but short enough to minimise wrapping.

The project's website has compelling and unique content and each content page begins with implications.

List of page layout and visual design usability guidelines.

15. Fonts are used consistently and icons are standard visually and conceptually distinct yet still harmonious (part of the same family).
16. There is a good balance between information density and use of white space. Colour is used to structure and group items on the page. Complicated backgrounds are avoided.

Colour is used to structure and group items on the page. Slightly different colours are used to separate sections visually.

Competitors' websites comparison - most critical defects avoided in project's website design

17. 4 out of 5 competitors' websites are not responsive and difficult to see on mobile device.
18. 4 out of 5 competitors' websites do not have favicons.

All these critical points are avoided in Infra Group 2019 EOOD's website and described below in the section **Project's website design and architecture in detail**.

Wireframing

Detailed design proposal includes non-clickable wireframes as a wireframing method.

Stage in the design process this method is best suited

After completion of the following steps:

1. Comparison of the competitors' websites.

2. Users' research results.
3. Taking into account clients' brief.
4. Considering technical limitations.
5. Comparing and prioritising all the steps above.

Concrete design representation steps

1. **Step 1** - Expert's heuristic evaluation - Comparison of competitors' websites according to list of usability criteria named **247 Usability guidelines** (e.g. learnability, ease of navigation, efficiency, effectivity, memorability, satisfaction, etc).
2. **Step 2** - Adding the user research results and deciding which functions/solutions to design to match user requirements after taking into account clients' brief (**Step 3**), considering technical limitations (**Step 4**) and prioritising all the previous steps (**Step 5**) (Cuppit_Design pdf lecture, 26).
3. **Step 6** - Definition on the sequence of task completion/interaction.
4. **Step 7** - Visual appearance of the interface by using initially non-clickable wireframes. (see the Appendix)

Project's website design and architecture in detail

1. The website is implemented in two identical pages – one in English and one in Bulgarian. A mobile first approach is applied and a responsive design is made for mobile devices, tablets and big desktops. The decision is made on the basis of:
 - a. **Interaction design books:**

“With the arrival of tablets and smartphones, web designers needed to rethink how to design web browsers and websites for them, as they realized the touchscreen affords different interaction style that PC/laptops. The standard desktop interface was found to not work as well on a tablet and smartphone.” (Preece 2019, 217).

“Responsive websites were developed that change their layout, graphic design, font and appearance depending on the screen size (smartphone, tablet, PC) it was being displayed on.” (Preece 2015, 271).
 - b. **Statistical data published on © StatCounter 1999-2020:**

Screen Resolution Stats in Bulgaria - March 2020, 13.02% (1366x768) and 13.01% (360x640).

Browser Market Share Bulgaria Mar 2019 - Mar 2020 – Chrome 63.69%, Firefox 10.83% and Safari 6.94%.

c. Users' research results:

4 out of 6 users use their mobile phones to browse the web, while 2 out of 6 users use only their laptops for the same activity.

4 out of 6 users use only Google Chrome as a browser whilst, 2 out of 6 users use Internet Explorer to search for information.

d. 247 Usability guidelines – (see the Appendix)

2. English/Bulgarian pages are identical and separated in vertical sections that are loaded at once in order to ensure quick access to every section by the user. (During audit checks performance score of 95% was achieved, **SEO – 100%, Accessibility – 100%**). Sections can be accessed by clicking on the horizontal menu fixed at the top of the screen, on links and buttons inside the sections or by scrolling vertically. The decision is made on the basis of:

a. Interaction design books:

“The challenge for software developers today is to design GUIs that are best suited for tablet, smartphone, and smartwatch interfaces. (Preece 2015, 241).

“Scrolling bars within windows also enable more information to be viewed than is possible on one screen.” (Preece 2015, 242).

“More and more people were looking at online content by scrolling and flicking through it with their fingers rather than using a mouse.” (Preece 2015, 270).

“Navigation is largely done through swiping of pages from left to right (and right to left) or scrolling up and down.” (Preece 2015, 271).

“The use of vertical and horizontal scrolling provides a rapid way of scanning through images, menus, and lists.” (Preece 2015, 278).

- b. Users' research results:** Three out of 4 users who browse using their mobile phones admit they may use only one hand to interact with digital content, scrolling up and down when the other hand is busy.

3. First section on the page contains company's logo, a unique picture relevant to the company's activities, company's name, catchy phrase/tagline, and one button that asks potential users to start their project. In the other sections, information is structured mainly in cards in order to attract users' attention and make information recognisable. Some of the cards contain text,

pictures, links or buttons in different combination in order to be memorised and recognised easily by the users. The decision is made on the basis of:

a. Interaction design books:

“Since the 1990s, many web designers have tried to develop sites that are aesthetically pleasing, usable and easy to maintain. Graphical design was viewed as a top priority. A goal was to make web pages distinctive, striking and pleasurable for the user when they first view them and also to make them readily recognizable on their return.” (Preece 2015, 269)

“They (users) will glance at a new page, scan part of it, and click on the first link that catches their interest or looks like it might lead them to what they want.” (Preece 2015, 269)

“A new conceptual model has also been used; content is organized using cards, carousels, and stacks to support rapid finger-flicking navigation, allowing readers to go directly to specific stories while still maintaining a sense of place.” (Preece 2015, 284)

“Alternative conceptual models have been developed for the user to carry out these actions on the (touchscreen) interface, such as the use of cards, carousels, and stacks. The use of these objects enables users to swipe and move through digital content quickly. (Preece 2019, 229)

b. Client’s brief – Client requirements are for creating an aesthetically pleasant website with beautiful graphics and images.

4. Website’s menus – flat navigation menus are used for mobile and desktop view. Desktop’s navigation menu appears on the first top row and remains fixed at the top while scrolling up and down. The mobile navigation menu is expandable after clicking on well-recognised icon and remains fixed horizontally at the top. The design decision is made on the basis of:

a. Interaction design books:

“Flat menus are good at displaying a small number of options at the same time or where the size of the display is small, e.g. cell phones, cameras, MP3 players, smartwatches”. (Preece 2015, 247)

b. Conclusions made after comparison of competitors’ websites: 4 out of 5 competitors’ websites are not responsive and difficult to see on mobile devices; however, all the other landscape international responsive websites have similar expandable mobile menus.

5. Website's typography includes appropriate selection of fonts, colors, icons, white spaces and other techniques for formatting the content.
 - a. Font - "Lato" is described by its designer Łukasz Dziedzic as "warmth and strong structured" as well as "male and female".
 - b. Colours - two main colours are used. The first one is called "wet asphalt" by the creator of the colour palette and the second one is green.
 - c. Icons, buttons and links are mainly coloured in green. Flat 2D Icons are selected to be distinguishable, identifiable, and memorable.

"Another approach that many smartphone designers use is flat 2D icons. These are very simple and use strong colors and pictograms or symbols. The effect is to make them easily recognizable and distinctive." (Preece 2015, 252)
6. Website content that can increase conversion: price details, offers, free no obligation quote, contact details including explicit email address are incorporated after analysing users' research qualitative data.

Evaluation

Evaluation goal

A central goal of evaluation is to improve the project's website design.

Heuristic evaluation as an evaluation method used in this project

In heuristic evaluation the expertise of mine as a designer and the knowledge of another researcher who has interest in web-design is applied, guided by a set of usability principles, guidelines, or golden rules known as heuristics, to identify usability problems.

Formative heuristic evaluation

Formative evaluation is conducted by me during the design from the development of early wireframes and by the researcher before nearly finished design.

Turning Design Guidelines, Principles and Golden Rules into Heuristics

Heuristics closely resemble high-level design principles. (Preece, Sharp and Rogers, 2019: 550)

In addition, many researchers and practitioners have converted design guidelines into heuristics that are then applied in heuristics evaluation. (Preece, Sharp and Rogers, 2019: 550)

Heuristic Evaluation for Websites

David Travis (2016), a consultant from Userfocus, has compiled 247 guidelines that are used in evaluation. (Preece, Sharp and Rogers, 2019: 560)

Aspects to evaluate:

Core aspects:

- (a) Navigation
- (b) Task Orientation and Site Functionality
- (c) Forms and Data Entry
- (d) Page Layout and Visual Design
- (e) Accessibility and SEO scores of 100% were achieved after completion of the website.

Expert's evaluation duties include evaluating aspects of the web-design against David Travis' 247 guidelines (Travis) (see the Appendix).

Severity rating scale:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

NA = Not applicable for the business activities/services provided and therefore for the current design

NA/0 = Not applicable for the business activities/services provided and therefore for the current design, however can be included in a further development of the business activities.

Appendixes:

1. Infra Group 2019 EOOD project's timeline.
2. Project website's wireframes in Mobile and Desktop views.
3. Project website's screenshots in Mobile and Desktop views.
4. Project website's evaluation table.

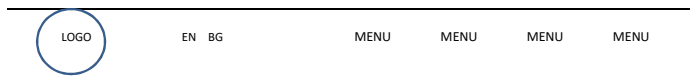
References:

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DESIGN AND DEVELOPMENT OF INFRA GROUP 2019 EOOD's WEBSITE
TIMETABLE

Deliverable Details						2019			2020			Notes
No	Deliverable	Owner	Start Date	Deadline	Status	Oct	Nov	Dec	Jan	Feb	Mar	
1	Defining system requirements - client's requirements	Infra Group 2019 Owner	1.10.2019	7.10.2019	Closed							
2	Defining system requirements - developers' part	Nikolina Marinova	8.10.2019	15.10.2019	Closed							
3	Defining functional requirements - client's requirements	Infra Group 2019 Owner	16.10.2019	23.10.2019	Closed							
4	Defining functional requirements - developers' part	Nikolina Marinova	24.10.2019	31.10.2019	Closed							
5	Users research plan	Nikolina Marinova	1.11.2019	7.11.2019	Closed							
6	Users research implementation	Nikolina Marinova	8.11.2019	20.12.2020	Closed							
7	Website's architecture	Nikolina Marinova	21.12.2019	15.01.2020	Closed							
8	Wireframing	Nikolina Marinova	16.01.2020	15.02.2020	Closed							
9	Evaluation	Nikolina Marinova	16.02.2020	15.03.2020	Closed							

DESKTOP VIEW

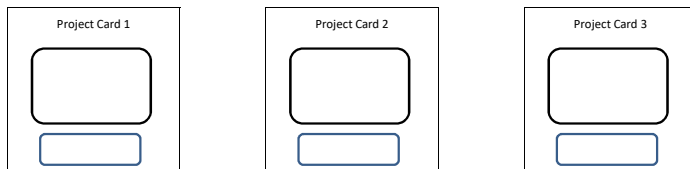


PAVE YOUR WAY WITH US INFRA GROUP 2019 EOOD

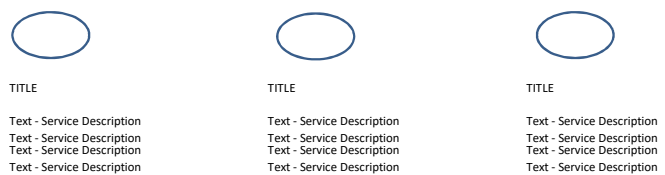
Start Your Project

START YOUR PROJECT

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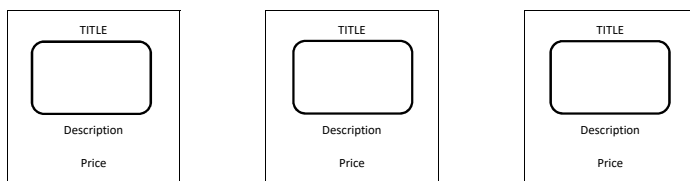


SERVICES



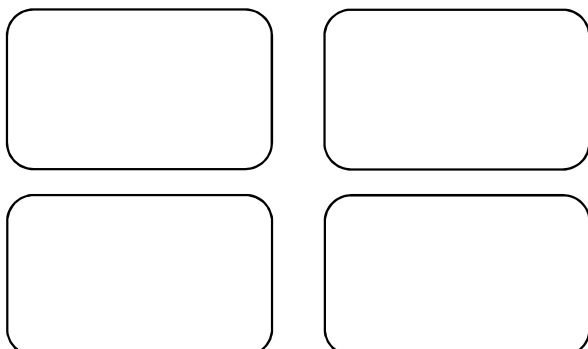
SURFACING PRICES

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Our Offers

GALLERY



MOBILE VIEW

MENU
MENU
MENU
MENU

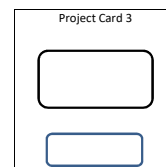
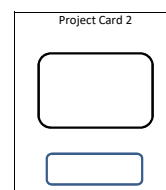
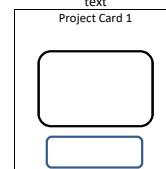
X

PAVE YOUR WAY WITH US INFRA GROUP 2019 EOOD

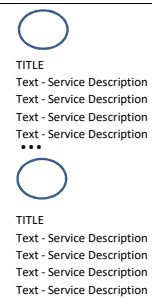
Start Your Project

START YOUR PROJECT

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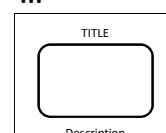
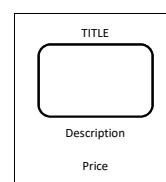


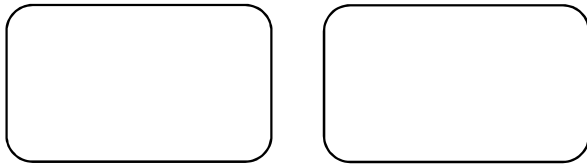
SERVICES



SURFACING PRICES

text
text
text





EXPERT'S ADVICE

text
text
text

TITLE	TITLE	TITLE
Description Text	Description Text	Description Text
Get a Free Quote	Get a Free Quote	Get a Free Quote

TESTIMONIALS

Text - Testimonials
Text - Testimonials
Text - Testimonials
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Name

Text - Testimonials
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Name

CONTACT US

Contact Info

GET A FREE QUOTE

Quote

Fields

FOOTER

[About us](#) [Press](#)

[Facebook](#) [Twitter](#) [Instagram](#)

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Description
Price

GALLERY



...



EXPERT'S ADVICE

TITLE
Description Text
Get a Free Quote

...

TITLE
Description Text
Get a Free Quote

TESTIMONIALS

Text - Testimonials
Text - Testimonials
Text - Testimonials
Text - Testimonials
Text - Testimonials
Name

...

CONTACT US

Contact Info

GET A FREE QUOTE

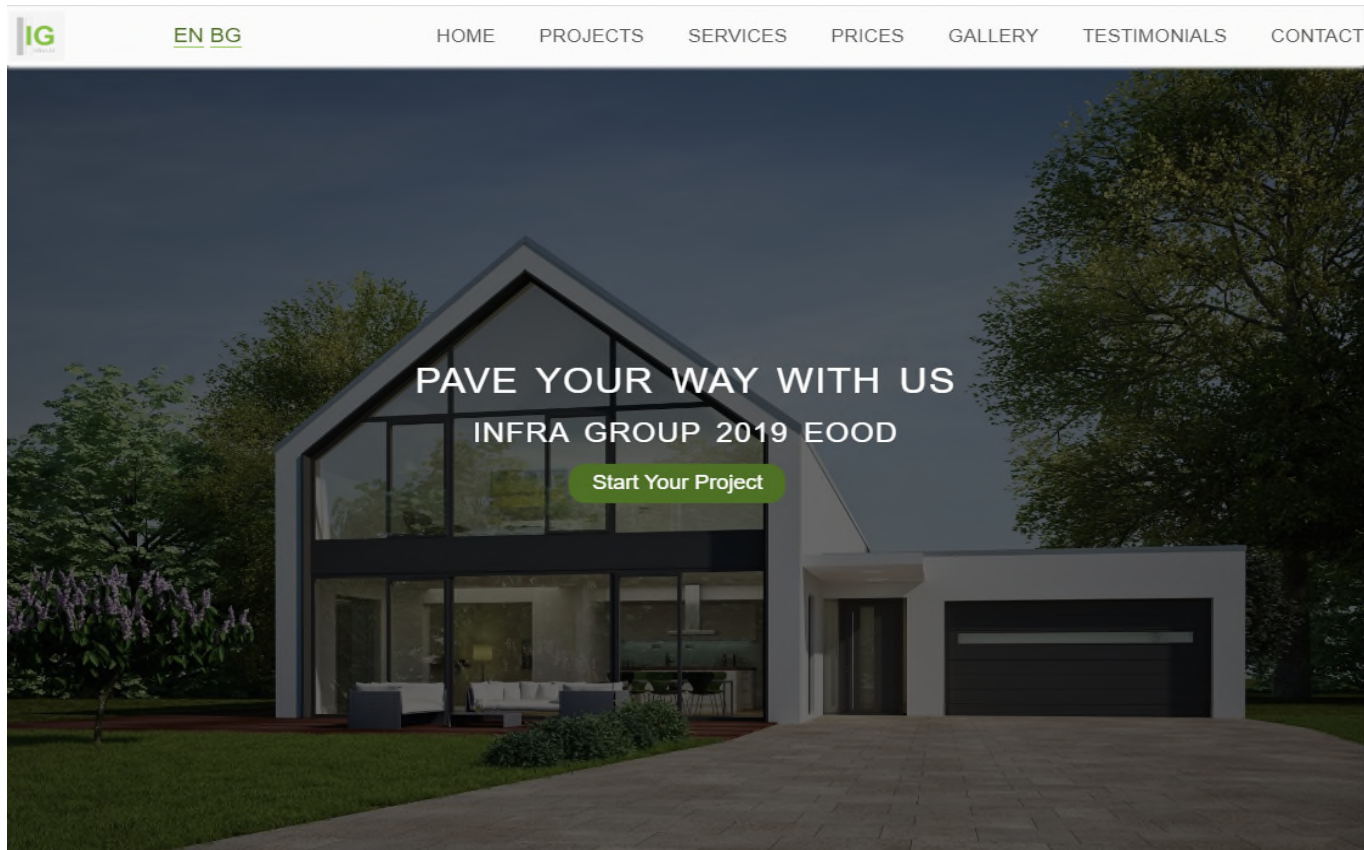
Quote

Fields

FOOTER

[About us](#) [Press](#) [Facebook](#) [Twitter](#) [Instagram](#)

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(247 UG) The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels) and the site structure is simple, with a clear conceptual model and no unnecessary levels.

“Flat menus are good at displaying a small number of options. (Preece 2015, 247)

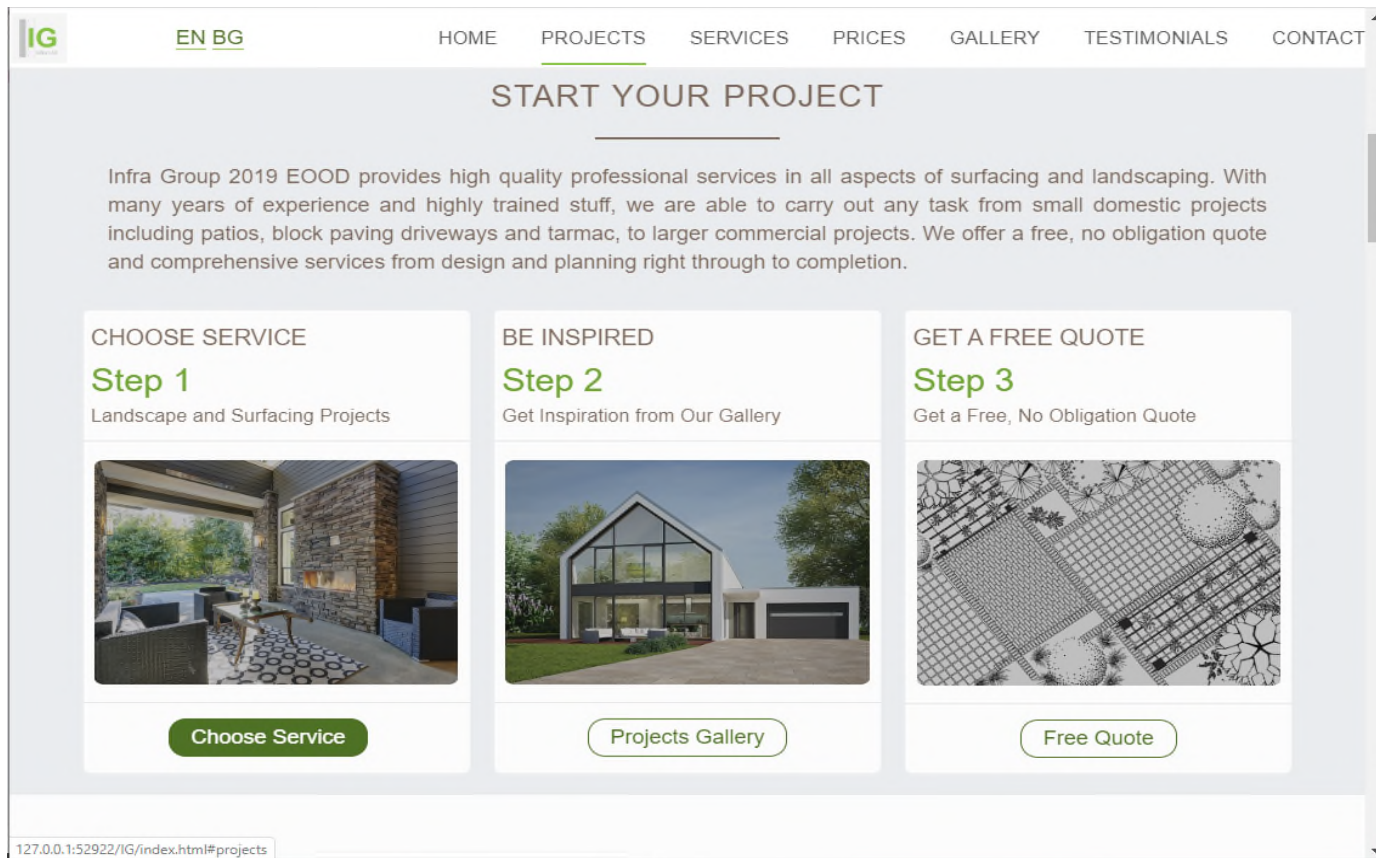
(247 UG) The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb).

(247 UG) By just looking at the home page, the first time user will understand where to start.

A unique company's logo

Two identical pages written in English and Bulgarian.

The English page is loaded by default for the purpose of this project.



(247 UG) Each content page begins with implications.

Information is structured mainly in cards in order to attract users' attention and make information recognizable.

Some of the cards contain text, pictures, links or buttons in different combination in order to be memorised and recognised easily by the users.

(247 UG) The site correctly anticipates and prompts for the user's probable next activity.

(247 UG) The task sequence parallels the user's work processes.

Step 1 button has different colour, whilst the other two buttons are transparent.

(247 UG) Pages are quick to scan, with ample headings and sub-headings and short paragraphs.

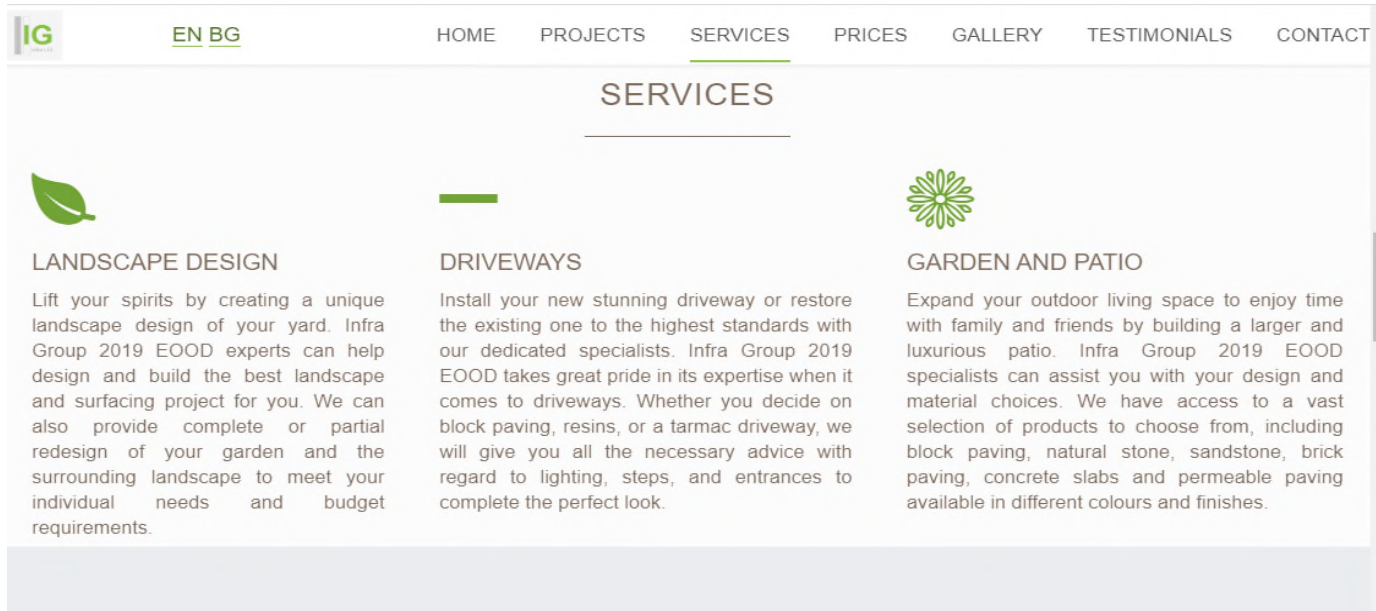
(247 UG) The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text.

(247 UG) Links and link titles are descriptive and predictive, and there are no "Click here!" links.

(247 UG) Button labels and link labels start with action words.

(247 UG) Headings and sub-headings are short, straightforward and descriptive.

(247 UG) Text links are long enough to be understood, but short enough to minimise wrapping.



“Another approach that many smartphone designers use is flat 2D icons. These are very simple and use strong colours and pictograms or symbols. The effect is to make them easily recognizable and distinctive.” (Preece 2015, 252)

The colour of the next section is different.

Colours - two main colours are used. The first one is called “wet asphalt” and the second one is green.


(247 UG) Sentences are written in active voice.

The website content is compelling and checked by language experts in English and Bulgarian.

(247 UG) If there is an image on a button or icon, it is relevant to the task.

(247 UG) Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family).

(247 UG) There is a good balance between information density and use of white space.



EN BG

HOME

PROJECTS

SERVICES

PRICES

GALLERY


TESTIMONIALS

CONTACT

SURFACING PRICES

Make your property stand out from the rest with our expertly installed tarmac, block paving, and resins. To ensure the longevity of your driveway, our team at Infra Group 2019 EOOD only uses quality materials.

TARMAC PRICE




Tarmac is highly popular for construction of driveways due to the following:

- ✓ durable and hardwearing
- ✓ lower installation costs
- ✓ variety of colours

16 leva per m2

wear layer - 4cm tickness

BLOCK PAVING PRICE




Block paving designs and installations are:

- ✓ very decorative - different size, colours, textures, and patterns
- ✓ hard wearing and non-slip
- ✓ easily maintained

32 leva per m2

concrete blocks - 10cm x 20cm x 6cm

GRAVEL AND RESINS PRICE



High quality resins and natural stones give outstanding results:

- ✓ quick installation and low maintenance
- ✓ hard wearing and non-slip
- ✓ colour and size variety

9 leva m2 (gravel); 60 leva m2 (resin)

20cm layer tickness

Our Offers

127.0.0.1:52922/IG/index.html#surfacing

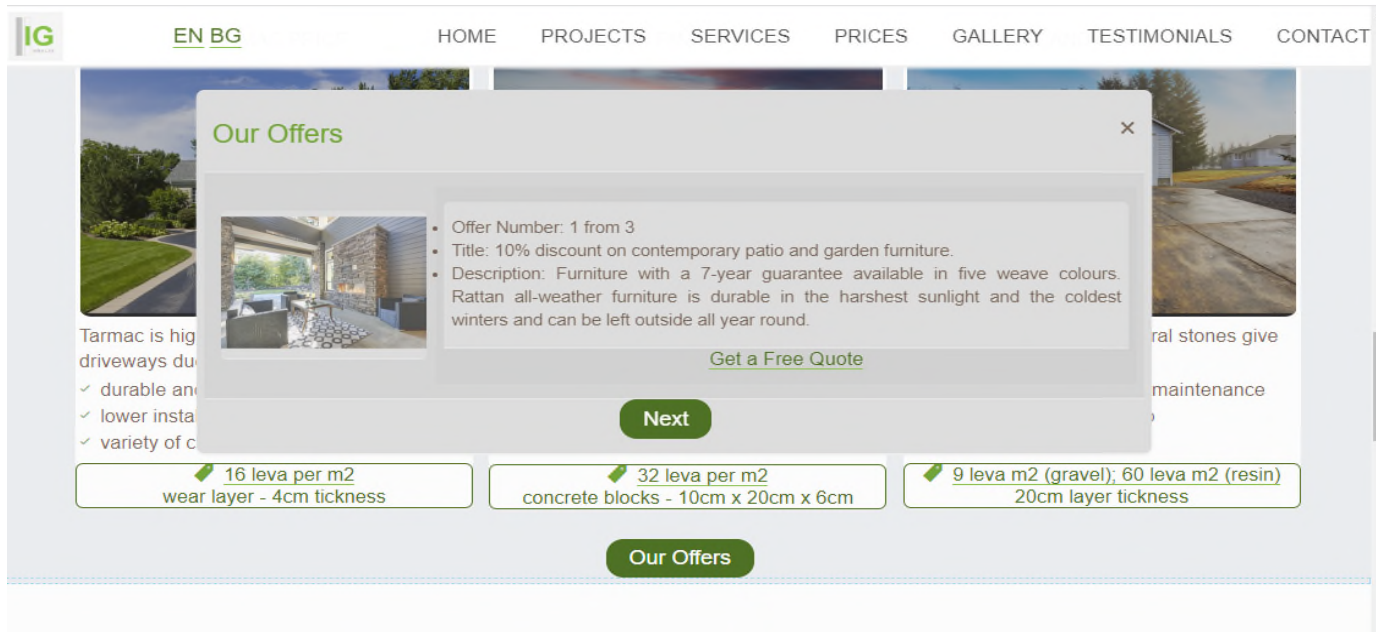
(247 UG) Items can be compared easily when this is necessary for the task (e.g. product comparisons).

(247 UG) Price is always clearly displayed next to any product.

(247 UG) Important content can be accessed from more than one link (different users may require different link labels).

By clicking on the price link Sections Contact and Quote will appear.

Our Offers button opens a new window with 3 offers.

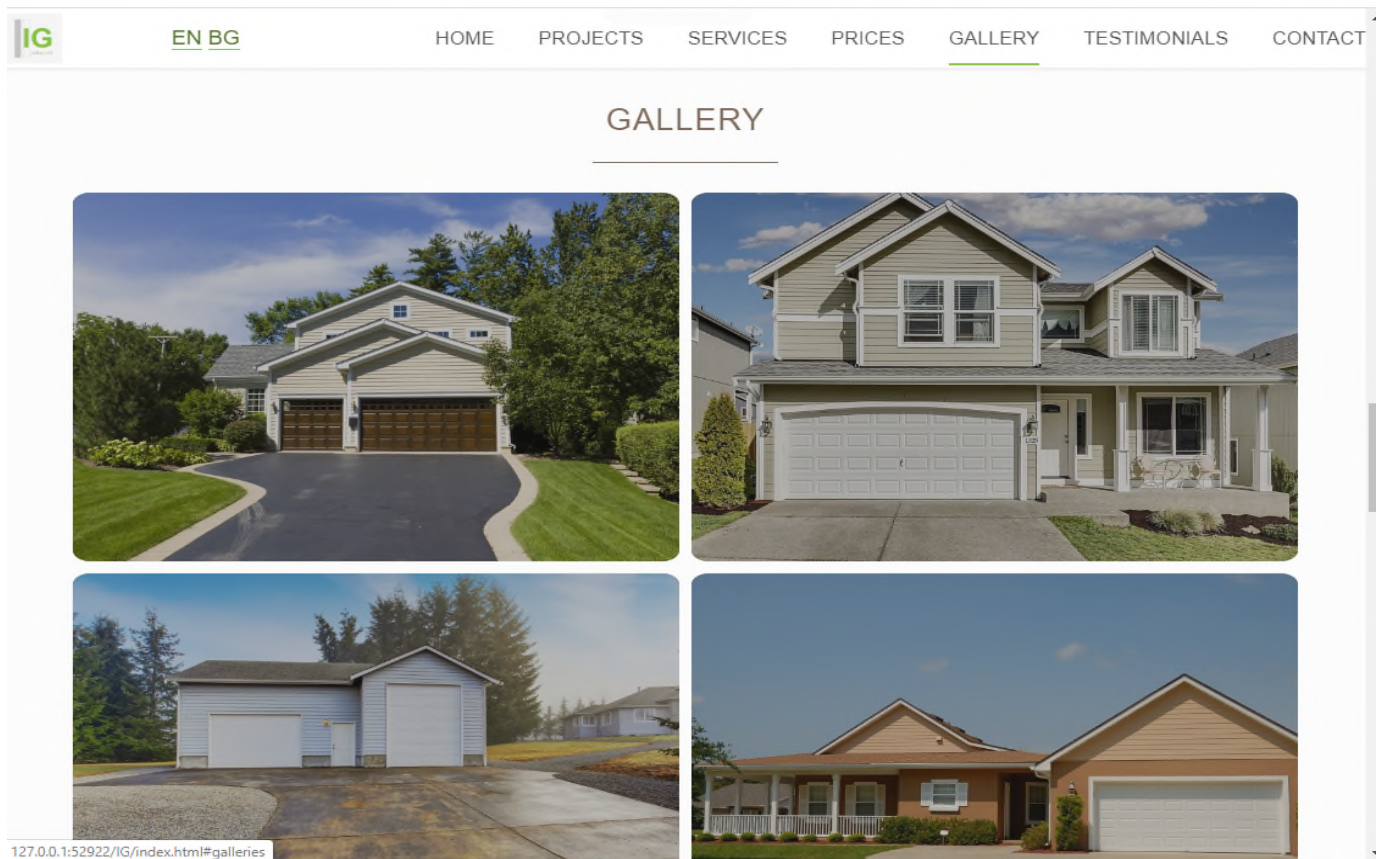


Our Offers button opens a new window with 3 offers.

All offers are accessible by clicking on button Next.

Every offer is indicated by numbers from 1 to 3.

Get a Free Quote link can increase conversion rates.



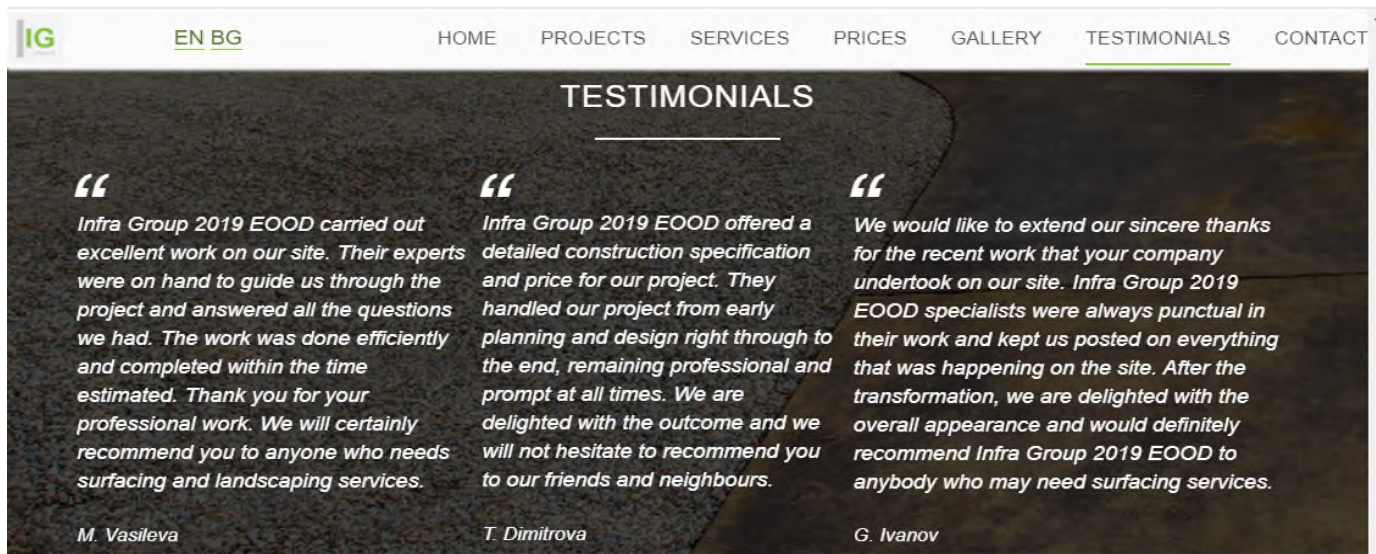
High quality images are required in users' research and client's brief.

Images will be accessed by vertical scrolling in Desktop view.

Images will be accessed by vertical scrolling in Mobile view, because of users research results.

Users' Research results:

3 of 4 users who browse using their mobile phones admit they may use only one hand to interact with digital content, scrolling up and down when the other hand is busy.



(247 UG) The content is up-to-date, authoritative and trustworthy.

(247 UG) The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.

The screenshot shows a web page with a navigation bar at the top containing links: EN BG, HOME, PROJECTS, SERVICES, PRICES, GALLERY, TESTIMONIALS, and CONTACT. The main content area is divided into two sections. The left section, titled 'CONTACT US', provides contact information for 'Infra Group 2019 EOOD' located at 'Dunav Ave, Plovdiv, 4000, Bulgaria'. It includes an email address 'infragroup2019@domain.com' and a phone number '+359 12345678'. The right section, titled 'GET YOUR FREE QUOTE', contains a form with the following elements: a 'Name' field with a red border and a red error message 'Please, enter your name above.'; an 'Email' field with a green border and the value 'nikolina_marinova@yahoo.com'; a 'Choose your project' dropdown menu; a checkbox for 'Receive newsletter?' which is checked; and a text area for 'Describe your dreamed project to get a free, no obligation quote.' with a red error message 'Please, describe your dream project above.' and a confirmation message 'Infra Group 2019 EOOD will contact you in 24h. Thank you for submitting your request.' A green 'Get a Free Quote!' button is at the bottom of the form. The footer contains links for 'About us' and 'Press', social media icons for Facebook, Twitter, and Instagram, and a copyright notice for 2020.

IG

EN BG

HOME PROJECTS SERVICES PRICES GALLERY TESTIMONIALS CONTACT

CONTACT US

You may want to visit us:

Infra Group 2019 EOOD
Dunav Ave
Plovdiv, 4000
Bulgaria

Send us an email,
infragroup2019@domain.com

Call us: +359 12345678

GET YOUR FREE QUOTE

Name
Enter your name
Please, enter your name above.

Email
nikolina_marinova@yahoo.com

Choose your project
Choose your project

Receive newsletter? ☒ Yes, please.

Describe your dreamed project to get a free, no obligation quote.
Describe your project here
Please, describe your dream project above.
Infra Group 2019 EOOD will contact you in 24h. Thank you for submitting your request.

Get a Free Quote!

About us Press

Facebook Twitter Instagram

127.0.0.1:52922/IG/index.html#contact

Copyright © 2020 by Infra Group 2019 EOOD. All rights reserved.

(247 UG) Forms are validated before the form is submitted.

Correct information is entered in Email Field and the field box is green after pressing the Get a Free Quote! button.

The fields in red are mandatory, coloured in red if empty.

A message in red appears asking the user to enter correct information.

Incorrect email entry is also validated by a regex validation in the code.

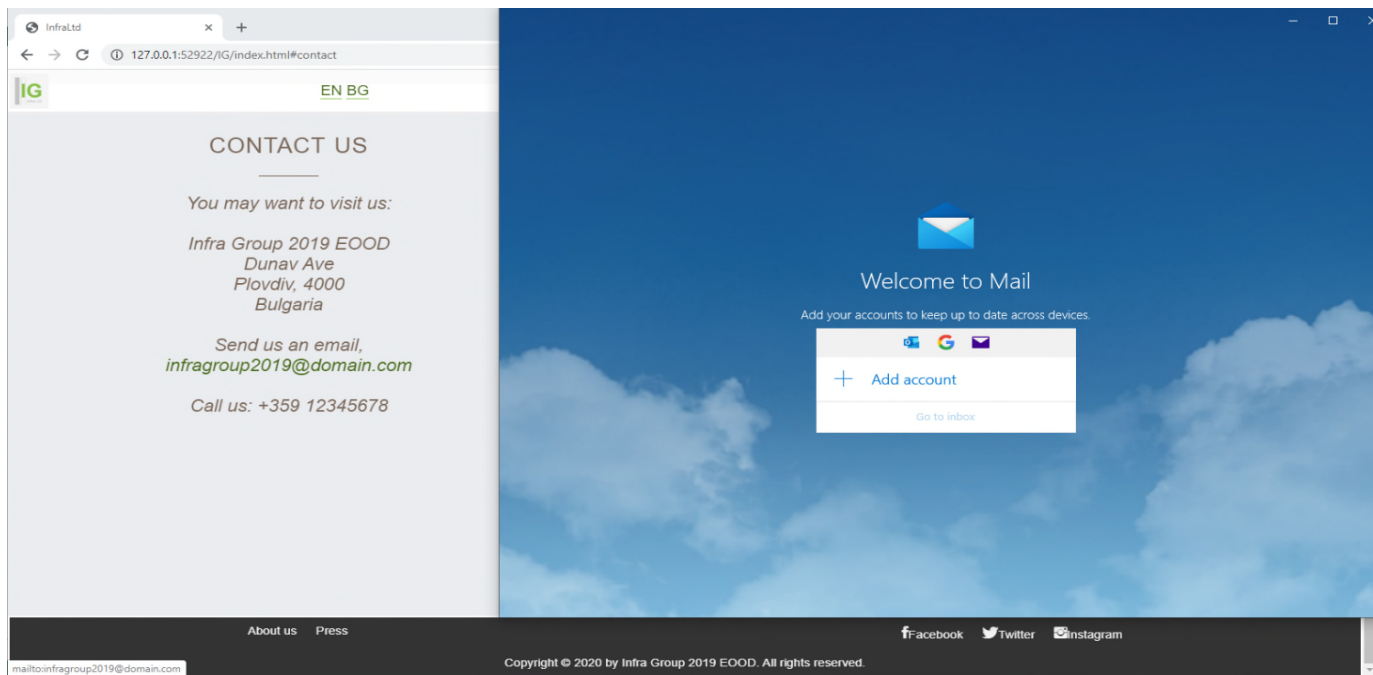
A message that ensures the company will answer in 24 hours is required in the users' research.

(247 UG) Colour is used to structure and group items on the page.

(247 UG) Field labels on forms clearly explain what entries are desired.

(247 UG) When field labels on forms take the form of questions, the questions are stated in clear, simple language.

(247 UG) Action buttons (such as "Submit") are always invoked by the user, not automatically invoked by the system when the last field is completed.



User Research results:

Explicit company's email address is required by users in the **users' research**.

By clicking on the company's email the code ensures opening the user's email program.

Social icons are required in the **users' research**.



A well-known icon for the mobile menu.

Mobile first approach is applied and responsive design is made for mobile devices, tablets and big desktops.

All page components and cards are placed vertically, because of the restrictions of the screen size.

HOME
PROJECTS
SERVICES
PRICES
GALLERY
TESTIMONIALS
CONTACT



By clicking on the mobile menu icon an expandable mobile menu appears.

80% of a broad selection of responsive competitors' websites have similar mobile menus fixed horizontally on the top of the screen.

The mobile menu is fixed on the top, visible while scrolling up and down and can be closed by choosing the Close icon.

PAVE YOUR WAY WITH US INFRA GROUP 2019 EOOD

Start Your Project

START YOUR PROJECT

Infra Group 2019 EOOD provides high quality professional services in all aspects of surfacing and landscaping. With many years of experience and highly trained staff, we are able to carry out any task from small domestic projects including patios, block paving driveways and tarmac, to large commercial projects. We offer a free, no obligation quote and comprehensive services from design and planning right through to completion.

CHOOSE SERVICE

Step 1

Landscape and Surfacing Projects



[Choose Service](#)

BE INSPIRED

Step 2

Get Inspiration from Our Gallery

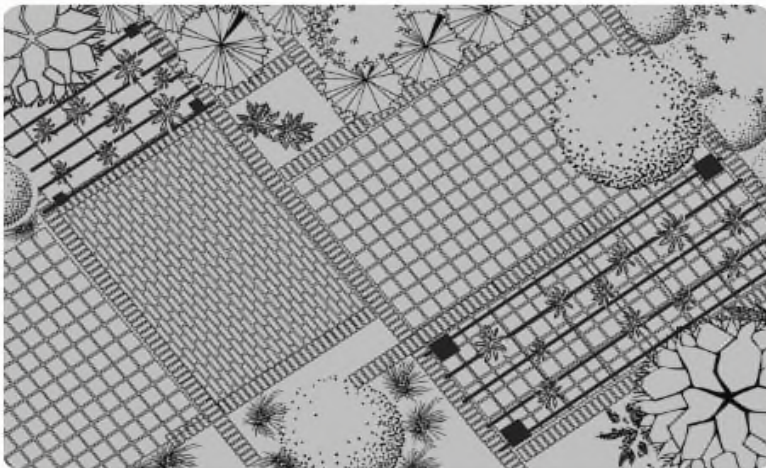


[Projects Gallery](#)

GET A FREE QUOTE

Step 3

Get a Free, No Obligation Quote



[Free Quote](#)

SERVICES



LANDSCAPE DESIGN

Lift your spirits by creating a unique landscape design of your yard. Infra Group 2019 EOOD experts can help design and build the best landscape and surfacing project for you. We can also provide complete or partial redesign of your garden and the surrounding landscape to meet your individual needs and budget requirements.



DRIVEWAYS

Install your new stunning driveway or restore the existing one to the highest standards with our dedicated specialists. Infra Group 2019 EOOD takes great pride in its expertise when it comes to driveways. Whether you decide on block paving, resins, or a tarmac driveway, we will give you all the necessary advice with regard to lighting, steps, and entrances to complete the perfect look.



GARDEN AND PATIO

Expand your outdoor living space to enjoy time with family and friends by building a larger and luxurious patio. Infra Group 2019 EOOD specialists can assist you with your design and material choices. We have access to a vast selection of products to choose from, including block paving, natural stone, sandstone, brick paving, concrete slabs and permeable paving available in different colours and finishes.

SURFACING PRICES

Make your property stand out from the rest with our expertly installed tarmac, block paving, and resins. To ensure the longevity of your driveway, our team at Infra Group 2019 EOOD only uses quality materials.

TARMAC PRICE



Tarmac is highly popular for construction of driveways due to the following:

- ✓ durable and hardwearing
- ✓ lower installation costs
- ✓ variety of colours

16 leva per m2
wear layer - 4cm thickness

BLOCK PAVING PRICE



Block paving designs and installations are:

- ✓ very decorative - different size, colours, textures, and patterns
- ✓ hard wearing and non-slip
- ✓ easily maintained

32 leva per m2
concrete blocks - 10cm x 20cm x 6cm

GRAVEL AND RESINS PRICE



High quality resins and natural stones give outstanding results:

- ✓ quick installation and low maintenance
- ✓ hard wearing and non-slip
- ✓ colour and size variety

✓ 9 leva m2 (gravel); 60 leva m2 (resin)
20cm layer tickness

[Our Offers](#)



[EN](#) [BG](#)



Our Offers



- Offer Number: 3 from 3
- Title: 15% discount on plant fragrant flowers for your garden or yard.
- Description: Create a succession of seasonal aromatherapies with our garden fragrant flowers and bushes in order to maximise the experience of you and your guests.

[Get a Free Quote](#)

[Next](#)

GALLERY



Six images in the gallery section.

EXPERT'S ADVICE

Infra Group 2019 EOOD specialists will help you overcome all problems when choosing to build your driveway, pave your patio surface or create a unique garden. Ideas and techniques featured in the design project will undoubtedly offer the best solutions for your specific site challenges.

LANDSCAPE DESIGN

- ✓ We can help you solve the most backyard drainage problems by conducting a drainage test of your soil.
- ✓ Focal points and designing in inches rather than feet can help to make the most of a small yard landscape. On the other side of the coin, layered plantings can be used to enhance large spaces.
- ✓ Carefully selected wetland trees suitable for planting in wet ground and high water levels as well as shade plants for planting in shady spaces.
- ✓ Plants, fences and privacy screens can be used for creating privacy in your yard and to stop unwanted noise.

✉ [Get a Free Quote](#)

RESIDENTIAL DRIVEWAYS

- ✓ The most important things to consider when you decide to build your residential driveway are the following:
- ✓ Driveway width, layout and material to suit your budget and design goals.
- ✓ The pros and cons of the options for paving a driveway, including concrete, gravel, resins, pavers and asphalt.
- ✓ Some complex designs may require building a drainage system or grading the surface while incorporating slopes or curves.
- ✓ The precise positioning of lights will optimise the safety of your residential driveway at night.

✉ [Get a Free Quote](#)

PATIO AND GARDEN

- ✓ While you decide on the purpose of a patio, we can help you to determine the right size, layout and shape.

CONTACT US

You may want to visit us:

Infra Group 2019 EOOD
Dunav Ave
Plovdiv, 4000
Bulgaria

Send us an email, infragroup2019@domain.com

Call us: +359 12345678

GET YOUR FREE QUOTE

Name

Enter your name

Please, enter your name above.

Email

nikolina_marinova@yahoo.com

Choose your project

Choose your project ▼

Receive newsletter? ☒ Yes, please.

Describe your dreamed project to get a free, no obligation quote.

Describe your project here

Please, describe your dream project above.

Infra Group 2019 EOOD will contact you in 24h. Thank you for submitting your request.

[Get a Free Quote!](#)

Infra Group 2019 EOOD Heuristic Evaluation against 247 Web Usability Guidelines

No	247 Web Usability Guidelines	INFRA GROUP
	Criterion/Checkpoint	Heuristic Evaluation
	Home Page	
2	If the site is large, the home page contains a search input box.	0
5	The home page shows good examples of real site content	0
7	There is a short list of items recently featured on the homepage, supplemented with a link to archival content	0
1	The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	OK
3	Product categories are provided and clearly visible on the homepage	OK
4	Useful content is presented on the home page or within one click of the home page	OK
6	Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	OK
8	Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	OK
9	The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	OK
10	The home page contains meaningful graphics, not clip art or pictures of models	OK
11	Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	OK
12	The title of the home page will provide good visibility in search engines like Google	OK
13	All corporate information is grouped in one distinct area (e.g. "About Us")	OK
14	Users will understand the value proposition	OK
15	By just looking at the home page, the first time user will understand where to start	OK
16	The home page shows all the major options	OK
17	The home page of the site has a memorable URL	OK
18	The home page is professionally designed and will create a positive first impression	OK
19	The design of the home page will encourage people to explore the site	OK
20	The home page looks like a home page; pages lower in the site will not be confused with it	OK
	Task Orientation and Site Functionality	
21	The site is free from irrelevant, unnecessary and distracting information	OK
22	Excessive use of scripts, applets, movies, audio files, graphics and images has been avoided	OK
23	The site avoids unnecessary registration	OK
25	Information is presented in a simple, natural and logical order	OK
26	The number of screens required per task has been minimised	OK
27	The site requires minimal scrolling and clicking	OK
28	The site correctly anticipates and prompts for the user's probable next activity	OK
31	Users can complete common tasks quickly	OK
33	The task sequence parallels the user's work processes	OK
35	The most important and frequently used topics, features and functions are close to the centre of the page, not in the far left or right margins	OK
36	The user does not need to enter the same information more than once	OK
37	Important, frequently needed topics and tasks are close to the 'surface' of the web site	OK
39	The path for any given task is a reasonable length (2-5 clicks)	OK

No	247 Web Usability Guidelines	INFRA GROUP
	Criterion/Checkpoint	Heuristic Evaluation
42	The site's privacy policy is easy to find, especially on pages that ask for personal information, and the policy is simple and clear	OK
43	Users of the site do not need to remember information from place to place	OK
45	Data formats follow appropriate cultural conventions (e.g. miles for UK)	OK
46	Details of the software's internal workings are not exposed to the user	OK
47	The site caters for users with little prior experience of the web	OK
48	The site makes it easy for users to explore the site and try out different options before committing themselves	OK
49	A typical first-time visitor can do the most common tasks without assistance	OK
50	When they return to the site, users will remember how to carry out the key tasks	OK
51	The functionality of novel device controls is obvious	OK
54	Action buttons (such as "Submit") are always invoked by the user, not automatically invoked by the system when the last field is completed	OK
55	Command and action items are presented as buttons (not, for example, as hypertext links)	OK
58	If there is an image on a button or icon, it is relevant to the task	OK
61	The site is robust and all the key features work (i.e. there are no javascript exceptions, CGI errors or broken links)	OK
	Navigation and Information Architecture	
65	There is a convenient and obvious way to move between related pages and sections and it is easy to return to the home page	OK
66	The information that users are most likely to need is easy to navigate to from most pages	OK
67	Navigation choices are ordered in the most logical or task-oriented manner	OK
68	The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels)	OK
69	The site structure is simple, with a clear conceptual model and no unnecessary levels	OK
70	The major sections of the site are available from every page (persistent navigation) and there are no dead ends	OK
71	Navigation tabs are located at the top of the page, and look like clickable versions of real-world tabs	OK
74	The site map provides a concise overview of the site, not a rehash of the main navigation or a list of every single topic	OK
76	Category labels accurately describe the information in the category	OK
77	Links and navigation labels contain the "trigger words" that users will look for to achieve their goal	OK
78	Terminology and conventions (such as link colours) are (approximately) consistent with general web usage	OK
79	Links look the same in the different sections of the site	OK
81	The terms used for navigation items and hypertext links are unambiguous and jargon-free	OK
83	There is a visible change when the mouse points at something clickable (excluding cursor changes)	OK
84	Important content can be accessed from more than one link (different users may require different link labels)	OK
85	Navigation-only pages (such as the home page) can be viewed without scrolling	OK
86	Hypertext links that invoke actions (e.g downloads, new windows) are clearly distinguished from hypertext links that load another page	OK
89	The site does not disable the browser's "Back" button and the "Back" button appears on the browser toolbar on every page	OK
90	Clicking the back button always takes the user back to the page the user came from	OK
92	If the site spawns new windows, these will not confuse the user (e.g. they are dialog-box sized and can be easily closed)	OK

No	247 Web Usability Guidelines	INFRA GROUP
	Criterion/Checkpoint	Heuristic Evaluation
93	Menu instructions, prompts and messages appear on the same place on each screen	OK
	Forms and Data Entry	
94	Fields in data entry screens contain default values when appropriate and show the structure of the data and the field length	OK
97	Field labels on forms clearly explain what entries are desired	OK
98	Text boxes on forms are the right length for the expected answer	OK
99	There is a clear distinction between “required” and “optional” fields on forms	OK
105	Pull-down menus, radio buttons and check boxes are used in preference to text entry fields on forms (i.e. text entry fields are not overused)	OK
106	With data entry screens, the cursor is placed where the input is needed	OK
107	Data formats are clearly indicated for input (e.g. dates) and output (e.g. units of values).	OK
108	Users can complete simple tasks by entering just essential information (with the system supplying the non-essential information by default)	OK
109	Forms allow users to stay with a single interaction method for as long as possible (i.e. users do not need to make numerous shifts from keyboard to mouse to keyboard).	OK
111	Text entry fields indicate the amount and the format of data that needs to be entered	OK
112	Forms are validated before the form is submitted	OK
114	The site makes it easy to correct errors (e.g. when a form is incomplete, positioning the cursor at the location where correction is required)	OK
115	There is consistency between data entry and data display	OK
116	Labels are close to the data entry fields (e.g. labels are right justified)	OK
	Trust and Credibility	
117	The content is up-to-date, authoritative and trustworthy	OK
118	The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.	OK
119	It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	OK
120	The company comprises acknowledged experts (look for credentials)	OK
121	The site avoids advertisements, especially pop-ups.	OK
123	The site avoids marketing waffle	OK
124	Each page is clearly branded so that the user knows he is still in the same site	OK
125	It is easy to contact someone for assistance and a reply is received quickly	OK
126	The content is fresh: it is updated frequently and the site includes recent content	OK
127	The site is free of typographic errors and spelling mistakes	OK
128	The visual design complements the brand and any offline marketing messages	OK
129	There are real people behind the organisation and they are honest and trustworthy (look for bios)	OK
	Writing and Content Quality	
130	The site has compelling and unique content	OK
131	Text is concise, with no needless instructions or welcome notes	OK
132	Each content page begins with conclusions or implications and the text is written with an inverted pyramid style	OK
133	Pages use bulleted and numbered lists in preference to narrative text	OK
134	Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another	OK
135	The most important items in a list are placed at the top	OK
136	Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical	OK

No	247 Web Usability Guidelines	INFRA GROUP
	Criterion/Checkpoint	Heuristic Evaluation
137	Content has been specifically created for the web (web pages do not comprise repurposed material from print publications such as brochures)	OK
139	Hypertext has been appropriately used to structure content	OK
140	Sentences are written in the active voice	OK
141	Pages are quick to scan, with sample headings and sub-headings and short paragraphs	OK
143	Each page is clearly labelled with a descriptive and useful title that makes sense as a bookmark	OK
144	Links and link titles are descriptive and predictive, and there are no "Click here!" links	OK
146	Link names match the title of destination pages, so users will know when they have reached the intended page	OK
147	Button labels and link labels start with action words	OK
148	Headings and sub-headings are short, straightforward and descriptive	OK
149	The words, phrases and concepts used will be familiar to the typical user	OK
150	Numbered lists start at "1" not at "0"	OK
151	Acronyms and abbreviations are defined when first used	OK
152	Text links are long enough to be understood, but short enough to minimise wrapping (especially when used as a navigation list)	OK
	Page Layout and Visual Design	
153	The screen density is appropriate for the target users and their tasks	OK
154	The layout helps focus attention on what to do next	OK
155	On all pages, the most important information (such as frequently used topics, features and functions) is presented on the first screenful of information ("above the fold")	OK
156	The site can be used without scrolling horizontally	OK
157	Things that are clickable (like buttons) are obviously pressable	OK
158	Items that aren't clickable do not have characteristics that suggest that they are	OK
159	The functionality of buttons and controls is obvious from their labels or from their design	OK
160	Clickable images include redundant text labels (i.e. there is no 'mystery meat' navigation)	OK
161	Hypertext links are easy to identify without needing to 'minesweep' (e.g. underlined)	OK
162	Fonts are used consistently	OK
163	The relationship between controls and their actions is obvious	OK
164	Icons and graphics are standard and/or intuitive (concrete and familiar)	OK
165	There is a clear visual "starting point" to every page	OK
166	Each page on the site shares a consistent layout	OK
167	Pages on the site are formatted for printing, or there is a printer-friendly version	OK
168	Buttons and links show that they have been clicked	OK
169	GUI components (like radio buttons and check boxes) are used appropriately	OK
170	Fonts are readable	OK
171	The site avoids italicised text and uses underlining only for hypertext links	OK
172	There is a good balance between information density and use of white space	OK
173	The site is pleasant to look at	OK
174	Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not)	OK
175	The site avoids extensive use of upper case text	OK
176	The site has a consistent, clearly recognisable look and feel that will engage users	OK
177	Saturated blue is avoided for fine detail (e.g. text, thin lines and symbols)	OK
178	Colour is used to structure and group items on the page	OK
179	Graphics will not be confused with banner ads	OK

No	247 Web Usability Guidelines	INFRA GROUP
	Criterion/Checkpoint	Heuristic Evaluation
180	Emboldening is used to emphasise important topic categories	OK
181	On content pages, line lengths are neither too short (<50 characters per line) nor too long (>100 characters per line) when viewed in a standard browser width window	OK
182	Pages have been designed to an underlying grid, with items and widgets aligned both horizontally and vertically	OK
183	Meaningful labels, effective background colours and appropriate use of borders and white space help users identify a set of items as a discrete functional block	OK
184	The colours work well together and complicated backgrounds are avoided	OK
185	Individual pages are free of clutter and irrelevant information	OK
186	Standard elements (such as page titles, site navigation, page navigation, privacy policy etc.) are easy to locate	OK
187	The organisation's logo is placed in the same location on every page, and clicking the logo returns the user to the most logical page (e.g. the home page)	OK
189	Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family)	OK
190	Related information and functions are clustered together, and each group can be scanned in a single fixation (5-deg, about 4.4cm diam circle on screen)	OK
	Help, Feedback, and Error Tolerance	
211	The FAQ or on-line help provides step-by-step instructions to help users carry out the most important tasks	OK
212	It is easy to get help in the right form and at the right time	OK
213	Prompts are brief and unambiguous	OK
214	The user does not need to consult user manuals or other external information to use the site	OK
220	Error messages contain clear instructions on what to do next	OK
222	When the user needs to choose between different options (such as in a dialog box), the options are obvious	OK
224	Error messages are written in a non-derisory tone and do not blame the user for the error	OK
225	Pages load quickly (5 seconds or less)	OK
226	The site provides immediate feedback on user input or actions	OK
228	Where tooltips are used, they provide useful additional help and do not simply duplicate text in the icon, link or field label	OK
234	The site provides clear feedback when a task has been completed successfully	OK
236	Fitts' Law is followed (the distance between controls and the size of the controls is appropriate, with size proportional to distance)	OK
237	There is sufficient space between targets to prevent the user from hitting multiple or incorrect targets	OK
238	There is a line space of at least 2 pixels between clickable items	OK
239	The site makes it obvious when and where an error has occurred (e.g. when a form is incomplete, highlighting the missing fields)	OK
241	The site does a good job of preventing the user from making errors	OK
244	Error messages are written in plain language with sufficient explanation of the problem	OK
247	It is easy to "undo" (or "cancel") and "redo" actions	OK
	Task Orientation and Site Functionality	
40	When there are multiple steps in a task, the site displays all the steps that need to be completed and provides feedback on the user's current position in the workflow	NA/0
62	The site supports novice and expert users by providing different levels of explanation (e.g. in help and error messages)	NA/0
	Navigation and Information Architecture	
72	There is a site map that provides an overview of the site's content	NA/0

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	Criterion/Checkpoint	Heuristic Evaluation
73	The site map is linked to from every page	NA/0
75	Good navigational feedback is provided (e.g. showing where you are in the site)	NA/0
88	There are clearly marked exits on every page allowing the user to bale out of the current task without having to go through an extended dialog	NA/0
	Search	
191	The default search is intuitive to configure (no Boolean operators)	NA/0
192	The search results page shows the user what was searched for and it is easy to edit and resubmit the search	NA/0
193	Search results are clear, useful and ranked by relevance	NA/0
194	The search results page makes it clear how many results were retrieved, and the number of results per page can be configured by the user	NA/0
195	If no results are returned, the system offers ideas or options for improving the query based on identifiable problems with the user's input	NA/0
196	The search engine handles empty queries gracefully	NA/0
197	The most common queries (as reflected in the site log) produce useful results	NA/0
198	The search engine includes templates, examples or hints on how to use it effectively	NA/0
199	The site includes a more powerful search interface available to help users refine their searches (preferably named "revise search" or "refine search", not "advanced search")	NA/0
200	The search results page does not show duplicate results (either perceived duplicates or actual duplicates)	NA/0
201	The search box is long enough to handle common query lengths	NA/0
202	Searches cover the entire web site, not a portion of it	NA/0
203	If the site allows users to set up a complex search, these searches can be saved and executed on a regular basis (so users can keep up-to-date with dynamic content)	NA/0
204	The search interface is located where users will expect to find it (top right of page)	NA/0
205	The search box and its controls are clearly labelled (multiple search boxes can be confusing)	NA/0
206	The site supports people who want to browse and people who want to search	NA/0
207	The scope of the search is made explicit on the search results page and users can restrict the scope (if relevant to the task)	NA/0
208	The search results page displays useful meta-information, such as the size of the document, the date that the document was created and the file type (Word, pdf etc.)	NA/0
209	The search engine provides automatic spell checking and looks for plurals and synonyms	NA/0
210	The search engine provides an option for similarity search ("more like this")	NA/0
	Help, Feedback, and Error Tolerance	
215	The site uses a customised 404 page, which includes tips on how to find the missing page and links to "Home" and Search	NA/0
	Task Orientation and Site Functionality	
24	The critical path (e.g. purchase, subscription) is clear, with no distractions on route	NA
29	When graphs are shown, users have access to the actual data (e.g. numeric annotation on bar charts)	NA
30	Activities allocated to the user or the computer take full advantage of the strengths of each (look for actions that can be done automatically by the site, e.g. postcode lookup)	NA
32	Items can be compared easily when this is necessary for the task (e.g. product comparisons)	NA
34	The site makes the user's work easier and quicker than without the system	NA

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38	Typing (e.g. during purchase) is kept to an absolute minimum, with accelerators ("one-click") for return users	NA
41	Price is always clearly displayed next to any product	NA
44	The use of metaphors is easily understandable by the typical user	NA
52	On the basket page, there is a highly visible 'Proceed to checkout' button at the top and bottom of the page	NA
53	Important calls to action, like 'Add to basket', are highly visible	NA
56	If the user is half-way through a transaction and quits, the user can later return to the site and continue from where he left off	NA
57	When a page presents a lot of information, the user can sort and filter the information	NA
59	The site prompts the user before automatically logging off the user, and the time out is appropriate	NA
60	Unwanted features (e.g. Flash animations) can be stopped or skipped	NA
63	The site allows users to rename objects and actions in the interface (e.g. naming delivery addresses or accounts)	NA
64	The site allows the user to customise operational time parameters (e.g. time until automatic logout)	NA
80	Product pages contain links to similar and complementary products to support cross-selling	NA
82	Users can sort and filter catalogue pages (e.g. by listing in price order, or showing 'most popular')	NA
87	The site allows the user to control the pace and sequence of the interaction	NA
91	A link to both the basket and checkout is clearly visible on every page	NA
	Forms and Data Entry	
95	When a task involves source documents (such as a paper form), the interface is compatible with the characteristics of the source document	NA
96	The site automatically enters field formatting data (e.g. currency symbols, commas for 1000s, trailing or leading spaces). Users do not need to enter characters like £ or %.	NA
100	The same form is used for both logging in and registering (i.e. it's like Amazon)	NA
101	Forms pre-warn the user if external information is needed for completion (e.g. a passport number)	NA
102	Questions on forms are grouped logically, and each group has a heading	NA
103	Fields on forms contain hints, examples or model answers to demonstrate the expected input	NA
104	When field labels on forms take the form of questions, the questions are stated in clear, simple language	NA
110	The user can change default values in form fields	NA
113	With data entry screens, the site carries out field-level checking and form-level checking at the appropriate time	NA
	Trust and Credibility	
122	Delivery costs are highlighted at the very beginning of checkout	NA
138	Product pages contain the detail necessary to make a purchase, and users can zoom in on product images	NA
142	The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text	NA
145	The site avoids cute, clever, or cryptic headings	NA
188	Attention-attracting features (such as animation, bold colours and size differentials) are used sparingly and only where relevant	NA
	Help, Feedback, and Error Tolerance	
216	The site provides good feedback (e.g. progress indicators or messages) when needed (e.g. during checkout)	NA
217	Users are given help in choosing products	NA

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218	User confirmation is required before carrying out potentially “dangerous” actions (e.g. deleting something)	NA
219	Confirmation pages are clear	NA
221	Immediately prior to committing to the purchase, the site shows the user a clear summary page and this will not be confused with a purchase confirmation page	NA
223	The site keeps users informed about unavoidable delays in the site’s response time (e.g. when authorising a credit card transaction)	NA
227	The user is warned about large, slow-loading pages (e.g. “Please wait...”), and the most important information appears first	NA
229	When giving instructions, pages tell users what to do rather than what to avoid doing	NA
230	The site shows users how to do common tasks where appropriate (e.g. with demonstrations of the site's functionality)	NA
231	The site provides feedback (e.g. “Did you know?”) that helps the user learn how to use the site	NA
232	The site provides context sensitive help	NA
233	Help is clear and direct and simply expressed in plain English, free from jargon and buzzwords	NA
235	Important instructions remain on the screen while needed, and there are no hasty time outs requiring the user to write down information	NA
240	The site uses appropriate selection methods (e.g. pull-down menus) as an alternative to typing	NA
242	The site prompts the user before correcting erroneous input (e.g. Google's “Did you mean...”)	NA
243	The site ensures that work is not lost (either by the user or site error)	NA
245	When relevant, the user can defer fixing errors until later in the task	NA
246	The site can provide more detail about error messages if required	NA

All five competitors' websites are assessed against the criteria above.

<http://www.rusinov-stroi.com/index.php?page=vertikalna-planirovka>

<http://www.soliterbg.com/vertikalna-planirovka>

<https://www.geo-mark.bg/%D0%B2%D0%B5%D1%80%D1%82%D0%B8%D0%BA%D0%B0%D0%BB%D0%BD%D0%B0-%D0%BF%D0%BB%D0%B0%D0%BD%D0%B8%D1%80%D0%BE%D0%B2%D0%BA%D0%B0/>

<http://www.kanev2000.com/pages/uslugi/vertikalna-planirovka>

<http://venkov.net/>