

Usability review (Español)

Nomadizers

Score

Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable or can't be assessed

Features & functionality

- 1 Las características y la funcionalidad cumplen con las metas y objetivos comunes del usuario.

Moderate

- 2 Las características y la funcionalidad son compatibles con los flujos de trabajo deseados por los usuarios.

Poor

- 3 Las tareas de uso frecuente están fácilmente disponibles (por ejemplo, fácilmente accesibles desde la página de inicio) y están bien soportadas (por ejemplo, los accesos directos están disponibles).

Poor

- 4 Los usuarios reciben un apoyo adecuado según su nivel de experiencia (por ejemplo, atajos para usuarios expertos, ayuda e instrucciones para usuarios novatos).

Poor

- 5 Las llamadas a las acciones (por ejemplo, registrarse, agregar a la cesta, enviar) son claras, están bien etiquetadas y aparecen como cliqueables.

Moderate

Homepage / starting page

- 6 La página de inicio proporciona una instantánea clara y una descripción general del contenido, las características y la funcionalidad disponible.

Good

- 7 La página de inicio es eficaz para orientar y dirigir a los usuarios a la información más relevante.

Comments

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

	Weighting (out of 5)	Weighting ratio	Rating (0 - 5)	Score	Out of
	5	100%	3	3	5
	5	100%	2	2	5
Buscar viajes y destinos está muy escondido (en la sección Agencias de Viaje), pero publicarlo es visible y el formulario es completo.	4	80%	2	1,6	4
No se ofrece ningún tipo de guía de uso, y los menús no son intuitivos.	3	60%	2	1,2	3
Pese a que los menús son identificables, esconden opciones sin mucha relación.	3	60%	3	1,8	3

Queda claro el propósito de la página.

No cumple para nada este propósito.

10	El esquema de navegación (por ejemplo, el menú) es fácil de encontrar, intuitivo y consistente.	<div style="border: 1px solid black; padding: 5px; text-align: center;">Poor</div>
11	La navegación tiene la flexibilidad suficiente para permitir que los usuarios naveguen por los medios deseados (por ejemplo, búsqueda, navegación por tipo, navegación por nombre, más reciente, etc.).	<div style="border: 1px solid black; padding: 5px; text-align: center;">Very poor</div>
12	La estructura del sitio o la aplicación es clara, fácil de entender y aborda objetivos comunes del usuario.	<div style="border: 1px solid black; padding: 5px; text-align: center;">Poor</div>
13	Los enlaces son claros, descriptivos y están bien etiquetados.	<div style="border: 1px solid black; padding: 5px; text-align: center;">Poor</div>
14	Las funciones estándar del navegador (por ejemplo, 'atrás', 'adelante', 'marcador') son compatibles.	<div style="border: 1px solid black; padding: 5px; text-align: center;">Excellent</div>
15	La ubicación actual está claramente indicada (por ejemplo, ruta de navegación, elemento de menú resaltado).	<div style="border: 1px solid black; padding: 5px; text-align: center;">Poor</div>
16	Los usuarios pueden volver fácilmente a la página de inicio o a un punto de inicio relevante.	<div style="border: 1px solid black; padding: 5px; text-align: center;">Good</div>
17	Se proporciona un mapa del sitio o índice claro y bien estructurado (cuando sea necesario)	<div style="border: 1px solid black; padding: 5px; text-align: center;">Very poor</div>

Search

18	Una función de búsqueda consistente, fácil de encontrar y fácil de usar está disponible en todas partes (cuando sea conveniente)	<div style="border: 1px solid black; padding: 5px; text-align: center;">Very poor</div>
19	La interfaz de búsqueda es adecuada para cumplir los objetivos del usuario (por ejemplo, parámetros múltiples, resultados priorizados, filtrado de resultados de búsqueda)	<div style="border: 1px solid black; padding: 5px; text-align: center;">Very poor</div>

<p>En la página principal es poco visible, y para ser el principal medio de navegación, resulta escaso y ambiguo.</p>	4	80%	2	1,6	4
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<p>Las opciones de las que dispone son escasas y están ocultas a lo largo de la página.</p>	3	60%	1	0,6	3
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<p>La estructura de la página parece más un escaparate de paquetes de viajes que una red social de viajes, tal y como se indica.</p>	5	100%	2	2	5
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<p>El formato de la publicación de eventos no es consistente y varía según categorías arbitrarias en la misma sección.</p>	3	60%	2	1,2	3
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	4	80%	5	4	4
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<p>La sección actual aparece descrita con poco peso y no necesariamente con el nombre de la misma.</p>	2	40%	2	0,8	2
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	2	40%	4	1,6	2
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<p>No se proporciona.</p>	1	20%	1	0,2	1
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<p>La función de búsqueda se encuentra en la sección "Agencias de Viaje", y no se sugiere en ningún momento que se pueda encontrar ahí. Además, se pueden buscar compañeros de viaje con filtros, pero está oculto tras hacer scroll en una sección del muro, y tras pulsar un botón con una cruz azul.</p>	4	80%	1	0,8	4
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<p>Únicamente se pueden buscar viajes concertados por agencias.</p>	4	80%	1	0,8	4
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23	Los usuarios pueden fácilmente deshacer, volver atrás y cambiar o cancelar acciones; o al menos tienen la oportunidad de confirmar una acción antes de cometer (por ejemplo, antes de realizar un pedido)	Moderate
24	Los usuarios pueden enviar comentarios (por ejemplo, por correo electrónico o mediante un formulario de comentarios / contacto en línea)	Poor

Forms

25	Los formularios y los procesos complejos se dividen en pasos y secciones fácilmente comprensibles. Cuando se utiliza un proceso, hay un indicador de progreso con números claros o etapas con nombre.	Moderate
26	Se solicita una cantidad mínima de información y, cuando se proporciona la justificación necesaria para solicitar información (por ejemplo, fecha de nacimiento, número de teléfono)	Good
27	Los campos de formulario requeridos yopcionales están claramente indicados	Very poor
28	Se utilizan los campos de entrada apropiados (por ejemplo, el calendario para la selección de la fecha, el menú desplegable para la selección) y se indican los formatos requeridos	Good
29	Se proporcionan ayuda e instrucciones (como ejemplos, información requerida) donde sea necesario.	Very poor

Errors

30	Los errores son claros, fácilmente identificables y aparecen en la ubicación apropiada (por ejemplo, adyacente al campo de entrada de datos, adyacente al formulario, etc.).	Poor
31	Los mensajes de error son concisos, están escritos en un lenguaje fácil de entender y describen qué ocurrió y qué acción es necesaria	Good
32		

<p>La página deja cancelar y editar viajes, pero no de forma intuitiva.</p>	3	60%	3	1,8	3
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<p>Únicamente se especifica un correo de contacto.</p>	1	20%	2	0,4	1
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<p>Los formularios son breves. Podrían estar mejor estructurados.</p>	3	60%	3	1,8	3
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	2	40%	4	1,6	2
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<p>No están aclarados.</p>	2	40%	1	0,4	2
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	3	60%	4	2,4	3
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<p>No existe ayuda ninguna hasta cometer el error. Es entonces cuando aparece un recuadro que lo indica, y se mueve al hacer scroll.</p>	3	60%	1	0,6	3
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<p>Los errores no se mantienen en su lugar al desplazarse por la página.</p>	4	80%	2	1,6	4
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	3	60%	4	2,4	3
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35	Los enlaces a otros contenidos útiles y relevantes (por ejemplo, páginas relacionadas o sitios web externos) están disponibles y se muestran en contexto	Moderate
36	El lenguaje, la terminología y el tono utilizados son apropiados y son fácilmente comprensibles para el público objetivo	Good
37	Los términos, el idioma y el tono utilizados son consistentes (por ejemplo, el mismo término se usa en todo)	Moderate
38	El texto y el contenido son legibles y escaneables, con buena tipografía y contraste visual	Poor

Help

39	Se proporciona ayuda en línea y contextual y es adecuada para la base de usuarios (por ejemplo, está escrita en un lenguaje fácil de entender y solo usa términos reconocidos).	Very poor
40	La ayuda en línea es concisa, fácil de leer y escrita en un lenguaje fácil de entender	Very poor
41	El acceso a la ayuda en línea no impide a los usuarios (es decir, pueden reanudar el trabajo donde lo dejaron después de acceder a la ayuda)	Very poor
42	Los usuarios pueden obtener más ayuda fácilmente (por ejemplo, teléfono o dirección de correo electrónico)	Poor

Performance

43	El rendimiento del sitio o la aplicación no inhibe la experiencia del usuario (por ejemplo, descargas lentas de páginas, retrasos prolongados)	Moderate
44	Los errores y problemas de confiabilidad no inhiben la experiencia del usuario	

Aparecen al final de la página de "Muro".

2	40%	3	1,2	2
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4	80%	4	3,2	4
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Se utilizan los mismos términos, pero son inventados y en inglés, por lo que pueden resultar confusos.

3	60%	3	1,8	3
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El menú mismo sufre problemas de contraste visual en la página de inicio.

3	60%	2	1,2	3
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No se ha encontrado nada de ayuda en línea.

4	80%	1	0,8	4
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3	60%	1	0,6	3
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3	60%	1	0,6	3
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Únicamente se proporciona el correo electrónico y las redes sociales de la plataforma.

2	40%	2	0,8	2
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Tarda en cargar a veces.

4	80%	3	2,4	4
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4	80%	0	0	0
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	Plantilla extraída del artículo: A guide to carrying out usability reviews	http://www.uxforthemasses	
		http://www.uxforthemasses	

.com/usability-reviews/						

Usability review

[Enter product name]

Score

Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable or can't be assessed

Features & functionality

1 Features and functionality meet common user goals and objectives.

Enter score

2 Features and functionality support users desired workflows.

Enter score

3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

Enter score

4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

Enter score

5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Enter score

Homepage / starting page

6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

Enter score

7 The home page / starting page is effective in orienting and directing users to key information and services.

Enter score

Comments

Optional - Provide a short rational for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

	Weighting (out of 5)	Weighting ratio	Rating (0 - 5)
	5	100%	0
	5	100%	0
	4	80%	0
	3	60%	0
	3	60%	0
	3	60%	0

10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	<input type="button" value="Enter score"/>
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...).	<input type="button" value="Enter score"/>
12	The site or application structure is clear, easily understood and addresses common user goals.	<input type="button" value="Enter score"/>
13	Links are clear, descriptive and well labelled.	<input type="button" value="Enter score"/>
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.	<input type="button" value="Enter score"/>
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).	<input type="button" value="Enter score"/>
16	Users can easily get back to the homepage or a relevant start point.	<input type="button" value="Enter score"/>
17	A clear and well structure site map or index is provided (where necessary).	<input type="button" value="Enter score"/>

Search

18	A consistent, easy to find and easy to use search function is available throughout (where desirable).	<input type="button" value="Enter score"/>
19	The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).	<input type="button" value="Enter score"/>

	4	80%	0
	3	60%	0
	5	100%	0
	3	60%	0
	4	80%	0
	2	40%	0
	2	40%	0
	1	20%	0
	4	80%	0
	4	80%	0

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).	<input type="button" value="Enter score"/>
24	Users can easily give feedback (e.g. via email or an online feedback / contact us form).	<input type="button" value="Enter score"/>

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.	<input type="button" value="Enter score"/>
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).	<input type="button" value="Enter score"/>
27	Required and optional form fields are clearly indicated.	<input type="button" value="Enter score"/>
28	Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.	<input type="button" value="Enter score"/>
29	Help and instructions (e.g. examples, information required) are provided where necessary.	<input type="button" value="Enter score"/>

Errors

30	Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).	<input type="button" value="Enter score"/>
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.	<input type="button" value="Enter score"/>
32	Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible	<input type="button" value="Enter score"/>

	3	60%	0
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	1	20%	0
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	3	60%	0
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	2	40%	0
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	2	40%	0
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	3	60%	0
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	4	80%	0
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	3	60%	0
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35	Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.	<input type="button" value="Enter score"/>
36	Language, terminology and tone used is appropriate and readily understood by the target audience.	<input type="button" value="Enter score"/>
37	Terms, language and tone used are consistent (e.g. the same term is used throughout).	<input type="button" value="Enter score"/>
38	Text and content is legible and scanable, with good typography and visual contrast.	<input type="button" value="Enter score"/>

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.	<input type="button" value="Enter score"/>
40	Online help is concise, easy to read and written in easy to understand language.	<input type="button" value="Enter score"/>
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	<input type="button" value="Enter score"/>
42	Users can easily get further help (e.g. telephone or email address).	<input type="button" value="Enter score"/>

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	<input type="button" value="Enter score"/>
44	Errors and reliability issues don't inhibit the user experience.	<input type="button" value="Enter score"/>

	2	40%	0
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	4	80%	0
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	3	60%	0
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	3	60%	0
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	4	80%	0
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	3	60%	0
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	3	60%	0
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	2	40%	0
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	4	80%	0
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	4	80%	0
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Ability guidelines

Features & functionality

Features and functionality meet common user goals and objectives

Key and common user goals and objectives (e.g. carry out some transaction, find some information, carry out some research etc...) should have been identified and addressed. Ideally the site or application should allow users to meet all of their key goals and objectives.

Features and functionality support users desired workflows

The site or application should support or at least be compatible with the way that users wish to work. For example, users might want to be able to carry out bulk transactions or be able to save and return to their work.

Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported

For example short cuts and a login to retrieve details might be provided to speed up the completion of frequently carried out tasks.

Users are adequately supported according to their level of expertise

For example, novice users are given help and instructions and features are progressively disclosed (e.g. advanced features not being shown by default).

Calls to action (e.g. register, add to basket, submit) are clear, well labelled and appear clickable

Possible actions should always be clear and the primary call to action (i.e. the most common or desirable user action) should stand out on the page or screen.

Homepage / starting page

The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available

For example, an introduction and overview of the site is provided together with section snapshots and example content.

The homepage / starting page is effective in orienting and directing users to their desired information and tasks

Users should be able to work out where they need to go to complete a given task (e.g. carry out some research, complete a transaction).

The homepage / starting page layout is clear and uncluttered with sufficient 'white space'

Users should be able to quickly scan the homepage and make sense of both the content available and of how the site is structured.

Navigational

Users can easily access the site or application

For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.

The navigational scheme is easy to find, intuitive and consistent

Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically

Importance
Very high
Very high
High
Medium
Medium
Medium
High
Medium
Low
High

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Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported

Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.

The current location is clearly indicated (e.g. breadcrumb, highlighted menu item)

Users should always know where they are in the site or application.

Users can easily get back to the homepage or a relevant start point

For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.

A clear and well structure site map or index is provided (where necessary)

The sitemap might be part of the header or footer and should ideally be available from every page on the site.

Search

A consistent, easy to find and easy to use search function is available throughout

The search function (where required) should be directly available from most pages on the site or application and should be consistently positioned (e.g. top left, top right or top centre).

The search interface is appropriate to meet user goals

For example users are able to filter search results, an advanced search is available (if necessary) and common search conventions such as quotation marks ("") and natural language searches are handled.

The search facility deals well with common searches, misspellings and abbreviations

Ideally synonyms (e.g. 'coat' should also match 'jacket') should mean that logical and appropriate search results are returned for common user queries. Popular search results (e.g. top matches) should also be identified for common queries.

Search results are relevant, comprehensive, precise, and well displayed

It should be easy for users to see what has been returned, to work out why something has been returned and to determine how many results there are.

Control & feedback

Prompt and appropriate feedback is given

For example, a confirmation message is shown following a successful transaction, input errors are promptly highlighted and it's made clear to users when a page has been updated.

Users can easily undo, go back and change, or cancel actions

If an action can not be undone then users should at least be given the chance to confirm an action before committing (e.g. before placing an order). For example, users can return to a step and change their options or dynamically change a value without having to start again. Where an action can't be undone (e.g. a deletion), this should be made clear to users.

Users can easily give feedback

For example, via email or an online feedback / contact us form. There should be an indication of how long users can expect to wait for a response if a query has been made.

Process

Complex forms and processes are broken up into readily understood steps and sections

For example, a checkout process might be broken up into 'address', 'delivery options', 'payment' and 'confirmation'. Where a

High
Low
Low
Very low
High
High
Low
High
High
High
Medium
Very low
Medium

29

Error

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

Where input is non trivial or is likely to require some explanation this should be provided. Where a-lot of explanation is necessary a link to a page outlining what is required should be provided.

ORS**Errors are clear, easily identified and appear in appropriate locations**

Errors should be immediately apparent to users and ideally be located close to the offending input or function (e.g. adjacent to an input entry field). Inputs causing an error should be highlighted, together with an explanation for the error.

Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary

Errors should avoid using very technical terms or jargon and should be written from the user's perspective.

Common user errors have been taken into consideration and where possible prevented

Common user errors might be missing fields, invalid formats and invalid selections. For example, fields might limit input to particular a format (e.g. numbers only) or only become available once certain criteria have been met. JavaScript might also be utilised to provide immediate feedback for common formatting errors or errors caused by missing fields.

Users are able to easily recover (i.e. not have to start again) from errors

For example, users might be able to re-edit and resubmit a form or enter a different value.

Content & text**Content available (e.g. text, images, video, audio) is appropriate and sufficiently relevant, and detailed to meet user goals**

Content should also be appropriately formatted, so for example videos and audio should be directly playable (i.e. shouldn't need to be downloaded to be played) and images should be of a sufficient quality.

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

For example there might be links from an article to related articles, related content or related external websites.

Language, terminology and tone used is appropriate and readily understood by the target audience

Jargon should be kept to a minimum and plain language should be used where ever possible.

Terms, language and tone used are consistent (e.g. the same term is used throughout)

Capitalisation (e.g. 'Main title'; 'Main Title'; 'MAIN TITLE') and grammar should be consistent, together with the use of formal or informal terms (e.g. could not vs couldn't; what's vs what is etc...).

Text and content is legible and scanable, with good typography and visual contrast

Users should be able to quickly scan headers and body text, in order to get an overview of what's available.

P**Online help is provided and is suitable for the user base**

Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.

Online help is concise, easy to read and written in easy to understand language

Medium

High

Medium

Medium

Medium

Medium

43

44

45

Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays)

Web page downloads shouldn't take longer than 5 seconds and on page interactions (e.g. using an application or AJAX functionality) shouldn't take any longer than 1 second to respond. Interactions taking longer than 1 second to respond should provide suitable feedback to show that something is taking place (e.g. an hour glass or swirling graphic).

Errors and reliability issues don't inhibit the user experience

Sites and applications should be free of bugs and shouldn't have any broken links.

Possible user configurations (e.g. browsers, resolutions, computer specs) are supported

Websites should be usable at a 800x600 screen resolution and should work with the most common browsers (IE, Firefox, Opera, Chrome etc...). Applications should be usable with common computer specifications (operation system, memory, available disk space) and screen resolutions (e.g. 800x600, 1025x768).

High
Medium
Medium

Rating below	Rating	Rating ranges		
0				
1	Very Poor	less than	29	
29	Poor	between	29	and 49
49	Moderate	between	49	and 69
69	Good	between	69	and 89
89	Excellent	more than	89	