

# Design Project

## **Usability Evaluation**

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## **Abstract**

This document aims to provide a detailed usability evaluation of some of the main pages of the TIM website.

This usability evaluation is based on a subset of Mile heuristics for usability evaluation.

## **I. Introduction to the TIM website**

Being TIM one of the major Italian ISP, its website should be one of the most important point of contact between the company and its customers and potential customers.

The current version of the website offers a wide range of services to the TIM's customer like:

- Recharging services
- Data plans activation services
- Mail services

At the same time, the website provides an overall view of all the services that a new customer might be interested in.

## II. Scenarios

### Scenario N°1

**<Persona>**

Luca is an undergraduate student of the Politecnico di Milano and he is a customer of one to the major Tim's competitors

**</Persona>**

**<Setting>**

Luca is coming home from the university and he hears from Spotify for mobile that Tim has some special offers for under 30 people and, in particular, for undergraduate students

**</Setting>**

**<Goals>**

Luca would like to get more information about those offers; if would like to get an overall idea of the data plans offered by Tim

**</Goals>**

**<Actions>**

Luca opens the Tim's website from his mobile phone and starts looking around for the offers that he heard on Spotify for under 30 people

**</Actions>**

## Scenario N°2

### <Persona>

Patrick is a young professional currently living in Milan.

### </Persona>

### <Setting>

He has been a loyal TIM customer for several years. During his studies, he was very cost-conscious. He regularly visited a supermarket to buy refill cards.

### </Setting>

### <Goals>

Now as a young professional, he is in search of a more comfortable solution to avoid running out of money occasionally.

### </Goals>

### <Actions>

Patrick visits TIM's website to look for information. At first the recharge call-to-action button catches his eyes. However, he has not used the online service yet, so he browses the details about it. He discovers an overview of the offered reload services on the offerings page.

### </Actions>

### <Outcome>

Finally, Patrick is satisfied with the information retrieval and sets up recurring payments to refill his account automatically.

### </Outcome>

## III. Results