

	Feature	Problem
CONTENT HEURISTICS	Text	Accuracy
		Currency
		Coverage
		Content Objectivity
		Authority
		Conciseness
	General Communication quality (text, images, ...)	Text Errors

		Multimedia Consistency
	Navigation within a topic (information object, entity)	Segmentation

NAVIGATION HEURISTICS	Navigation within a transition (Navigation between topics)	Transition list
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list
		Group Navigation
	Backward Navigation	"Go back"

Overall Navigation	Landmarks
	Link consistency
	Orientation clues
	Orientation clues - Topic
	Group Orientation clues
	Transition Orientation clues
Overall graphic design	Visual identity
	Chromatic code consistency

VISUAL AND SEMIOTIC HEURISTICS

Page Layout

Background

Font size

Font color

Font type

Anchor identity

Anchor states

Icon consistency

Visual proximity

COGNITIVE HEURISTICS		Layout conventions
		Semiotics
	Single Page	Information overload
	Information architecture	Classification adequacy within group of topics
		Website Mental map






Explanation	Score
The accuracy states if a text describes adequately the referenced world, and if it is consistent in itself.	
The electronic communication over the web is supposed to be delivered in the precise moment the reader accesses it; thus the offered content must be current as the addressee perceives it, or must clearly show when it was published and the time scope of its validity.	
The coverage defines the borders of the topics covered by the given website. It must be clear what the text is speaking about and what it is supposed to be covered.	
The content objectivity indicates the commitment of the sender with respect to the conveyed content. For example, it must be clear if a message is an advertising or not (if the sender is paid to say something, I do not think that he must be really convinced of what he is saying...).	
Authority could be seen under two respects: adequacy of the author to the text (the competence of the author) and adequacy of the author to the reader (the goodwill predisposition of the author towards the reader). The author could be either a person or an institution.	
People rarely read Web pages word by word: they prefer to read on the screen few lines (15-25 lines). In this sense, conciseness is one of the most important aspects of the art of web-writing. For this reason it is very important to write an effective “short” and concise text.	
The written text should not present grammatical errors.	

All the multimedia files must be consistent with the subject of the page.	
The different information about a topic could be segmented in different pages or sub-sections of the same page. For example, if we consider a museum website and the topic “Painter”, this topic could be fragmented in different Dialogue Acts rendered as separate pages (e.g. Biography, Events of his live, More detailed info...) or as multiple sections of the same page, one for each “fragment (ACT)”. It is important that the user might understand how the navigation within these acts works.	

<p>The transition list allows the user to navigate across relevant relation between topics that are semantically connected (e.g. from a specific cloth to a particular accessories, the user has to go through a list of accessories); therefore it should be clear the strategy used for organizing the list. This strategy could affect the navigation of the user (e.g. if the transition list is composed of 20 elements - e.g. 20 accessories - randomly organized, the user could have some problems for identifying the elements in which he is interested).</p>	
<p>The introduction list of a group of groups of topics is the starting point for the navigation to a group of topics (e.g. from paintings by historical period to paintings of 16th), therefore it should be clear the strategy used for organizing the list.</p>	
<p>It should be easy and quick how to reach a member of the group from the introductory page, and to move from one member to another one.</p>	
<p>Some applications offer “go back” functionality allowing the user to go to the previously visited pages. The effect of this “go back” should be take me to the page I just visited before the current one. Be aware that if I reach a page from two different paths the go back should take me to the actual page I come from.</p>	

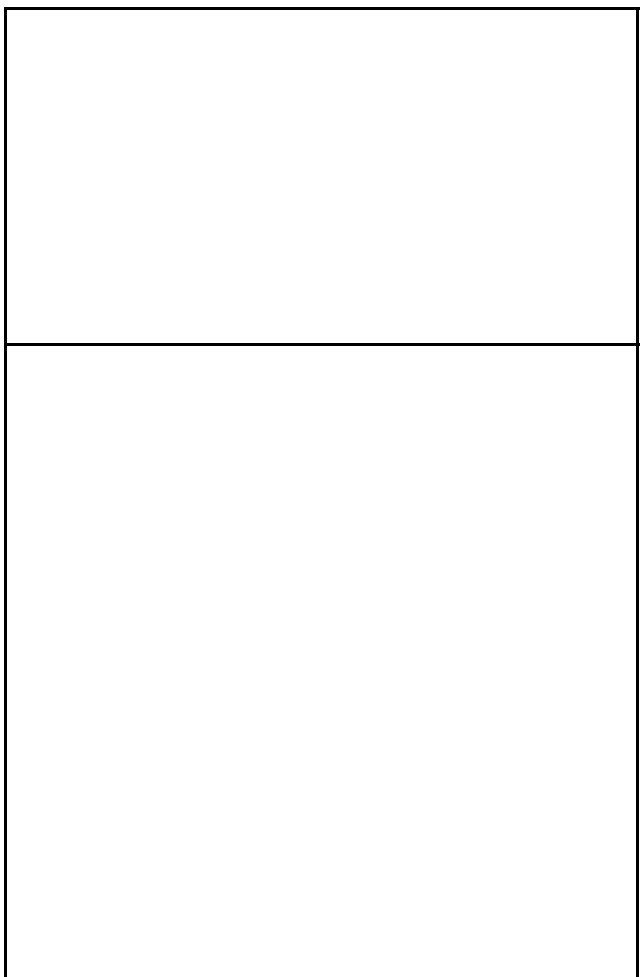
The access to the main sections of a web site is given by a number of landmarks. Using the landmarks the user can access easily and quickly all the macro-sections of the application. Therefore, the landmarks should be clear in every page	
Links must be consistent across “similar” pages (of the same Kind of Topic, and of the same group) Note: You can split this general heuristics in multiple sub-heuristics, e.g.: Consistency of Structural Links, Consistency of Group Links, Consistency of Semantic Links	
Within the navigation in a topic it is very important that the user can understand immediately his position in the web site structure within the topic (e.g., “You are in Biography”).	
Within the navigation in a topic it is very important that the user can understand immediately his position within the topic (e.g., “You are in Biography”).	
It is always important that the user can understand which group of topic s/he is browsing.	
It is always important that the user might understand that s/he is browsing through a transition/relation between two (or more) different topics.	
The visual properties match the visual identity of the company who run the site (if present).	
Colors should create a pleasurable aesthetic effect They should help the users: - To identify sections or subsections of the site different elements of the pages (titles, links...); - To perceive the corporate identity of the site They should be consistent with the brand and across the web site	

The use of strong colours for the background or not suitable pictures can damage the readability of the contents of the website. Some matches of colours can be very difficult to read especially for people with visual disabilities.	
All fonts work at large sizes, problems start at smaller sizes. Text on the screen must be easy to read. Choosing the right font size is important to make it readable.	
The colours used for screen texts must be accurately designed.	
Using a readable type of font with a readable size is important to make the reading easier.	
Anchors are used to reinforce the presence of a link on the page and it is very important to understand which are the anchors within the pages.	
When the mouse is over a link or after visiting it buttons and their anchors must communicate visible and well designed changes of state in order to help users in navigation.	
The visual properties of icons and their positions in the page are consistent across the web site	
How visual objects are arranged on the screen determinates not only how good they look but how easy they are to understand and to use. According to the Gestalt Principles, items that are visually close suggest the idea of “having a relationship or affinity”, or “being part of the same group”; items that are visually distant or have something that visually separate them (a blank space, a line...) are perceived as belonging to different groups. Visual Proximity should be used consistently with the meaning of the visual element of the interface and across the web site	

Users of western languages are conditioned to: - scan pages from left to bottom right; - assume that larger items are relevant; - assume that something above is more important than something below the page.	
The term(s) used could be interpreted with different meanings by the user, making her/him confused. The main types of string of characters are:  Link labels: they should allow clear navigational choices.  Headings (captions, subtitles...): they should synthesize the referred content in an intuitive and familiar way;  Titles: they should introduce efficiently the topic of the page;  Slogans: they should synthesize the referred content in an intuitive and familiar way;  Keywords: it should be clear which the keywords of the content are.	
A single page is composed by a set of different messages, each having a precise meaning. The quantity of the messages and their degree of heterogeneity could request an excessive effort for a first time/web novice to understand the whole page.	
The domain that the website describes is split in different information objects. The way these objects are classified within group of topics (e.g. paintings of 15th century) influences the user understanding and memorisation of the domain.	
Users always try to create a mental map of the website, that is, to understand all the different topics described in the website and how they are organised and reachable. The understanding and memorisation of the information architecture positively influences the user experience with the website.	

Comment

Score Metric can be found in
Metric sheet in this document.



[illegible]

[illegible]

	Feature	Problem
CONTENT HEURISTICS	Text	Accuracy
		Currency
		Coverage
		Content Objectivity
		Authority
		Conciseness
	General Communication quality (text, images, ...)	Text Errors

		Multimedia Consistency
	Navigation within a topic (information object, entity)	Segmentation

NAVIGATION HEURISTICS	Navigation within a transition (Navigation between topics)	Transition list
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list
		Group Navigation
	Backward Navigation	"Go back"

	Overall Navigation	Landmarks
		Link consistency
		Orientation clues
		Orientation clues - Topic
		Group Orientation clues
		Transition Orientation clues
	Overall graphic design	Visual identity
		Chromatic code consistency

VISUAL AND SEMIOTIC HEURISTICS

Page Layout

Background

Font size

Font color

Font type

Anchor identity

Anchor states

Icon consistency

Visual proximity

COGNITIVE HEURISTICS		Layout conventions
		Semiotics
	Single Page	Information overload
	Information architecture	Classification adequacy within group of topics
		Website Mental map






Explanation	Score
The accuracy states if a text describes adequately the referenced world, and if it is consistent in itself.	
The electronic communication over the web is supposed to be delivered in the precise moment the reader accesses it; thus the offered content must be current as the addressee perceives it, or must clearly show when it was published and the time scope of its validity.	
The coverage defines the borders of the topics covered by the given website. It must be clear what the text is speaking about and what it is supposed to be covered.	
The content objectivity indicates the commitment of the sender with respect to the conveyed content. For example, it must be clear if a message is an advertising or not (if the sender is paid to say something, I do not think that he must be really convinced of what he is saying...).	
Authority could be seen under two respects: adequacy of the author to the text (the competence of the author) and adequacy of the author to the reader (the goodwill predisposition of the author towards the reader). The author could be either a person or an institution.	
People rarely read Web pages word by word: they prefer to read on the screen few lines (15-25 lines). In this sense, conciseness is one of the most important aspects of the art of web-writing. For this reason it is very important to write an effective “short” and concise text.	
The written text should not present grammatical errors.	

All the multimedia files must be consistent with the subject of the page.	
The different information about a topic could be segmented in different pages or sub-sections of the same page. For example, if we consider a museum website and the topic “Painter”, this topic could be fragmented in different Dialogue Acts rendered as separate pages (e.g. Biography, Events of his live, More detailed info...) or as multiple sections of the same page, one for each “fragment (ACT)”. It is important that the user might understand how the navigation within these acts works.	

<p>The transition list allows the user to navigate across relevant relation between topics that are semantically connected (e.g. from a specific cloth to a particular accessories, the user has to go through a list of accessories); therefore it should be clear the strategy used for organizing the list. This strategy could affect the navigation of the user (e.g. if the transition list is composed of 20 elements - e.g. 20 accessories - randomly organized, the user could have some problems for identifying the elements in which he is interested).</p>	
<p>The introduction list of a group of groups of topics is the starting point for the navigation to a group of topics (e.g. from paintings by historical period to paintings of 16th), therefore it should be clear the strategy used for organizing the list.</p>	
<p>It should be easy and quick how to reach a member of the group from the introductory page, and to move from one member to another one.</p>	
<p>Some applications offer “go back” functionality allowing the user to go to the previously visited pages. The effect of this “go back” should be take me to the page I just visited before the current one. Be aware that if I reach a page from two different paths the go back should take me to the actual page I come from.</p>	

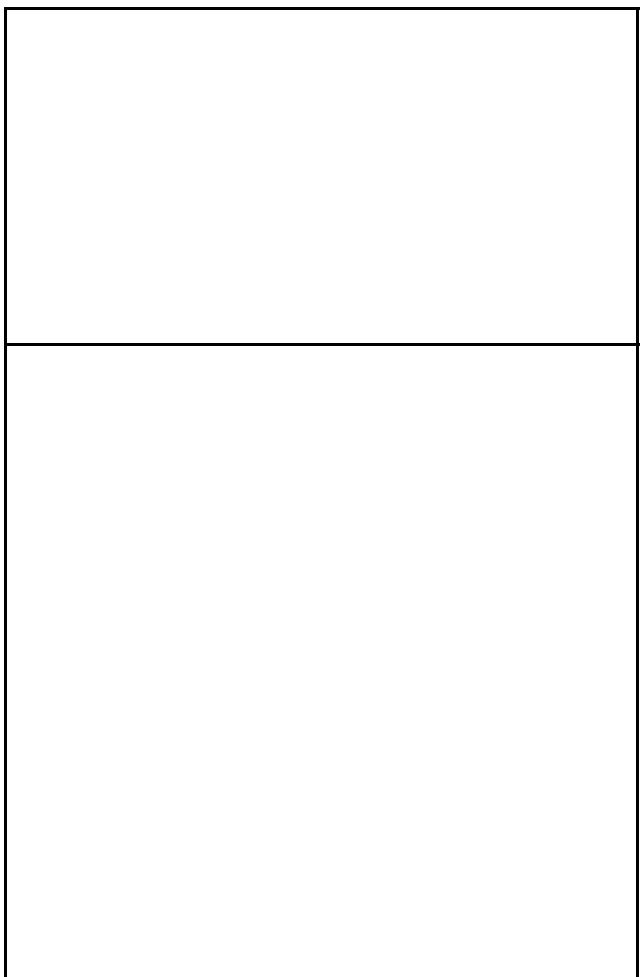
The access to the main sections of a web site is given by a number of landmarks. Using the landmarks the user can access easily and quickly all the macro-sections of the application. Therefore, the landmarks should be clear in every page	
Links must be consistent across “similar” pages (of the same Kind of Topic, and of the same group) Note: You can split this general heuristics in multiple sub-heuristics, e.g.: Consistency of Structural Links, Consistency of Group Links, Consistency of Semantic Links	
Within the navigation in a topic it is very important that the user can understand immediately his position in the web site structure within the topic (e.g., “You are in Biography”).	
Within the navigation in a topic it is very important that the user can understand immediately his position within the topic (e.g., “You are in Biography”).	
It is always important that the user can understand which group of topic s/he is browsing.	
It is always important that the user might understand that s/he is browsing through a transition/relation between two (or more) different topics.	
The visual properties match the visual identity of the company who run the site (if present).	
Colors should create a pleasurable aesthetic effect They should help the users: - To identify sections or subsections of the site different elements of the pages (titles, links...); - To perceive the corporate identity of the site They should be consistent with the brand and across the web site	

The use of strong colours for the background or not suitable pictures can damage the readability of the contents of the website. Some matches of colours can be very difficult to read especially for people with visual disabilities.	
All fonts work at large sizes, problems start at smaller sizes. Text on the screen must be easy to read. Choosing the right font size is important to make it readable.	
The colours used for screen texts must be accurately designed.	
Using a readable type of font with a readable size is important to make the reading easier.	
Anchors are used to reinforce the presence of a link on the page and it is very important to understand which are the anchors within the pages.	
When the mouse is over a link or after visiting it buttons and their anchors must communicate visible and well designed changes of state in order to help users in navigation.	
The visual properties of icons and their positions in the page are consistent across the web site	
How visual objects are arranged on the screen determinates not only how good they look but how easy they are to understand and to use. According to the Gestalt Principles, items that are visually close suggest the idea of “having a relationship or affinity”, or “being part of the same group”; items that are visually distant or have something that visually separate them (a blank space, a line...) are perceived as belonging to different groups. Visual Proximity should be used consistently with the meaning of the visual element of the interface and across the web site	

Users of western languages are conditioned to: - scan pages from left to bottom right; - assume that larger items are relevant; - assume that something above is more important than something below the page.	
The term(s) used could be interpreted with different meanings by the user, making her/him confused. The main types of string of characters are:  Link labels: they should allow clear navigational choices.  Headings (captions, subtitles...): they should synthesize the referred content in an intuitive and familiar way;  Titles: they should introduce efficiently the topic of the page;  Slogans: they should synthesize the referred content in an intuitive and familiar way;  Keywords: it should be clear which the keywords of the content are.	
A single page is composed by a set of different messages, each having a precise meaning. The quantity of the messages and their degree of heterogeneity could request an excessive effort for a first time/web novice to understand the whole page.	
The domain that the website describes is split in different information objects. The way these objects are classified within group of topics (e.g. paintings of 15th century) influences the user understanding and memorisation of the domain.	
Users always try to create a mental map of the website, that is, to understand all the different topics described in the website and how they are organised and reachable. The understanding and memorisation of the information architecture positively influences the user experience with the website.	

Comment

Score Metric can be found in
Metric sheet in this document.



[illegible]

[illegible]

Score Value	Explanation
NA =	this heuristic is Not Applicable
0 =	heuristic severely violated
1 =	heuristic partially violated
2 =	heuristic satisfied