

Evaluation Sheet: Metrics

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

Evaluation Sheet: Scenario 1: Homepage (Mobile)

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	1	Only some offers that appear in the main banner slider report the price	#scenario_1_screenshot_1
		Currency	1	Only some offers that appear in the main banner slider report their temporal validity.	#scenario_1_screenshot_2
		Coverage	2		
		Content Objectivity	2		
		Authority	2		
		Conciseness	2		
	General Communication quality (text, images, ...)	Text Errors	2		
		Multimedia Consistency	2		
NAVIGATION HEURISTICS	Navigation within a topic (information object, entity)	Segmentation	1		
	Navigation within a transition (Navigation between topics)	Transition list	1	For some transition links like "Smart life" and "Tim young" it isn't so clear the destination topic (or kind of topic)	
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	2		
		Group Navigation	2		
	Backward Navigation	"Go back"	NA		
	Overall Navigation	Landmarks	1		
		Link consistency	1		
		Orientation clues	1	There's some orientation info but it doesn't provide the complete context with respect to the user navigation. For instance, by clicking on the "Offers" landmark link (that is a group link) and selecting one of the offers, the destination page doesn't show the original context "Offers".	
		Orientation clues - Topic	1		
		Group Orientation clues	1		
		Transition Orientation clues	1		
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	1		
		Chromatic code consistency	1		
		Background	2		
		Font size	2		
		Font color	2		
		Font type	2		
		Anchor identity	2		
		Anchor states	1		
		Icon consistency	1	Some icons have the color red inside them and some icons don't.	scenario_1_screenshot_3
	Page Layout	Visual proximity	1		
		Layout conventions	1	The link button "Entry in Tim" is relevant from the point of view of a potential new customer. It should be moved to the top of the page.	scenario_1_screenshot_6
		Semiotics	2		

COGNITIVE HEURISTICS	Information architecture	Classification adequacy within group of topics	1		
		Website Mental map	1		

Evaluation Sheet: Scenario 1: TIM Young Page (Mobile)

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	2		
		Currency	2		
		Coverage	1		
		Content Objectivity	2		
		Authority	NA		
		Conciseness	2		
	General Communication quality (text, images, ...)	Text Errors	2		
		Multimedia Consistency	2		
NAVIGATION HEURISTICS	Navigation within a topic (information object, entity)	Segmentation	NA		
	Navigation within a transition (Navigation between topics)	Transition list	1		
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	NA		
		Group Navigation	2		
	Backward Navigation	"Go back"	0	There's no "go back" functionality that allows the user to go back without the support of the browser	
	Overall Navigation	Landmarks	0	The landmark links to main sections of the website are completely missing; they are replaced by some structural link concerning the "Tim Young" topic and some other links.	scenario_1_screenshot_4
		Link consistency	1		
		Orientation clues	0	There's orientation info in this page that contextualize the user's navigation	
		Orientation clues - Topic	NA		
		Group Orientation clues	1		
		Transition Orientation clues			
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	0	The page completely shows a completely different identity with respect to the previous page (the home page). The identity of the company that was conveyed by the home page is changed drastically.	scenario_1_screenshot_5
		Chromatic code consistency	0	The colors do not represent the same company identity that is presented in the home page: even the logo and the trademark have different color	scenario_1_screenshot_5
		Background	2		
		Font size	2		
		Font color	2		
		Font type	2		
		Anchor identity	1		
		Anchor states	1		
		Icon consistency	0	The icon that in the home page is associated to the button that shows the landmark links and a login form, has a completely different functionality in this page.	scenario_1_screenshot_7

COGNITIVE HEURISTICS	Single Page	Information overload	2		
	Information architecture	Classification adequacy within group of topics	NA		
		Website Mental map	1	This page seems to belong to a completely different website with respect to the one that is introduced by the home page. The user might lose all his/her understanding of the information architectures	

Evaluation Sheet: Scenario 1: TIM Young And Music Page (Mobile)

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	2		
		Currency	2		
		Coverage	1		
		Content Objectivity	2		
		Authority	NA		
		Conciseness	2		
	General Communication quality (text, images, ...)	Text Errors	2		
		Multimedia Consistency	2		
NAVIGATION HEURISTICS	Navigation within a topic (information object, entity)	Segmentation	2		
	Navigation within a transition (Navigation between topics)	Transition list	1		
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	1		
		Group Navigation	1		
	Backward Navigation	"Go back"	0	There's no go back functionality	
	Overall Navigation	Landmarks	0		
		Link consistency	0		
		Orientation clues	0		
		Orientation clues - Topic	0		
		Group Orientation clues	0	Tim Yount And Music is a specific topic from the king of topic "Tim Young" but there's no indication of that in the page.	
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	0	The visual properties of the page are completely different from the one that are shown in the home page of the website and in other contexts	
		Chromatic code consistency	1	The colors do not represent the same company identity that is presented in the home page: even the logo and the trademark have different colors	scenario_1_screenshot_8
		Background	2		
		Font size	2		
		Font color	2		
		Font type	2		
		Anchor identity	1		
		Anchor states	1		
	Page Layout	Visual proximity	1		
		Layout conventions	2		
		Semiotics	2		

COGNITIVE HEURISTICS	Single Page	Information overload	2	All information about the topic (Tim Young & Music offer) is divided into concise	
	Information architecture	Classification adequacy within group of topics	NA		
		Website Mental map	1	This page seems to belong to a completely different website with respect to the one that is introduced by the home page. The user might lose all his/her understanding of the information architectures	

Evaluation Sheet: Scenario 2: Homepage (Desktop)

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	2	consistent and accurate descriptions.	
		Currency	2	home page is typically current.	
		Coverage	2	teasers define the coverage of each section.	
		Content Objectivity	2	TIM wants to sell something on the home page.	
		Authority	NA	no specific authority can be identified on the home page	
		Conciseness	2	short and precise teaser texts on the home page	
	General Communication quality (text, images, ...)	Text Errors	2	no grammatical errors	
		Multimedia Consistency	2	all multimedia files consistent	
	Navigation within a topic (information object, entity)	Segmentation	NA	no specific topic on the home page	
	Navigation within a transition (Navigation between topics)	Transition list	NA	no transition lists on the home page	
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	2	clear navigation to group of groups of topics (main navigation)	#scenario_2_screenshot_1
		Group Navigation	2	easy and quick navigation to and between member of groups	#scenario_2_screenshot_1
	Backward Navigation	"Go back"	NA	no "go back" functionality on home page	
	Overall Navigation	Landmarks	2	clear landmarks on every page (main top navigation)	
		Link consistency	2	links are consistent between different pages	

NAVIGATION HEURISTICS		Orientation clues	NA	not applicable for home page	
	Overall Navigation	Orientation clues - Topic	NA	not applicable for home page	
		Group Orientation clues	NA	not applicable for home page	
		Transition Orientation clues	2	clear transition state through mouseover on landmarks	#scenario_2_screenshot_1
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	1	change between flat design and real images. weak consistency.	
		Chromatic code consistency	1	consistent UI colors.three different colors for call to action buttons.	#scenario_2_screenshot_2
		Background	1	general good text / background readability. However some images lack readability.	#scenario_2_screenshot_3
		Font size	2	minimum font-size: 12px.	
		Font color	2	accurate colors	

VISUAL AND SEMIOTIC HEURISTICS	Page Layout	Visual proximity	1	Some realtionships are a little bit confusing. E.g. "privati" "impresa semplice" and "chi	#scenario_2_screenshot_6
		Layout conventions	2	Most important thinks are on the top and larger.	
		Semiotics	2	Clear semiotics	
COGNITIVE HEURISTICS	Single Page	Information overload	0	Too many groups / topics are presented on the home page	#scenario_2_screenshot_10
	Information architecture	Classification adequacy within group of topics	1	Partly non intuitive classification of the topics.	#scenario_2_screenshot_10
		Website Mental map	0	Too complex. Almost impossible for the user to create mental map of site's structure.	

Evaluation Sheet: Scenario 2: Offering -> Mobile Phone

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	2	consistent and accurate descriptions.	
		Currency	2	home page is typically current.	
		Coverage	2	teasers define the coverage of each section.	
		Content Objectivity	2	TIM wants to sell something on the offering page.	
		Authority	NA	no specific authority can be identified on the offering page	
		Conciseness	2	short and precise teaser texts on the offering page	
	General Communication quality (text, images, ...)	Text Errors	2	no grammatical errors	
		Multimedia Consistency	2	all multimedia files consistent	
NAVIGATION HEURISTICS	Navigation within a topic (information object, entity)	Segmentation	NA	no specific topic on the offering page	
	Navigation within a transition (Navigation between topics)	Transition list	NA	no transition lists on the offering page	
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	1	Some confusing about strategy used for organizing the lists	#scenario_2_screenshot_7
		Group Navigation	2	easy and quick navigation to and between member of groups	
	Backward Navigation	"Go back"	2	Go back functionality over breadcrumb	
	Overall Navigation	Landmarks	2	clear landmarks on every page (main top navigation)	
		Link consistency	2	links are consistent between different pages	
		Orientation clues	2	Orientation with help of breadcrumb	#scenario_2_screenshot_1
		Orientation clues - Topic	NA	not applicable for offering page	
		Group Orientation clues	2	Orientation with help of breadcrumb	#scenario_2_screenshot_1
		Transition Orientation clues	2	Orientation with help of breadcrumb	#scenario_2_screenshot_1
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	1	change between flat design and real images. weak consistency.	#scenario_2_screenshot_8
		Chromatic code consistency	2	consistent UI colors	
		Background	2	general good text / background readability.	
		Font size	2	minimum font-size: 12px.	
		Font color	2	accurate colors	
		Font type	2	one consistent font type	
		Anchor identity	0	no consistent anchor identity. E.g. footer navigation links	#scenario_2_screenshot_9
		Anchor states	0	no consistent anchor states. No visual feedback.	#scenario_2_screenshot_9
		Icon consistency	1	consistent icon style. However different colors.	#scenario_2_screenshot_5
	Page Layout	Visual proximity	1	Some relationships are a little bit confusing. E.g. "privati" "impresa semplice" and "chi	#scenario_2_screenshot_6
		Layout conventions	2	Most important thinks are on the top and larger.	
		Semiotics	2	Clear semiotics	

COGNITIVE HEURISTICS	Single Page	Information overload	0	Too many groups / topics are presented on the home page	#scenario_2_screenshot_11
	Information architecture	Classification adequacy within group of topics	1	Partly non intuitive classification of the topics.	#scenario_2_screenshot_11
		Website Mental map	0	Too complex. Almost impossible for the user to create mental map of site's structure.	

Evaluation Sheet: Scenario 2: TIM Automatica

	Feature	Problem	Score	Comment	Screenshot Ref.
CONTENT HEURISTICS	Text	Accuracy	0	Too much text. Not user oriented. Only for search engines (SEO)!	#scenario_2_screenshot_12
		Currency	2	Offering should be current	
		Coverage	0	Too much description text. Not clear what it is about.	#scenario_2_screenshot_12
		Content Objectivity	1	Teaser tells TIM wants to sell something.	#scenario_2_screenshot_13
		Authority	NA	no specific authority can be identified on the offering page	
		Conciseness	0	Too much text. Not concise.	#scenario_2_screenshot_12
	General Communication quality (text, images, ...)	Text Errors	2	no grammatical errors	
		Multimedia Consistency	NA	No multimedia types	
NAVIGATION HEURISTICS	Navigation within a topic (information object, entity)	Segmentation	2	Within topic navigation is understandable.	#scenario_2_screenshot_14
	Navigation within a transition (Navigation between topics)	Transition list	NA	no transition lists on the offering page	
	Navigation within a Group of groups of topics (collection, set of information objects)	Introduction list	NA	no introduction list	
		Group Navigation	1	Navigte between group members via breadcrumb	
	Backward Navigation	"Go back"	2	Go back functionality over breadcrumb	
	Overall Navigation	Landmarks	2	clear landmarks on every page (main top navigation)	
		Link consistency	2	links are consistent between different pages	
		Orientation clues	2	Orientation with help of breadcrumb	
		Orientation clues - Topic	2	User can immediatly see position within topic	#scenario_2_screenshot_14
		Group Orientation clues	2	Orientation with help of breadcrumb	
		Transition Orientation clues	2	Orientation with help of breadcrumb	
VISUAL AND SEMIOTIC HEURISTICS	Overall graphic design	Visual identity	NA	No visual properties	
		Chromatic code consistency	2	consistent UI colors	
		Background	2	general good text / background readability.	
		Font size	2	minimum font-size: 12px.	
		Font color	2	accurate colors	
		Font type	2	one consistent font type	
		Anchor identity	0	no consistent anchor identity. E.g. footer navigation links	#scenario_2_screenshot_15
		Anchor states	0	no consistent anchor states. No visual feedback.	#scenario_2_screenshot_15
		Icon consistency	NA	No icons	
	Page Layout	Visual proximity	1	Some realltionships are a little bit confusing. E.g. "privati" "impresa semplice" and "chi	
		Layout conventions	2	Most important thinks are on the top and larger.	
		Semiotics	2	Clear semiotics	

COGNITIVE HEURISTICS	Single Page	Information overload	0	Too much text information.	#scenario_2_screenshot_12
	Information architecture	Classification adequacy within group of topics	0	No adequate classification. Not memorizable.	#scenario_2_screenshot_12
		Website Mental map	0	Too complex. Almost impossible for the user to create mental map of site's structure.	#scenario_2_screenshot_12