

Heuristic Review Template (Source: <http://www.uxforthemasses.com/>)

cartelcoffeelab.com



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

Score

Comments

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

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

Features & functionality

1 Features and functionality meet common user goals and objectives.

Good

Website is concise and straightforward.

2 Features and functionality support users' desired workflows.

Excellent

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

Excellent

Buying items and finding store locations are directly accessible from the homepage.

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

Moderate

Nothing really there for 'expert' users.

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

Excellent

Signing up, add to basket, checkout are all clear.

Homepage / starting page

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

Excellent

All the functionality of the site are clear: signing in, creating a subscription, finding a location, buying items, and learning about the company.

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

Good

The navigation bar at the top is clear and has links to the different sections of the site. The rest of the page is simple as well.

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

Excellent

Good use of whitespace. Very uncluttered.

Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

Excellent

Simple urls.

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

Excellent

Categories are simple, with a drop down menu for greater precision.

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...).

Moderate

No search functionality on the navigation bar.

12 The site or application structure is clear, easily understood and addresses common user goals.

Good

Easy to find specific topics although there are some redundant buttons.

13 Links are clear, descriptive and and well labelled.

Good

Some repetition in links.

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

Excellent

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

Good

The top of the page has an easy to recognize title.

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

Excellent

Left side of the navigation bar has the home button.

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

N/A

Not really necessary.

Search

18 A consitent, easy to find and easy to use search function is available throughout (where desirable).

Moderate

Only the 'Blog' portion of the site has a search functionality but it works well. It is the only section that really needs one anyways. The user has to go back to do another search though as the page with the results can not conduct another search.

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

Moderate

Only supports a single parameter. Still somewhat effective as there are not that many items.

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

Good

Popular results and recent items listed on the search page.

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

Good

Results are relevant and well displayed.

Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

Moderate

Adding an item to the cart sends the user to the cart page to confirm. Can be somewhat annoying if the user wants to add multiple things as they would have to go back and relocate the second item.

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).

Excellent

Easy to stop a transaction and remove items from the cart.

24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

Excellent

Contact screen is easy to find.

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.

N/A

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).

Excellent

An account only requires an email, as does sending feedback.

27 Required and optional form fields are clearly indicated.

Moderate

28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

Excellent

Drop downs included when appropriate.

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

Good

Errors

30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

Moderate

Entering the shipping information does not provide good errors.

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

Poor

Bad error messages.

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

Moderate

Missed sections are pointed out if there are not filled.

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

Excellent

Completed items are not reset in the event of an error;

Content & text

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

Excellent

Good images and text to display information.

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

Good

Really only links to social media, but they are clear.

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

Excellent

While some of the more in depth topics on coffee can be out of a new user's breadth, there are straightforward articles for new users to teach them the basics of coffee.

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

Good

Only slight inconsistency on buttons to the 'Offerings' page.

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

Good

Good overall. Some of the less important type can be difficult to see.

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.

21/21

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

21/21

41 Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).

21/21

42 Users can easily get further help (e.g. telephone or email address).

21/21

Performance

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

Excellent

Every page loads quickly.

44 Errors and reliability issues don't inhibit the user experience.

Excellent

Seemingly no errors.

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

Good

I believe so.

Overall usability score (out of 100) *

84

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Good

* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.

Usability guidelines

Importance

Features & functionality

1	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.	Very high
2	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.	Very high
3	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	High
4	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).	Medium
5	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.	Medium

Homepage / starting page

6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available	Medium
7	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	High
8	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	Medium

Navigation

9	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.	Low
10	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 differentiate a given section or area).	High
11	The navigation has sufficient flexibility to allow users to navigate by their desired means For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	Medium
12	The site or application structure is clear, easily understood and addresses common user goals For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	Very high
13	Links are clear, descriptive and well labelled Links should be clearly 'clickable' (e.g. underlined or colourised) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	Medium
14	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.	High
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item) Users should always know where they are in the site or application.	Low
16	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.	Low
17	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.	Very low

Search

18	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).	High
19	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.	High

20	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.	Low
21	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.	High

Control & feedback

22	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.	High
23	Users can easily undo, go back and change, or cancel actions If an action can not be undo 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.	Medium
24	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.	Very low

Forms

25	Complex forms and processes are broken up into readily understood steps and sections For example, a checkout process might be broken up in to 'address', 'delivery options', 'payment' and 'confirmation'. Where a process is used a progress indicator is present with clear numbers or named stages.	Medium
26	A minimal amount of information is requested and where necessary justification is given for asking for information For example a site might outline that a telephone number is required in case there is an issue with a transaction. Users shouldn't be asked for extraneous information and where possible information should be auto populated (e.g. postcode lookup, code lookup) to keep input to a minimum.	Low
27	Required and optional form fields are clearly indicated (e.g. using text or '*') Where most fields are required the optional fields should be identified and when most fields are optional the required fields should be identified.	Low
28	Appropriate input fields are used and required formats are indicated Appropriate input fields might include calendar for date selection, drop downs for selection and radio button for small selections. Text might be used to indicate the required format or an example might be provided. Field lengths should correspond to the expected input so for example an email input field should be long, where as an initials input field should be very short.	Medium

29	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.	Medium
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Errors

30	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.	High
31	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.	Medium
32	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.	Medium
33	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.	Medium

Content & text

34	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.	Very high
35	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.	Low
36	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.	High
37	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...).	Medium
38	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.	Medium

Help

39	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.	High
40	Online help is concise, easy to read and written in easy to understand language Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	Medium
41	Accessing online help does not impede users Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	Medium
42	Users can easily get further help (e.g. telephone or email address) If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	Low

Performance

43	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).	High
44	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.	Medium
45	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).	Medium

Overall, cartelcoffeelab.com is a well made site that allows the user to easily find what they are looking for by effectively using space and a simple navigation menu. The layout is clean and makes the user experience easy. In fairness, the site delivers pretty simple functionality: a store with around 10 products, a subscription service, a blog, a store locator, and the ability to order products online. Most aspects of the site are done well, but the blog section's search function forces the user to go back after making a search. The check out does not have the best error reporting when fields are filled in wrong. By fixing these issues, the site could be improved.