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








































































Client XYZ

Expert Usability Review

Document Excerpt

Scored Features at a Glance

Feature	Final Score
Locations	0.75     
Store	0.75     
Login	1.25     
Navigation	1.50     
Email Offers	2.00     
In the News	2.00     
Knowledge Center	2.25     
Homepage	2.50     
Events Calendar	2.50     
Jobs (Posting and Search)	2.75     
Search	3.00     
Support	3.00     
Partner Signup (Form)	3.00     
Site Feedback (Form)	3.00     
Service Landing Page	3.25     
Homepage Interactive Movie	3.50     
Global Gateway	3.50     
Video Tour Center	3.75     
Press Releases	4.00     
Investor Relations	4.25     

Poor

Excellent

5-Star rating scale



Awful

- Not a desired solution, has almost no advantages



Poor

- Has a few advantages, but not recommended to use as is



Average

- Some parts of it can be considered as a solution. Has around 60% of the attributes that can be used as a model



Good

- Most of it can be considered as a solution. Has around 80% of the attributes that can be used as a model



Excellent

- The whole design can be considered as a solution for this feature; should be used as is

Feature 1: Homepage



Expectation	Final Score	Notes
1. Effectively communicates corporate values (1)	.5	The basic elements (tagline, service benefits, links to services/solutions) which communicate the corporate values exist, but presentation needs improvement to make them noticeable.
2. Clear user flows and “calls to action” (1)	.5	There are many links, link styles, and images on the homepage which compete for attention. The tight margins and duplication of information (i.e. Records Management) make it difficult to discern user flows for any particular grouping of information. The Flash movie includes links at the end of each segment, but disappear quickly.
3. Supporting power users vs browsing types (1)	.5	Besides the Search box in the top right corner, the homepage primarily supports browsing audiences. Quick links jump the user 3 levels deep which helps power users, but could be better promoted.
4. Spotlights and links support key objectives and site goals (1)	.75	Lead generation is the primary site goal, therefore, the homepage must promote services, solutions, and competence in the field. The spotlights are in the right direction, but need work to make them more effective.
5. Overall appropriate tone and brand strategy (.5)	.25	Dark blue, black, and beige are the more prominent colors used in the homepage, which is appropriate, but the overall design does not exude innovation and trusted because it seems outdated.
6. Easy to scan and read, maximized page density (.5)	0	The Flash movie is the most prominent feature on the homepage, seemingly surrounded by a lot of text. The lack of white space forces the user to read everything. More white space is needed, as well as thumbnail images for highlighting small groups of content. The 800x600 fixed resolution with blue background makes the page feel tight.

Total 2.5

Homepage: Communicate corporate values

The screenshot shows a corporate homepage with a blue and white color scheme. At the top right, there are links for "North America", "LOG IN", "SUPPORT", "STORE", and "LOCATIONS". A search bar is located below these links. A green box highlights the tagline "Information Protection and Storage" in the top left. A white box with a black border points to the tagline with the text "Tagline is subdued". A large central image shows a man in a dark jacket looking at a laptop, with the text "a laptop is stolen." overlaid. A green box highlights this image with the text "Focus image animation must finish before the value is understood". Below the image is a "Knowledge Center" section with a "Feature" article titled "How to Master Disaster: Best Practices for Data Protection and Disaster Recovery". To the right of the image is a "Solutions" menu with items like "Records Management Compliance", "Remote Office & PC Data Protection", "Information Privacy", "Healthcare", and "More Solutions". At the bottom, there is a footer with "Site Index", "Site Feedback", "User Terms & Legal Information", "Privacy", "Copyright ©", and "2001 - 2007. All rights reserved."

Tagline is subdued

Focus image animation must finish before the value is understood

Login: Process flow, ease of use

- User must rollover login to then select an extranet from a dropdown menu
 - IM Connect - basic and clean but without instructions
 - SafeKeeperPLUS - goes to a jump page, which is very wordy and hard to read, before going to a login
 - SecureSync - simple but does not give the user ability to create an account
- All have a way to retrieve a forgotten password, but are inconsistent i.e. popup from a “login help” link, support phone number, or requires knowledge of user name