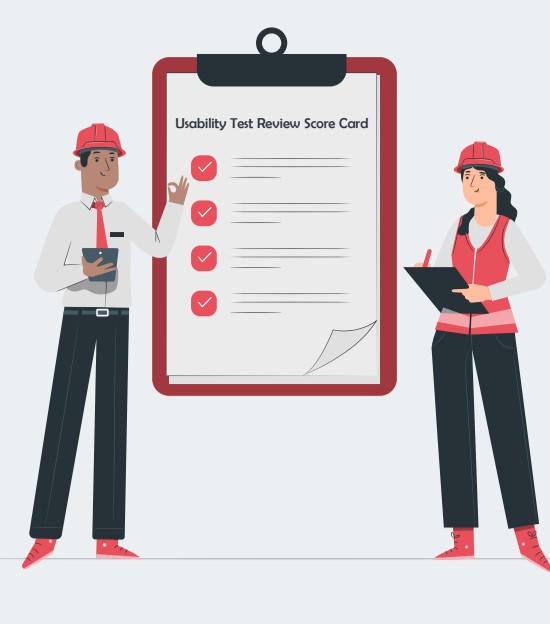


Usability Test Review Score Card



A negative score for any of the 14 questions indicates a likely problem that should be addressed, regardless of the overall total.

Total Score: 22
Range: -28 to +28

Evaluated User Goals

1. Scan through Designed application and also quickly navigate to details/complete story.
2. Engagement with related and recommended User Flows and Features.

Each review question is scored on a scale of -2 to +2:

- | | |
|----------------------|--|
| 2 Strong pass | Best practice. |
| 1 Pass | No problems found. |
| -1 Ok | Minor problems. |
| -2 Fail | Two or more major problems, or one major problem and several minor problems. |

Principles

- We never assume that our users know what we know.
- We guarantee our users know where they are at all times and they know what to do next.
- Our systems provide friendly, jargon-free feedback to the user, especially when the system is "busy" or "thinking".

Scoring

- | | |
|---|-----------|
| 1. Does the landing page provide evidence that user goals can be completed? -2 The landing page does not provide evidence that users can complete several key portions of their goals. -1 The landing page does not provide evidence that users can complete a key portion of their goals. 1 The landing page provides evidence that users can likely complete their goals. 2 The landing page provides evidence that users can definitely complete their goals. | 2 |
| 2. Is essential content available where needed? -2 There are several instances (or one major instance) where the content needed to complete user goals is not available where needed. -1 There is one instance where the content needed to complete user goals is not available where needed. 1 All of the content needed to complete user goals is available where needed. 2 As above, plus content exceeds users' minimum needs, delivering added value. | 2 |
| 3. Is essential function available where needed? -2 There are several instances (or one major instance) where required functionality is not available where needed. -1 There is one instance where required functionality is not available where needed. 1 All of the required functionality is available where needed. 2 As above, plus function exceeds users' minimum needs, delivering added value. | 1 |
| 4. Are essential content and function given priority in the display? -2 There are two major instances (or one major instance and several minor instances) where essential content or function is buried. -1 There is one major instance (or several minor instances) where essential content or function is buried. 1 Essential content and function have priority position in the display. 2 As above, plus essential content and function are visually prominent. | 2 |
| 5. Is global Search present in the header? -2 There are two major instances (or one major instance and several minor instances) where search is not present. -1 There is one major instance (or several minor instances) where search is not present. 1 Search is present contextually. 2 Search is present on header as global. | 2 |
| 6. Are content and function classified logically? -2 There are two major instances (or one major instance and several minor instances) where an item is not listed in a category where the user would look for it. -1 There is one major instance (or several minor instances) where an item is not listed in a category where the user would look for it. 1 All items are listed in the categories where the user would look for them. 2 As above, plus alternative categorization schemes deliver added value. | 2 |
| 7. Is the task flow efficient? -2 There are two major instances (or one major instance and several minor instances) where there are unnecessary steps in the process. -1 There is one major instance (or several minor instances) where there are unnecessary steps in the process. 1 There are no unnecessary steps in the process. 2 As above, plus the user is able to control the order of the steps in the process. | 2 |
| 8. Can a user determine where to go next? -2 There are two major instances (or one major instance and several minor instances) where the user's next step is not immediately obvious. -1 There is one major instance (or several minor instances) where the user's next step is not immediately obvious. 1 The user's next step is immediately obvious. 2 As above, plus the next step is visually highlighted and prominent. | 2 |
| 9. Does application content use language that's easy to understand? -2 There are two major instances (or one major instance and several minor instances) where language is difficult to understand. -1 There is one major instance (or several minor instances) where language is difficult to understand. 1 All language is easily understandable. 2 As above, plus short sentences and paragraphs aid comprehension. | 2 |
| 10. Does text formatting and layout support easy scanning? -2 There are two major instances (or one major instance and several minor instances) where text formatting or layout does not support easy scanning. -1 There is one major instance (or several minor instances) where text formatting or layout does not support easy scanning. 1 Text formatting and layout support easy scanning. 2 As above, plus text formatting or layout focuses the user's attention on the most relevant content. | 1 |
| 11. Are form fields and interactive elements placed logically in the display? -2 There are two major instances (or one major instance and several minor instances) where related interactive elements or form fields are not grouped together or do not flow logically. -1 There is one major instance (or several minor instances) where related interactive elements or form fields are not grouped together or do not flow logically. 1 Related interactive elements and form fields are grouped together and flow logically. 2 As above, plus the display layout is free of unnecessary controls and graphics. | 2 |
| 12. Are interactive elements easily recognizable with clear and strong affordances? -2 There are two major instances (or one major instance and several minor instances) where it's not clear which elements are interactive. -1 There is one major instance (or several minor instances) where it's not clear which elements are interactive. 1 All interactive elements are easily recognizable. 2 As above, plus the placement and design of interactive elements is consistent. | 1 |
| 13. Does the application accommodate the user's range of hand-eye coordination? -2 Interactive elements are small and tightly spaced, and require complicated mouse movements. -1 Interactive elements are small and tightly spaced, or require complicated mouse movements. 1 Interactive elements are more large or well-spaced and do not require complicated mouse movements. 2 Interactive elements are standard, well-spaced, and provide a visual cue. | -1 |
| 14. Are error messages written in a friendly, non-threatening way with no technical jargon and no implication that the user has caused the problem? -2 There are two major instances (or one major instance and several minor instances) where error messages are confusing or accusatory. -1 There is one major instance (or several minor instances) where error messages are confusing or accusatory. 1 Error messages are easy to understand and do not place blame on the user. 2 As above, plus the error messages suggest how to fix the problem. | 2 |

Summary

Value

| | |
|---|----------|
| 1. Does the landing page provide evidence that user goals can be completed? | 2 |
| 2. Is essential content available where needed? | 2 |
| 3. Is essential function available where needed? | 1 |
| 4. Are essential content and function given priority in the display? | 2 |
| Subtotal | 7 |

Navigation

| | |
|---|----------|
| 5. Is global Search present in the header? | 2 |
| 6. Are content and function classified logically? | 2 |
| 7. Is the task flow efficient? | 2 |
| 8. Can a user determine where to go next? | 2 |
| Subtotal | 8 |

Presentation

| | |
|---|----------|
| 9. Does application content use language that's easy to understand? | 2 |
| 10. Does text formatting and layout support easy scanning? | 1 |
| 11. Are form fields and interactive elements placed logically in the display? | 2 |
| 12. Are interactive elements easily recognizable with clear and strong affordances? | 1 |
| 13. Does the application accommodate the user's range of hand-eye coordination? | -1 |
| Subtotal | 5 |

Trust

| | |
|---|-----------|
| 14. Are error messages written in a friendly, non-threatening way with no technical jargon and no implication that the user has caused the problem? | 2 |
| Subtotal | 2 |
| Total Score | 22 |

Range -28 to +28

A Passing Score is 14. However, a negative score for any of the 14 questions indicates a likely problem that should be addressed, regardless of the overall total.