

Expert UI-Review

An **Expert UI-Review** combines a comprehensive heuristic analysis with Website best practices to provide a thorough diagnostic of your Website and to offer solutions for improvement. Expert UI-Reviews are most beneficial when preparing for a redesign, entering an iterative design process, or embarking on a research and benchmarking program.

Benefits

- **Understand** how well your site performs across key UI categories and guidelines
- **Identify** clear strengths and weaknesses with your design and navigation
- **Determine** key areas for improvement and feature enhancement
- **Obtain** best practices across functions from industry leaders
- **Prioritize** site changes based on user centered objectives

OVERALL PERFORMANCE

Category	Site A	Site B
Consistency	●	●
Navigation Feedback	●	◐
Aesthetic Integrity	●	●
Simplicity & Scannability	●	◐
User Control	◐	◐
Communication & Relevance	◐	◐
Help & Forgiveness	◐	○

Methodology

Our Expert UI-Review is based on a comprehensive set of heuristic guidelines that cover user interface design principles, usability standards and industry best practices. Our heuristic guidelines cover seven key UI categories listed below.

UI Categories

- **User Control:** Site enables exploration by letting users initiate and control actions based on their primary objectives
- **Communication & Relevance:** Ensures site messaging and value proposition are aligned with target users' objectives
- **Simplicity & Scannability:** Presents information in a manner that is intuitive and easy to digest based on users' intent
- **Navigation Feedback:** Keeps users informed throughout the experience and clearly indicates task progression
- **Consistency:** Provides consistent page layout / organization to help orient users to the site experience and set expectations
- **Aesthetic Integrity:** Incorporates graphic elements and visual cues to build a connection and guide users through the site
- **Help & Forgiveness:** When soliciting user information, the site clearly indicates what information is required vs. optional, and facilitates the process by providing help and guidance

Insights

By applying a rigorous methodology, eVOC is able to systematically evaluate your site across key functions that can also be compared against competitors. The findings from the Expert UI-Review will provide clear strengths and weaknesses of the site and include best practice and recommendations for improvement.