



SITE NAME: loveny.com		PAGE NAME: Things to Do - Weekend Getaway	
Heuristic	Score	Observation	Recommendation
<b>Findable</b>  -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Meets Best Practice	-Very easy to locate -Specifically for the persona, Sam, she can easily scrolled down to see "weekend getaway" to select it -System is supported on desktop and mobile -Search is easy to find and useable	
<b>Accessible</b>  -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?	Meets Best Practice	-Meets the levels of accessibility compliance between all channels and devices	
<b>Clear</b>  -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Meets Best Practice	-Easy to read boxes with images representing category -Easy to understand, for target demographic (travelers for a weekend getaway) -All red text associates with a separate page a user can be directed to when clicked on and they all work	
<b>Communicative</b>  -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Meets Best Practice	-Status and location is obvious; page shares summary of weekend getaway category before clicking -Consistent images and summary for recommendations; all buttons route to the appropriate next page for more details	
<b>Usable</b>  -Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?	Meets Best Practice	-No need for an account to access info -Useful information for travel guide purposes -Satisfies usability best practices	
<b>Credibility</b>  -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Meets Best Practice	-With the overall layout, font, select few colors choses, and visual images helps with credibility and trustworthiness. -Consistency in header and lower section for more info -This specific page is a selection page, but if needed, there's a contact us option under "Plan Your Trip" -After user clicks on selection, blog featured events appear, and once clicked on, all event details like website or phone number is provided for users to reach the business if needed	
<b>Controllable</b>  -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Meets Best Practice	-You can click on the image, text, and be brought to a page with more info. Personal Itinerary -All buttons are functional and tailored based on users need such as from primary navigation	
<b>Valuable</b>  -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	Found suggestions with available links to click for Sam to click for more info. about that business	
<b>Learnable</b>  -Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Meets Best Practice	Simple, assumed next steps -> click on a category within weekend timeframe	
<b>Delightful</b>  -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Meets Best Practice	-colors, typography, centered text helps me as a user navigate through the website easily and comfortably	

SITE NAME: loveny.com	PAGE NAME: '48 Hrs in Beacon, NY'		
Heuristic	Score	Observation	Recommendation
<b>Findable</b>  -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Minor Problem	-Things suggested in red and clickable -Categories, Archives, Authors take up 1/3 page and is irrelevant to the user (fine for mobile version)	
<b>Accessible</b>  -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?	Meets Best Practice	Passed!	
<b>Clear</b>  -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographic's grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Meets Best Practice	Consistent font chose throughout	
<b>Communicative</b>  -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Meets Best Practice	-When clicked on suggested event, business name, address, #, even website link is all available! (with details and amenities) -Can also email/add to personal trip planner	
<b>Usable</b>  -Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?	Minor Problem	-Easy to read, especially large text size -Site map on the right takes up a lot of space on the page (located at the bottom on mobile)	-Delete site map from the blog view, or make it smaller / take up less space on the page
<b>Credibility</b>  -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Meets Best Practice	Blog's event/activities suggestions is credible since it's by an employee of I Love NY Staff	
<b>Controllable</b>  -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Minor Problem	links to open on current page	Have links open to a new tab instead of open in current page
<b>Valuable</b>  -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	-read the blog and knows some recs on what to do -recs help plan out with sense of time	
<b>Learnable</b>  -Can it be grasped quickly? -When errors do occur, how easily can the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Meets Best Practice	-Blog style is easy to read and provides a general timely idea on how long event/activity event takes to manage the weekend appropriately -Consistent with red text as links to event detail pages	
<b>Delightful</b>  -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Meets Best Practice	-Great way to summarize a bunch of activity options in a quick way. only other task is to click on the red link suggestions to further learn more	

SITE NAME: loveny.com		PAGE NAME: More info. page about Dia Beacon Museum	
Heuristic	Score	Observation	Recommendation
<b>Findable</b>  -Can users easily locate the things they are seeking? -How is findability affected across devices? -Does the system support the multiple ways users look for information? -Does the search work the way users expect it to work?	Meets Best Practice	-Events details page easy to scan -All the appropriate and necessary contact and details of the Museum -same view on desktop and mobile	
<b>Accessible</b>  -Can content and features be accessed via all expected channels and devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dyslexia)?	Meets Best Practice	Passed!	
<b>Clear</b>  -Is it easy to understand (including uncommon terms or being purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction? -Would a user find it easy to describe?	Meets Best Practice	Same font and text size throughout website -- super clear easy to read and digest	
<b>Communicative</b>  -Is the status and location of the user obvious? -Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? -Is messaging effective and supportive?	Meets Best Practice	Location is clear Map provided at bottom of page	
<b>Useful</b>  -Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? -Does the site or page follow usability best practices?	Meets Best Practice	This page is to review details for a Museum Users can add to their Trip Planner to review detail for this Museum again later	
<b>Credibility</b>  -Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner? -Is promotional content used with restraint? -Is it easy to contact a real person? -Is there help/support content where needed, especially when asking for sensitive personal data?	Meets Best Practice	Also shows Amenities along with a Summary of the Museum	
<b>Controllable</b>  -How well are errors anticipated and eliminated? -When errors do occur, how easily can a user recover? -Are exits and other important controls clearly marked? -Can the user tailor information or functionality to their need?	Meets Best Practice	All parts of the page works and is functional and informative	
<b>Valuable</b>  -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	Great value to user, especially when trying to look for details for this Museum	
<b>Learnable</b>  -Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall? -Does it behave consistently enough to be predictable?	Meets Best Practice	Yes!	
<b>Delightful</b>  -How are user expectations not just met but exceeded? -What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?	Meets Best Practice	Yes! Love the ability to click and open up the photo for a preview of the Museum	

SITE NAME: Iloveny.com	Homepage	Weekend Getaway	48 Hrs in Beacon, NY	More info. page about Dia Beacon Museum							
Heuristic	Score	Score	Score	Score							
Findable	Medium Problem	Meets Best Practice	Minor Problem	Meets Best Practice							
Accessible	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Clear	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Communicative	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Usable	Meets Best Practice	Meets Best Practice	Minor Problem	Meets Best Practice							
Credibility	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Controllable	Meets Best Practice	Meets Best Practice	Minor Problem	Meets Best Practice							
Valuable	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Learnable	Minor Problem	Meets Best Practice	Meets Best Practice	Meets Best Practice							
Delightful	Meets Best Practice	Meets Best Practice	Meets Best Practice	Meets Best Practice							