SITE NAME: iloveny.com	PAGE NAME: Homepage							
Heuristic	Score	Observation	Recommendation					
Findable Can users easily locate the things they are seeking? How is findability affected across devices? Ooes the system support the multiple ways users look for	Medium Problem	desktop: -images featured in "Spotlight" section in the middle of the page does not align with the gray overlay frame -The birefcase icon representation under Featured Events is not clear what it means, and it looks like a button, so it causes confusion when clicked on. When clicked on again to unselect, it -(0) items in they planner "biref case icon" shown only when the	-Scale images to align with gray background -When Trip Planner icon is clicked on, a verifying display can show "A					
information? -Does the search work the way users expect it to work?		to) items in up planner oner case icor* shows only when the browser is in fullscreen						
Accessible -Can content and features be accessed via all expected	Minor Problem	-Has Accessibility help tools at upper right hand comer -All #999999 (light gray text) on #FFFFFF (white background) = 2.94:	Make the light gray a darker gray or black					
-Can content and reatures be accessed via an 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, dislexia)?	WINOI PROJECT	meaning the contrast could be adjusted to a darker gray (standard is 4.5.1 ratio) Some secondary naviolations doesn't quite Int in the primary	wane ure ngiri gray a dainer gray or daun					
Clear -Is it easy to understand (including uncommon terms or being		navigation labeling -There's some repeats in secondary nav. that might confuse users in wondering what the difference is -Senior Travel' is very specific and still may not be useful to the	Some secondary items not completely clear in meaning, such as "Food & Drink" – does that mean Food & drinks known in NYC? or Food & drink events that will be going on?					
purposefully unclear in language)? -Is the target demographics' grade and reading level considered? -Is the path to task completion obvious and free of distraction?	Minor Problem	site's targeted senior demographic seniors might browse other activities on the site Offers & Deals section towards the bottom on the right, information is	-Elmate Senior Travel; have a Offers & Deals section that highlights a seniors discount 'Things to Do' and 'Events' can be consolidated -Have a Offers and Deals section, don't have side area of a couple of bus tour savings					
-Would a user find it easy to describe? Communicative		confusing to see \$50 off first bus rental and then immediately under sees \$75 off bus rental						
Is the status and location of the user obvious? Ones 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?	Minor Problem	-Once an activitity is selected, address is clear and map is available to view -Navigation holds a lot of items and can be time consuming to user -When hovering over the primary avaigation button 'plan your trip', a couple of items don't necessarily fit under that label, such as 'Newsletter'	•Consolidate some primary and secondary navigation to lessen the strain on the hormpage -Move Newsletter out of "Plan Your Trip" and maybe put either under Blog or towards the bottom of the page with the other ways users can be connected to the organization					
Usable		-The site overall is nicely made; the buttons all work and links to their proper next pages; all easy to read and select options -The website is highly functional and has great recommendations and information it can easily satisfy old or new users						
-Are users able to complete the tasks that they set out to without major frustration or blockers? -Does it ear enew 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							
Credibility 4s the design appropriate to the context of use and audience? 4s the content updated in a timely manner? 4s promotional content used with restraint? 4s it easy to contact a real person? 4s there help/support content where needed, especially when	Meets Best Practice	-Appropriated for all audiences that is looking for ideas for a trip/getatway. -Contact section with option to type up a message is easily accessible and a sugguested event or business is easily found after selecting the event of the section of	Have a Featured Events area on the site- the why it's a featured recommended event and some info on who is deciding an event is a feature out of all the other events					
asking for sensitive personal data?		(the iloveny site team?)						
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	-Overall site functions well; no errors encountered -back buttons work, pattern affordance like clicking the iloveny logo to go back to the homepage works						
Valuable		-Great value to a user looking for a trip or something to do in NYC and needs sugguestions.						
Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	-Imagery on the site is great to show what the location looks like and war to did of events a location has - helps the user make an easier decision						
Learnable		Easily to navigate throughout the website.	Clarify what Trip Planner is – when the user clicks on the					
-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?	Minor Problem	The suitcase icon that represents "Trip Planner" is a new icon and may be unclear to the user	briefcase icon, a transparent gray text can pop up and say "Added to Trip Planner"					
Delightful How are user expectations not just met but exceeded? -What can you take that is now ordinary and make	Meets Best Practice	Overall, the website works and majority of the website functions. For anything that I believe doesnt, I have listed my oberservations and recommendations in the approviate categories for It to be even more amazing!						
-What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?		-Great that there's partnerships with other websites such as tripadvisor to for a one-stop for all info. spot before booking on the business' website!						

SITE NAME: iloveny.com	PAGE NAME: Things to Do -	Weekend Getaway
Heuristic	Score	Observation
Findable	Meets Best Practice	-Very easy to locate -Specifically for the persona, Sam, she can easily scrolled down to see 'weekend getaway' to select it
Can users easily locate the things they are seeking? How is findabliny 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?	med best House	System is supported on desktop and mobile -Search is easy to find and useable
Accessible	Meets Best Practice	-Meets the levels of accessbility compliance between all channels and devices
Can content and features be accessed via all expected channels and devices? Does it meet the levels of accessibility compliance to be considerate of hose users with disabilities (e.g. color blindness, contrast, dislexia)?		
Clear Is it easy to understand (including uncommon terms or being purposefull)	Meets Best Practice	-Easy to read boxes with images representing category -Easy to understand, for target demographic (travelers for a weekend getaway)
anclear 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 i focioe	-All red text associates with a separate page a user can be directed to when clicked on and they all work
Communicative	Meets Best Practice	-Status and location is obvious; page shares summary of weekend getaway category before clicking
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?		-Consistent images and summary for recommendations; all buttons route to the appropriate next page for more details
Usable		-No need for an account to access info
Are users able to complete the tasks that they set out to without major rustration 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	-liseful information for travel guide purposes Satisfies usbability best practices
Credibility		-With the overall layout, font, select few colors choses, and visual images helps with credibility and trustworthyness.
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/aupport content where needed, especially when asking for	Meets Best Practice	-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
sensitive personal data? Controllable		
How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover?	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
Are exits and other important controls clearly marked? Can the user tailor information or functionality to their need?		
Valuable 4s this product desirable to the target user?	Meets Best Practice	Found sugguestions with available links to click for Sam to click for more info. about that business
Can a user easily describe the value? Does it meet the business goals?		
Learnable Can it be grasped quickly?	Meets Best Practice	Simple, assumed next steps -> click on a category within weekend timeframe
What is offered to ease the more complicated processes? Is it easy to recall? Does it behave consistently enough to be predictable?		
Delightful	Meets Best Practice	-colors, typography, centered text helps me as a user navigate through the website easily and
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?	weets best Practice	comfortably

E NAME: iloveny.com	PAGE NAME: "48 Hrs in Bear	con, NY*	
Heuristic	Score	Observation	Recommendation
ndable			
	Minor Problem	-Things suggested in red and clickable	
an users easily locate the things they are seeking? low is findability affected across devices? oes the system support the multiple ways users look for information?		-Categories, Archives, Authors take up 1/3 page and is irrevelant to the user (fine for mobile version)	
es the search work the way users expect it to work?			
ccessible			
Can content and features be accessed via all expected channels and	Meets Best Practice	Passed!	
evices? Does it meet the levels of accessibility compliance to be considerate on nose users with disabilities (e.g. color blindness, contrast, dislexia)?			
Clear			
it easy to understand (including uncommon terms or being purposef	lly Meets Best Prantice	Consistent font chose throughout	
nclear in language)? It he target demographics' grade and reading level considered? It he path to task completion obvious and free of distraction?			
is the path to task completion obvious and free of distraction? Would a user find it easy to describe?			
Communicative		-When clicked on sugguested event, business name, address, #, even website link is all	
is the status and location of the user obvious? Does the navigation and messaging help establish a sense of place the	Meets Best Practice	available (with details and amenities) -Can also email/add to personal trip planner	
consistent and orienting across channels, contexts and tasks? Is messaging effective and supportive?			
sable			
Are users able to complete the tasks that they set out to without major frustration or blockers?	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
-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?			
redibility			
s the design appropriate to the context of use and audience? s the content updated in a timely manner?	Meets Best Practice	Blog's event/activities sugguestions is credible since it's by an employee of I Love NY Staff	
-is promotional content used with restraint? -is it easy to contact a real person? -is there help/support content where needed, especially when asking fo			
sensitive personal data?			
Controllable			
-How well are errors anticipated and eliminated?	Minor Problem	links to open on current page	Have links open to a new tab instead of open in current page
-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?			
Valuable			
	Meets Best Practice	-read the blog and knows some recs on what to do -recs help plan out with sense of time	
-Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?			
Learnable			
	Meets Best Practice	-Blog style is easy to read and proivides a general timely idea on how long event/activity event takes to manage the weekend appropriately	
-Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall?		takes to manage the weekend appropriately -Consistent with red text as links to event detail pages	
-Does it behave consistently enough to be predictable?			
-Does it behave consistently enough to be predictable? Delightful			
-Does it behave consistently enough to be predictable?	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 sugguestions to further learn more	

SITE NAME: iloveny.com	PAGE NAME: More info. page	e about Dia Beacon Museum						
Heuristic	Score	Observation	Recommendation					
Findable								
	Meets Best Practice	-Events details page easy to scan -All the appropriate and necessary contact and details of the Museum						
-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?		-same view on desktop and mobile						
-Does the search work the way users expect it to work?								
Accessible								
-Can content and features be accessed via all expected channels and	Meets Best Practice	Passed!						
devices? -Does it meet the levels of accessibility compliance to be considerate of those users with disabilities (e.g. color blindness, contrast, dislexia)?								
Clear								
-is it easy to understand (including uncommon terms or being purposefully unclear in language)?	Meets Best Practice	Same font and text size throughtout website – super clear easy to read and digest						
-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?								
Communicative								
-Is the status and location of the user obvious?	Meets Best Practice	Location is clear Map provided at bottom of page						
-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?								
Useful								
-Are users able to complete the tasks that they set out to without major frustration or blockers?	Meets Best Practice	This page is to review details for a Museum Users can add to their Trip Planner to review detail for this Musuem again later						
-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?								
Credibility								
-Is the design appropriate to the context of use and audience? -Is the content updated in a timely manner?	Meets Best Practice	Also shows Amenities along with a Summary of the Museum						
-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?								
Controllable								
-How well are errors anticipated and eliminated?	Meets Best Practice	All parts of the page works and is functional and informative						
-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?								
Valuable	Meets Best Practice	Great value to user, especially when trying to look for details for this Musuem						
-Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?								
Learnable								
-Can it be grasped quickly? -What is offered to ease the more complicated processes? -Is it easy to recall?	Meets Best Practice	Yes!						
-ls it easy to recall? -Does it behave consistently enough to be predictable?								
Delightful								
-How are user expectations not just met but exceeded?	Meets Best Practice	Yes! Love the ability to click and open up the photo for a preview of the Musuem						
-What can you take that is now ordinary and make extraordinary? -What are your differentiators from other similar experiences or competitors?								

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