

Hotel Chocolat

Usability evaluation
v1.0



www.webcredible.co.uk



The usability & accessibility specialists

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Main recommendations

- **Help site visitors find the product they want by –**
 - Providing a categorisation scheme that allows site visitors to grasp the site's offerings and how it's organised
 - Using intuitive category names for the navigation (e.g. milk chocolate)
 - Optimising cross-selling opportunities on product and basket pages
 - Offer greater searching capabilities and on-page navigation
 - Ensuring all links have a consistent look and feel
- **Reduce customer attrition by –**
 - Making the 'Add to basket' button far more noticeable
 - Providing highly visible links to 'Basket' and 'Proceed to checkout' on every page
 - Reducing the amount of content on the basket page and making the 'Proceed to checkout' button far more visible
 - Removing the site navigation and excess content from the checkout process
- **Help visitors understand what they can do on each page by –**
 - Using intuitive labelling and clear buttons for main calls to action
 - Providing introductions to key pages

Introduction

Usability issues are identified by their importance and possible impact on the usability of the website. The four levels of importance are:

- **High priority** – Issues that are likely to have a significant impact on the usability of the website and therefore must be addressed.
- **Medium priority** – Issues that are likely to have an impact on the usability of the website and therefore should be addressed.
- **Low priority** – Issues that might have an impact on the usability of the website and therefore may be addressed.
- **No change required** – Aspects of the site that are well designed and require no change.

The severity of usability issues is determined by a combination of three factors:

- **Frequency** with which the problem occurs – is it common or rare?
- **Impact** of the problem if it occurs – will it be easy or difficult for users to overcome?
- **Persistence** of the problem – is it a one-time problem that users can overcome once they know about it or will users repeatedly be bothered by the problem?

Homepage

1. No prices on the homepage

High priority

Observations

Web users can use homepage elements to notify them that this is an e-commerce website. The homepage is currently attractive in its representation of chocolate varieties. However, employing more traditional e-commerce elements such as prices to the page would optimise the site's performance for selling.



These sections contain persuasive text and imagery but site visitors may not realise they're links to products as there aren't any prices.

Recommendations

- Provide prices for each product featured on the homepage. Without prices, site visitors may mistake these links for category links.

2. Homepage sections are formatted the same

High priority

Observations

The inclusion of 'Top sellers' on the homepage is a positive step. However, it doesn't stand out because it's formatted the same as the other links.

The other sections are for specific products whereas 'Top sellers' is a category. Site visitors are likely to assume all homepage sections are for one product and may not notice the top sellers.

The homepage desperately needs to have links to product categories too.



'Top sellers' is formatted the same as the other sections and therefore has the initial appearance of a single product.

Recommendations

- Employ a different style to each type of section (top sellers, featured products, categories), so users can clearly distinguish between them.
- Provide highly visible and prominent links to categories in the main content area.

3. Banner image is ambiguous

High priority

Observations

A large amount of real estate is taken up by the two banner images. The left hand image doesn't seem to add immediate value to the site. It depicts a 'smiling model' but has no explanation. It's actually a link to "Summertime specials" which is presumably a main selling point, yet there's nothing to explain this.

Part of the image is a link to 'Delivery information'. However, the whole image actually looks like it belongs to this link.



Recommendations

- Supplement attractive images with real text and calls to action so site visitors understand where the link will take them. The above picture should also include the text, 'Summertime specials'.
- Split up the 'smiling model' image and the delivery information link, perhaps by splitting them up. Don't create two separate links within what appears to be one image without clearly defined sections for each.

4. Sub-headings don't stand out as links

Medium priority

Observations

In the main content area of the homepage the sub-heading links are grey, not underlined and don't stand out as links.



The screenshot shows a grid of six product categories. Each category has a sub-heading and a brief description. The sub-headings are: 'Top Sellers', 'Gold Chocolate Smoothie', 'Truffle Selection Box', 'Selection of the Season', 'White and Light', and 'Champagne & Chocolates'. A callout box points to the sub-headings with the text: 'All sub-headings are links, but there's no indication of this.'

Recommendations

- Change the link colour to a high contrast colour, so when users browse through the page links grab their attention. Underlining the links will also help users realise that they are indeed links.