

SITE NAME: Whale and Dolphin Conservation		PAGE NAME: HOME	
Heuristic	Score	Observation	Recommendation
Findable -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	Users like Luna who are looking to volunteer or work for WDC can find the internship and employment pages, though they are under different primary navigations. Users looking for this may get confused as they are somewhat similar fields.	I would recommend keeping these like-things together as they are similar in terms of service for the organization.
Accessible -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)?	Minor Problem	There is script text on a photo that is difficult for someone with little visual impairment to see, so this may be more difficult for some other users to see/read/comprehend.	I suggest changing this font (the font is difficult to read in other areas as well, it is just especially difficult to read here as it is white on a busy photo). I would change this font throughout the site and, in this instance, change the color to a darker color and place a transparent white box below the text and above the photo.
Clear -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?	Medium Problem	New users don't know what an inflatable whale is - "Can I buy it? How big is it? Wait, I can go in it?" People also think they can name the whale when they adopt it. Also, not everyone knows what "Bycatch" is.	I would rephrase the wording of WDC/industry-known terminology. Changing terminology in primary and secondary navigations would help non-regular users, like Toby, can understand everything immediately.
Communicative -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	Title of page (on other pages other than home) and indication in the primary navigation of current location are both present.	I would only make the header photo less wide as it takes up most of the page. This will also bring the page titles up in the page and make them more visible.
Usable -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?	Medium Problem	There are two primary navigation bars. There are also different labels that appear too similar (i.e., "About Us" vs. "About Whales and Dolphins.")	Confusing to have two navigation bars vs. just one. It's easier to keep everything in one place. I would condense everything into one primary navigation bar. I would also change "About Whales and Dolphins" to a new name (to be determined by card-sorting) because "About Us" and "About Whales and Dolphins" are too similar as the organization name is " Whale and Dolphin Conservation ."
Credibility -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?	Minor Problem	The script font is too playful - takes away from organization's credibility.	I would change the current font - there are existing script/hand-written fonts that still hold credibility.
Controllable -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?	Medium Problem	Once you go to "Shop" or any of the donate options ("Donate" or "Donate a Vehicle"), it brings you to a different page and there is no way to get back to the original site.	I would either make these a part of the original site or keep the same primary navigation in both sites so users can still navigate the organization as a whole.
Valuable -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Meets Best Practice	Makes whale and boating information fun and engaging - users who want to help the environment would be excited to see page.	Keep content the same.
Learnable -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	Content is engaging and educational in just the titles.	Keep content the same.
Delightful -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?	Minor Problem	Colors are fun (may be a bit flashy), photos are fun and great quality. The torn paper effect is confusing, however (seems too trendy).	I would keep the color scheme (maybe tone down the saturation for the intense colors like the pink) and photos. However, I would change the paper to water or rectangles/triangles.