

SITE NAME: ApplyEBP		PAGE NAME: Home	
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?	Medium Problem	- The home page is creative and makes it relatively clear that the user needs to scroll down (or click the downward-facing arrow) in order to land on the content within the page. Having said that, the very first piece of content is a bolded sentence suggesting "Register Early and Save!", yet the user is unable to click on that text. As a bold sentence at the top of the page, it suggests that there is a link associated with that text that could take them to a page that would allow them to "Register Early and Save".	- Make the bold text/ Call to Action at the top of the page clickable and more aesthetically pleasing to the eye in order to help navigate the user to the page that houses the primary purpose of the site (registering for upcoming courses).
<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	- Yes, the dark background and the white/brightly-colored text meets Accessibility standards and is easy to read.	
<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?	Minor Problem	- Before the site explains what it is that they do, the text is asking for the user to vote on "Where you would like us to go this school year". This is asking the user to vote on something before it has been made explicitly clear what the site is for or how the users are going to benefit from interacting with the site.	- Rearrange the mission statement/ introduction to the company before asking their opinion on the location of the next conference. The text should be separated into more "categories" on the page (Intro, "Register Early and Save!", Vote Here, etc.) and make it clear what the order of importance is for the user to read first. What is it that you want the user to know first, second, etc.?
<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?	Medium Problem	- There is no indication that the user is on a home page, especially because the introduction to the company's mission is not made visually obvious. There is no change of color indicating selected state within the navigation bar, and there are no titles on the Home page the help direct the user where they are.	- Make the selected header (Home) on the primary level navigation another color to indicate where the user is on their journey. Also, create a more formal header that clearly states where on the site the user is, especially because of the age of their target audience (40s-50s). It is important to make the user's journey as easy as possible and the older generation of users may not be as familiar with the less-obvious forms of status indication.
<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	- I wouldn't consider it a major roadblock, but it much less convenient for the user to scroll to the very bottom of the page (4 full scrolls on touchpad) to find the last of the courses.	- It would be significantly easier for the user to navigate the homepage content if it were organized in a different way – rows, links, etc.
<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	Though it meets Best Practices, I think the word "Education" (rather than Ed) in the mission statement at the very top of the homepage should be spelled out. I also think that by reorganizing the content on the homepage and making the purpose of the site, and the important content, more visible, it will add credibility to the site.	
<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		
<b>Valuable</b> -Is this product desirable to the target user? -Can a user easily describe the value?	Meets Best Practice	- Because this site targets such a niche audience searching for this site, the site presents great value to those consumers. There are aforementioned ways to make the site's navigation an easier experience.	

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-Can a user easily describe the value? -Does it meet the business goals?			
<b>Learnable</b>	Meets Best Practice	- The homepage is consistent with the rest of the pages in relation to scrolling, verbiage, font size, etc.	
-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?			
<b>Delightful</b>	Minor Problem	- This page meets user needs, but does not go above and beyond (through means of animation or exciting features within the page that catch the user's eye).	- I would recommend that each course is designated its own picture, related to the topic of the course, and small animations are considered so that the users are surprised by small, exciting components of the site.
-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?			

SITE NAME: ApplyEBP		PAGE NAME: Courses	
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	Users can locate things they are seeking. Primary navigation is clearly laid out at the top. The page starts with a relatively big poster, and followed by registration, search bar, and course information. There's other upcoming courses on the right column. The page has plenty of useful information. Users have to keep scrolling down to read course information and details.	Find a way to better organize the information about courses that users could find what they look for more quickly and don't have to keep scrolling down.
<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)?	Medium Problem	Black background and white text shows good color contrast makes it easy to read. The website is responsive. When user browse on a mobile device, the page gets even longer because the column on the right is stacked at the bottom on a mobile browser.	Hide the right column in mobile responsive website, make it folded into the hamburger menu to improve users experience that they don't have to keep scrolling down.
<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?	Minor Problem	The page is easy to read and understand. Minor issue is the location of the venue, which is important information, comes in the last, users have to scroll to the bottom to see it. The page starts with a big poster, users have to scroll down to view course information and there's no indication for that.	Move the location of venue information up to the beginning together with the name and schedule time. Add indication arrow at the beginning to indicate scrolling down to view course information.
<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?	Minor Problem	Users get to know their status and location by the title of the course page which is stated at the beginning. Users can navigate to other pages through primary navigation at the top, the search bar, and the column of upcoming events on right.	Add breadcrumbs to indicate user's location.
<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	Users can proceed to registration from this page and get access to course description, brochure, and detail information about the course. It serves both new users and loyal users.	Move the location of venue information up to the beginning together with the name and schedule time. Organize content to help users find information they need more quickly.
<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	The content is updated in a timely manner with updated course schedule. There is no promotional content. At the bottom the page, there's an option to "Leave a reply" to leave a message or comment. Contact information including an email and a phone number locates at the footer.	No recommendations.
<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	When there's error occurs, prompt message of pops up to instruct users what to do to avoid error. It's easy to recover. There's a search bar at the top of the page that users can tailor information to their need.	No recommendations.
<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	It meets the business goals. The first thing after the poster of the event is ticket information and the way to proceed to register. Subscription window shows up in the content as users scroll down as well. Links of social media are included in the content for users to share it.	No recommendations.

SITE NAME: ApplyEBP		PAGE NAME: Courses	
Heuristic	Score	Observation	Recommendation
-Does it meet the business goals?			
<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	Information can be grasped quickly. All course pages have same structure so it's easy to be predictable.	No recommendations.
<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?	Minor Problem	The page includes a downloadable course brochure which is a main differentiator from other similar competitors.	Add link to access online resources for both member and non-member.

SITE NAME: ApplyEBP		PAGE NAME: About	
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?	Medium Problem	Site works well across platforms/devices. No search function inhibits users abilities to directly locate information. Section focuses on founders background and has some foundation of why the company was started and the company's function and goals.	Section could benefit from additional information on the company and its mission/differentiating factors. Search function could allow users to more easily find information they are looking for.
<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)?	Minor Problem	Page passes AA and AAA WCAG standards for color contrast. Headlines and body text are acceptable size, however, body text in "upcoming events" section is 12px.	Increase font size to minimum 14px.
<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	There are a couple of technical terms on the page but overall is can be understood or interpreted by users of all ages. Since it is a site specific to a nice audience, terms and abbreviations would be understood by the intended audience.	Meets best practices for clarity.
<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?	Major Problem	There is no indication on the page of where the users is within the site. The title of the page is at at top when it first loads but immediately disappears on scroll.	Add breadcrumbs to the page to orient the users. Anchor the title of the page to the top so users know where they are.
<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?	Major Problem	Page does not contain much information on the company. New users may be looking for more detailed information on ApplyEBP and its mission.	Add more company-specific information including when it was started, their mission, their value-add, and unique position.
<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?	Minor Problem	All of the course offerings are kept current and updated in a timely manner. Page contains contact information as well as a contact form to reach a real person.	Date at top section of about is from 2017. Remove the date so the information feels current.
<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	Errors are not well anticipated and the only way to recover is by pressing the back button or the "about" link on the primary navigation. No breadcrumbs lead to disorientation for users. Search bar is available to users but does not always return the most current results.	Improve accuracy of the search bar which will help users control their journey on the site. Clearer language and better use of links can help guide user journey and allow them to control 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	Provides valuable resources and information for users who are looking to sign up for continuing education courses. Site helps to serve business goals of attracting customers to their seminars	No recommendation as site meets best practice

SITE NAME: ApplyEBP		PAGE NAME: About	
Heuristic	Score	Observation	Recommendation
<p>Does it meet the business goals?</p> <p><b>Learnable</b></p> <ul style="list-style-type: none"> <li>-Can it be grasped quickly?</li> <li>-What is offered to ease the more complicated processes?</li> <li>-Is it easy to recall?</li> <li>-Does it behave consistently enough to be predictable?</li> </ul>	Minor Problem	Information on here is presented easily enough to be retained and learned quickly, however, it is presented in a large block of text which users may not read all the way through.	Break up text into smaller sections
<p><b>Delightful</b></p> <ul style="list-style-type: none"> <li>-How are user expectations not just met but exceeded?</li> <li>-What can you take that is now ordinary and make extraordinary?</li> <li>-What are your differentiators from other similar experiences or competitors?</li> </ul>	Minor Problem	There is nothing on this section that exceeds expectations. Expectations are adequately met.	Explore ways to improve delightfulness of this page.

APPLY EBP	MEMBERS ONLY		
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?	Medium Problem	Site is consistent from desktop to mobile. However, having the search bar only accessible at the bottom on the page is not convenient to users, especially when users usually do not like to scroll too much	Move scroll to top of page for easier access
<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	Reachable in primary navigation from all pages	Keep it as it is for consistency
<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?	Medium Problem	There is no clarification on what a "Member" is	If "Membership" is for previous attendees, make it more known so new users understand and previous attendees can recall that they have a membership when they revisit the site. It should be prefaced/explained what a "member" is so that all users - new and returning - can understand what it is
<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?	Minor Problem	Get rid of that primary navigation button - or make it part of the original ApplyEBP site so you can still access all of the other pages. That way, you can also add indications (i.e. different color text for the page you're on) to show that you are on that specific 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?	Minor Problem	Users who use Members Only (based on our interviews) rave about the feature and how helpful it is. Based on initial observation, it seems very useful. However the frustration or blocker would be the lack of information given. Some users in interviews mentioned how it appears to be the classes relisted and are confused by it because there isn't clarification.	This is repetitious, but it shows how important it is to users that the reminder on what Members Only is - just add clarification to what Members Only is, especially because so many users (who already understand what it is) emphasize how valuable it is.
<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?	Minor Problem	It's a secure site based on the 's' in the 'https://' part of the link. It is easy to contact a real person - there are links at the bottom of the page for email and social media pages. The only thing keeping it from being 100% credible is that there is no "forgot password" function.	In our interviews, it was brought up that users who have taken the courses before sometimes forget their login information, so they cannot access their supplemental information online on Members Only. Adding a "forgot password/username" function would give users more security in how they use Members Only because it allows for correction of user error.
<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?	Medium Problem	The site can be accessed through the primary navigation of the website consistently on each page. However, from this site, you cannot easily go back to the original applyebp.com site without using back buttons in your browser. You can only get back to "Home."	We would recommend to make applyebptools.com and applyebp.com one site for navigation purposes and for keeping everything together. This would also save money when owning domains - to pay for one instead of two. Site should not slow down with this extra page. It will benefit users to be able to access all of the pages from each page, including the members only page. For instance, if someone is looking at a specific course description and they decide to look at members only quickly, they may be thrown off by being brought to a new site and then can only get back to their previous position by using the browser's back buttons.
<b>Valuable</b> -Is this product desirable to the target user? -Can a user easily describe the value? -Does it meet the business goals?	Minor Problem	When understood by the user about what it is, Members Only sets ApplyEBP apart from competitors because it gives users access to information covered in their previous courses. The only thing is that not every user can describe the value because they do not fully understand what it is or what it provides.	Add clarification to what Members Only is so users can describe its value.

APPLY EBP		MEMBERS ONLY	
Heuristic	Score	Observation	Recommendation
<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?	Major Problem	Users who are members have voiced that they had a hard time recalling what "Members Only" is or even what their login information is. Based on looking at the page, it is unclear what the page is asking of the user. It seems to assume the user - new or returning - is in the know of what it is.	Make "Members Only" clarification more obvious and add a description to what it is. You can also add a "forgot password" feature so returning users who may forget what their login is can access their account.
<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?	Medium Problem	No competitor has members-only access to information like ApplyEBP does, however users do not understand or remember exactly what it is based on the interviews we conducted and the little information provided on what it is.	Definitely keep the Members Only feature, just add clarification on what it is.

SITE NAME: ApplyEBP	Home	Courses	About	Members Only
Heuristic	Score	Score	Score	Score
<b>Findable</b>	Medium Problem	Minor Problem	Medium Problem	Medium Problem
<b>Accessible</b>	Meets Best Practice	Medium Problem	Minor Problem	Meets Best Practice
<b>Clear</b>	Minor Problem	Minor Problem	Meets Best Practice	Medium Problem
<b>Communicative</b>	Medium Problem	Minor Problem	Major Problem	Minor Problem
<b>Usable</b>	Minor Problem	Minor Problem	Major Problem	Minor Problem
<b>Credibility</b>	Meets Best Practice	Meets Best Practice	Minor Problem	Minor Problem
<b>Controllable</b>	Meets Best Practice	Meets Best Practice	Minor Problem	Medium Problem
<b>Valuable</b>	Meets Best Practice	Meets Best Practice	Meets Best Practice	Minor Problem
<b>Learnable</b>	Meets Best Practice	Meets Best Practice	Minor Problem	Major Problem
<b>Delightful</b>	Minor Problem	Minor Problem	Minor Problem	Medium Problem