

CLIENT: St.Jude Children's Hospital ans Research		DATE:11/08	Education and Training (https://www.stjude.org/education-training.html)	
Abby Method	Heuristics	SCORE	Observation	Recommendation
<b>Findable</b>	Can users easily locate the things they are seeking?	Meets Best Practice	Located on navigation bar, and it is easily accessible.	
	How is findability affected across devices?	Minor Problem	On the navigation bar, it says Training but the page name is "Education and Training"	The name on the "navigation bar" and the "page" name should match.
	Are there multiple ways available to access things?	Meets Best Practice	Yes, there are two ways. First is, primary navigation Menu bar. Second is sitemap and click the Education and Training	
	How do external and internal search "see" what is provided?	Meets Best Practice	When user search for "Education and Training" on search bar, it comes right up	
	Is information formatted with the results in mind?	Medium Problem	Yes, the information on the pages all on the page, but there are a lots of information. The viewers might struggle to find exact information that they want to find.	It would be nice to have a lists of infomation on the side of the page. Which can help viewers to easily locate themselves even when they are scrolling down the pages
	What is provided to make the delivered results more useful?	Meets Best Practice	As user clicks the "Training" on the global naviagation, I get to see the infomation, but limited information.	
<b>Total</b>	<b>Able to be located</b>	Minor Problem	<b>It is easy to find if a user is looking for "Traing," but it can be a minor issue if the user is looking for "education".</b>	<b>Change the global navitation name to Education and Global</b>
<b>Accessible</b>	Can it be used via all expected channels and devices?	Meets Best Practice	It is a responsive website. The site is easy to see on mobile as well.	
	How resilient and consistent is it when used via other channels?	Meets Best Practice	Because, it is repsonive website and a page; users can access to the same information thru all channels.	
	Does it meet the levels of accessibility compliance to be considerate of those users with disabilities? (e.g. color blindness, contrast, dislexia)	Meets Best Practice	protanopia/protanomaly/deutanopia/deutanomaly/tritanopia/tritanomaly/achromatopsia/achromatomaly friendly	
<b>Total</b>	<b>Easily approached and /or entered</b>	Meets Best Practice	<b>For a color blind viewers, they can click the content by inline.</b>	

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Clear	Is it easy to use and understand? (including uncommon terms or being purposefully unclear in language)	Meets Best Practice	Yes, clearly.	
	Is the target demographics' grade and reading level considered?	Meets Best Practice	Yes, the language is clear for everyone. The page does not contain many medical terms.	
	Is the path to task completion obvious and free of distraction?	Meets Best Practice	Yes. Global navigation bar clearly marked the big blue button get "Education and Training" page	
	Would a user find it easy to describe?	Meets Best Practice	Yes. It is clearly label for people who would like to apply at St.Jude for purpose of education and training.	
<b>Total</b>	<b>Easily perceptible</b>	Meets Best Practice	<b>The page is very clear about the content and it was easy to get to the page.</b>	
Communication	Is the status, location and permissions of the user obvious?	Medium Problem	No, on the "global navigation bar," it is not clear where the user is at.	When a user is on Education and Training page, the global navigation should have some indication to let user know wher s/he is at.
	How is messaging used throuout? Is messaging effective for the tasks and contexts being supported?	Minor Problem	Yes. User can finish a task. However, the page have different aspects all together on same page. For example, for certain jobs are all listed, but some of them are not listed but says "Learn more".	To be a consist website, it should be all list the jobs ohave "Learn More " buttons under Advanced Training, Predoctoral Training, and Dedicated Training Support
	Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?	Medium Problem	No, on the global navigation bar,it is not clear where the user is at. Yes. User can finish a task. However, the page have different aspects all together on same page. For example, for certain jobs are all listed, but some of them are not listed but says "Learn more".	When a user is on Education and Training page, the global navigation should have some indication to let user know wher s/he is at.To be a consist website, it should be all list the jobs ohave "Learn More " buttons under Advanced Training, Predoctoral Training, and Dedicated Training Support
<b>Total</b>	<b>Talkative, informing, timely</b>	Medium Problem	To be a consist website, it should be all list the jobs ohave "Learn More " buttons under Advanced Training, Predoctoral Training, and Dedicated Training Support	<b>When a user is on Education and Training page, the global navigation should have some indication to let user know wher s/he is at.To be a consist website, it should be all list the jobs ohave "Learn More " buttons under Advanced Training, Predoctoral Training, and Dedicated Training Support</b>
Useful	Is it usable? Are users able to complete the tasks that they set out to without massive frustration or abandon?	Meets Best Practice	Yes. a user's task is applying a job at St. Jude or applying for a graduate school, it is easy to do it.	
	Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?	Meets Best Practice	Yes. Very clear	

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	Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?	Meets Best Practice	Yes. Using a button for action in constrat color, blue, for example, "Apply" or "Learn more". the page have a lot of Inlines to let users know more about it by clicking it.	
<b>Total</b>	<b>Capable of producing the desired or intended result</b>	Meets Best Practice	<b>It is a useful page for a user who wants to apply at St. Jude. Also more information is provided with Inline to go next</b>	
<b>Credibility</b>	Is the design appropriate to the content of use and audience?	Minor Problem	at "Education and Training" page, there are links secondary pages and teritary links underneath of the secondary links. However for "Dedicated Training Support" does not have secondary links but they do have teritary links underneath it	Create a "Dedicated Training Support" secondary page
	Is your content updated in a timely manner?	Meets Best Practice	nothing is out dated	
	Do you use restraint with your promotional content?	NA	There is no pormotional content	
	Is it easy to contact a real person?	Meets Best Practice	For applying jobs, it is not usual to contact the future employer, but if a user wants to contact them, s/he can go down of the page and find a contact infomation at footer	
	Is it easy to verify your credentials?	Meets Best Practice	Yes.	
	Do you have help/support content where it is needed? <i>Especially important when asking for sensitive personal data</i>	NA	"Education and Training" page is not asking any personal data. Website may ask a user for sensitive data to user when a user is applying to a speicific job. However "Education and Training" shows a list of jobs that a user may apply.	
<b>Total</b>	<b>Worthy of confidence, reliable</b>	Meets Best Practice	<b>When a user using "Education and Training" , s/he would not question a credentials because it shows the information that users are looking for and indicates the reliable content</b>	
	Are tasks and information a user would reasonably want to accomplish available?	Meets Best Practice	Yes. If a user wants to apply to a job, s/he can choose to apply or scroll down see what are more options for him/her	
	How well are errors anticipated and eliminated?	NA	There is no error	

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<b>Controllable</b>	When errors do occur, how easily can a user recover?	NA	There is no error	
	Are features offered to allow the user to tailor information or functionality to their context?	Meets Best Practice	If a user needs more infomation, s/he can get more information by clicking Inline links.	
	Are exits and other important controls clearly marked?	Meets Best Practice	A user need to go homepage, s/he can click the main logo, and the website will go back to homepage. Also global naviagtor is always on time, so if a user choose to do something else, s/he can go to global navigation.	
<b>Total</b>	<b>Able to adjust to a requirement</b>	Meets Best Practice	<b>User can control the "Education and Training Page"</b>	
<b>Valuable</b>	Is it desirable to the target user? Does it improve customer satisfaction?	Meets Best Practice	Yes, a "Education and Training" is appealing to target audiences for "Advanced Training" and "Predoctoral Training" because thses are only secondary page that is listed with name of tertiary pages	
	Does it maintain conformity with expectation throughout the interaction across channels?	Meets Best Practice	Yes, a "Education and Training" is maintained conformity with expectation throughout the interaction across channels	
	Can a user easily describe the value?	Meets Best Practice	Yes. The value of "Education and Training" is showing the list of jobs that user want to apply	
	How is success being meausured? Does it contribute does it contribute to the bottom line?	NA	No way to measure the value of the job	
	Does it improve customer satisfaction?	NA		
<b>Total</b>	<b>Of great use, service, and importance</b>	Meets Best Practice	<b>User can utilize "Education and Training" page to get a job</b>	
	Can it be grasped quickly? Does it behave consistently enough to be predictable?	Meets Best Practice	Yes. User can apply what they want to apply at specific area.	

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<b>Learnable</b>	What is offered to ease the more complicated processes?	Meets Best Practice	Broke down the infomation to secondary or tertiary pages	
	Is it memorable?	NA	it might be hard to memorize all the list of jobs. Also user does not need to memeorize the list of jobs at St. Jude	
	Is it easy to recount?	NA	User does not need/require to recount the content	
	Does it behave consistently enough to be predictable?	Minor Problem	at "Education and Training" page, there are links secondary pages and teritary links underneath of the secondary links. However for "Dedicated Training Support" does not have secondary links but they do have tertiary links underneath it	Create a "Dedicated Training Support" secondary page
<b>Total</b>	<b>To fix in the mind, in the memory</b>	Meets Best Practice	<b>User can easily memorize to use "Education and Training" page because information is broken down to digest</b>	
<b>Delightful</b>	What are your differentiators from other similar experiences or competitors?	Meets Best Practice	Broke down the infomation to secondary or tertiary pages	
	What cross channel ties can be explored that delight?	Meets Best Practice	St.Jude Children's Hospital ans Research website broke down the infomation to secondary or tertiary pages through the chanel	
	How are user expectations not just met but exceeded?	Meets Best Practice	A user is expect to see the list of jobs on "Education and Training" page. Also some of the pictures give some ideas who they are looking for and this person on the picture could be you.	
	What are you providing that is unexpected?	Minor Problem	Volunteer could be on "Educational and Training page"	Add volunteer links to "Education and Training" pages
	What can you take that is now ordinary and make extraordinary?	NA	"Education and Training" requiries specific discriptions to jobs and it is designer for people who are looking for job, (job is serious) when a page is delivering the infomation of what users are looking for, it doent have to be a extraordinary	
<b>Total</b>	<b>Greatly pleasing</b>	Meets Best Practice	<b>A user is expect to see the list of jobs on "Education and Training" page. Also some of the pictures give some ideas who they are looking for and this person on the picture could be you.</b>	