

CLIENT:		DATE:	Visit Us ( <a href="https://www.stjude.org/about-st-jude/visit.html?sc_icid=us-mm-visit">https://www.stjude.org/about-st-jude/visit.html?sc_icid=us-mm-visit</a> )	
Abby Method	Heuristics	SCORE	Observation	Recommendation
<b>Findable</b>	Can users easily locate the things they are seeking?	Meets Best Practice	It is underneath of "About Us", primary category.	
	How is findability affected across devices?	Minor Problem	For mobile version, user has to click 3 times to get that page	Take a usability test to find out if user wants to see get the information faster
	Are there multiple ways available to access things?	Meets Best Practice	Yes there are two ways. 1.Primary navigation Menu bar underneath of "About Us". 2. Select "site map" from a footer and then choose tertiary page link " Visit Us"	
	How do external and internal search "see" what is provided?	Meets Best Practice	When a user search for "visit" on search bar, related words are followed. It shows "Visit Hospital"	
	Is information formatted with the results in mind?	Meets Best Practice	Yes it is providing. "Visit Us" providing informations regarding to it	
	What is provided to make the delivered results more useful?	NA		
<b>Total</b>	<b>Able to be located</b>	Meets Best Practice	Yes there are two ways. 1.Primary navigation Menu bar underneath of "About Us". 2. Select "site map" from a footer and then choose tertiary page link " Visit Us"	
<b>Accessible</b>	Can it be used via all expected channels and devices?	Meets Best Practice	Yes. It is responsive page. It has 4 points to break down.	
	How resilient and consistent is it when used via other channels?	Meets Best Practice	Because it is responsive website and a page, user can access to 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, dyslexia)	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		

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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. the page is easy to understand. Very direct information	
	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	no distraction	
	Would a user find it easy to describe?	Meets Best Practice	yes location of the hospital	
<b>Total</b>	<b>Easily perceptible</b>	Meets Best Practice	<b>very clearly indicated where is the hospital</b>	
Communication	Is the status, location and permissions of the user obvious?	Minor Problem	No, on the "global navigation bar," it is not clear where the user is at.	When a user is "visit" page, the global navigation should have some indication to let user know where s/he is at.
	How is messaging used throughout? Is messaging effective for the tasks and contexts being supported?	Meets Best Practice		
	Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?	Meets Best Practice		
<b>Total</b>	<b>Talkative, informing, timely</b>	Meets Best Practice	<b>Yes. "Volunteer Locally" page clearly communicate with users what is this page for.</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. User will need address before s/he comes to hospital.	
	Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?	Meets Best Practice	Yes. "Visit Us" page expects users to be a new users because it explained everything clearly	

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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	Any Tertiary pages are in blue color (contrast color) and as a user hover over it, it changes the color (micro interaction) and changes the mouse pointer icon changes to hand	
<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 go to St. Jude hospital or Affiliate locations. Also more information is provided with what to expect if you are first time visiting</b>	
<b>Credibility</b>	Is the design appropriate to the content of use and audience?	Meets Best Practice	Yes. Very clean design	
	Is your content updated in a timely manner?	Meets Best Practice	nothing is outdated.	
	Do you use restraint with your promotional content?	NA	There is no promotional content	
	Is it easy to contact a real person?	Meets Best Practice	the page have a "Contact Us" tertiary page on their page	
	Is it easy to verify your credentials?	Meets Best Practice	"Visit Us" page is providing well thoughtout content to users.	
	Do you have help/support content where it is needed? <i>Especially important when asking for sensitive personal data</i>	NA	User doesn't need to use personal data	
<b>Total</b>	<b>Worthy of confidence, reliable</b>	Meets Best Practice	<b>When a user using "Visit Us" , 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 Visit locally, s/he can choose to click tertiary pages of the name of the hospitals or click button at "Driving Direction"	
	How well are errors anticipated and eliminated?	NA	There is no error	

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<b>Abby Method</b>	<b>Heuristics</b>	<b>SCORE</b>	<b>Observation</b>	<b>Recommendation</b>
<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 information, 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 navigator 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 "Visit Us" Page</b>	
<b>Valuable</b>	Is it desirable to the target user? Does it improve customer satisfaction?	Meets Best Practice	It is giving a information that users need	
	Does it maintain conformity with expectation throughout the interaction across channels?	Meets Best Practice	Yes, a "Visit Us" page is maintained conformity with expectation throughout the interaction across channels	
	Can a user easily describe the value?	Meets Best Practice	Yes. Users can describe the address or links to other offices	
	How is success being measured? 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>Great service by providing all the address of St. Jude hospital and other offices</b>	
	Can it be grasped quickly? Does it behave consistently enough to be predictable?	Meets Best Practice	Yes.	

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Learnable	What is offered to ease the more complicated processes?	Meets Best Practice	by providing "Driving Navigation" button	
	Is it memorable?	NA	it might be hard to memorize all the list of locations. Also user does not need to memorize the list locations	
	Is it easy to recount?	NA	User does not need/require to recount the content	
	Does it behave consistently enough to be predictable?	Meets Best Practice	Yes. User is expecting to get addresses and the page is providing to users	
<b>Total</b>	<b>To fix in the mind, in the memory</b>	Meets Best Practice	<b>User can easily memorize to use "Visit US" page because information is clear</b>	
Delightful	What are your differentiators from other similar experiences or competitors?	Meets Best Practice	at the bottom of the page, page is offering "Download" of campus map	
	What cross channel ties can be explored that delight?	Meets Best Practice	Because it is responsive website and a page, user can access to same information thru all channels.	
	How are user expectations not just met but exceeded?	Meets Best Practice	When you click the "Driving Navigation, user is redirected to Google Map	
	What are you providing that is unexpected?	NA		
	What can you take that is now ordinary and make extraordinary?	Meets Best Practice	Any Tertiary pages are in blue color (contrast color) and as a user hover over it, it changes the color (micro interaction) and changes the mouse pointer icon changes to hand	
<b>Total</b>	<b>Greatly pleasing</b>	Meets Best Practice	<b>Users are greatly pleased because all the information they want from "Visit US" page because information and Any Tertiary pages are in blue color (contrast color) and as a user hover over it, it changes the color (micro interaction) and changes the mouse pointer icon changes to hand</b>	