

Title: **Homepage Review Sample**

Date: **22/02/2024**

Method: **Group Review / Audit**

Issues Identified: **12**

Reviewers:

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**Action Plan:**

1. Combine findings
2. Present to Stakeholders & Gather feedback
3. Prioritize Tasks
4. Co-create Design Proposal
5. Validate Wireframes

**1** The corporate logo against the white background appears isolated, lacking prominence due to excessive empty space above it

**2** The font size presents a potential usability issue, as it may not meet accessibility standards for diverse user demographics.

**3** Search text box is not center aligned

**4** The "XXXXXXX" button on top lacks visual prominence, diminishing its importance and discoverability, violating usability principles. Plus, it disappears when viewed on mobile.

**5** The blue colour icon creates excessive contrast with the red background and diminishes the attention and importance of the action button to users.

**6** The quick image changes hinder user understanding and engagement, violating usability principles. To improve, adjust slide timing to 5-6 seconds, enhancing comprehension and interaction. This aligns with usability standards, ensuring users have sufficient time to process information for a smoother browsing experience.

**7** The monochromatic icons lack visual prominence and proximity, hindering discoverability and usability. The buttons suffer from "button blindness" due to overcrowding and lack of visual cues. As a mature user seeking aged wine, critical actions should be intuitively accessible, not buried amidst distractions.

**8** The simultaneous display of multiple advertisement banners creates cognitive overload, diluting focus on the product and offer. To enhance clarity and user engagement, prioritise visual hierarchy to ensure prominent visibility of the product and offer

**9** The horizontal scroll arrow is difficult to locate. Research data indicates that users tend to overlook horizontal scroll arrows and content, preferring vertical scrolls instead. See the report below for more details.

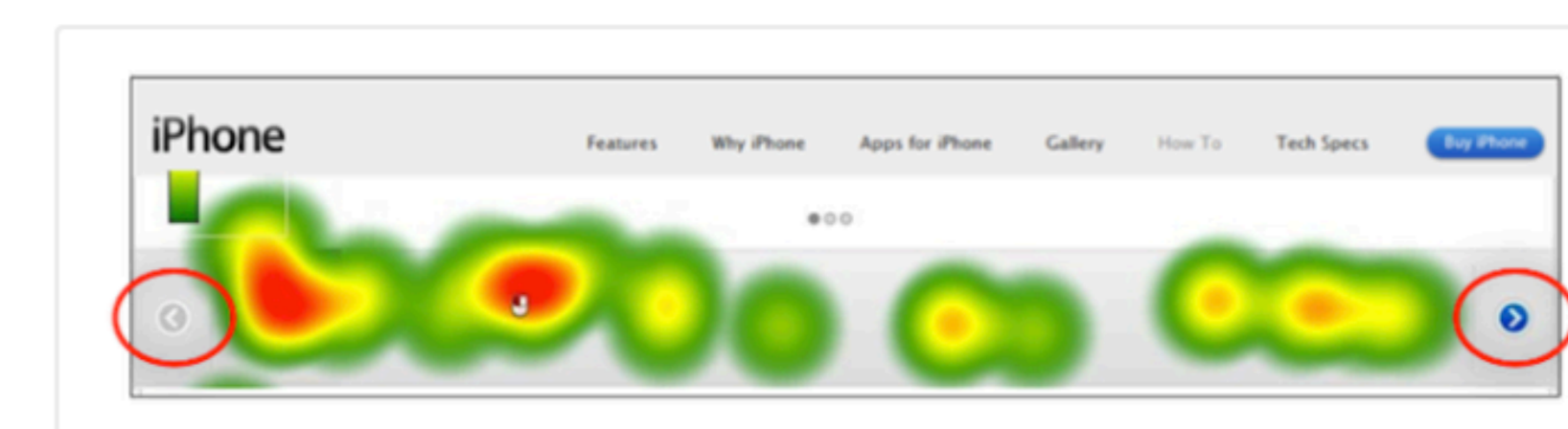
**10** The "XXXXXXXXXX" is crucial information on this card, instilling a sense of urgency for users to place their bids. However, the information is barely noticeable due to its small font size, leading to high chances of users missing the crucial information on the page.

**11** The card dimensions appear insufficient, impacting content legibility and overall information hierarchy. Implementing a larger card size would enhance visual prominence and facilitate better information organization, aligning with principles of effective UX design.

**12** The visibility of the thin horizontal bar is suboptimal for users, indicating a lack of affordance. Enhancing affordance through visual cues such as increased contrast or size can improve discoverability. Additionally, prioritizing inclusive design principles ensures usability across diverse user demographics, promoting a positive user experience for all.

**2. Users may ignore content accessible through horizontal scrolling or “swiping” as they don’t expect content there.**

Our research found that even strong cues such as arrows frequently remain unnoticed. People expect to scroll vertically for additional content, but they don't expect to scroll sideways. Horizontal scrolling works against their preexisting **mental model** of a web page.



Apple.com: This eyetracking heat map shows how a user looking at a filmstrip of product images never glanced at the arrows, and thus never saw the other products in the rest of the filmstrip.

image courtesy : <https://www.nngroup.com/articles/horizontal-scrolling/>