

HEURISTIC ANALYSIS FOR KELLEY GRAY COUNSELING GROUP

One:

Heuristic: Aesthetic and minimalist design

Severity: 3

Notes:

You want people to engage and interact directly with your content in such a way that the interface disappears. Here, however, your navigation takes up nearly a quarter of the screen, reducing interaction, flow, and engagement with the product.

Recommendation:

Move navbar to the top of the page, reduce clutter and size, and make as transparent as possible.

Two:

Heuristic: Aesthetic and minimalist design

Severity: 0

Notes:

While CTAs (call to actions) are important, the size of your CTA is overkill and distracts from the overall aesthetic.

Recommendation:

Reduce size, move the navbar, and make it clear but subtle. This is, after all, a counseling website and not an e-commerce site.

Three:

Heuristic: Consistency and standards

Severity: 3

Notes:

Your highlight color is the same as your link color, which creates confusion for the user.

Recommendation:

Change your highlight or link color to an appropriate and matching color.

Four:

Heuristic: Flexibility and efficiency of use

Severity: 1

Notes:

Given discussion with the client, her website is for repeat users and those finding her website for other reasons than face-to-face counseling. She is also a writer and speaker and can most likely do away with the giant map.

Recommendation:

Delete the google map. This will trim the site and make it more visually appealing.

Five:

Heuristic: Consistency and standards

Severity: 3

Notes:

The color palette is neither accessible or visually appealing.

Recommendation:

Change color palette to match up-to-date accessibility standards.

Six:

Heuristic: Aesthetic and minimalist design

Severity: 1

Notes:

The font, color, and size do not make sense given the tone and scope of the website.

Recommendation:

Change the font type, color, and style to match the goals of the client.

Seven:

Heuristic: Consistency and standards

Severity: 2

Notes:

"About Me" page is driven by text and not visual design, which isn't always a bad thing, but here is there is way too much text with bad hierarchy and poor scan-ability.

Recommendation:

Redact text and images to fit with 2018–2019 standards and appeal.

Eight:

Heuristic: Flexibility and efficiency of use

Severity: 2

Notes:

Too much text on each page and the link and highlight color are the same. The CTAs are not clear.

Recommendation:

Reorganize, clear up, edit, and make it clear what you want the user to do.

Nine:

Heuristic: Help and documentation

Severity: 3

Notes:

The cards are a strange approach here since nothing else has been designed with Material concerns in mind. Also, the most important forms are not given the appropriate hierarchy.

Recommendation:

Reorganize this page, get rid of the "card" aesthetic, and find an easy-to-access and intuitive way to present not only the necessary information but also the required forms and documentation.

Ten:

Heuristic: Aesthetic and minimalist design

Severity: 1

Notes:

Again, the map. It's unnecessary and clutters the page.

Recommendation:

Delete it.

Eleven:

Heuristic: Aesthetic and minimalist design

Severity: 1

Notes:

The "welcome" text doesn't match the size of the hero image.

Recommendation:

Adjust "welcome" text to fit within the aesthetics of the image.