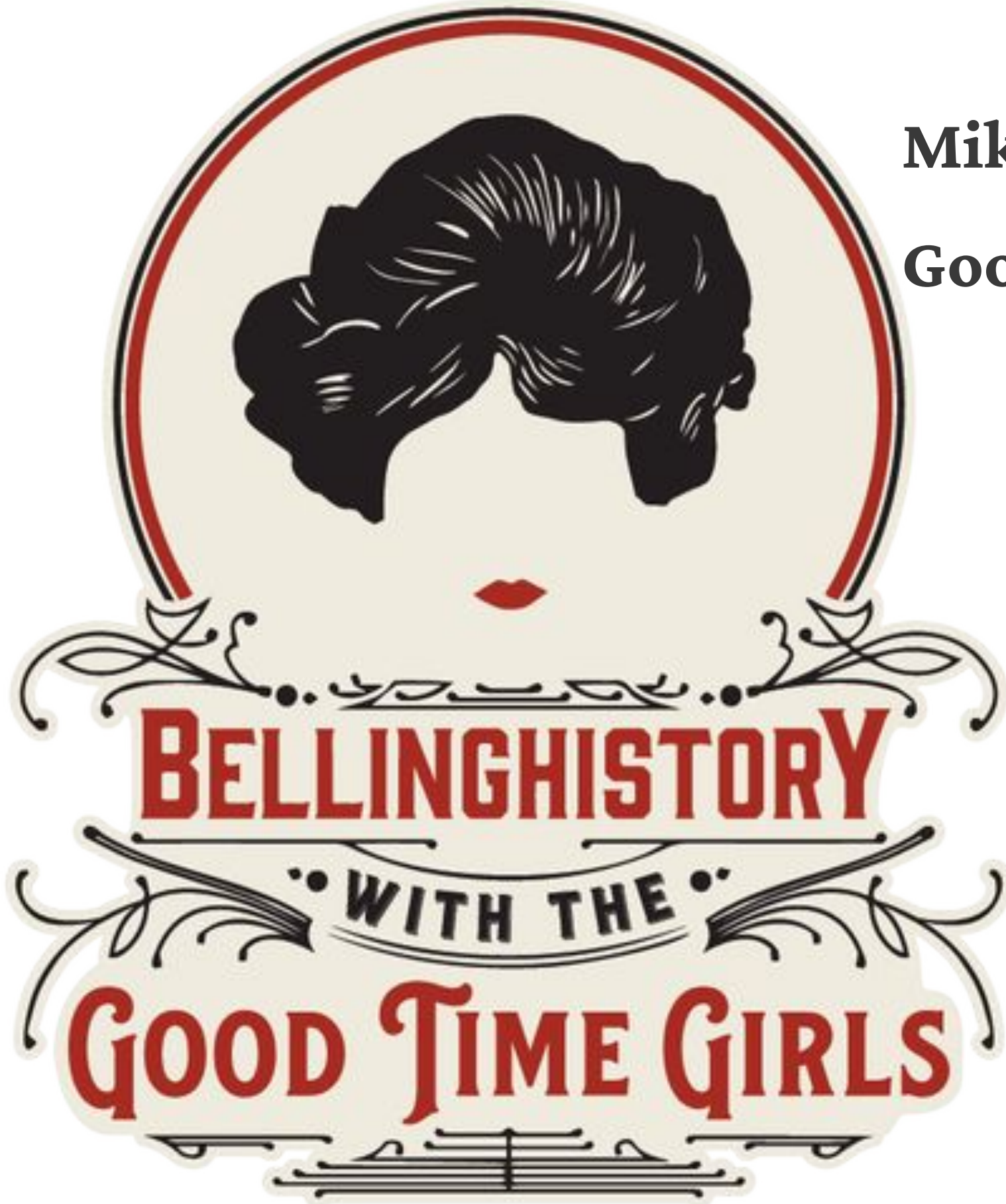


Heuristic Evaluation Case Study



Mike Riffon | UX Designer Consultant

Good Time Girls | Client- Historical Tour Guides

Contents

- Overview: UX/UI Review
- Opportunities
- Recommended Next Steps

Summary of Tasks Completed

The site overall is very clear and direct to what its purpose is from the landing page

- **Critical** and major recommendations for change where found
- **Analysis** did find opportunities for better user experiences with existing aesthetics.

I assessed the existing website's **35+** pages for these factors and made recommendations for improvement.

- **Usability** - Can new users easily understand the website?
- **Information Architecture** - Is the website easy to navigate?
- **Visual Design** - Is the website aesthetically pleasing?
- **Content** - Is the website content clear and understandable?

Opportunity 1:



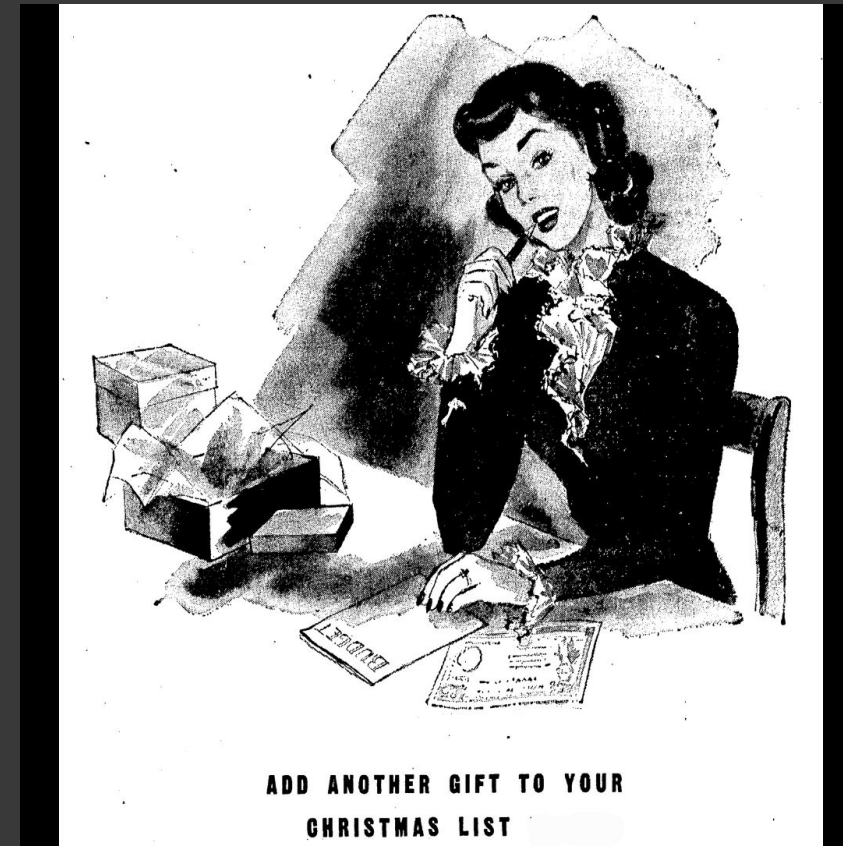
Landing page

Breadcrumb links for booking tours and merchandise should be placed above the fold line and in the center focus of attention on the homepage. This would give users instant and easier access to the site's main purpose. This also increase users likelihood to purchase both tours and merchandise.

Opportunity 2:



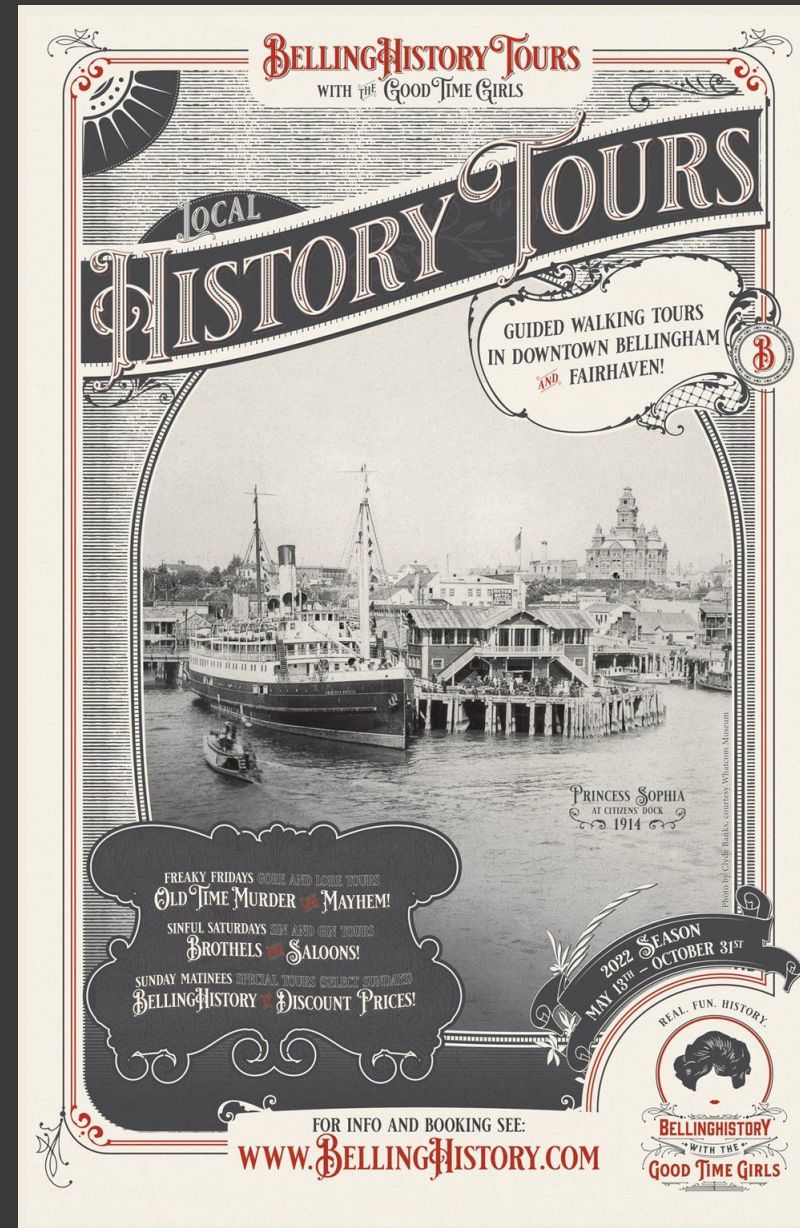
vs.



Brand Image

Good Time Girls (GTG) have a strong image rooted in history, but it's unclear if it is 19th century era or mid 20th century nuclear family that is the brand. Focusing the brands look on mainly one era will strength the brand recognition and remove confusion.

Opportunity 3:



This a great example from your site of utilizing your color scheme to its fullest as part of the background.

Color Scheme

Good TIme Girls have a great color scheme, but it's lost on the website because of the white background.

Using the existing logo background color instead would enhance and strengthen the nostalgia that is Good Time Girl's brand.

Additional Opportunities



Copyright

Adding the copyright symbol and GTG official name to the footer on each page for intellectual property.



Accessibility Statement

Y'all having one is GREAT! Just add a sentence stating ongoing efforts to make website as accessible as possible too it.



Terms and Condition

TnC usually is a clear stand alone page as a form of protection; so that it cannot be disputed that they are not clearly displayed.



Cookies

If cookies are being used on the site a statement providing this info is a must have by law in some areas.

Next Step 1: Accessibility

READ OUR BACKSTORY **HERE**

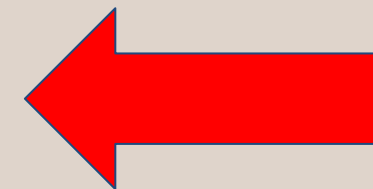
VS.

READ OUR BACKSTORY HERE



Critical and Major

- Not all links on the page are targeted by keyboard this makes it difficult for text to speech reading software to work for vision impaired.
- No action state on some buttons, sometimes the indicator shows up (tabbing a refreshed page) but not on most elements.
- Short link like [**here**] are too small to target on small devices, but increasing the content within the anchor tag adds context to the url/click through and increases the target area.



Next Step 2: Information Hierarchy

HOME ABOUT TOURS+ EXTRAS NITTYGRITTY PODCAST/BLOG CONTACT

Tours Shop About Media Contact

■ Navigation Bar

- This a robust website having a sticky or fixed nav bar will allow users to always know where they are on the site.
- The nav bar would be more efficient in this order Tours/Shop/About/Media then Contact button. Most important first!
- Adding a media tab for blogs/podcast, gallery and press would be less confusing. Also combining press and blog into one page since the content is the same. This also applies to Events and Calendar pages being the same.

Next Step 2

continued:

Wayfinding



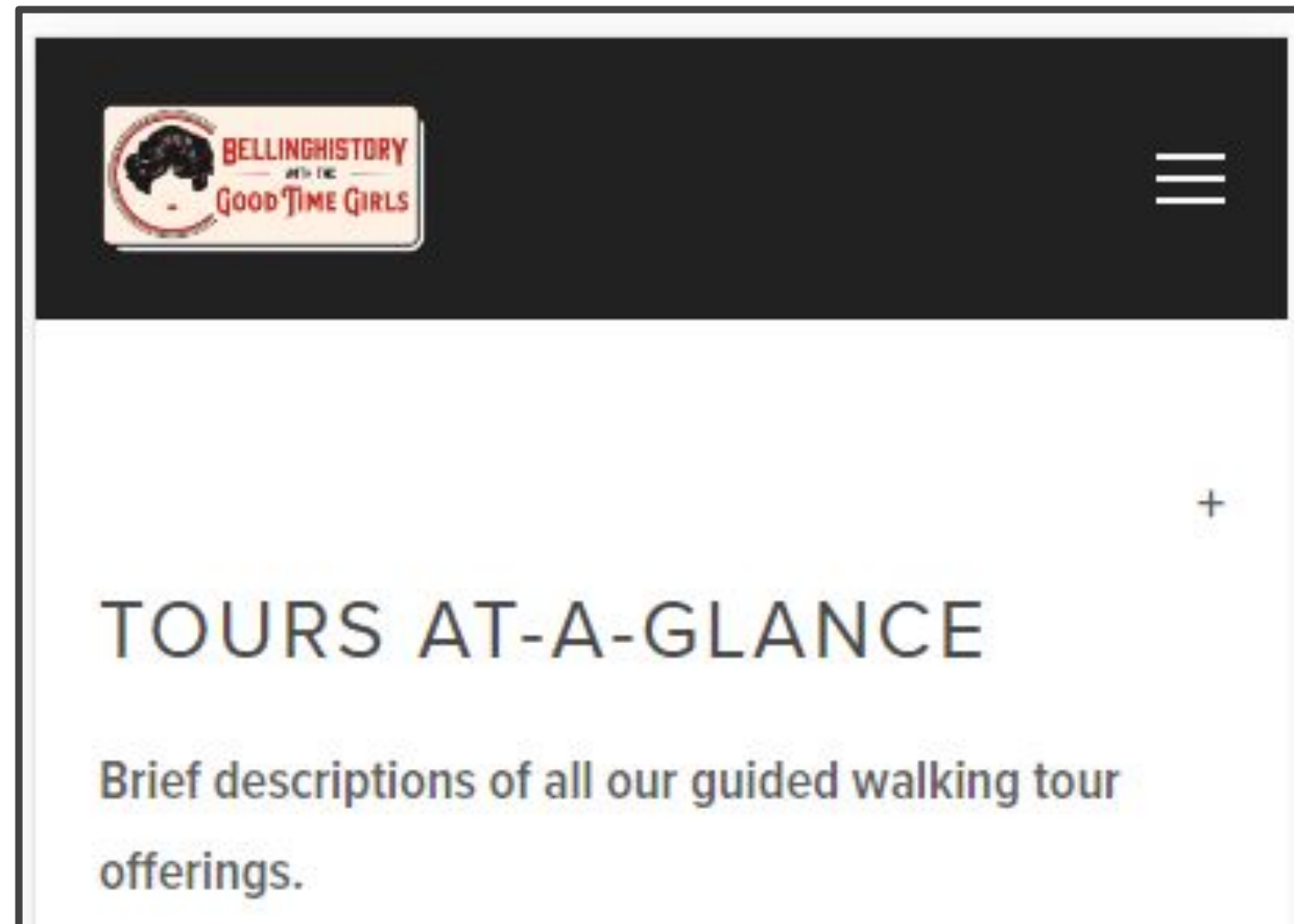
■ Images & Buttons

- Lots of images with text embedded, and they have no alt text explaining the text in the image or clickable link attached (e.g. business email below).
- The Gift Card image's text is distracting users from the information, of how to purchase one.
- Subscribe button for newsletter looks inactive because of gray color users may think it is down.

Example from site:

goodtimegirls@bellingshistory.com

Next Step 03: Consistency & Standards



■ Press

The title for this page is a different font, and this gives the impression that this might be a legacy page of earlier designs.

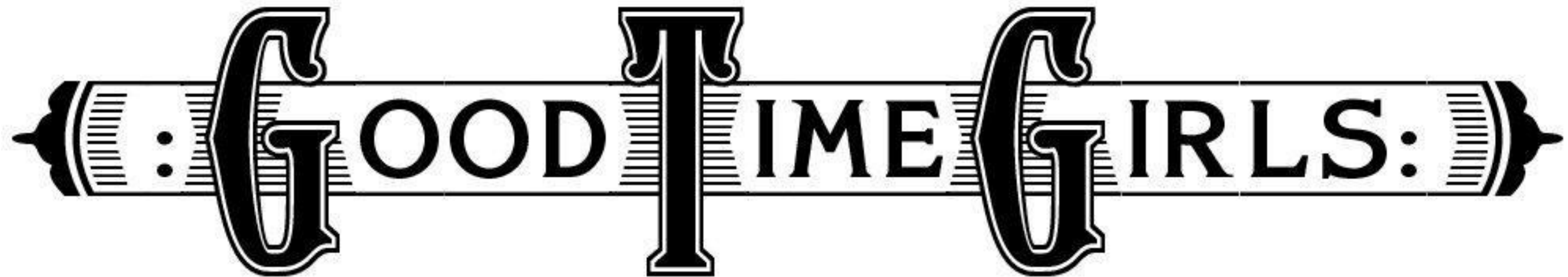
■ Headings

Generally are not used in the code when the text is a callout but not really a heading. Some pages don't have page titles, and some skip to H2 instead of starting with H1 heading.

■ Mobile Devices

Secondary in page menus become a very small plus symbol on mobile devices. This makes them difficult to find and invisible to those with color vision deficiency.

EST. 2011



BELLINGHAM, WASHINGTON

If you have any questions or want me to present this in person, please feel free to contact me. I offer web design services too. You can rest easy knowing you and your customers are getting a delightful experience on your website, and a UX designer dedicated to your commerce goals.

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Phone: (360)224-8925

Thank you for this, ladies!