

# Homepage Usability

Checkpoint		Comments
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1	Interactivity has improved on the homepage with the addition of the rollover zoom. The application of the consistent underlining on hover also indicates to users that items are linked to other content deeper in the site.
The home page contains a search input box	1	
Product categories are provided and clearly visible on the homepage	1	Overall the CTA labels are more informative than before e.g Instead of using just 'Shop' we now use 'Shop Wallets'.
Useful content is presented on the home page or within one click of the home page	1	
The home page shows good examples of real site content	1	
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1	
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	-1	
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	1	
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	-1	
The home page contains meaningful graphics, not clip art or pictures of models	1	
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	1	
The title of the home page will provide good visibility in search engines like Google	-1	
All corporate information is grouped in one distinct area (e.g. "About Us")	1	
Users will understand the value proposition	1	
By just looking at the home page, the first time user will understand where to start	0	
The home page shows all the major options	1	
The home page of the site has a memorable URL	1	
The home page is professionally designed and will create a positive first impression	1	
The design of the home page will encourage people to explore the site	1	
The home page looks like a home page; pages lower in the site will not be confused with it	-1	