

Advansys Fact Card

How to critique a website?

Navigation

“Can I find what I want quickly and easily? Eliminate guesswork!”

Does the website use best-practice navigation? Examples include:

- Top Level Menu (+ Drop down menu)
- Search box (+ predictive search)
- Bread-crum trail
- Multifaceted search (filtered search)
- Footer quick-links
- Can I find what I want quickly?
- Include a “Call to action” in all instances.

Relevancy

“All the customer cares about is their problem and how you will solve it”

Does the website, product, or service solve my problem? For example:

- Is the price right? (Competition – people shop around!)
- Is the product what I want? Do they have my size, colour etc?
- Does the site answer my questions?
- Do I like how the item looks? Are the details sufficient?
- Can you deliver on time?

Credibility

“Do I trust the website/company enough to pass over my payment details?”

Is the company genuine and trustworthy? This can be shown with the following:

- Contact details
- Customer testimonials
- Photos / Videos
- Social media followers
- Build / Design quality
- Security
- Promote USPs
- Promote Free Delivery / Free Returns / Next day delivery