

This report contains the results of a usability expert review conducted by Melissa Gibson as part of a student project at Arizona State University. The website for The Resonant Project was evaluated against a variety of criteria in the following areas: Home page, Navigation, Trust and Credibility, and the Page Layout and Visual Design. The purpose of this review was to determine what issues the average user of the website may face if they visited it today. If you have any unanswered questions about the review, please contact me at MelissaLGibson@asu.edu for more information.

Scoring the Test

1 = Meets the guideline

0 = Somewhat meets the guideline

-1 = Does not meet the guideline

N/A = Not Applicable.

Reviewer Comments

I have included detailed comments and reasoning for scoring at each checkpoint. For checkpoints that did not receive a score of 1, I have included my recommendations to improve the score **highlighted in orange**.

Overall Results

The Resonant Project website received an overall score of 87%. Below you can see the summary of the results. The Resonant Project has a very well-designed website with very few major usability issues. All issues discovered in this test should be a matter of simple adjustments to the site.

<i>Overall Score</i>	<i>87%</i>
<i>Page Layout and Visual Design</i>	97%
<i>Writing and Content Quality</i>	95%
<i>Navigation</i>	89%
<i>Home Page</i>	85%
<i>Trust and Credibility</i>	71%

Standout results

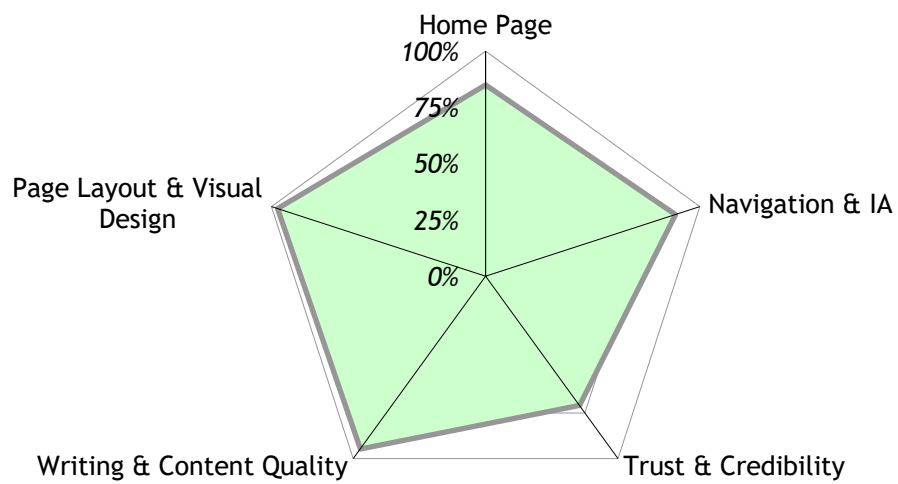
The content on the site is not only well written, but the page layout makes the content visually easy for the user to read. The site makes excellent use of color blocking to separate information into easy to digest sections. The site also uses emboldened text to create emphasis in the language instead of underlining which can create confusion with hyperlinks. Furthermore, the site uses color to highlight when a link is selected and to indicate which page the user is currently located on. This makes navigating the site simple for the user.

Resonant can build some additional trust and credibility into the website and the project by keeping users more up to date with how the project is progressing. This can be achieved by adding an update blog to the site that is updated on schedule that users can rely on. This can be weekly, monthly, quarterly, etc., whatever makes sense for the project. Additionally, the project provides an opportunity to connect with users via social media. Looking at the social media links provided by the site leads users to outdated content. There hasn't been any activity on Instagram or TikTok since January 5th, on Facebook since March 1, or on X since May. Keeping these platforms updated consistently would help the brand build trust with their users. Adding some of these elements to the site will increase the homepage score as well.

Website Usability - Expert Review

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	14	20	20	85%
Navigation & IA	17	29	22	89%
Trust & Credibility	5	13	12	71%
Writing & Content Quality	17	23	19	95%
Page Layout & Visual Design	33	38	35	97%
Overall score		123	108	87%



Home Page

Checkpoint	
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1
The home page contains a search input box	-1
Product categories are provided and clearly visible on the homepage	1
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	0
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

Comments
Home page has clear focus. The items on the home page are all focused the Resonant mission statement. Each element discusses what Resonant considers to be a problem and how the company intends to correct that problem. Home page does not have a search box for user input. Consider adding a search box
No products present. Home page categories are clearly visible on home page: Our Mission, Our Vision, The Problem, etc. Home page contains all relevant information about the Resonant project. Additional information about the team, as well as getting involved with the project is available one click from the home Not a lot of content, or examples of Resonant present on the home page. However, the content present on home page does provide plenty of relevant information to user. Consider adding images of UI mockups for the app, or other visuals such as a live instagram feed, etc. All links use clear language: Home, More, Get Connected, Meet the Team
The home page does not contain updates about the project, nor does it link to updates or archival information about the project. Consider adding a section for updates Navigation is clear and cannot be mistaken for advertising.
Value propositions is clearly stated. First in the tagline : Be Seen! Be Heard! Be Resonant! Then in a blurbs: The Problem and The solution. The user will understand the purpose of the Resonant Home pages contains meaningful graphics that were designed for the project. The home page also adheres to an overall color pallet. Navigation is listed in order of importance. First Home, then More.
The Home pages title "Home The Resonant Project" provides excellent visibility. Theresonantproject.com is the first google search result when users search "the resonant project." All corporate information is grouped under, "Meet the Team"
The value proposition (tagline) is slightly vague, but after reading more about the project, it becomes clear Users may go the the "More" link before scrolling down the page. Consider adding links to each of the sections under the "More" linke for quick access. User can get to all content from the home page.
Home page URL is the name of the project.
Home page is professionally designed.
The order of the content as user scrolls down the home page, encourages user to explore the site.
The homepage is clearly the home page. Contains the project's major branding and tagline.

Navigation & Information Architecture

Checkpoint	
There is a convenient and obvious way to move between related pages and sections and it is easy to return to the home page	1
The information that users are most likely to need is easy to navigate to from most pages	1
Navigation choices are ordered in the most logical or task-oriented manner	1
The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels)	0
The site structure is simple, with a clear conceptual model and no unnecessary levels	1
The major sections of the site are available from every page (persistent navigation) and there are no dead ends	1
Navigation tabs are located at the top of the page, and look like clickable versions of real-world	1
There is a site map that provides an overview of the site's content	-1
The site map is linked to from every page	
The site map provides a concise overview of the site, not a rehash of the main navigation or a list of every single topic	
Good navigational feedback is provided (e.g. showing where you are in the site)	1
Category labels accurately describe the information in the category	1
Links and navigation labels contain the "trigger words" that users will look for to achieve their goal	1
Terminology and conventions (such as link colours) are (approximately) consistent with general web usage	1
Links look the same in the different sections of the site	1
Product pages contain links to similar and complementary products to support cross-selling	
The terms used for navigation items and hypertext links are unambiguous and jargon-free	1
Users can sort and filter catalogue pages (e.g. by listing in price order, or showing 'most popular')	
There is a visible change when the mouse points at something clickable (excluding cursor changes)	1
Important content can be accessed from more than one link (different users may require different link labels)	1
Navigation-only pages (such as the home page) can be viewed without scrolling	-1
Hypertext links that invoke actions (e.g. downloads, new windows) are clearly distinguished from hypertext links that load another page	1
The site allows the user to control the pace and sequence of the interaction	1
There are clearly marked exits on every page allowing the user to bale out of the current task without having to go through an extended dialog	1
The site does not disable the browser's "Back" button and the "Back" button appears on the browser toolbar on every page	1
Clicking the back button always takes the user back to the page the user came from	1
A link to both the basket and checkout is clearly visible on every page	
If the site spawns new windows, these will not confuse the user (e.g. they are dialog-box sized and can be easily closed)	
Menu instructions, prompts and messages appear on the same place on each screen	
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Comments
Users can navigate to all content within a few clicks and return to the home page with one click to a clearly visible link labled "Home"
Users can navigate to all content within a few clicks.
Navigation order is logical. Home, then More.
Navigation system is broad and shallow, but it doesn't contain very many links. Consider adding links for all sections down the home page: Our Mission, Our Vision, The Problem, The Solution, Our Site is clear and simple. Very easy to navigate.
No dead ends. Users can reach any content from any pages within one or two clicks.
Menu is across the top of the page. Links are clear and visible.
There is no site map. Consider adding a site map (site links) to the footer
N/A: No site map
N/A: No site map
The link to the page the user is on, turns green to indicate the active page. Other links are white.
Each category is clearly labled.
Links use works and phrases that users would use to search for the topic: Meet the Team, and Home
The site follow typical conventions. Links are not standard colors (blue/purple) but they do follow a consistant color scheme (white/green) which is in line with the site's overall color pallet. all links are consistant throughout the site.
N/A: Site does not contain a shop.
Links are clear and unabiguous.
N/A: Site does not contain a shop.
color changes on hover. If dropdown menu is present, it will auto drop on hover.
all content can be accessed within one or two clicks from any page.
users must scroll down the home pages to learn about the project.
Call to action links look like clickable buttons, not just regular links.
Users can explore the site at their own pace.
Home linke is visible in same place on every page. Allows user to leave immediately.
Back button is enabled, and appears in the toolbar on the browser.
Clicking the back button takes the user to the previous page.
N/A: Site does not contain a shop.
N/A: no windows or pop-ups
N/A: no instructions, prompts or messages.

Trust & Credibility

Checkpoint	
The content is up-to-date, authoritative and trustworthy	0
The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.	-1
It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	1
The company comprises acknowledged experts (look for credentials)	1
The site avoids advertisements, especially pop-ups.	1
Delivery costs are highlighted at the very beginning of checkout	
The site avoids marketing waffle	1
Each page is clearly branded so that the user knows he is still in the same site	1
It is easy to contact someone for assistance and a reply is received quickly	-1
The content is fresh: it is updated frequently and the site includes recent content	-1
The site is free of typographic errors and spelling mistakes	1
The visual design complements the brand and any offline marketing messages	1
There are real people behind the organisation and they are honest and trustworthy (look for bios)	1

Comments
content is authoritative, but there are no regular updates. <i>Considering adding an update section to the site and/or keeping social media up to date.</i>
No reviews or third party testimonials. <i>Considering adding a section for positive comments or reviews from social media or the feedback form.</i>
This project is largely remote. Social media demonstrates there is a real company behind the site.
"Meet the Team" gives thorough backgrounds about the team's qualifications to work on this project.
No ads. No popups.
N/A: Site does not contain a shop.
Site does not try to sell you a product. Site invites you to participate in a community.
The site uses consistent branding. The user will know all pages are the same site.
No contact information available. <i>Consider adding a "Contact Us" for users who need assistance.</i>
Site does not contain update. Social media has not been updated recently. <i>Consider adding an update section to the site, and/or keeping up with social media posting.</i>
Site is free of typographic errors
The website uses the project branding as the base of the color palette and the visual of the site is in line with the brand's image.
"Meet the Team" gives thorough backgrounds about the team members overseeing the project.

Writing & Content Quality

Checkpoint	
The site has compelling and unique content	1
Text is concise, with no needless instructions or welcome notes	1
Each content page begins with conclusions or implications and the text is written with an inverted pyramid style	1
Pages use bulleted and numbered lists in preference to narrative text	1
Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another	1
The most important items in a list are placed at the top	1
Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical	1
Content has been specifically created for the web (web pages do not comprise repurposed material from print publications such as brochures)	1
Product pages contain the detail necessary to make a purchase, and users can zoom in on product images	
Hypertext has been appropriately used to structure content	1
Sentences are written in the active voice	1
Pages are quick to scan, with ample headings and sub-headings and short paragraphs	1
The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text	
Each page is clearly labelled with a descriptive and useful title that makes sense as a bookmark	1
Links and link titles are descriptive and predictive, and there are no "Click here!" links	-1
The site avoids cute, clever, or cryptic headings	1
Link names match the title of destination pages, so users will know when they have reached the intended page	1
Button labels and link labels start with action words	1
Headings and sub-headings are short, straightforward and descriptive	1
The words, phrases and concepts used will be familiar to the typical user	1
Numbered lists start at "1" not at "0"	
Acronyms and abbreviations are defined when first used	
Text links are long enough to be understood, but short enough to minimise wrapping (especially when used as a navigation list)	1

Comments
the project seeks to correct a problem within the music industry.
Text is clear and to the point.
Sections on the site start with the result, then discuss how to get there. In the section Our Vision, the first line reads, "One day we will live in a world where Music will build communities once more." Then the section proceeds to discuss how. Bullet lists and narrative are both used where appropriate.
Example: "The Problem" prefaced the bullet list.
lists are hierarchical
information is hierarchical and the site has clear organization.
All content on the site is created for the site
N/A: Site does not contain a shop
hypertext is used to structure content.
Sentences are written in the active voice
Pages are easy to scan through and read.
N/A: Site does not currently have use for maps, diagrams, graphs, flow charts and other visuals
Each page has a clear and memorable label.
"Click Here" link on the "Get Connected" page, in the first block. "Click Here" text isn't wrong, it's just outdated. Consider changing text. Instead on "We have a brief questionnaire... Click Here." Try something like, "Fill out this questionnaire so we can get to know you better..." where "Fill out this questionnaire" is the clickable text.
no vague headings
link labels and page title match. Users will always know where they are on site.
"Get Connected," "Meet the team."
Short descriptive headings and subheadings.
no surprise language. "Home is home"
N/A: No numbered lists
N/A: No acronyms
links are descriptive, but not overly so.

Page Layout & Visual Design

Checkpoint	
The screen density is appropriate for the target users and their tasks	1
The layout helps focus attention on what to do next	1
On all pages, the most important information (such as frequently used topics, features and functions) is presented on the first screenful of information ("above the fold")	1
The site can be used without scrolling horizontally	1
Things that are clickable (like buttons) are obviously pressable	1
Items that aren't clickable do not have characteristics that suggest that they are	1
The functionality of buttons and controls is obvious from their labels or from their design	1
Clickable images include redundant text labels (i.e. there is no 'mystery meat' navigation)	
Hypertext links are easy to identify without needing to 'minesweep' (e.g. underlined)	1
Fonts are used consistently	1
The relationship between controls and their actions is obvious	1
Icons and graphics are standard and/or intuitive (concrete and familiar)	1
There is a clear visual "starting point" to every page	1
Each page on the site shares a consistent layout	1
Pages on the site are formatted for printing, or there is a printer-friendly version	0
Buttons and links show that they have been clicked	0
GUI components (like radio buttons and check boxes) are used appropriately	
Fonts are readable	1
The site avoids italicized text and uses underlining only for hypertext links	1
There is a good balance between information density and use of white space	1
The site is pleasant to look at	1
Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not)	1
The site avoids extensive use of upper case text	1
The site has a consistent, clearly recognizable look and feel that will engage users	1
Saturated blue is avoided for fine detail (e.g. text, thin lines and symbols)	1
Color is used to structure and group items on the page	1
Graphics will not be confused with banner ads	1
Emboldening is used to emphasize important topic categories	1
On content pages, line lengths are neither too short (<50 characters per line) nor too long (>100 characters per line) when viewed in a standard browser width window	1
Pages have been designed to an underlying grid, with items and widgets aligned both horizontally and vertically	
Meaningful labels, effective background colors and appropriate use of borders and white space help users identify a set of items as a discrete functional block	1
The colors work well together and complicated backgrounds are avoided	1
Individual pages are free of clutter and irrelevant information	1
Standard elements (such as page titles, site navigation, page navigation, privacy policy etc.) are easy to locate	1
The organization's logo is placed in the same location on every page, and clicking the logo returns the user to the most logical page (e.g. the home page)	1
Attention-attracting features (such as animation, bold colors and size differentials) are used sparingly and only where relevant	1
Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family)	1
Related information and functions are clustered together, and each group can be scanned in a single fixation (5-degr. about 4.4cm diam circle on screen)	1

Comments
Screen density is appropriate. Users will not have trouble displaying website graphics on standard desktop computers and mobile devices. All content is sequential and drives user to read the next block.
most important information (Mission and Vision) are above the fold (viewed first). Less important info (Problem and Solution) are below the fold. There is no horizontal scroll present at any time.
Site utilizes on hover visual changes to indicate links. Some links change color on hover. Other links are styled as buttons and also change color on hover. There is no confusion over which text is clickable.
Link and button functionality is obvious to the user.
N/A: No clickable images
All links display a visual change on hover to indicate they are links. There is no confusion over which text are links. Consistent first and secondary fonts used throughout the site.
No confusion over the functionality of the site. Relationship between controls and actions is obvious (buttons are links, links go where they say they go, etc. graphics use standard file formats and are accessible on standard devices.
The home page is the clear "start" to the page. It contains nearly all relevant information and only links out to secondary information. Theme, color palette and layout are consistent throughout the site.
No printer friendly version directly, but users can save a PDF to print later. Consider creating a printer friendly version of the page to link to. (Usually a static web page formatted for a standard Links change color to show what page you are on, but links do not have a color to show where the user has been. Consider adding a color for visited links so users will know which links they have already clicked.
N/A: No radio buttons or check boxes
Fonts are readable.
Site uses color to emphasize text. There are no instances of italics or underlining text.
The home page has a lot of information. The site very effectively uses color blocking and white space to balance the site. The user will not become overwhelmed by the presence of so much text. The site follows a consistent color theme that is easy to look at. Black and green are especially good choices because dark mode and the color green are both known to be easier for the eyes to look at for longer periods. The site flows seamlessly. There are not 'scroll stoppers'
All capital text is only utilized for emphasis the project name. It is used sparingly, and purposefully.
Branding is consistent. Users will recognize Resonant branding.
Saturated blue is not used in the site.
Site very effectively uses color blocking to group page items
No graphics will be confused as advertisements.
Site primarily uses embolden to emphasize information. It is used sparingly and purposefully.
The line-lengths are an appropriate length.
N/A: the site is not designed as a grid.
Site effectively uses all of these styling elements to present clear blocks of information to the user.
Background and color palette are simple and easy to view for long periods.
Every page has a clear purpose
Standard elements are easy to locate.
Logo is in the menu bar, which is the same on every page.
Animation is only used in the logo banner on the home page.
All graphics are clearly part of the Resonant branding.
Sections of information are blocked by color. Each block can be viewed on its own within these parameters (users don't have to scroll to read Our Mission or Our Vision in full)