PREPARED BY: Nancy, Priya, Jacky		DATE: 11/30/2018	CLIENT NAME: NYS Board of Elections					
Heuristic	**Description**	**Notes**	**Total Score**	Home	Voting Information/ Register to Vote	Elected Officals and District Map	"Want to find out if you are registered and where you vote?"	Election Night Results
Findable	Can users easily locate the things they are seeking?	Too much text and text is too small -> hard to read or find information. There are many forms of navigation. Should include a redirect to the DMV website for online registration.	**2.8**	2	2.5	1.5	3	5
	How is findability affected across devices?	Does not have mobile responsive website. Text is very small on the phone.	**2.5**	0	2.5	1	4	5
	Are there mulitiple ways available to access things?	Yes, but labeling is unclear because text is small and the wording is ambiguous and things are hard to see/find.	**2.1**	3	4	0.5	2	1
	How do external and internal search "see" what is provided?	Search returns correct top result in both internal and external searches in most cases when using their language. Search results were not correct when using synonymous language.	**2.2**	3	1	1	2	4
	Is information formatted with the results in mind?	Results are language specific and usually show more "relevant" updates. Lists do not have search option. For "Where to Vote section" it would be helfpul to have polling location on the results page instead of having to do a second search.	**2.2**	2	1	1	3	4
	What is provided to make the delivered results more useful?	Sort by most recent or by most relevant. And most results are PDF or Excel files that users have to download to get their information which they don't like doing. Generally not as useful. Information is formatted how BOE uses it, not in a way users can easily understand. It would be nice if it included a list of representitives for the disctrics listed in the results.	**1.8**	1	1	1	2	4
Total	**Able to be located**	**The site does not perform well regarding Findability. The texts and labels are small, unclear, and redundant. Users do not find it easy to locate information. In addition, users have to download the PDF and Excel files to look up information decrease the findability of the website.**	**2.3**	**1.8**	**2.0**	**1.0**	**2.7**	**3.8**
	Can it be used via all expected channels and devices?	The page is able to be displayed on mobile.	2.4	2	2	2	2	4

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Accessible	How resilient and consistent is it when used via other channels?	Some links direct you to another page, and some links open up in a new tab on desktop and a new window in mobile. Some screens do not appear secure and pdfs take too long to load. Some pdf links are missing.	2.6	2	3	2.5	2.5	3
	Does it meet the levels of accessibility compliance to be considerate of those users with disabilities? (e.g. color blindness, contrast, dislexia)	The accessibility check shows there are a lot of alerts (and sometimes errors) especially regarding the PDF and Excel files for download, which create accessble issues. Ensure the PDF document is natively accessible.	0.2	0	0	0	0	1
Total	**Easily approached and /or entered**	**The website performs poor in Accessibility. The webpages are able to be displayed on mobile but are not mobile responsive at all. In addition, although it has the accessble options for displaying election results and voter registration form, the accessbility exam shows the site still has a lot of issues and errors including untagged images and the PDF and Excel files for download, which create accessible issues.**	**1.7**	**1.3**	**1.7**	**1.5**	**1.5**	**2.7**
Clear	Is it easy to use and understand? (including uncommon terms or being purposefully unclear in language)	Some language is not understandable and too wordy to be comprehensible. The shortcuts are easier to use but could be condensed.	3.8	2	5	4	4	4
	Is the target demographics' grade and reading level considered?	While words are understandable, the context makes it difficult to understand.	4.0	3	5	4	4	4
	Is the path to task completion obvious and free of distraction?	The path to task completion was not obvious since many people had to look around multiple places. For finding the polling place, the button on the home screen has too many words, so users didn't navigate to it easily.	2.9	0.5	4	3	2	5
	Would a user find it easy to describe?	From usability testing, we found out that most users did not find the home page easy to describe.	3.2	1	4	3	3	5
Total	**Easily perceptible**	**The website is fairly clear in language, however in some cases, the site is too wordy and the font is too small to be deemed legible. If some of the language were condensed and the jargon kept too a minimum, the website would be more understandable for users. The vast amounts of text make the site fairly difficult to navigate through.**	**3.5**	**1.6**	**4.5**	**3.5**	**3.3**	**4.5**

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Communication	Is the status, location and permissions of the user obvious?	The page shows the path/location but not all and the texts are small and inconsistent.	4.0	4	4	4	4	4
	How is messaging used throughout? Is messaging effective for the tasks and contexts being supported?	The messaging is not clear due to indirect language and redundant verbiage. It causes people to search for multiple places.	2.3	0	3	2	3.5	3
	Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks?	Navigation is difficult because the titles differ from page to page. Some navigation buttons are unclear and some contain too much words. For the "want to find out..." page, the color scheme and logos are different from the rest of the pages.	2.3	2	2	3	2	2.5
Total	**Talkative, informing, timely**	**Communication on the site is difficult through the language and visuals. Much of the site is very lengthy in language and would benefit from avoiding misleading language.**	**3.0**	**2.0**	**3.0**	**3.0**	**3.2**	**3.2**
Useful	Is it usable? Are users able to complete the tasks that they set out to without massive frustration or abandon?	Some tasks were too difficult for users to complete, however the shortcuts on the homepage was able to navigate users for some easier tasks.	4.2	3	4	4	5	5
	Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?	Users get frustrated with the site easily because of the amount of verbiage and some needs were not satisfied.	2.1	1	0	2	3.5	4
	Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?	While there are a few navigation options that lead users to where they want to go, labeling is inconsistent. The polling site page could use a map to direct users to their polling site.	2.4	2	4	3	2	1
Total	**Capable of producing the desired or intended result**	**The website performs under average in Usefulness. Some tasks are hard for users to complete due to poor UX design. The navigation does provide necessary links but the labeling is inconsistent and contains too mcuh verbiage.**	**2.9**	**2.0**	**2.7**	**3.0**	**3.5**	**3.3**

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Credibility	Is the design appropriate to the content of use and audience?	It feels like a government website, but the design is outdated which makes it difficult to access information. CTA's could be clearer.	3.9	3	3.5	4	4	5
	Is your content updated in a timely manner?	It appears that the important content is updated often.	3.8	5	2	4.5	2.5	5
	Do you use restraint with your promotional content?	No ads or promotional content on the website.	5.0	5	5	5	5	5
	Is it easy to contact a real person?	They give a clear list of offices with phone numbers and emails. They omit the primary contact persons name and title.	2.4	3	3	3	3	0
	Is it easy to verify your credentials?	There is no log-in to verify and the only credentials to be inputted are the user's location, name or DOB depending on the information they are looking for.	4.0		4	4	4	-
	Do you have help/support content where it is needed? *Especially important when asking for sensitive personal data*	There are FAQs and phone numbers to call but no live chat option, and considering it is a government website, there is an abundance of questions and opinions.	2.2	3	2	2	2	2
Total	Worthy of confidence, reliable	**The site performs fairly well on Credibitiy. As a government website, it does offer timely updates on the content and contact information, without any promo/add on any webpages. However, the design is outdated and the FAQs or other suport content are not very helpful, which hurt the overall score of Credibility.**	**3.6**	**4.0**	**3.2**	**3.7**	**3.3**	**3.0**
	Are tasks and information a user would reasonably want to accomplish available?	Most tasks and information are available. However, from usability testing, it was discovered that the website needed a redirect link to the DMV's website for users to register to vote online.	4.8	4	5	5	5	5

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Controllable	How well are errors anticipated and eliminated?	In FAQ, when trying to find polling location, it directs to a non-secure website. It doesn't seem like the administrators are aware of this error.	4.0	0	5	5	5	5
	When errors do occur, how easily can a user recover?	Users are thrown off by the fact that a government website links to a non-secure page and while the alternative way to get to the page works fine, it is hard to find.	3.0	0	3	3	4.5	4.5
	Are features offered to allow the user to tailor information or functionality to their context?	While the site does try to offer filters and ways to tailor the information, it is still difficult to sort through the vast amounts of information offered. It also offers different forms of documents, however PDF files and Excel Sheets make it robust and difficult to sort through.	3.3	3.5	0	4	5	4
	Are exits and other important controls clearly marked?	"Home" is on every screen to get back, but the left hand menu changes on every page. For the "Want to find out" page, there isn't a link back to the Home page.	3.2	3	3	4	3	3
Total	**Able to adjust to a requirement**	**As a government site, it appears structured and fairly secure, however there were some links that redirected to non-secure sites unintentionally. It does not appear that they are aware of the situation either. The site gives a lot of important information but also a lot of irrelevant information. Users would be able to find whatever information they are looking for through this site if the navigation were more intuitive.**	**4.0**	**2.1**	**3.2**	**4.2**	**4.5**	**4.3**
Valuable	Is it desirable to the target user? Does it improve customer satisfaction?	No, users leave the site feeling more frustrated because the site doesn't explain how to register to vote online and finding information is confusing and not immediately apparent.	3.0	1	2	4	4	4
	Does it maintain conformity with expectation throughout the interaction across channels?	Users expected disappointment so it was fairly consistent because government websites usually do not excite users and have often underwhelmed them.	3.1	3	3	4	2.5	3
	Can a user easily describe the value?	Users can describe the value of the information it provides but are hard to do so regarding the value from its design and the experience.	3.8	3.5	3	4	4	4.5

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	How is success being measured? Does it contribute to the bottom line?	Success is measured through the number of people registered to vote and the ease it takes to complete their desired task. Users would like to be able to register online and tasks are not easily accomplished. For the "want to find out..." page, it's unclear at first that you can find your polling location here.	3.9	1.5	3	5	5	5
	Does it improve customer satisfaction?	No, you can only register to vote through a mail-in registration form on this site. There should a section explaining and redirecting you to the DMV website if you want to register online. For the	2.9	1.5	2	4	3	4
Total	**Of great use, service, and importance**	**The site performs ok regarding its values. Users can describe the value of the content it provides but the poor UX design makes it hard for users to find the content in order to receive the full values. In some cases, users leave the site feeling more frustrated because the experience is confusing and not immediately apparent.**	**3.0**	**2.1**	**2.6**	**4.2**	**3.7**	**4.1**
	Can it be grasped quickly? Does it behave consistently enough to be predictable?	Users have difficulty with the site navigation system and spend a lot of time reading through the small texts. It does not behave consistently enough for the user to deem it predictable and it often confuses users.	3.5	1	4	4	4	4.5
	What is offered to ease the more complicated processes?	They offered quick link buttons on the home page but the confusing language and the redundant verbiage diminish its values. Missing a link to the DMV page for online registration.	3.4	2	2	4	4	5
Learnable	Is it memorable?	Users do not understand the site and it is memorable in a negative light. It is not intuitive and the difficulty it takes to reach a page is consistent.	2.4	1	2	3.5	2.5	3
	Is it easy to recount?	Despite spending a lot of time on the website, users still having trouble navigating through it and finding sources of information.	2.8	0	3	4	4	3
	Does it behave consistently enough to be predictable?	The site does not behave consistently so it is not predictable.	3.0	1	2	4	4	4

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Total	**To fix in the mind, in the memory**	**The site does not behave consistently so it is not predictable nor intuitive. The quick link buttons on the homepage help users complete their tasks, but the text in those buttons are lengthy and users have a tendency to overlook them. Users generally did not understand the site and found it frustrating. Certain aspects of the site did not behave as the user intended and it caused frustration.**	**3.0**	**1.0**	**2.6**	**3.9**	**3.7**	**3.9**
Delightful	What are your differentiators from other similar experiences or competitors?	The site gives a lot of information but much of it is unnecessary. Compared to the NYC voting website, which was more intuitive and linked to DMV online voting registry, this site had more info but was not more intuitive or understandable. Polling site is found through forwarding to New York City's election page.	2.8	4	1	5	0	4
	What cross channel ties can be explored that delight?	-	-	-	-	-	-	-
	How are user expectations not just met but exceeded?	It gives some useful information but a lot of irrelevant information, which falls short of expectations.	2.3	1	0.5	4	2	4
	What are you providing that is unexpected?	The site provides a lot of unnecessary information that misleads users due to the labeling, but a lot of the information provided is unexpected. It is forwarded to another site for polling information.	2.0	3	1	4	0	2
	What can you take that is now ordinary and make extraordinary?	Most of the site can be made more welcoming and intuitive so users feel excited to partake in politics. The elected officials/district map page could be made better if it were more interactive. There is a huge opportunity of improvement.	1.9	1	1	3	2.5	2
Total		**Generally, users did not find the site to be delightful. When assigned the task to find their polling location, many users gave up and decided they'll just ask a friend or find out when the time comes. There are many opportunities for improvement in this site.**	**2.0**	**2.3**	**0.9**	**4.0**	**1.1**	**3.0**
			2.9					