

Website Name: Minnesota Freedom Fund

Website URL: <http://www.mnfreedomfund.com>

Heuristic:	Rating	Comments
<b>Appearance / aesthetics: first impressions are important—they can make the difference between users staying or leaving your site</b>		
Example	3 2 1	
Primary goal or purpose is clear	x	
Clean, simple design	x	wondering what the motivation behind their color choice
Pleasing color schemes	x	blue is calming, but there's only one color
Appropriate use of white space		x too much
Consistent design	x	
Text and colors are consistent	x	
Icons are universally understood	x	There are none
Images are meaningful and serve a purpose	x	there are none
<b>Content: users are at your site for the content—make it easy for them to find and use your site</b>		
Major headings are easy to understand	x	
Easy to scan	x	there's a lot of text
Minimal text/information presented	x	arguably not enough
Clear terminology, no jargon	x	
Links are clear and follow conventions	x	
Help is available on every page		x
Important content is above the fold	x	
Search box is easy to identify and easy to use		x does not exist
<b>Navigation: make getting around your site easy and eliminate the user's guess work</b>		
Consistent Navigation	x	
Easy to identify your location on the site (breadcrumbs, headers, colors)		x
Consistent way to return home	x	
Limited number of buttons & links		x no buttons, everything is a hypertext
Organization of information makes sense	x	
<b>Efficiency / Functionality: following basic rules will keep user frustration to a minimum.</b>		
Website loads quickly	x	
Custom 404 errors	x	
Error messages are meaningful	x	
Login is in upper right corner of page		x n/a
Proper etiquette for links off site		x
Contact information is easy to find	x	
Login is easy to find		x n/a
Hours are easy to find	x	one of the links on the 1st page doesn't work
No broken links		
User knows the status of searches	x	there is no search function
User knows if they are logged in/out	x	n/a
System supports undo and redo	x	
Forms autofill and calculate when practical		x