

Segue site findings

	Summary of results							
		Raw score	# Questions	# Answers	Score			
-	Home Page	10	20	20	75%			
-	Task Orientation	34	44	44	89%			
-	Navigation & IA	15	29	29	76%			
-	Forms & Data Entry	19	23	23	91%			
-	Trust & Credibility	11	13	13	92%			
-	Writing & Content Quality	23	23	23	100%			
-	Page Layout & Visual Design	26	38	38	84%			
-	Search	4	20	20	60%			
-	Help, Feedback & Error Tolerance	31	37	37	92%			
-	Overall score		247	247	85%			

Homepage focus

Eye catching dynamic graphics win the users interests and encourages clicking for more information. Clean text and design overall. Useful content is presented on the homepage.

Quick fixes:

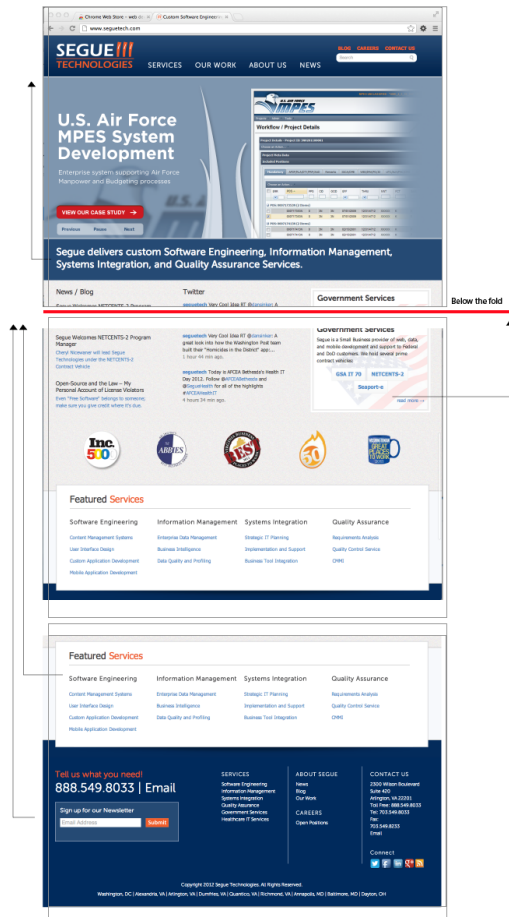
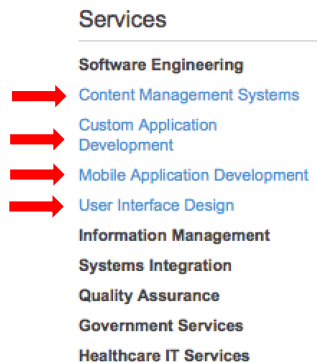
- Suggest bringing priority information above the fold and regrouping this content to reduce scrolling on the homepage. For example; “featured services”, “Government services” and the “contact us” information.
- “Services Provided” could incorporate Gov’t services in a block menu format from the homepage and keep this persistent.
- Move tagline/value proposition above dynamic content so the user doesn’t get distracted and miss it before delving into the site or reviewing examples.
- Lower the awards on the homepage and group the social networking icons with the twitter/blog information.
- Update banners on homepage with new projects



Navigation and IA

Navigation is listed in the most logical order and major sections of the site are accessible from every page. Category labels accurately describe information in each section and there is a visible change in the text for clickable links. The site structure is simple with a clear conceptual model and no unnecessary levels.

- Reduce the amount of content on the homepage by regrouping or organizing to minimize scrolling.
- Implement a frozen block flyover menu that is persistent even when the user scrolls <http://noe-interactive.com/>
- Suggest adding an indentation to the right sided sub-level menus to indicate a third tier of categories under each topic to help with the users mental model of the site.
- Suggest providing a site map reference as a persistent menu item on the site
- Suggest reviewing link colors and making these a consistent color throughout so the user understands which text is linkable before they scroll over it and see the cursor change. (may be browser related)

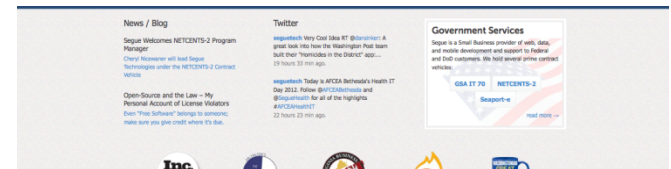


Page Layout and Visual Design

Most clickable images are clear and concise to the user. Fonts are used consistently throughout the site. Each page is based off a template and looks consistent in style and substance. Colors work well together content is easily scanned. Attention drawing details are used sparingly.

Adjustments:

- Some regrouping will help raise the most important information above the fold and increase visibility.
- Button and links could be changed to show when they were visited.
- There are some scroll stoppers on the homepage due to the placement of the awards. This implies the user is at the bottom of the page and they wouldn't know to scroll for the information below.
- Some graphics appear as buttons and need to have the raised 3D effect removed.
- Create icons/infographics with consistent treatment for each group.
- Research another type of portfolio layout
- Think about updated image for "Services" page
- Narrow down font usage for more consistency and cleaner design overall



Search

The search engine handles empty queries gracefully and content is clear and useful. The search covers the entire website.

Some areas of improvement:

- List how many results were retrieved from the system
- Keep only the search box in the top right corner of the page, and remove the additional one that appears after a search
- Provide an automatic spell check and look for plurals/synonyms for search inquiries
- Provide an option for similar search items

