Project Name
Content Usability Scorecard

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Contents

Methodology Overview

We evaluated the content on [project site] against 42 criteria in six categories. These criteria represent industry best-practices and standards for content usability.

We focused our evaluation on twelve web pages reflecting two key user task flows: [name specific tasks].

The coloured ratings in this scorecard make it easy to see, at a glance, the areas of strength and weakness.

Examples and recommendations are given for each rating category to help you understand how the ratings are determined and how to make improvements. Details of how we determined individual criteria ratings are available on request.

Legend

A	**Excellent**. High quality, best practice, and delivers considerable benefits.
B	**Good**. Supports ease-of-use and a positive customer experience.
C	**Average**. Some aspects may cause problems for users.
D	**Below average**. Poor quality and likely to cause problems for users.
E	**Poor**. Very likely to cause significant problems for users.
N/A	**Not applicable**. This heuristic is not relevant to this site or system.
?	**Unable to evaluate**.

Summary of Findings

[This is where you relate the findings to the key business goals.]

Overall Site Rating: Below average

16% 8%
40% 36%
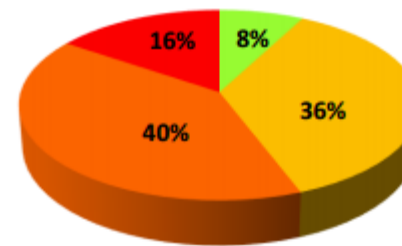
Key Recommendations

Focus content improvements on these three areas that offer the greatest opportunity for improved usability:

- Recommendation 1
- Recommendation 2
- Recommendation 3

Scenario 1

1. Is the information design logical, effective, and consistent?

		A	B	C	D	E	N/A
1.1	Content is organized globally			C			
1.2	Content organization accurately reflects the users' task flow		B				
1.3	Content is chunked into distinctive content types				D		
1.4	Content types are presented consistently			C			
1.5	Content types are presented using industry standard methods	A					
1.6	Content is presented graphically (through charts, tables, illustrations) where appropriate		B				
1.7	Content is easy to scan; it does not need to be read in entirety to know what it is about		B				
1.8	Content hierarchy is apparent, with the most important information being most visible		B				

[Screenshot demonstrating key discussion points]

Example

Text-heavy pages are difficult to scan (1.7)

Usability improves when users can grasp meaning at a glance

Recommendations

- Revise text-heavy pages to include headings, subheadings, and graphical elements such as lists, tables, illustrations and charts.

- Edit the copy to eliminate unnecessary content.

- Reduce the amount of information on one page by separating distinct concepts into separate but linked pages.

- For example, consider separating the content in this Waterfall/Iterative Choice page into three clearly linked pages:

  o The Waterfall Approach to Project Management (Conceptual Information)

  o The Iterative Approach to Project Management (Conceptual Information)

  o Choosing the Right Project Management Approach for your Project (interactive tool or comparison chart)

Summary of Recommendations

[Provide a list of content recommendations and next steps. Assign priorities and sequences to the recommendations if appropriate.]