

**Client name**

**Project title**

**Content scorecard**

**Date**

**v1.0**

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## Methodology overview

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

We focused our evaluation on [#] web pages reflecting these user scenarios:

- [List user scenarios]

The coloured ratings in this scorecard make it easy to see 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.

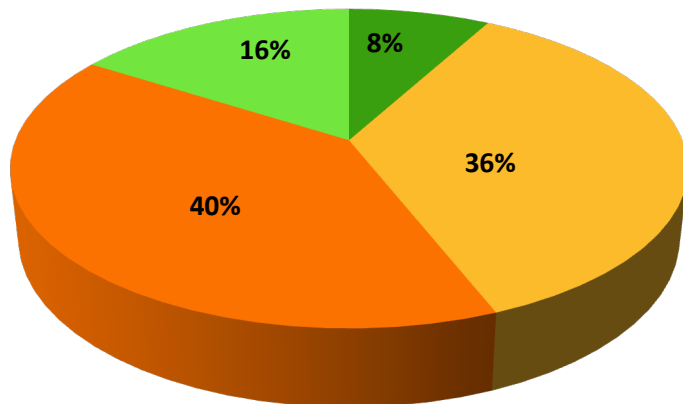
### Legend

- 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



## 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 [example]

*“I just bought a blue widget device, but it doesn’t work with my laptop. I want to return it and get a red widget device.”*

### 1. Are the information design and writing standards professional and effective?

	Criteria	A	B	C	D	E	N/A	?
1.1	Content has no spelling or grammatical errors			C				
1.2	Content is easy to read and understand		B					
1.3	Titles, headings, and text are consistent and effective				D			
1.4	Content is supported graphically	A						
1.5	Content is easy to scan			C				

[For each user scenario, create a scorecard for each category. The scorecard lists the criteria to assess. Work through the scenario, following the pages and flows presented on the website. Score your experience for each of the criteria by entering the grade in the appropriate cell. Apply colour to the cell to make the scorecard easy to read.]

[example]

### Criteria: Content is easy to scan (1.5)

Score: C

- Text-heavy pages are difficult to scan
- Usability improves when users can quickly grasp meaning

### 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.

[Screenshot demonstrating key discussion points]

## Summary of recommendations

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