



Coca Cola Heuristic Evaluation

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Table of Contents

Executive Summary	3
Purpose & Aim	5
Product Tested	5
Methodology	6
Procedure	6
Task Success Metrics	7
Detailed Analysis	9
Home Page	10
Product Information	14
Coke Rewards	18
Summary of Issues & Recommendations	20

Executive Summary

Product Tested

The goal of this study was to assess the usability of coca-cola.com as well as some major points from thecocolacompany.com, through a heuristic evaluation. This evaluation was based off of the given usability heuristics made known by Jakob Nielsen. Through this evaluation recommendations have been made to resolve those issues.

Many tasks used in the evaluation encountered medium to high in the severity level, making the overall experience a confusing one. This creates a number of opportunities for improvement to enhance the visitor's overall experience.

Key Findings

Those tasks that encountered some minor issues included:

- Determining the hierarchy of webpages
- Content hard to read
- Rewards system unclear
- Finding open positions at the company

Tasks that proved to be very difficult to be completed include:

- Determining the flow of the website
- Finding the companies history
- Being able to give the company feedback
- Find ingredients in any product that Coca-Cola produces
- Finding Coca-Cola's recent promotions
- Finding Coca-Cola's TV commercials

The issues we recommend be improved are as follows:

- Condense the amount of information into one solid site, this can be accomplished by not linking to so many external sites.
- Provide an area of media that users can turn to.
- Make rewards of top most importance in site.
- Assure usability to the overall site by creating a common navigation.

Purpose and Aim

The goals of this study were:

- Asses the usability of the Coca Cola website.
 - Identify areas of the website that are having usability issues.
 - Provide recommendations to alleviate issues.

Product Tested

The product tested was the Coca Colas website (<http://www.coca-cola.com>).



Screen shot of the site evaluated

Methodology

This was a task based heuristic, with observations based on the established usability heuristics defined by Jakob Nielsen, conducted by a single evaluator.

Procedure

Established Tasks

Prior to conducting the evaluation, tasks equal to that of a visitors to the website were determined in order to better evaluate the website from a visitors point of view.

A set of 13 tasks were established, reflecting typical visitor behavior on the site.

Observations

The evaluation consisted of stepping through the tasks as a typical user would attempting to accomplish each task without any problems. Any difficulty in attempting the task was then noted..

Severity Rating

Each issue encountered was assigned a severity rating, indicating the potential for failure based on the given heuristics.

Task Success Metrics

During the evaluation, 13 tasks were performed, mirroring the actions and behaviors of a typical user.

The tasks are listed below, with there suggested rating.

The severity of each task is indicated and based on the following criteria:

Severity	Description
1	Issues prevent user from completing any task and may cause some data loss. Ex: A form that does not throw up errors when something is wrong.
2	Issues cause a slight delay or confusion. Ex: Areas on the page that look like buttons but are not.
3	Issues may be design flaws, causing slight irritation. Ex: Buttons serving same purpose with different terminology

Details about the issues encountered are provided in the Detailed Analysis section which follows.

Task Severity Summary

Task		Severity
1	How many calories are in a Coke?	1
2	What are the ingredients in a Coke?	1
3	When was the first Coke created?	2
4	Redeem points for rewards	2
5	What will Coke Rewards earn me?	2
6	How many do I need to get something?	2
7	Find promotions going on	1
8	Watch Coca-Cola's TV ad's	1
9	When was the Coca-Cola company started?	2
10	Who started the company?	2
11	What open positions are there at Coke?	3
12	Give feedback on a new kind of soft drink	1
13	Find information on selling Coke products.	1

Detailed Analysis

The following pages contains further detail of the issue that were encountered in the evaluation. Each issue is provided with a severity rating and a bullet point of the usability heuristic used to identify the issue.

Following each issue is an explanation of the issue and a screen shot showing where the issue occurred.

There is also a recommendation provided on how to resolve said issues.

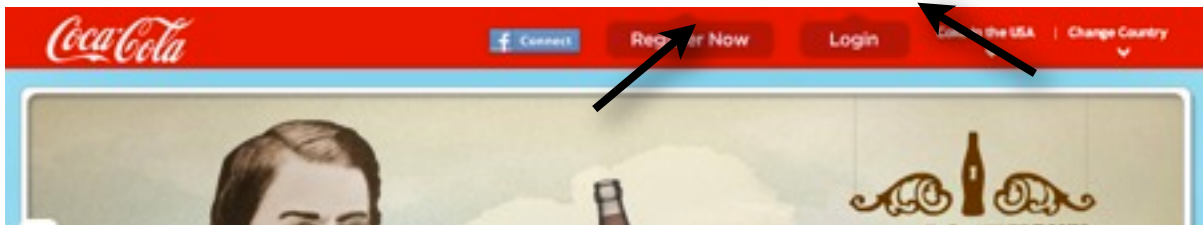
The severity of each task is indicated and based on the following criteria:

Severity	Description
1	Issues prevent user from completing any task and may cause some data loss. Ex: A form that does not throw up errors when something is wrong.
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3	Issues may be design flaws, causing slight irritation. Ex: Buttons serving same purpose with different terminology

Home Page

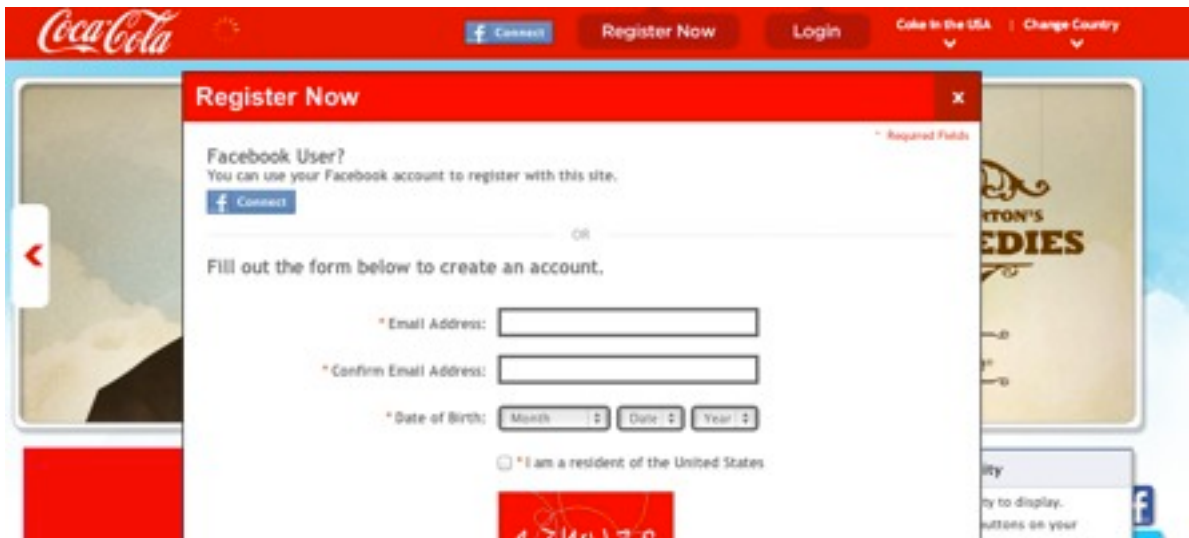
Register and login button are most important in top navigation	3
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Top navigation is mostly reserved for the most important information on the website. This forces the users eye away from the more important information.



No indicator of what registering will do	2
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There is no place in the registration form that tells the user what they are registering for.



Graphical icons on bottom may be considered an ad	1
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Icons are similar size to ads placed on web pages. This can cause a user to completely abandon a task and miss out on a lot of important information.



Improper naming of links in navigation	2
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Breaking naming conventions in navigation can confuse users when they come to site. "Coke in the USA" has no indicators to what may be under the drop down.

Misuse of drop down menu	2
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"Change Country" drop down menu reveals a link with the same name. This link goes to another page with five choices and a completely different design. This causes the user to take to many steps in order to change country.



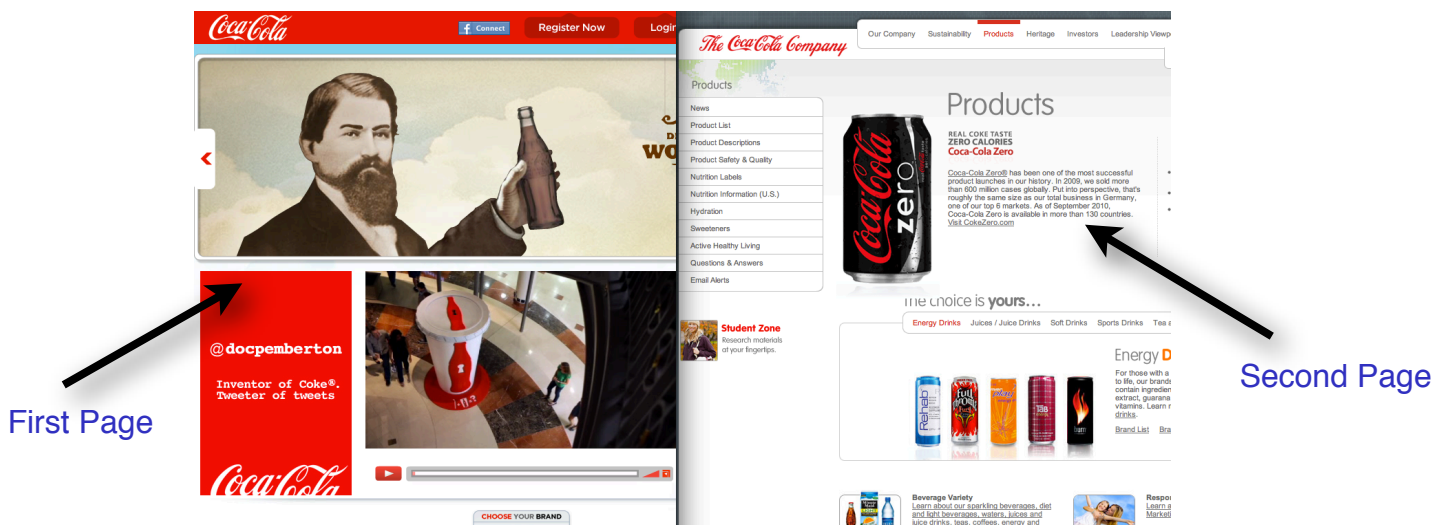
Unfinished use of social media	3
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Widget used on right side of page gives users information to Twitter, Youtube, and Flickr. The Facebook icon provides no information for users. Only Facebook has a clear call out to social media page. Logos are also being cut off making it harder for users to recognize.



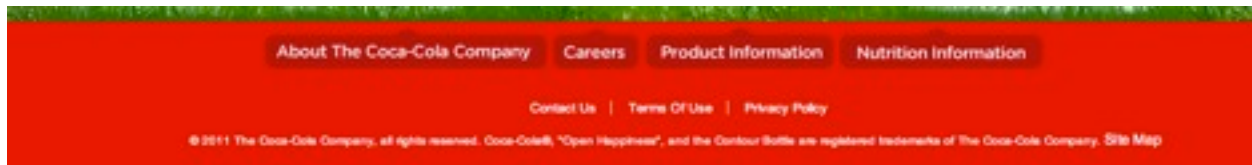
All links on page revert to external site	2
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Expectations are that clicking on any link in the page would direct to a subsidiary page that looks similar in design and function, but instead sent to a completely different website.



Hierarchy of page is inconsistent	3
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Links put in the footer of the page have the same design as those in the header. Information with a higher importance should to placed in the header of the page.



Recommendations

- Improve distinction between links in navigation by changing the size of them.
- Improve hierarchy by moving links on bottom to the top of the page.
- Provide users with information on what they are registering for with a simple tag line in the register form.
- Improve site flow with better labeling and more in site information.
- Improve linking to social media with clearly defined links.
- Replace graphical icons with text in the top navigation.

Product Information

Left side bar link names are unclear	1
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Names of links should be clearly labeled and should inform the user of what content is going to be in the next page before they click on it.

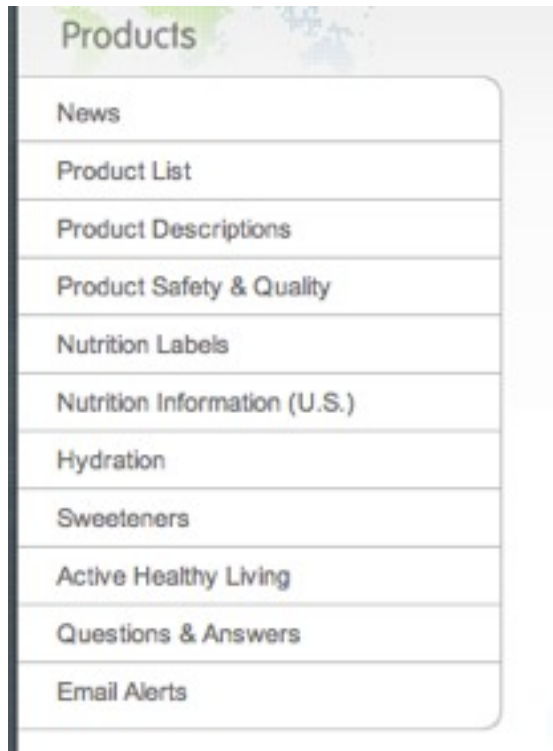
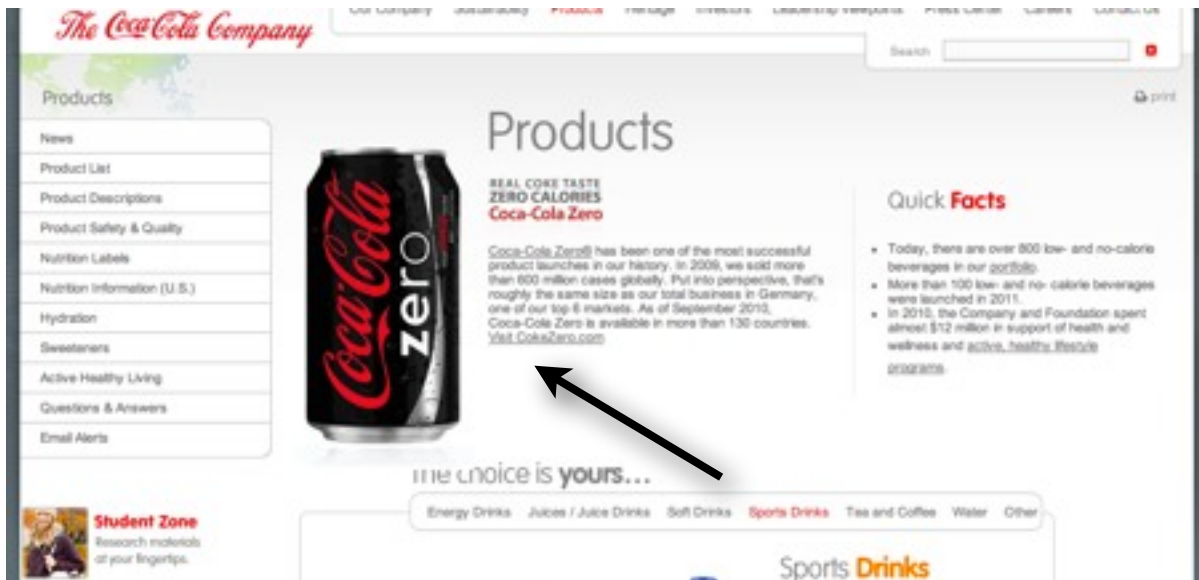


Photo not formatted properly for display

3

When viewing product information main page, the image does not fit the provided space.



Recommendations

- Improve find ability by changing the navigation labels.
- Improve design flaws.

Product List

Inconsistent product information	2
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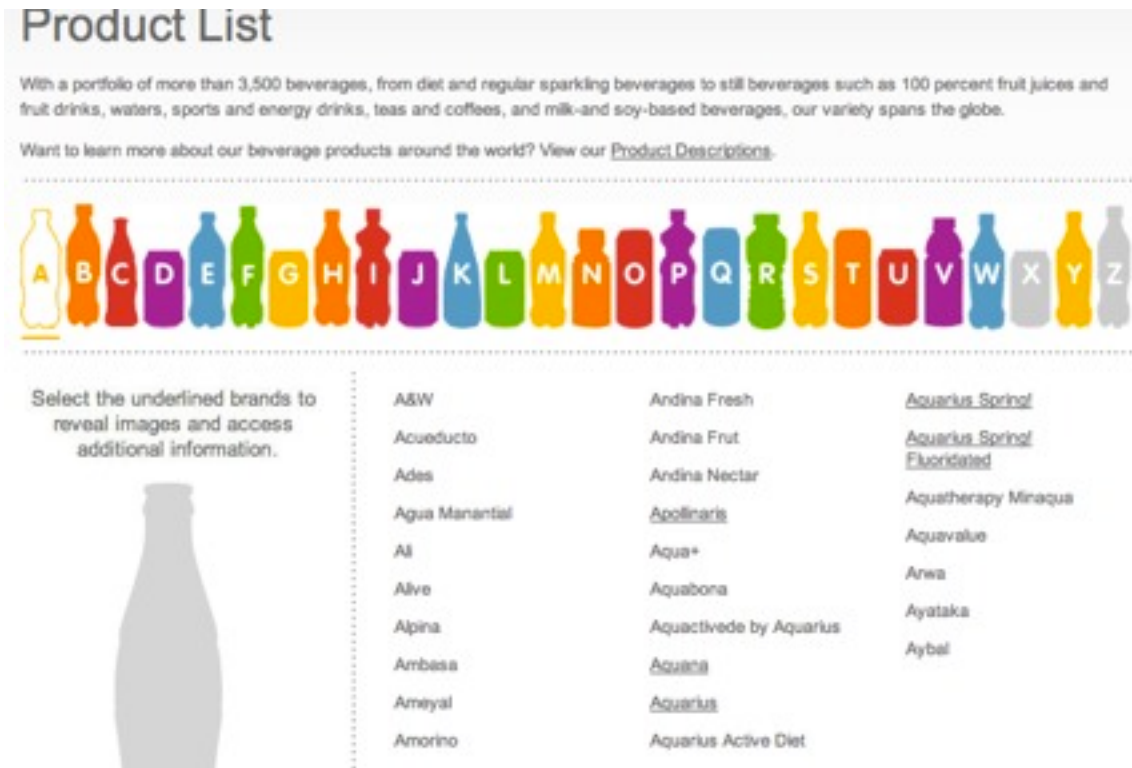
Not every product in the list has further information on it. Inconsistencies in information make for an incomplete experience.

Text in the product list appears to be small	3
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Small text makes it difficult to filter through a large list of items to find the one in need.

Unclear instructions	2
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Unclear instructions make it difficult to determine what information the list is trying to provide. The instructions provided are hidden and un hierarchical.



"Learn More" links to another section of site	2
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When clicking the link one would expect to just load information about the product. By linking to another part of the site it changes how to search for products.

Recommendations

- Improve hierarchy of website by combining usage of bold fonts and significant differences in font size.
- Improve site flow by making descriptions appear on same page.
- Provide visitors with complete list of products.

Product Description

No hierarchy used in content throughout page	2
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The page provides a lot of information about the product in no clear organized way.

No navigation available to return to where one was	2
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There is no navigation provided on the learn more about coffee, soft drinks, sport, etc. pages to return to previous screen.

Recommendations

- Improve hierarchy of website by combining usage of bold fonts and significant differences in font size.
- Provide visitors with a way to return the previous screen without needing a back button.

Coke Rewards

Inconsistent design aesthetics	2
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The page does not hold the same design or feel as previous visited sites, which can result it a different experience.

Imagery throughout page may be misconstrued as ads	3
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The site uses a lot of small images placed sporadically giving them the presence of ads on the page. This may cause one to ignore important areas.



Enter code field is unresponsive when clicking	1
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The field at the top of the page is filled with text and has a submit button but there is no error when trying to click anywhere on the field or submit button.



Recommendations

- Improve experience by combining design aspects from other coca-cola sites
- Inform user when they have to do things in order for something to work.

Severity	Area of site	Issue	Recommendation
1	Home Page	Graphical icons on bottom may be considered an ad	Icons are similar size to ads placed on web pages. This can cause a user to completely abandon a task and miss out on a lot of important information.
1	Product Information	Left side bar link names are unclear	Names of links should be clearly labeled and should inform the user of what content is going to be in the next page before they click on it.
1	Coke Rewards	Enter code field is unresponsive when clicking	The field at the top of the page is filled with text and has a submit button but there is no error when trying to click anywhere on the field or submit button.
2	Home Page	No indicator of what registering will do	There is no place in the registration form that tells the user what they are registering for
2	Home Page	Improper naming of links in navigation	Breaking naming conventions in navigation can confuse users when they come to site. "Coke in the USA" has no indicators to what may be under the drop down.
2	Home Page	Misuse of drop down menu	"Change Country" drop down menu reveals a link with the same name. This link goes to another page with five choices and a completely different design. This causes the user to take too many steps in order to change country.

Severity	Area of site	Issue	Recommendation
2	Home Page	All links on page revert to external site	Expectations are that clicking on any link in the page would direct to a subsidiary page that looks similar in design and function, but instead sent to a completely different website.
2	Product Information	Inconsistent product information	Not every product in the list has further information on it. Inconsistencies in information make for an incomplete experience.
2	Product Information	Unclear instructions	Unclear instructions make it difficult to determine what information the list is trying to provide. The instructions provided are hidden and un hierarchical.
2	Product Information	"Learn More" links to another section of site	When clicking the link one would expect to just load information about the product. By linking to another part of the site it changes how to search for products.
2	Product Information	No hierarchy used in content throughout page	The page provides a lot of information about the product in no clear organized way.
2	Product Information	No navigation available to return to where one was	There is no navigation provided on the learn more about coffee, soft drinks, sport, etc. pages to return to previous screen.

Severity	Area of site	Issue	Recommendation
2	Coke Rewards	Inconsistent design aesthetics	The page does not hold the same design or feel as previous visited sites, which can result it a different experience.
3	Home Page	Register and login button are most important in top navigation	Top navigation is mostly reserved for the most important information on the website. This forces the users eye away from the more important information.
3	Home Page	Unfinished use of social media	Widget used on right side of page gives users information to Twitter, Youtube, and Flickr. The Facebook icon provides no information for users. Only Facebook has a clear call out to social media page. Logos are also being cut off making it harder for users to recognize.
3	Home Page	Hierarchy of page is inconsistent	Links put in the footer of the page have the same design as those in the header. Information with a higher importance should to placed in the header of the page.
3	Product Information	Photo not formatted properly for display	When viewing product information main page, the image does not fit the provided space.
3	Product Information	Text in the product list appears to be small	Small text makes it difficult to filter through a large list of items to find the one in need.

Severity	Area of site	Issue	Recommendation
3	Coke Rewards	Imagery throughout page may be misconstrued as ads	The site uses a lot of small images placed sporadically giving them the presence of ads on the page. This may cause one to ignore important areas.