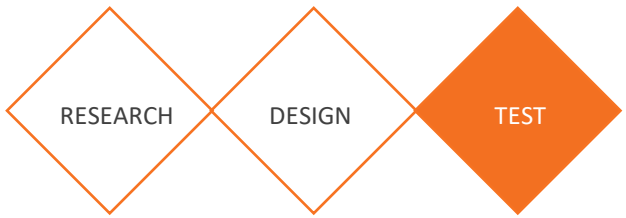
MKS Health Technologies website expert review

Reviewed by Diana Chew

An expert review is conducted to recognise usability problems in a design and provide recommended approaches to counter them.



INTRODUCTION AND PURPOSE

An expert review (using heuristic evaluation) of the MKS Health Technologies website will uncover many of the usability issues encountered on your site. However, an expert review cannot replace usability testing of your site with real users as the expert cannot possibly hold all the viewpoints of all your users or understand their context.

APPROACH

The website was reviewed on 09/04/2022.

HEURISTIC EVALUATION

Diana Chew performed reviews of key pages within the application against usability design guidelines (heuristics).

A “heuristic evaluation” is an informal method of evaluating the usability of a web site, in which usability experts evaluate a site independently using a list of usability principles or heuristics (“rules of thumb”).

There are three key steps to heuristic evaluation:

1. Evaluator needs to become familiar with the interface they are evaluating. This includes understanding the purpose of the interface, as well as its targeted users.
2. Review of the interface against established heuristics or guidelines – typically using checklists. Involved documenting issues and their severity.
3. Compilation of review results and explanation of usability problems discovered, rating of their severity and recommendations for resolving these issues.

It should be recognised that heuristic evaluations are considered “discount usability engineering" methods and may identify what are known as “false positives” where the evaluator identifies problems (which may not end up being problems for actual users). The most recognised and accepted way of identifying key usability problems with an interface is to conduct usability testing with real users.

SEVERITY RATING CRITERIA

Severity ratings are provided for the issues identified below. While this rating is subject to the interpretation of Peak's consultants, generally the items listed are ranked as follows:

Rating	When to apply this rating
Critical	Likely to significantly interfere with or prohibits effective use of the site as intended. Likely to cause users to enter data incorrectly, expect different results, or abandon the site or system.
Major	Likely to have notable impact on user's experience. Introduces moderate confusion or potentially causes unnecessary difficulty using the site. If there are enough of these issues they can frustrate the user and encourage them to abandon the site.
Low	Likely to cause minor irritation or potentially unclear item. Will not significantly impact effective use of the site or system but may cause some cognitive friction and slow down users.
Usable!	Highly usable. Leading practice example. Should be maintained.

FINDINGS

HEURISTIC EVALUATION FINDINGS

No.	*Issue*	*Recommendation*	*Severity*
1.	**The purpose of the site and its targeted user group/s is unclear.** It might be unclear to users what the purpose of the site is as there is no statement about what MKS Health Technologies does on the homepage. 	Provide some text about what MKS Health Technologies does on the homepage, e.g. We are an Australian-owned business providing innovative sanitising solutions…'. This will let users now if they have come to the correct website rather than having to go into 'About us' to find out about MKS Health Technologies. For examples, refer: https://www.teladoc.com https://www.medtronic.com/au-en/index.html	
2	**Too many features on the homepage.** Users might get overwhelmed by the number of features on the homepage (e.g. image sliders with different text, pause, next and previous buttons and other options) and might get confused by the various options.	Reduce the number of features, e.g. remove the pause, previous, next and other option buttons to improve the usability of the homepage. Recommendation is to not use image sliders as users usually ignore images on the second and subsequent slides. However, if the intent is to continue using image sliders, then use small button to indicate which image being shown and do not give users the option to pause or move to next or previous slides, e.g.	

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		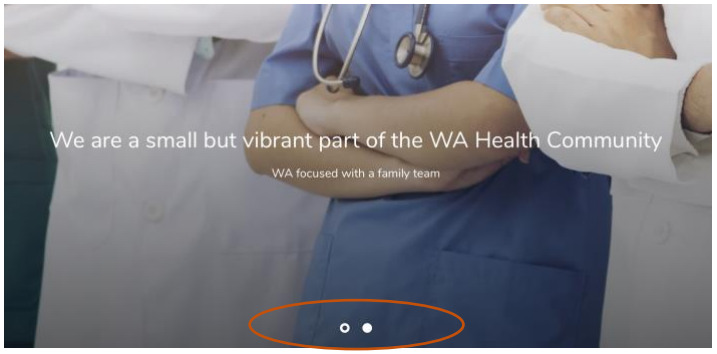	
3	**Close video option is obstructing the text in the video.** The text in the video is obstructed by the 'close video' option on the top-left of the video and prevents users from reading some of the text in the video. 	Although the size of the 'close video' option is big enough for a user to touch easily, it is obstructing the text in the video. Reposition the 'close video' option further up the top left corner.	
4	**Search option is not available on the header.** Users might not know that they need to click on the burger menu to find the search function.	Follow convention and display the search icon on the top right side of the header as with most sites. This allows users to easily find the search function.	

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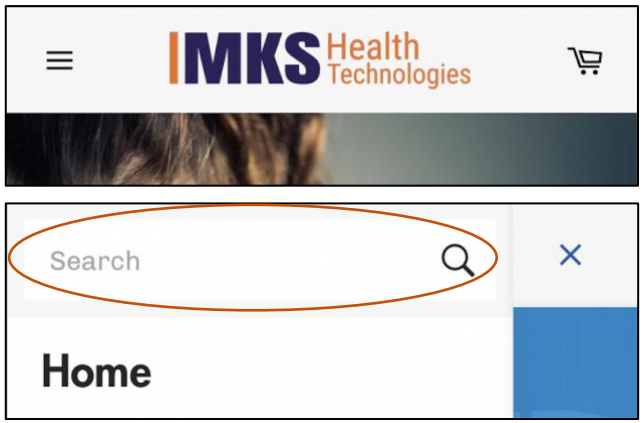
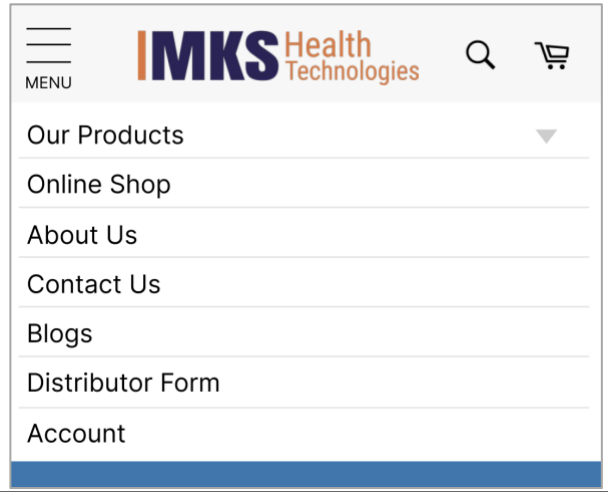
			
5	**The 'Home' option is showing in the drop-down menu even though the user is already on the homepage.** Users might get confused as to whether they are still on the homepage as there is a 'Home' menu option on the drop-down menu even though the user has selected the menu on the homepage. Additionally, the menu text is huge and the menu takes up the entire length of the homepage.	Remove the 'Home' option from the drop-down menu and have the drop-down menu appear below the header: 	

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	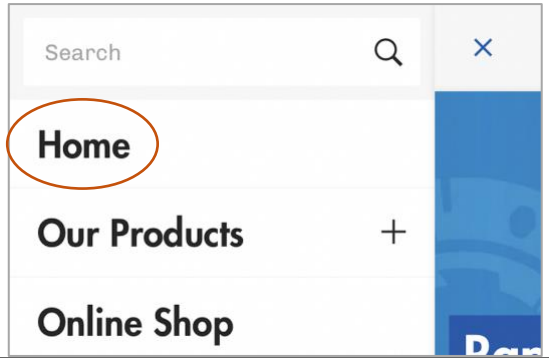	Use the same design concept for the search function, i.e. have the search box appear under the header.	
6	**Very long homepage and the header does not stick.** Users will need to scroll all the way up to the menu as the header does not stick. 	Make the header stick so that users do not have to scroll from the bottom to the top of the homepage to access the menu. 	
7	**The text length for products is too long and contributes to a very long homepage.**	Consider shorter line length of 60-80 characters for readability and reducing cognitive load by presenting information that is relevant to the users upfront.	

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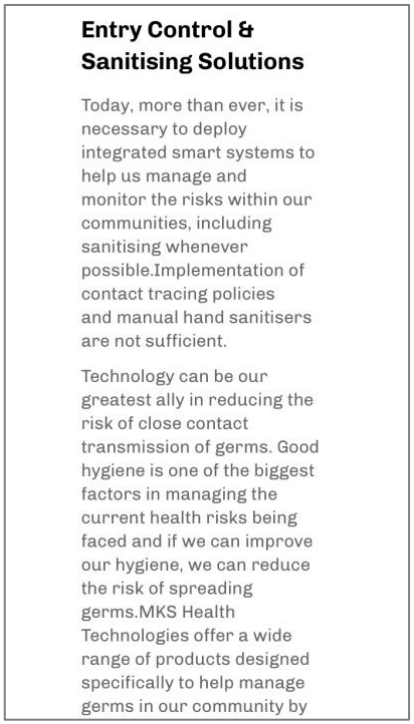
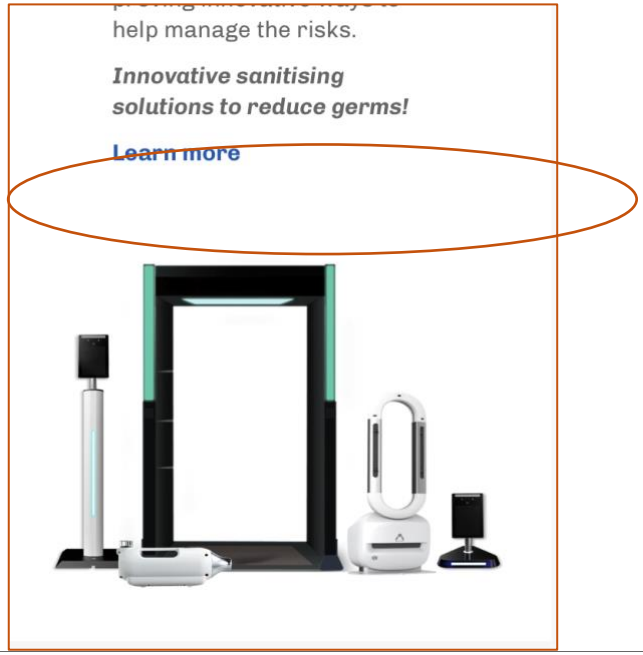
	The text length for products (in particular, Entry Control & Sanitising Solutions) is very long and makes reading difficult and slow. Users might find the amount of information overwhelming. These texts rated at Post-graduate level and scored a 'very difficult to read' on the Flesch Kincaid readability scale. In addition, users have a lot of text to scroll through to get to what they want/are interested in.  **Entry Control & Sanitising Solutions** Today, more than ever, it is necessary to deploy integrated smart systems to help us manage and monitor the risks within our communities, including sanitising whenever possible.Implementation of contact tracing policies and manual hand sanitisers are not sufficient. Technology can be our greatest ally in reducing the risk of close contact transmission of germs. Good hygiene is one of the biggest factors in managing the current health risks being faced and if we can improve our hygiene, we can reduce the risk of spreading germs.MKS Health Technologies offer a wide range of products designed specifically to help manage germs in our community by	Provide the additional information in the sub-pages for each product or when the user clicks through to 'Learn more'. Refer: https://conversion-rate-experts.com/scrolling-tips/	

No.	*Issue*	*Recommendation*	*Severity*
8	**Unclear if the image relatse to the text above.** It might not be clear for the user if the image relates to the text above it and there is so much white space between them. 	Reduce the amount of white space between the image and text so that users can easily recognise that the two are related.	

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	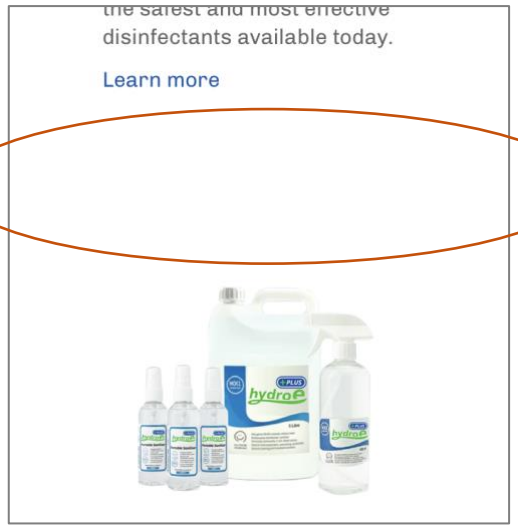		
9	**The font size used for the statement on HOCI is too big and takes up valuable real estate on mobile devices.** The paragraph on HOCI works well if users are viewing the website on a laptop. However, on mobile phones, the texts occupy a lot of valuable real estate and makes the homepage very long.	Consider using responsive web design to ensure that the web pages render well on a variety of devices.	

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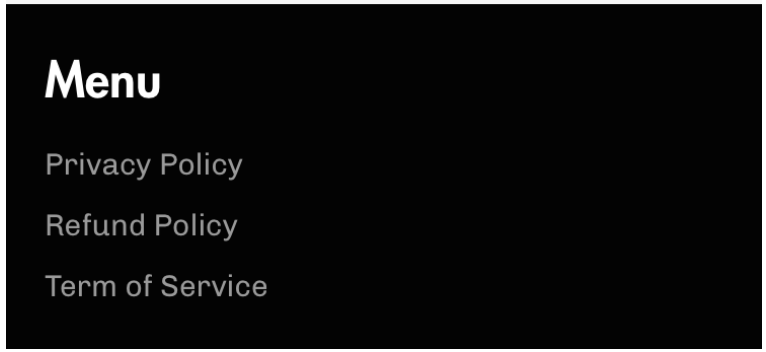
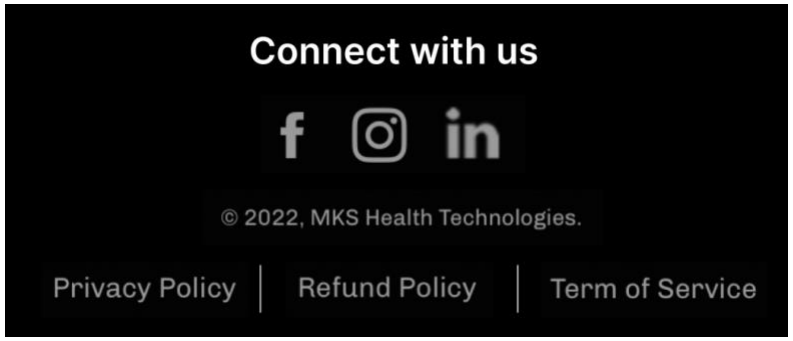
10	**The 'Menu' at the bottom of the homepage is not a menu.** Users might get confused by the 'Menu' at the bottom of the homepage as does not open a menu, it is just static text. 	Remove 'Menu' and place the Privacy policy, Refund policy and Terms of Service at the bottom of the page, e.g.  Suggestion to also update 'Social' to 'Connect with us' or 'Follow us' so that it is more of an action for users to do.	

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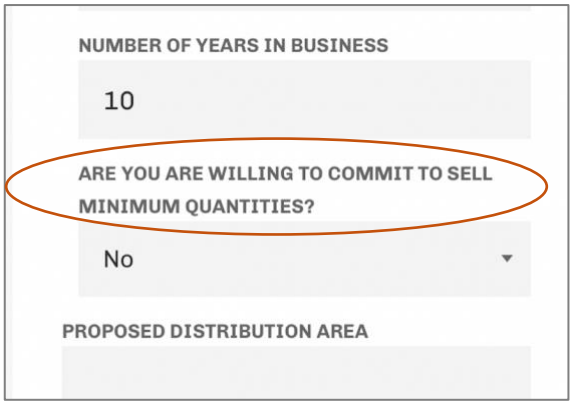
11	**Distributor form does not have contact name and minimum quantities.** Users are not able to provide their name and MHK will not know who the Distributor contact person is. Also, the minimum quantities is not stated and users will not know what the minimum quantity is that they need to commit to. 	To include Name and Last Name fields so that the user can input their name and last name. Add the minimum quantity to the question.	
12	**The 'Update Trolley' button is enabled even though there is no update to be made.** Users might get confused as to why they need to update their trolley if they have not added or changed their order quantity.	Disable/grey out the Update Trolley button when there is no update to be made or remove the button and allow for the quantity to be automatically updated when user clicks on the '+' to add quantity.	

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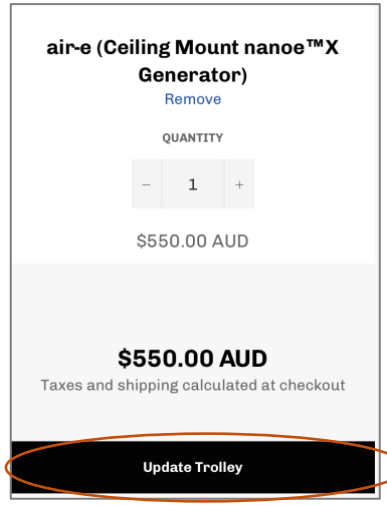
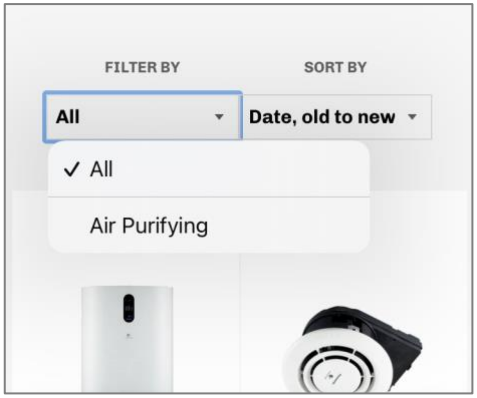
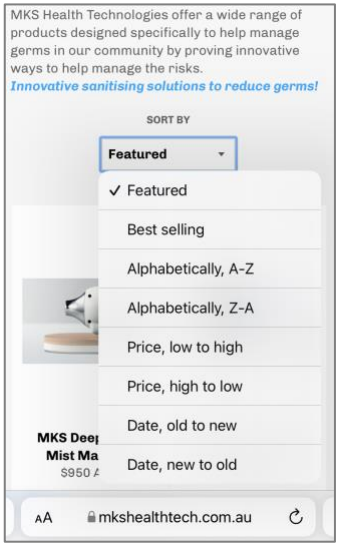
			
13	**The filter and sort options are not required given that there a very few products** Users might get confused as to why they need to filter or sort, given that there are so few products. Also, the 'SORT BY' list has so many options and takes up 2 thirds of the screen,	Remove the 'FILTER BY' and 'SORT BY' options as they are taking up real estate on the page.	

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