

# Experience Audit

...Haydee Steck

	[Client]	[Competitor]	[Competitor]	[Competitor]
<b>Usability</b>				
Ease of use	n n n	n n n	n	n n n
Learnability and speed	n n	n n n n	n n	n n
Accomplishing tasks	n n n n	n n n	n n n	n n n n
Consistency	n n	n n n n	n	n n n n
Accessibility	n n n	n n n n	n n	n n
Control	n	n n	n	n n n
	[Client]	[Competitor]	[Competitor]	[Competitor]
<b>Visual Communication</b>				
Consistency of visual system	n n n n	n n n n	n	n
Support of functionality	n n n	n n n	n	n
Use of color	n n n n	n n n n	n n n	n
Use of icons	n	n n n n n	n n	n n n
Relationship to brand attributes	n n n	n n n	n n	n n
	[Client]	[Competitor]	[Competitor]	[Competitor]
<b>Structure and interaction</b>				
Navigation	n n	n n n	n n n n	n n n n
Content taxonomy	n	n n	n n	n n n n
Functionality	n n n n	n n n n	n n n n	n n n n
Spatial metaphor	n	n n	n n n	n n
	[Client]	[Competitor]	[Competitor]	[Competitor]
<b>Content and writing</b>				
Use of hypertext	n n n n	n n	n n	n n
Legal policies and terms of use	n n n n		n n n	n n
Error messages and explanations	n n		n n	n
Structure	n n n	n n n	n	n n
Labeling	n n	n n n n	n n	n
Copy-writing	n n n n	n n n n n	n n n	n
	[Client]	[Competitor]	[Competitor]	[Competitor]
<b>Client side technology</b>				
Browser compatibility	n n n n n	n n n n n	n n n n n	n n n n n
Load speed	n	n n	n n n n	n n n n
Implementation of technology	n n	n n n n n		n n n
Error handling	n	n n n n n	n n n n	n

**Key**

succeeds	acceptable	poor	unacceptable	fails
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