

UX audit of **EMBASSYINDIA**

Observation and Recommendations

Summary:

Embassy Group, a leading development firm in real estate commenced in 1993, the establishment has developed 54+ Million Sq. Ft. of Commercial, Residential, Retail, Hospitality and Industrial Warehouse spaces.

This is from the general data or statistics from website. Ux audit details, observations and recommendations with screenshots shared in this document as a initial analysis

MAIN ISSUES:

1. User unable to filter search for particular Projects
2. From Services to Home page not rooted
3. Home page shows tranquility lack of user interaction
4. Missing of Chat box integration

Usability Heuristics Evaluation

1. Visibility of system status - Average

Page speed: Page load speed could be improved to load within 3 seconds. Currently it loads in 5.9 seconds.

Header is not consistent. On the home page, the header is not visible when the page loads. Only when the user scrolls down the header appears. The inverted triangle on the top right of the page does not explain itself what it is. On clicking the triangle a [X] close mark appears but clicking on it does not do anything. On the other pages header is consistent on the top.

Home page has relevant information however the number of verticals could have been restricted to a maximum of adhering to the standards.

What appears as main menu in the first page becomes inner menu of the portfolio. The order of tabs in the inner menu is not consistent. When user clicks "COMMERCIAL" in the main menu on the home page, commercial appears as the second tab and interior appears as first tab.

But when user clicks on "INTERIOR" from the main menu on the home page, commercial appears as the first tab and interior tab is way behind in 6th position.

The navigation of inner menu does not consistently show the users selection/location within the website readily. For example clicking on

"COMMERCIAL" highlights the commercial tab but clicking on interior does not.

Image Layout in portfolio is not consistent. Sometime description images are on the right (residential), sometimes on the left. (Commercial) looks a bit clumsy.

2. Match between System and Real World - Good

Simple and user friendly language is used throughout the website. Language used is precise, informative. Jargons are not used.

3. User Control and Freedom - Average

Use navigation is easy. User can navigate from any page to home by clicking on the embassy triangle on the top left. Can jump between menus directly by clicking on the header links

4. Consistency and Standards – Average

The website has a simple and consistent architecture. Hierarchy of elements does not remain consistent. Clicking on "portfolio" link in the header leads to a body with submenu. Clicking on "services" link in the header has no submenu. Clickon-on "community outreach" link in the header leads to a body with banners.

Every link in the header shows a body with the header as title of the body. But this is not true for Portfolio link.

The iconography is consistent throughout the website.

The text and visual elements lacks contrast.

Eg: Milestone section not matched with right contrast of text.

Portfolio section with background image text not legitimate and text size is below of standard size

The typography is not consistent throughout the website.

Usage of text is not consistent. On the main page appears the text "INDUSTRIAL" but clicking on it loads a page where the tab is called "Industrial Parks"

5. Error Prevention – Average

The website has limited scope for errors, with consistent user flow. However clicking on "interiors" from the main page loads the interiors correctly with proper body section. But clicking on "commercials" from the home page and then navigating to "interiors" via the submenu does not load the body of the "interiors" . It keeps loading.

6. Recognition rather than Recall – Good

Overall, the website does a good job in providing simple terms and navigation for users to follow. However, the order of the navigation elements are not consistent in few cases and can be improved.

7. Flexibility and Efficiency of Use – Average

The website is smooth to navigate by first time or repeat visitors,

through simple interactions. However there are points to improve such as navigation and typography, hierarchy as indicated above.

8. Aesthetic Design – Good

The website follows standards of minimalist UI design, providing a clutter free visual experience.

The colors used for text, buttons and icons are consistent with the brand colors.

The images used are of high resolution, relevant and contextual. However the typography could be improved.

9. Recognition, Diagnosis and Recovery from Errors – Average

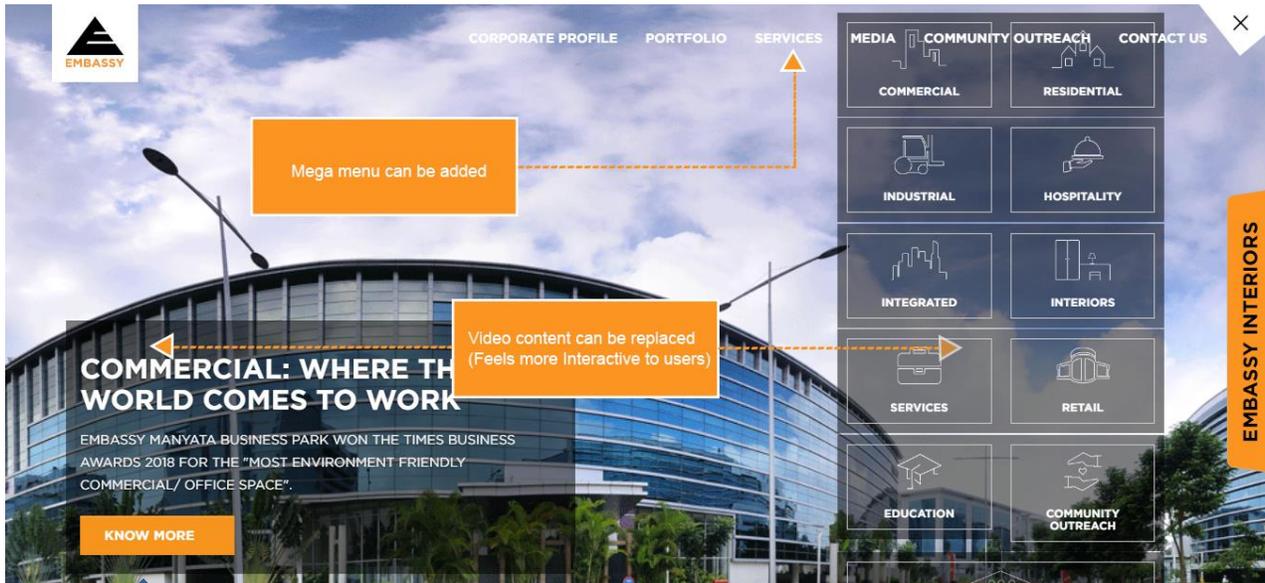
After the user submits a message through the "CONTACT US" option, there is no information that is shown to the user that the form has been submitted successfully.

When user submits the form inside the Services Page, Acknowledgement message is displayed, however the text color of the message is not in contrast with to the background color

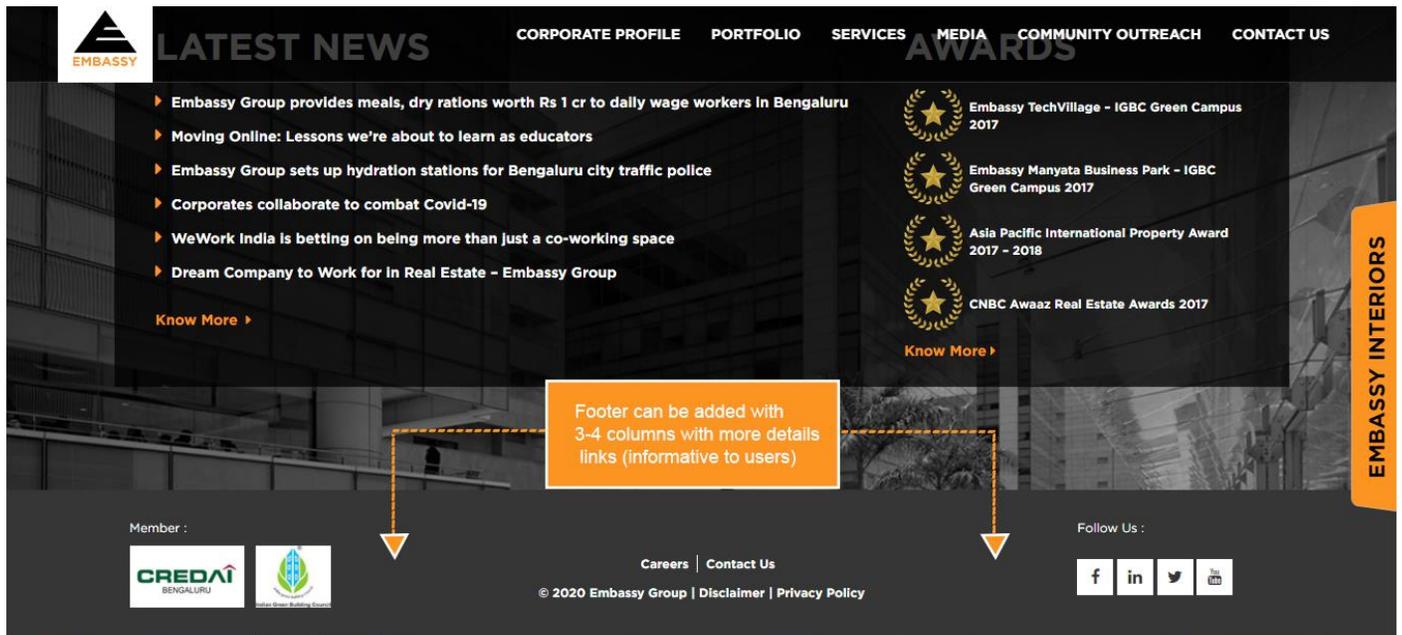
10. Help and Documentation - Good

Website navigation is easy. Social Media links on the footer and contact us links remain consistent in the footer which makes it easy for user to contact easy.

Observations | Recommendations



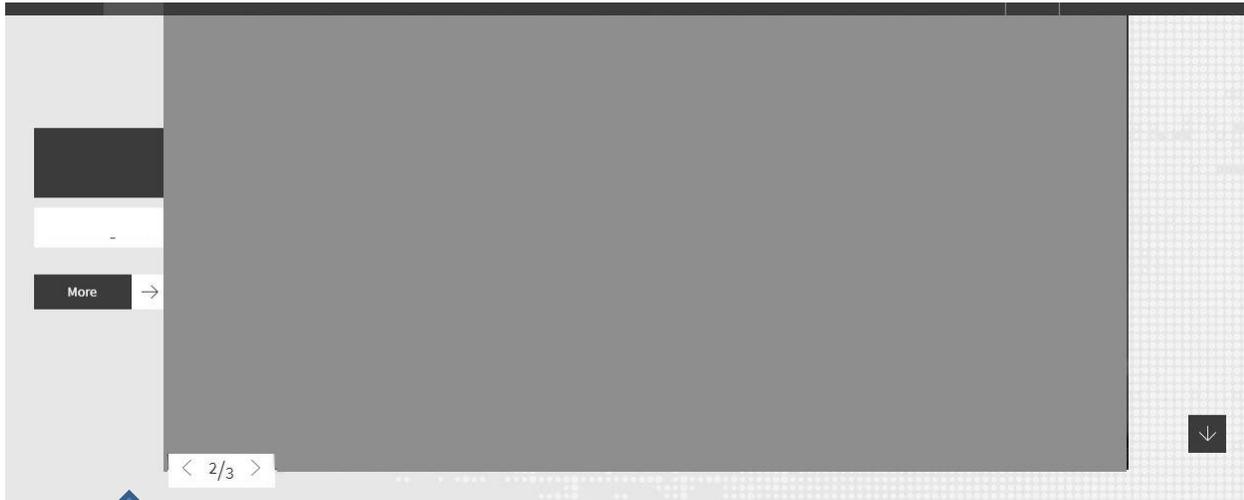
Hero Section can be added with Mega Menu and video streaming



Footer section can be added with more details in columns

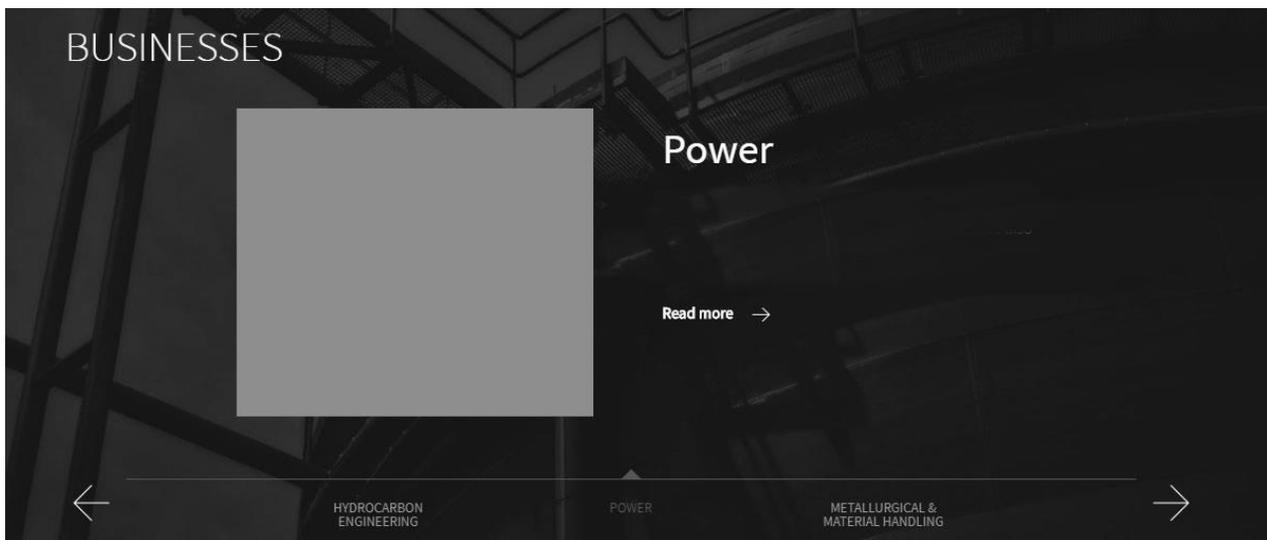
Recommendations

Layout Sample 1



Services: Information for Each Services in details with user navigation

Layout Sample 2



Vertical Section: Verticals with more details and navigations