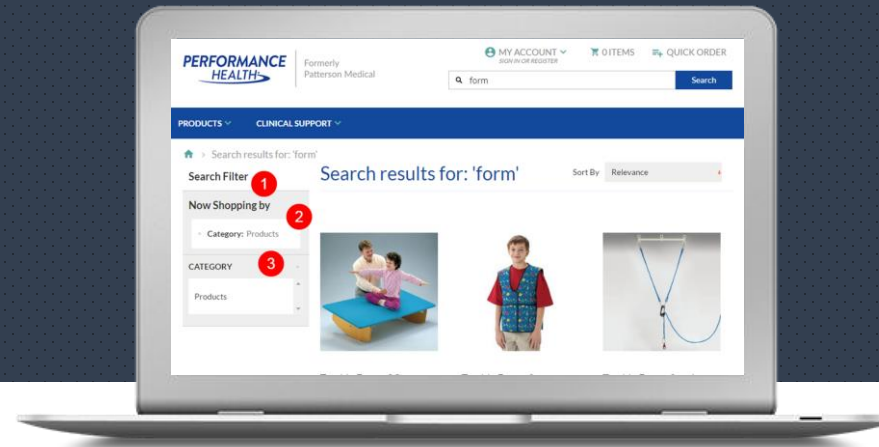


# Performance Health Heuristic Evaluation

Search (B2C Desktop Inflection)



## Purpose of the Heuristic Evaluation (7% complete)

**33**  
**ISSUES**  
& COUNTING...

The purpose of this Heuristic Evaluation is to expose the extensive UX opportunities to increase conversion, customer acquisition, user satisfaction, and the overall Performance Health digital experience

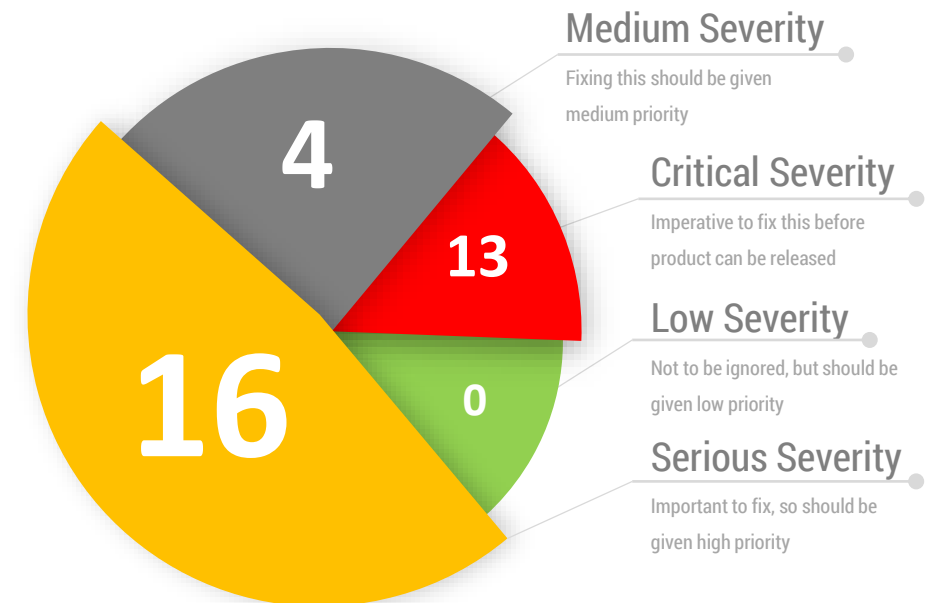
### Severity Examples

**Critical:** No guest checkout option exists. No payment security

**Serious:** Inadequate form field usage, instructions, and validations

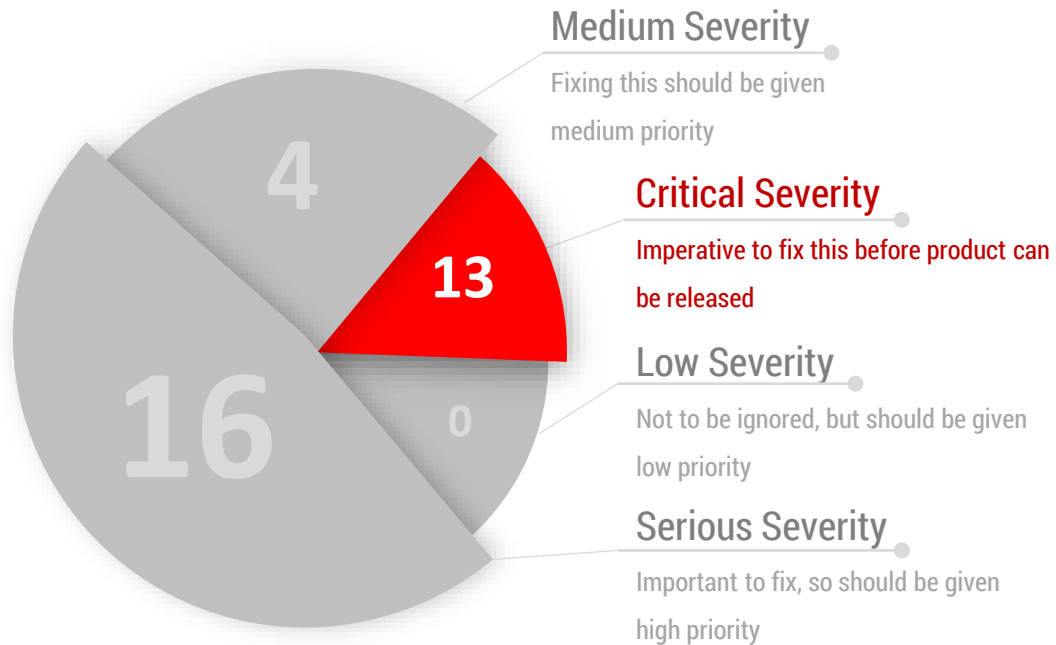
**Medium:** Inconsistent voice, naming conventions, and visual treatments

**Low:** Unnecessary copy and imagery. Page element layout



# Performance Health **Heuristic Evaluation**

Search (B2C Desktop Inflection)



## 3 TOP ISSUES

- 1 Multiple menu issues keep users from accessing categories or products
- 2 Structure of Search Result Pages are unclear and appear broken. There are insufficient call to actions (CTA) & details
- 3 There is a scarcity of the standard expected data and functionality seen all most other Web sites

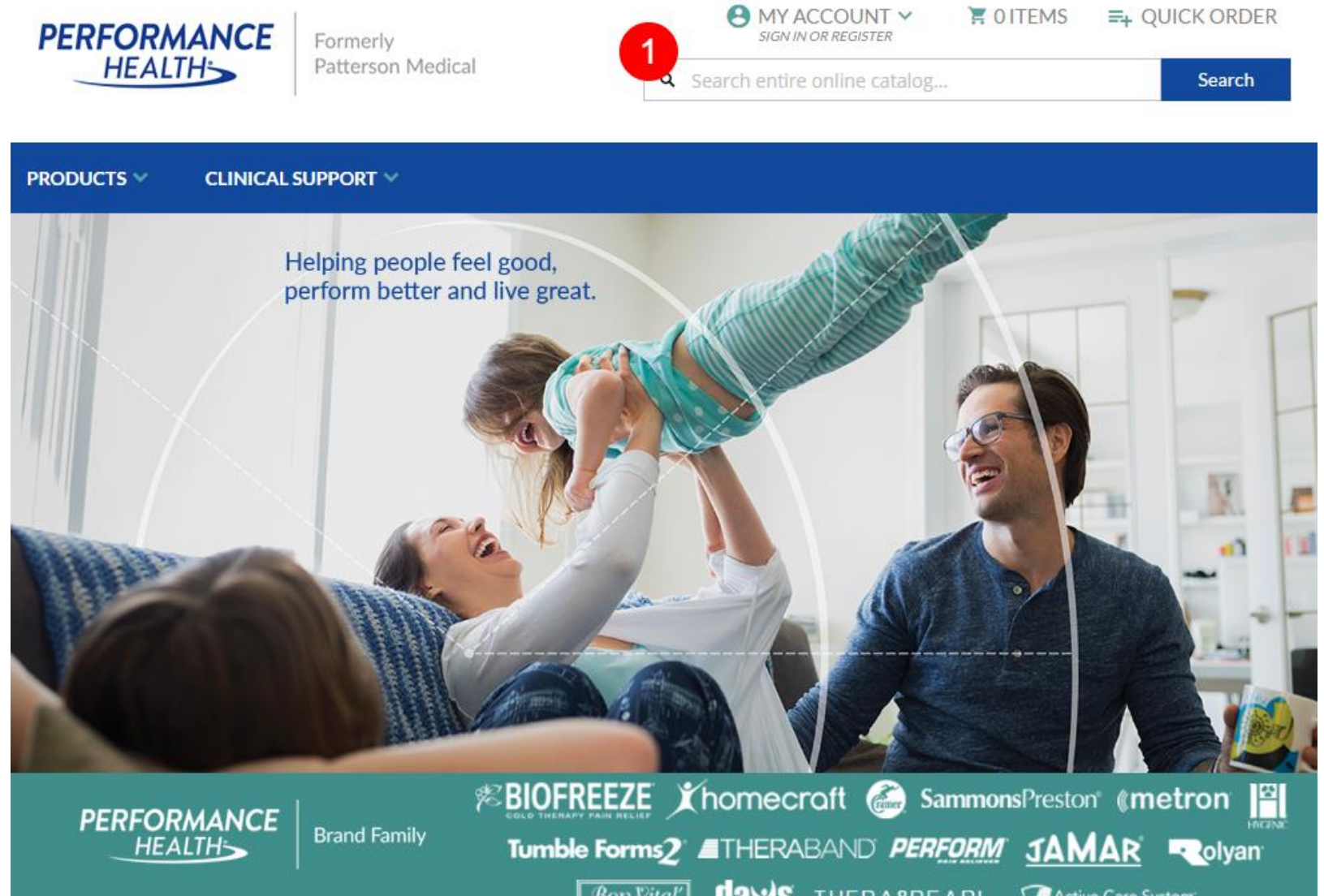
## SEARCH - HEADER

- Issue:** CTA of search bar is non optimal  
**Recommendation:** Provide a larger and full width search bar; Let users know that they may search using product names or item numbers  
**Severity:** Med

**Issue:** No auto complete or auto suggest assistance to user  
**Recommendation:** Implement this standard and time saving functionality for users  
**Severity:** Critical

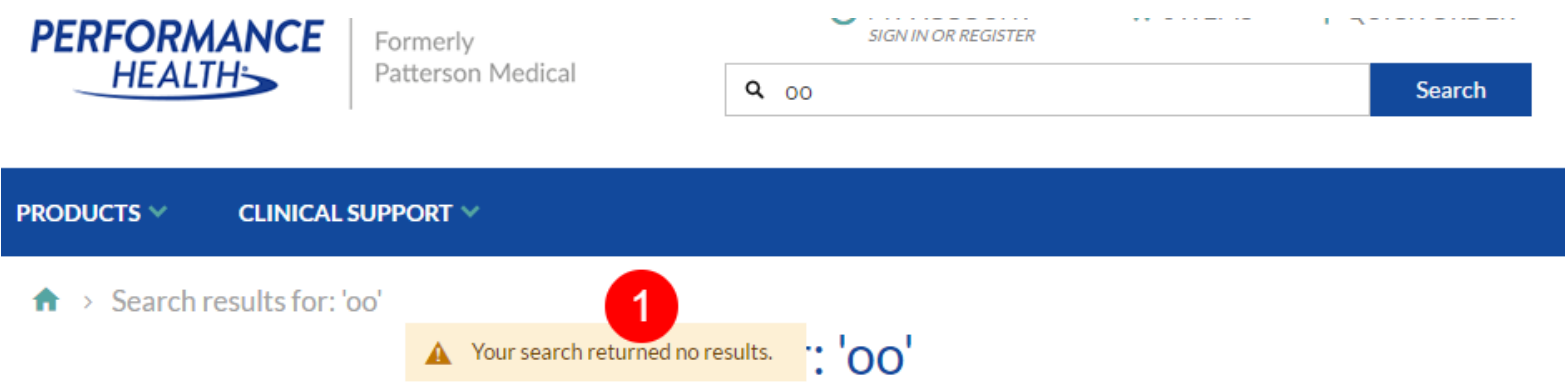
**Issue:** No integrated category selector (ala Amazon) when initiating a search forces inordinate amount of work on user  
**Recommendation:** Implement this standard and time saving functionality for users  
**Severity:** Critical

**Issue:** Exact product name or item number to not bring user to the associated product detail page  
**Recommendation:** Implement this standard and time saving functionality for users  
**Severity:** Critical




SEARCH – NO RESULT

- 1. **Issue:** No help or direction offered to user increases abandonment and frustration  
**Recommendation:** Provide the “Did you mean” functionality; provide a clean search field in this space; provide an exposed category selection  
**Severity:** Serious




## SEARCH – RESULTS PAGE

- Issue:** Unnecessary and redundant copy increases cognitive load and page load; breadcrumb pattern replaced  
**Recommendation:** Remove copy; provide breadcrumb of product and its parent category  
**Severity:** Serious
- Issue:** Center alignment makes site appear broken; label color leveraging standard link color but is not a link  
**Recommendation:** Left align content when able; create font style which clearly provides direction and use to users  
**Severity:** Serious
- Issue:** What value does Product Name provide to user and how does that differ from Relevance? Incorrect form element used increases user friction  
**Recommendation:** Identify (through user testing & CA) which terms resonate with users; If only three options exist use radio button  
**Severity:** Serious
- Issue:** **Incorrect** “Did you mean” module usage may cause user confusion; layout and font styling are non optimal  
**Recommendation:** Leverage module for incorrect spelled words, trust users entered correct content (see system logs); improve layout and font styling across site  
**Severity:** Med
- Issue:** Too much white space; important content is near page fold  
**Recommendation:** Reduce white space; improve results layout  
**Severity:** Serious
- Issue:** No indication that image or copy is selectable; image jumps during onhover; HTML artifact appears onhover  
**Recommendation:** Use textual and visual cues to guide user to available actions; Use standard link patterns and/or create a link pattern  
**Severity:** Serious  
  
**Issue:** No price, other details, add to cart, zoom, contextual snippets offered to user  
**Recommendation:** Provide standard search results options  
**Severity:** Critical
- Issue:** Displaying unnecessary functions or data to a user causes cognitive load and confusion  
**Recommendation:** Do not display pagination module until it is needed  
**Severity:** Med



Formerly  
Patterson Medical

MY ACCOUNT   
SIGN IN OR REGISTER

0 ITEMS

QUICK ORDER

PRODUCTS CLINICAL SUPPORT  > Search results for: 'Fork'

1

2

3

4

5

6

7

8

## Search results for: 'Fork'

Did you mean

form

foam

Sort By Relevance 



Knife-Fork Combo



Baseline Tuning Forks



Rvdel Seiffer Graduated

Show 12 per page


- Issue:** Search term left in box forces user to remove it causing friction and frustration if new search is initiated  
**Recommendation:** Remove term after entry  
**Severity:** Med
- Issue:** Search filter module provides no value to user nor is its use clear  
**Recommendation:** Provide usable data for user to filter products  
**Severity:** Critical
- Issue:** Default number of products shown on page are non optimal; number per option is non standard; font styling is non optimal  
**Recommendation:** Revisit search result product pattern to allow more products per page to user; review metrics to see what number per page is most often selected and how many pages are typically viewed prior to selecting a product detail page or site abandonment  
**Severity:** Serious






## SEARCH – FILTER MODULE (SIMPLE)

- Issue:** Now shopping by label does not provide user with any value and only adds to cognitive load  
**Recommendation:** Remove and/or replace with more pointed copy  
**Severity:** Serious
- Issue:** Copy is too vague and general to provide user value; icon to remove option is too small  
**Recommendation:** Perform a copy audit, so as to create clear copy of use; provide a more clear cta to removing options  
**Severity:** Serious
- Issue:** Too many font treatments; non optimal visual hierarchy; unclear data value, unnecessary form elements (i.e., collapse icon and scroller icon); too much whitespace  
**Recommendation:** Revisit the entire module, understand what users need (via user testing), then provide a usable solution which follows UX best practices  
**Severity:** Critical



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MY ACCOUNT   
SIGN IN OR REGISTER

0 ITEMS

QUICK ORDER

Search

PRODUCTS 

CLINICAL SUPPORT 

 > Search results for: 'form'

Search Filter 

Now Shopping by 

 Category: Products

CATEGORY 

Products

Sort By 

Relevance 



Tumble Forms 2®  
Vestibular Board



Tumble Forms 2  
Weighted Vests



Tumble Forms 2 to 1  
Vestibular Swing Adapter

## SEARCH – FILTER MODULE (COMPLEX)

- Issue:** Label affinity and visual hierarchy are non optimal  
**Recommendation:** Integrate label into module; create a clear pattern for module  
**Severity:** Serious
- Issue:** Seemingly broken form elements; insufficient visual cues for user to understand interaction; too much white space; alignment issues  
**Recommendation:** Correct alignment; reduce vertical spacing; provide clearer cta  
**Severity:** Serious  
  
**Issue:** No clear indication or user benefit as to why this module is expanded by default and not others  
**Recommendation:** Default should be collapsed until the user interacts with said module  
**Severity:** Serious
- Issue:** insufficient visual cues for user to understand interaction; some labels meanings are unclear and result in excessive cognitive load for user  
**Recommendation:** Provide clearer cta; revisit label names to ensure they are clear to users (perform a card sorting exercise)  
**Severity:** Serious
- Issue:** Seemingly broken form elements; redundant labeling; insufficient visual cues for user to understand interaction; too much white space  
**Recommendation:** Remove redundant labels; remove unnecessary icons; reduce vertical spacing; provide clearer cta  
**Severity:** Critical  
  
**Issue:** No clear indication or user benefit as to why this module is expanded by default and not others  
**Recommendation:** Default should be collapsed until the user interacts with said module  
**Severity:** Serious
- Issue:** Hiding data when only a few values exist; insufficient visual cues for user to understand interaction; too much white space  
**Recommendation:** Surface option values if there is room; provide clearer cta; improve layout and structure of data  
**Severity:** Serious

**PERFORMANCE HEALTH** | Formerly Patterson Med

PRODUCTS ▾ CLINICAL SUPPORT ▾

Home > Products > Dining > Overbed Table

Search Filter **1** Over

**CATEGORY** **2**

- Acute Care
- Home Care & Long Term Care
- Overbed Other

**HEIGHT**

**KEYWORDS** **3**

**SIDE** Bariatric

**BRAND** **4**

- 
- Brand
- Carex

**PERFORMANCE HEALTH** | Form Patte

PRODUCTS ▾ CLINICAL SUPPORT ▾

Home > Products > Dining > Overbed Table

Search Filter

**CATEGORY**

- Acute Care
- Home Care & Long Term Care
- Overbed Other

**HEIGHT**

☐ 30-1/2" high, 45-1/2" low

**KEYWORDS** **5**

☐ Bed table

**SIDE**

☐ Right Hand

☐ Left Hand

**BRAND**

- 
- Brand
- Carex



SEARCH – SORT BY MODULE

- 1. **Issue:** Unclear and inconsistent Sort By options cause user confusion and cognitive load  
**Recommendation:** Provide consistent and clear copy so user may easily and quickly complete their product search task  
**Severity:** Critical

PERFORMANCE HEALTH

Formerly  
Patterson Medical

MY ACCOUNT

SIGN IN OR REGISTER

0 ITEMS

QUICK ORDER

Search entire online catalog...

Search

PRODUCTS

CLINICAL SUPPORT

Home > Products > Evaluation > Assessments > Stopwatches & Timers

Search Filter

Now Shopping by

Brand: -

BRAND

-

Big Digit

Brand

Stopwatches & Timers

Sort By Position

1

Time Timer

## MENU - MODULE

- Issue:** Menu is jumpy, very touch sensitive, and behaves in unexpected ways causing user frustration and site abandonment  
**Recommendation:** Revisit this module, so as to create a usable menu for users  
**Severity:** Critical
- Issue:** Product category sections are not static; excessive displacement issues when trying to access content  
**Recommendation:** Ensure that users are able to easily access products  
**Severity:** Serious
- Issue:** Inability to access menu items or product category items  
**Recommendation:** Build product menu which allows user to access all links  
**Severity:** Critical

Formerly  
Patterson Medical

MY ACCOUNT 

SIGN IN OR REGISTER

0 ITEMS
 QUICK ORDER

PRODUCTS	CLINICAL SUPPORT		
AIDS TO DAILY LIVING			
BATH AND TOILETING			
CPM			
DINING	<b>CUPS &amp; DRINKING AIDS</b> <hr/> DRINKING AIDS & STRAWS DYSPHAGIA CUPS NOSEY CUPS SPILLPROOF CUPS TWO-HANDLE CUPS	<b>DINING ACCESSORIES</b> <hr/> CLOTHING PROTECTORS DYCEM NON-SLIP PLASTIC	<b>FEEDERS &amp; ARM SUPPORTS</b> <hr/> FEEDERS MOBILE ARM SUPPORTS
EVALUATION			
EXERCISE EQUIPMENT	<b>KITCHEN SUPPLIES</b> <hr/> CUTTING BOARDS KITCHEN AIDS MEASURING DEVICES OPENERS SERVING UTENSILS & KNIVES	<b>OVERBED TABLES</b> <hr/> ACUTE CARE HOME CARE & LONG TERM CARE OVERBED OTHER	<b>PLATES &amp; BOWLS</b> <hr/> BOWLS DISHES WITH LIDS FEEDING EVALUATION KITS FOOD GUARDS GENERAL DINING PARTITIONED DISHES SCOOP DISHES SUCTION BOWLS & PLATES
MODALITIES			
ORTHOPEDICS			
PEDIATRICS			
REPAIR SUPPLIES			

MENU - SELECTION

- 1. **Issue:** Unable to view category values due to menu build; selecting category links has unintended results  
**Recommendation:** Ensure menu behaves correctly  
**Severity:** Critical
- 2. **Issue:** Appears as if no content exists; excessive scrolling required to see content  
**Recommendation:** Improve the visual parity between product menu links and results  
**Severity:** Critical

PEDIATRICS			
REHAB SUPPLIES			
SENSORY MOTOR			
SPLINTING			
TOURNIQUET AND CUFF			
TREATMENT FURNITURE			
WHEELCHAIR			
WOUND & SCAR CARE			
SERVICE	HELP	CONTACT	CHANGE PASSWORD
CATALOG REQUEST	PRIVACY POLICY	OUR VENDING PARTNERS	PURCHASES
RETURNS	TERMS		BILLING
LINK YOUR ACCOUNT			

SEARCH – PRODUCT SELECTION

1. **Issue:** Unable to scroll upwards
- Recommendation:** Ensure basic site navigation is offered to users
- Severity:** Critical

Category:

Overbed Other, Acute Care

CATEGORY

Acute Care

Home Care & Long Term Care

Overbed Other

HEIGHT

KEYWORDS

BRAND

Brand



Bariatric Overbed Table



Acute Care Tables



Tilt Top Overbed Table



Executive Split-Top Overbed Table

1

Show 12 per page



## **GENERAL SITEWIDE ISSUES (PRIMARY)**

1. Visual & Structure architecture (grouping, layout, color palate, etc.)
2. Inconsistent UX/UI patterns (form elements, headers, links, etc.)
3. Inconsistent font treatment (size, weight, & color)
4. Page elements move around on pages
5. ADA Web Accessibility concerns