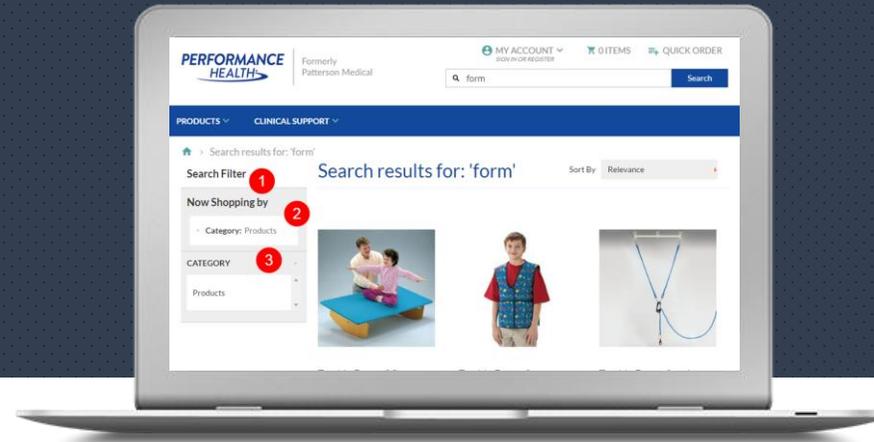


Performance Health Heuristic Evaluation

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

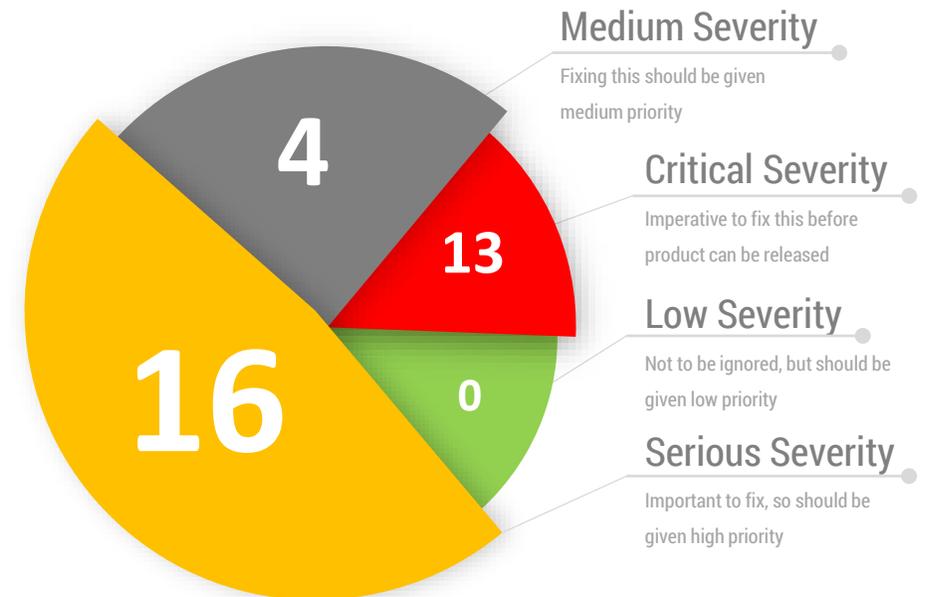
Severity Examples

Critical: No guest checkout option exists. No payment security

Serious: Inadequate form field usage, instructions, and validations

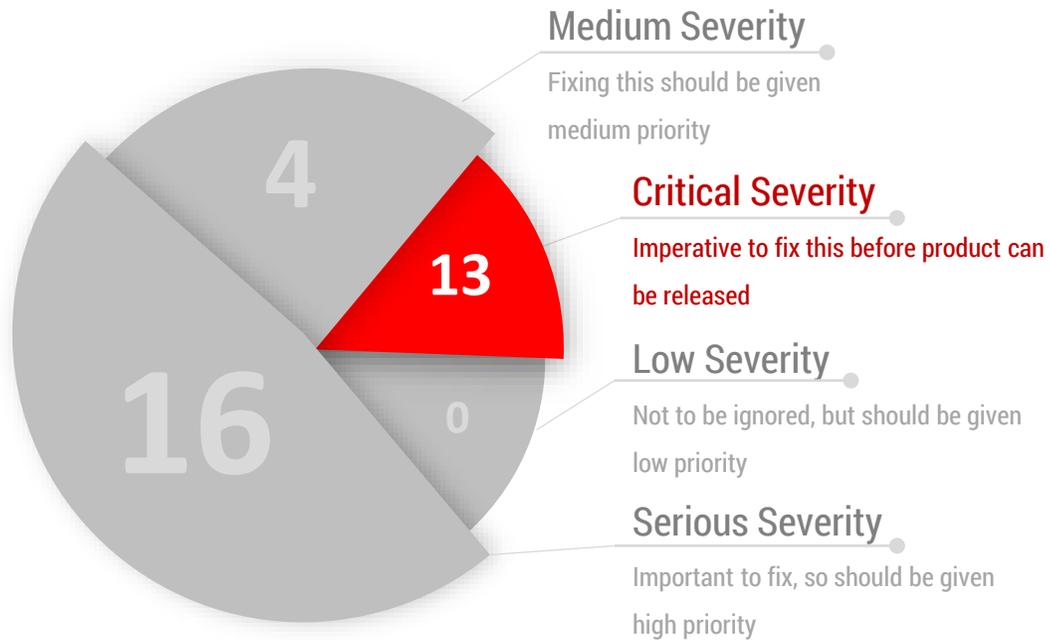
Medium: Inconsistent voice, naming conventions, and visual treatments

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

The screenshot shows the top portion of the Performance Health website. At the top left is the Performance Health logo, with the text 'Formerly Patterson Medical' to its right. On the top right, there are navigation links: 'MY ACCOUNT' with a dropdown arrow and 'SIGN IN OR REGISTER' below it; '0 ITEMS' with a shopping cart icon; and 'QUICK ORDER' with a list icon. Below these is a search bar with a magnifying glass icon, the placeholder text 'Search entire online catalog...', and a blue 'Search' button. A red circle with the number '1' is overlaid on the search bar. Below the search bar is a dark blue navigation bar with 'PRODUCTS' and 'CLINICAL SUPPORT', both with dropdown arrows. The main hero section features a photograph of a family (a woman, a man, and a child) laughing and playing together. Overlaid on the photo is the text 'Helping people feel good, perform better and live great.' At the bottom of the page is a teal banner containing the Performance Health logo and 'Brand Family' on the left, and a grid of brand logos on the right, including BIOFREEZE, homecraft, SammonsPreston, metron, Tumble Forms, THERABAND, PERFORM, JAMAR, and Rolyan.

SEARCH – NO RESULT

- 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



Formerly
Patterson Medical

[SIGN IN OR REGISTER](#)

Q oo

Search

PRODUCTS ▾

CLINICAL SUPPORT ▾

[Home](#) > Search results for: 'oo'

1

⚠ Your search returned no results.

: 'oo'

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

Search results for: 'Fork'

Sort By Relevance ▾

Did you mean

form

foam



Knife-Fork Combo



Baseline Tuning Forks



Rvdel Seiffer Graduated

SEARCH – RESULTS 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

The screenshot shows the Performance Health website header with the logo and 'Formerly Patterson Medical'. Navigation links include 'MY ACCOUNT', '0 ITEMS', and 'QUICK ORDER'. A search bar contains the term 'form' with a red circle '1' highlighting it. Below the header is a blue navigation bar with 'PRODUCTS' and 'CLINICAL SUPPORT' dropdowns. The main content area shows 'Search results for: 'form'' with a 'Search Filter' dropdown (labeled with a red circle '2') set to 'Products'. Three product cards are displayed: 'Form Fit Ankle Brace', 'Tumble Forms Maintenance Kit', and 'Tumble Forms 2 Wedges'. At the bottom, there is a 'Show 12 per page' option and a pagination control with a red circle '3' highlighting the page number '1'.

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



Formerly
Patterson Medical

MY ACCOUNT 
SIGN IN OR REGISTER

0 ITEMS

QUICK ORDER

form

Search

PRODUCTS 

CLINICAL SUPPORT 

Search results for: 'form'

Search Filter

1

Now Shopping by

2

× Category: Products

CATEGORY

3

Products

Search results for: 'form'

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

PRODUCTS ▾ CLINICAL SUPPORT ▾

Home > Products > Dining > Overbed Table

Search Filter **1** Over

CATEGORY

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

HEIGHT

KEYWORDS **3**

SIDE Bariatric

BRAND **4**

-
- Brand
- Carex

PRODUCTS ▾ CLINICAL SUPPORT ▾

Home > Products > Dining > Overbed Table

Search Filter **1**

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

- 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



Formerly
Patterson Medical

MY ACCOUNT 
SIGN IN OR REGISTER

 0 ITEMS

 QUICK ORDER

 Search entire online catalog...

Search

PRODUCTS 

CLINICAL SUPPORT 

 > Products > Evaluation > Assessments > Stopwatches & Timers

Search Filter

Stopwatches & Timers

Sort By Position 

1

Now Shopping by

× Brand: -

BRAND

-

Big Digit

Brand



Time Timer

MENU - SELECTION

- Issue:** Unable to view category values due to menu build; selecting category links has unintended results
Recommendation: Ensure menu behaves correctly
Severity: Critical
- 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

- 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