

truckstop.com Heuristic Evaluation

App Installation & Account Creation

Purpose of the Heuristic Evaluation (7% complete)

39
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 Truckstop.com digital experience

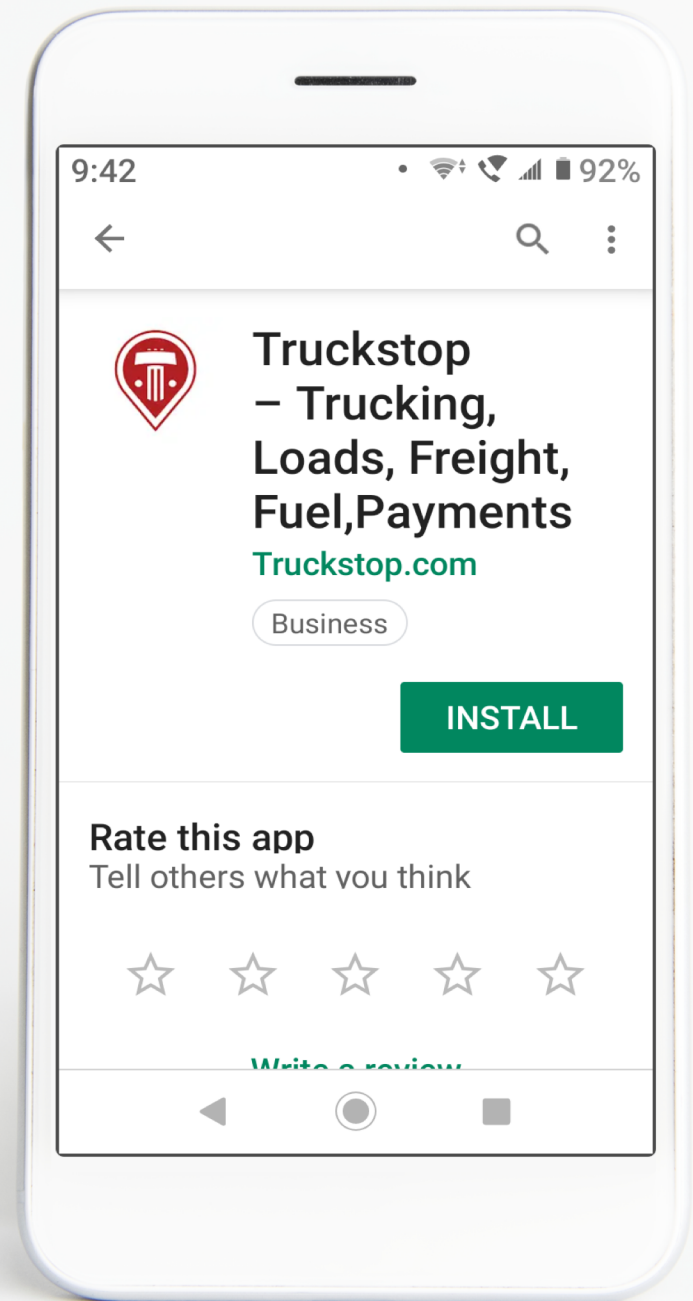
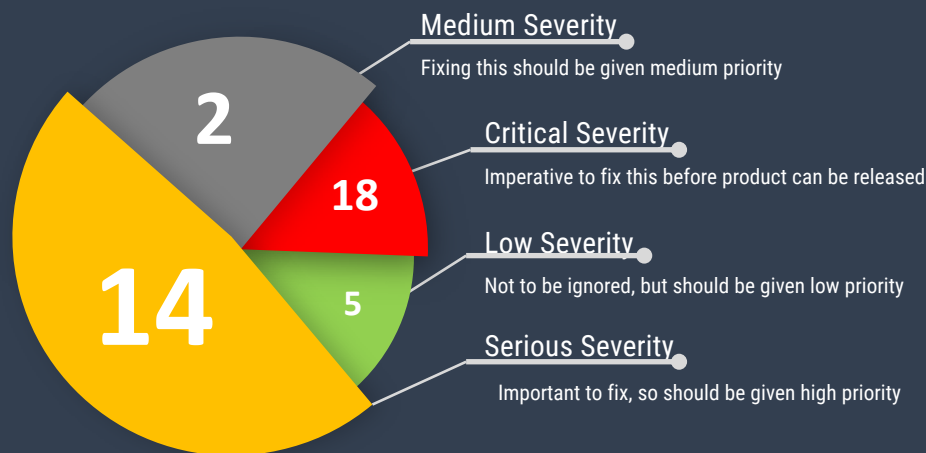
Severity Examples

Critical: Lack of user direction, unclear task focus, ADA failings, brand value

Serious: Inadequate form field usage, instructions, and validations

Medium: Inconsistent voice, naming conventions, and visual treatments

Low: Unnecessary copy and imagery. Screen element layout



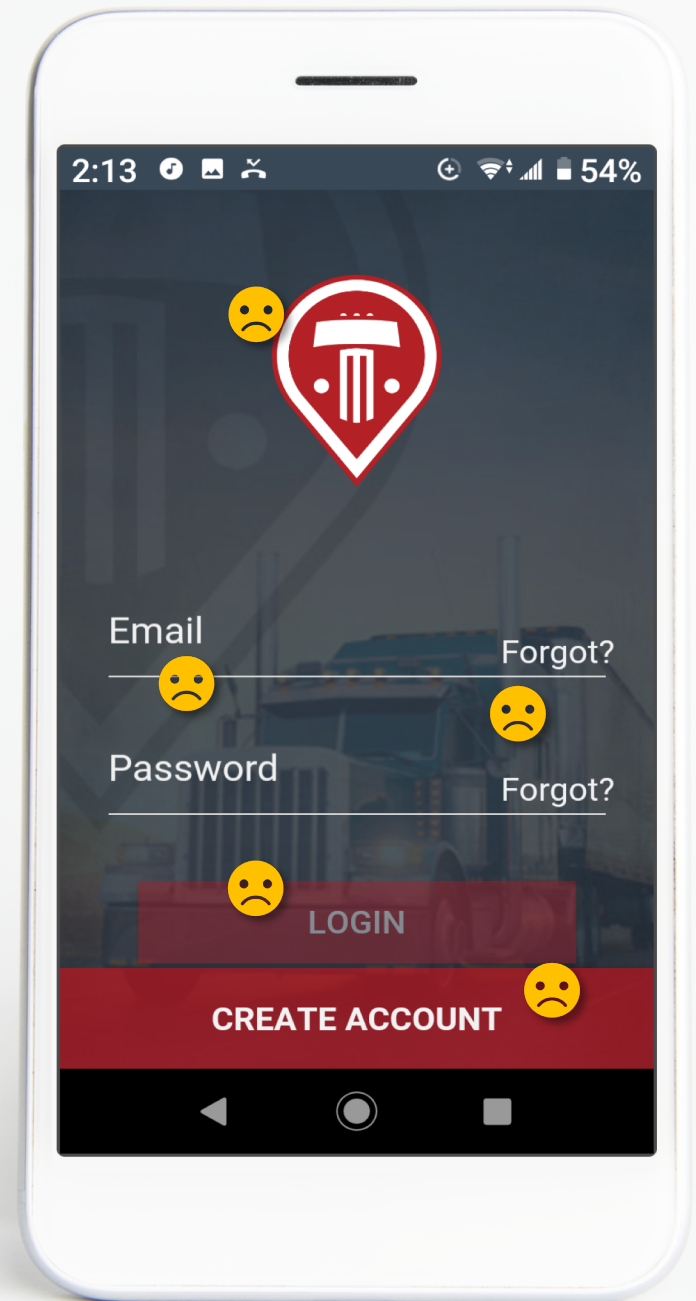
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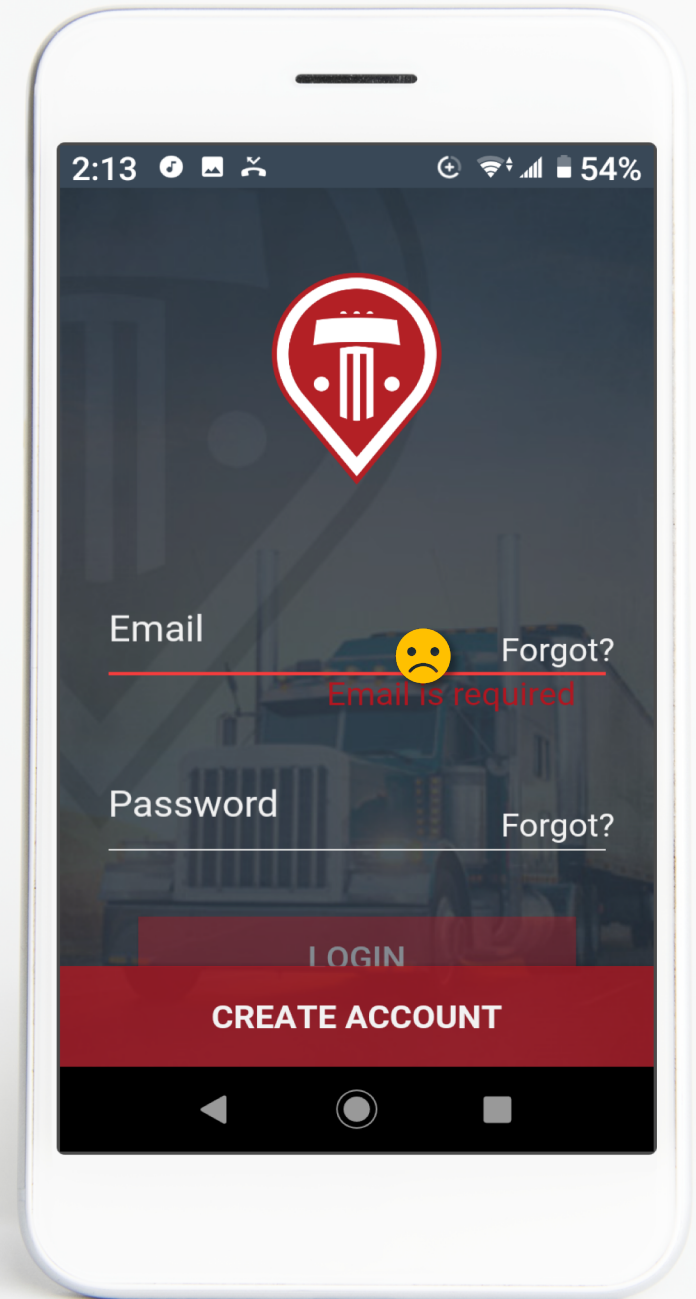
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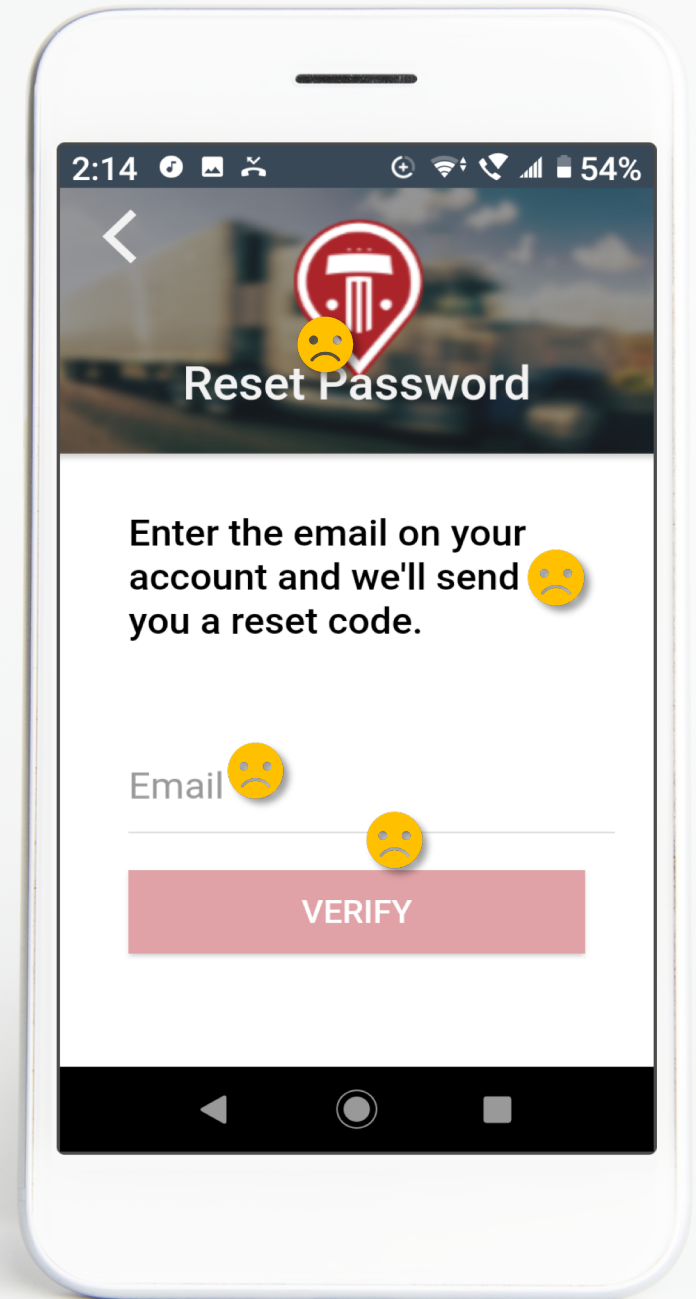
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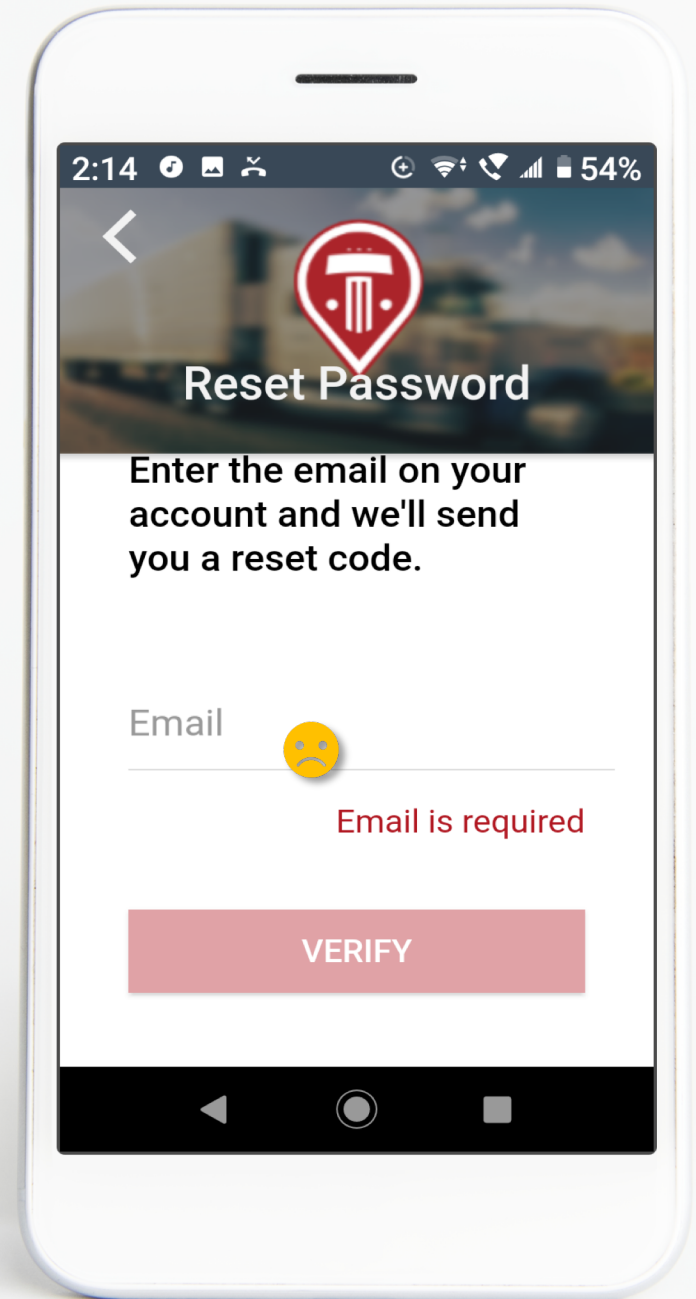
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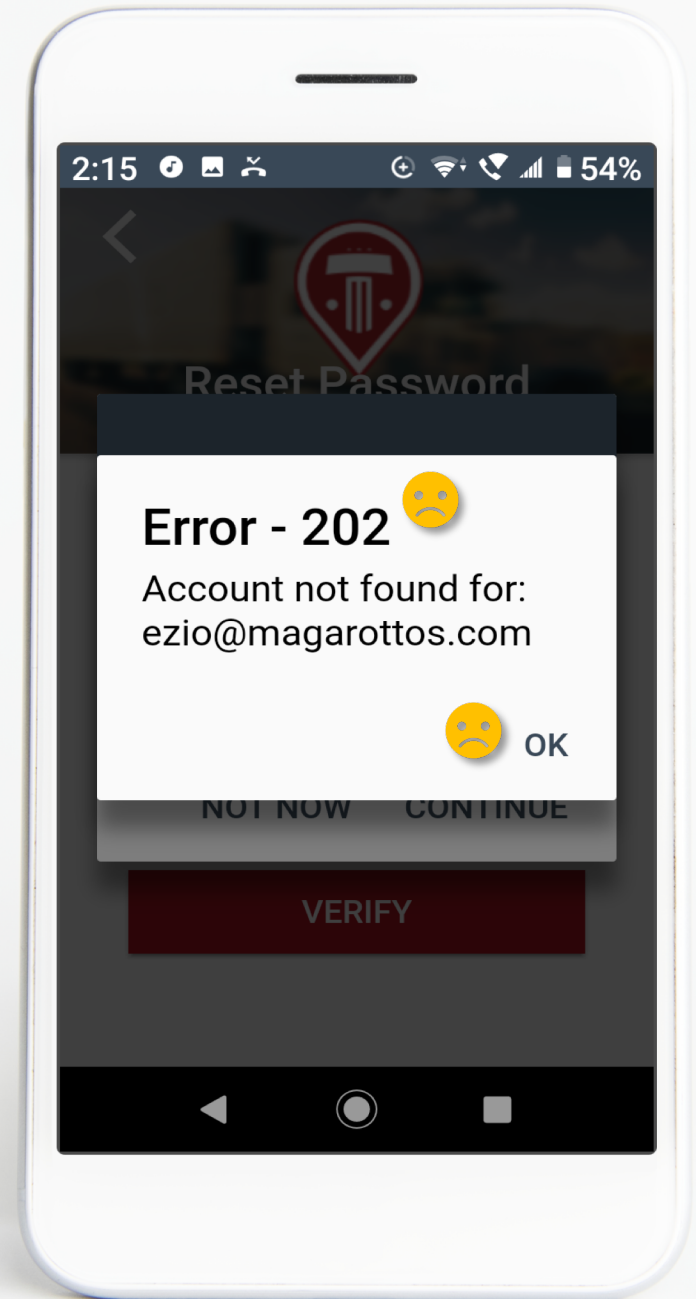
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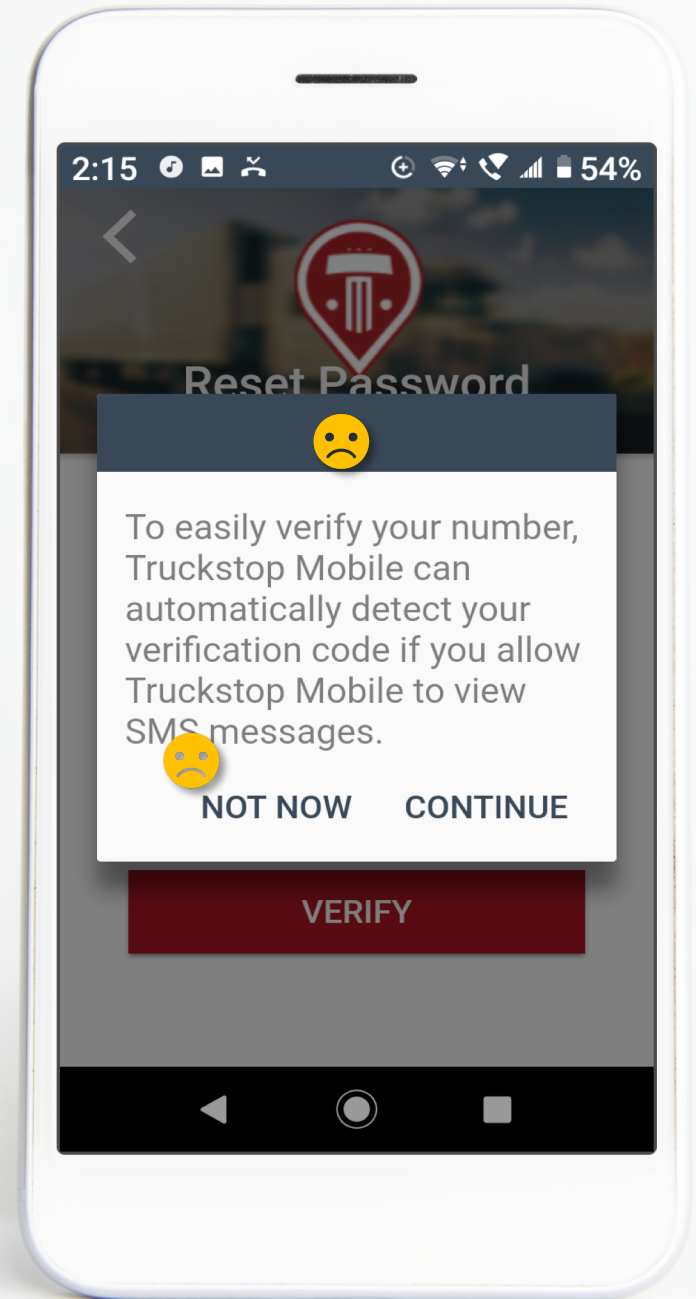
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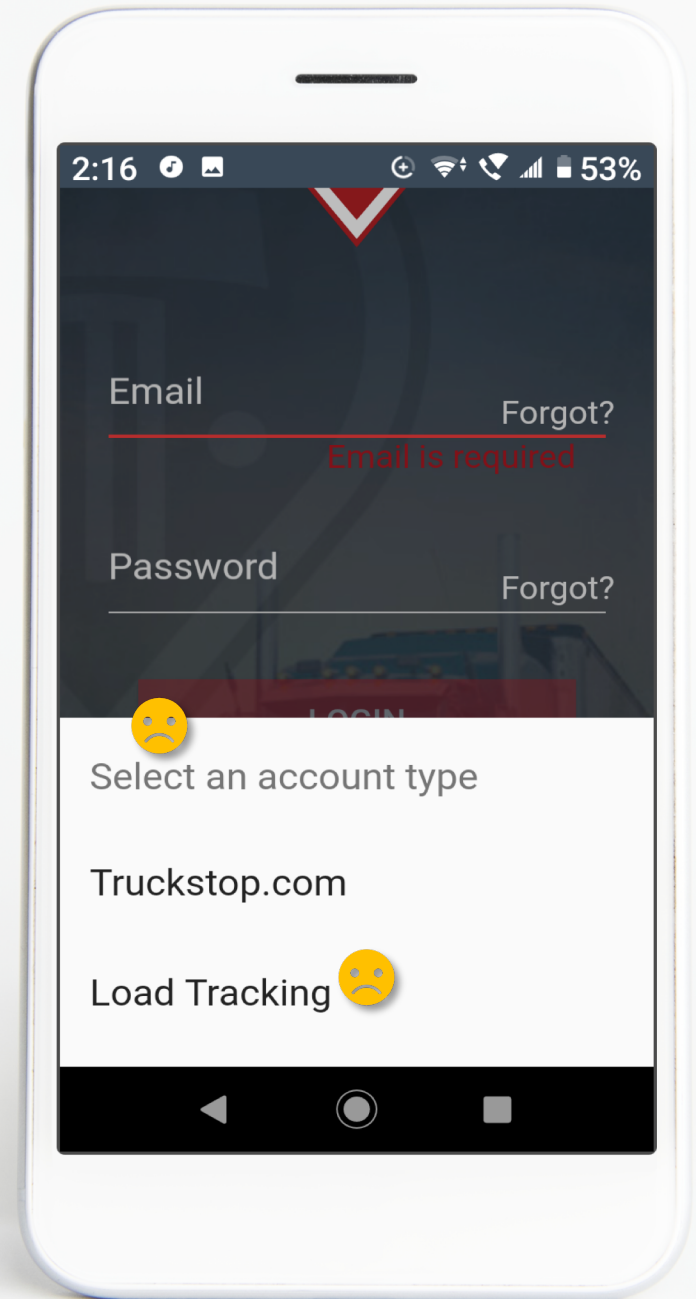
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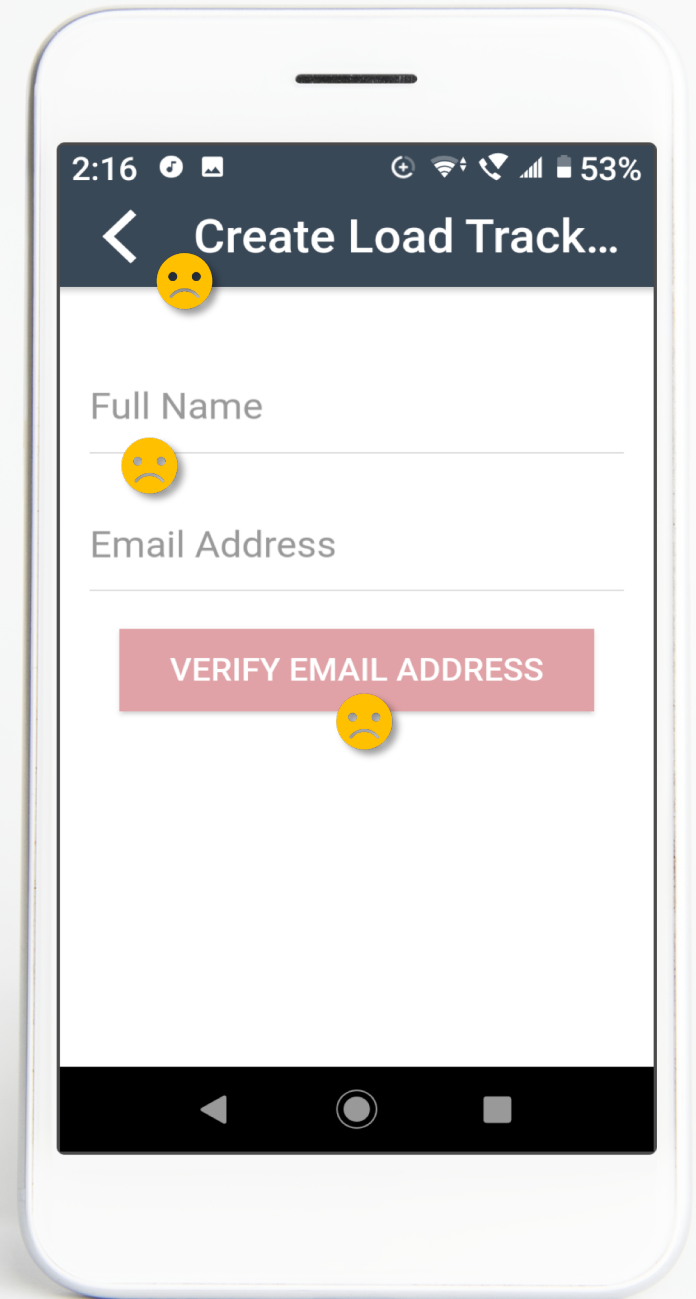
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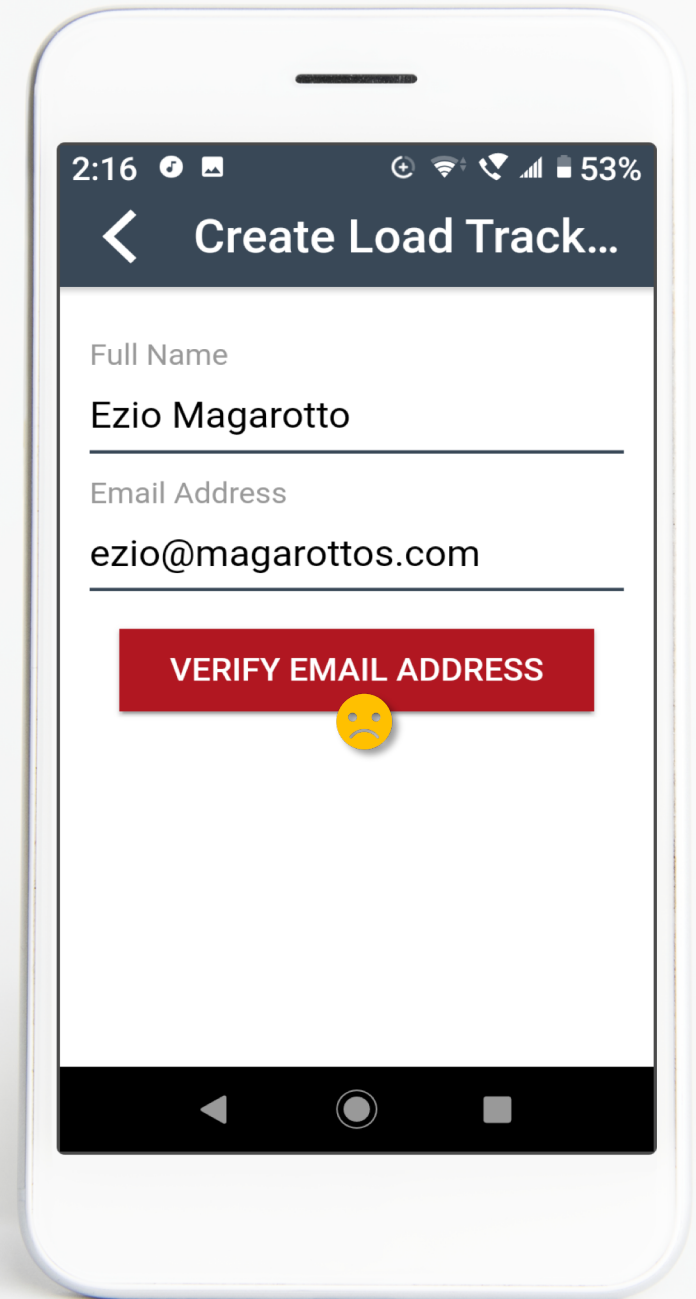
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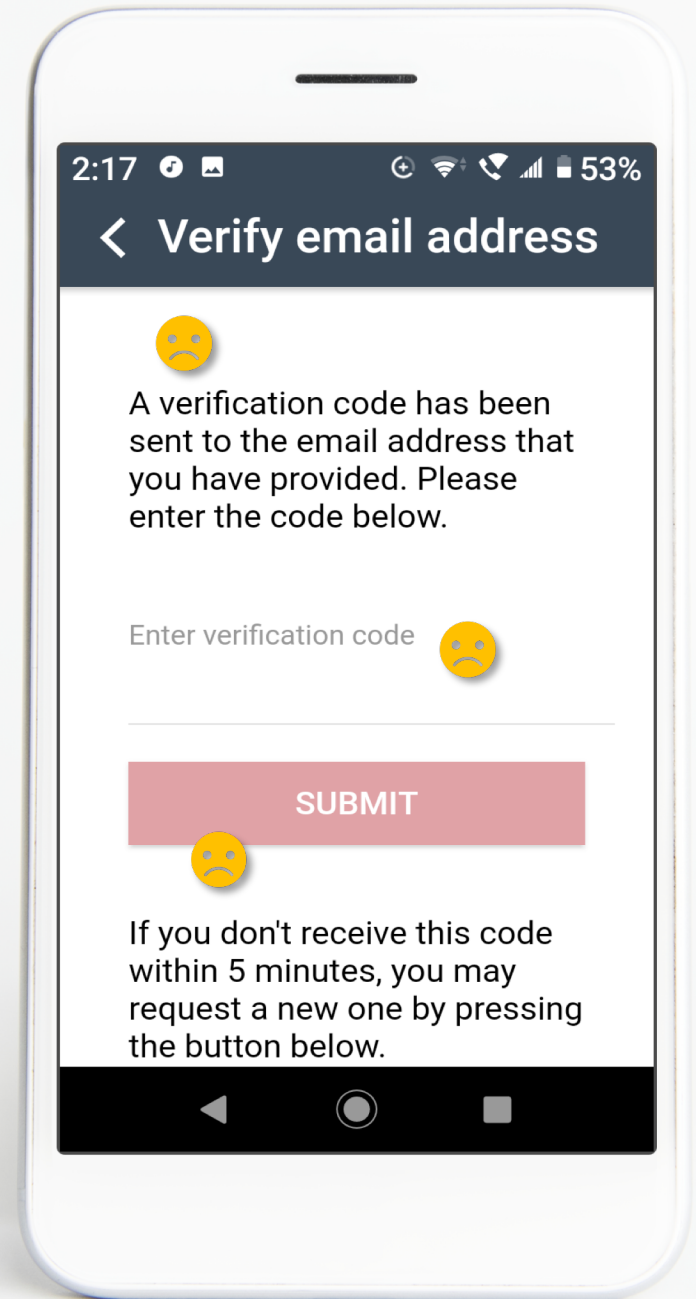
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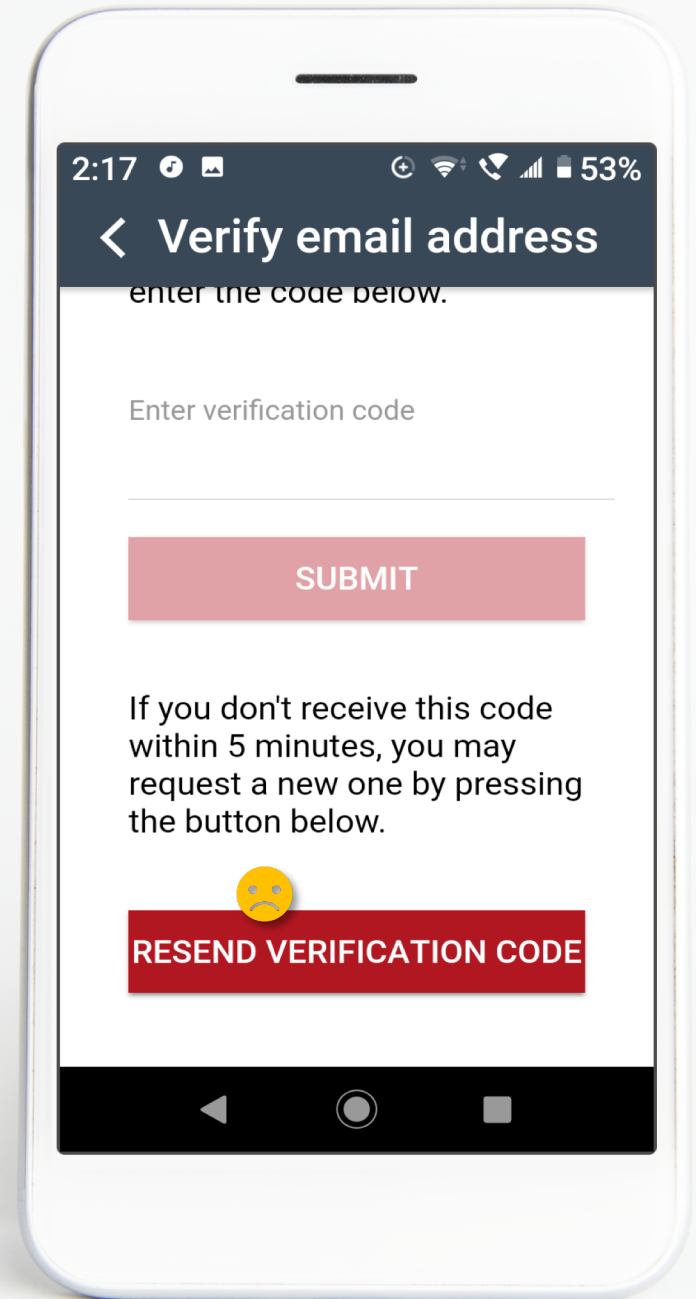
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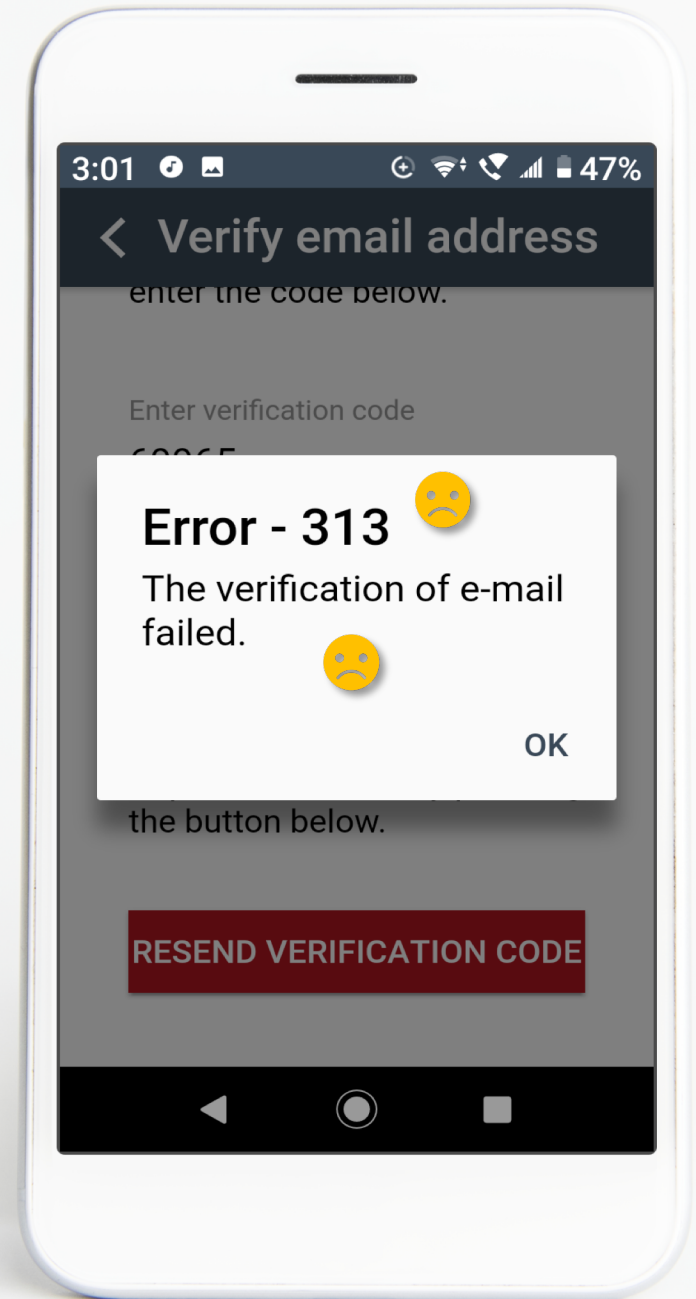
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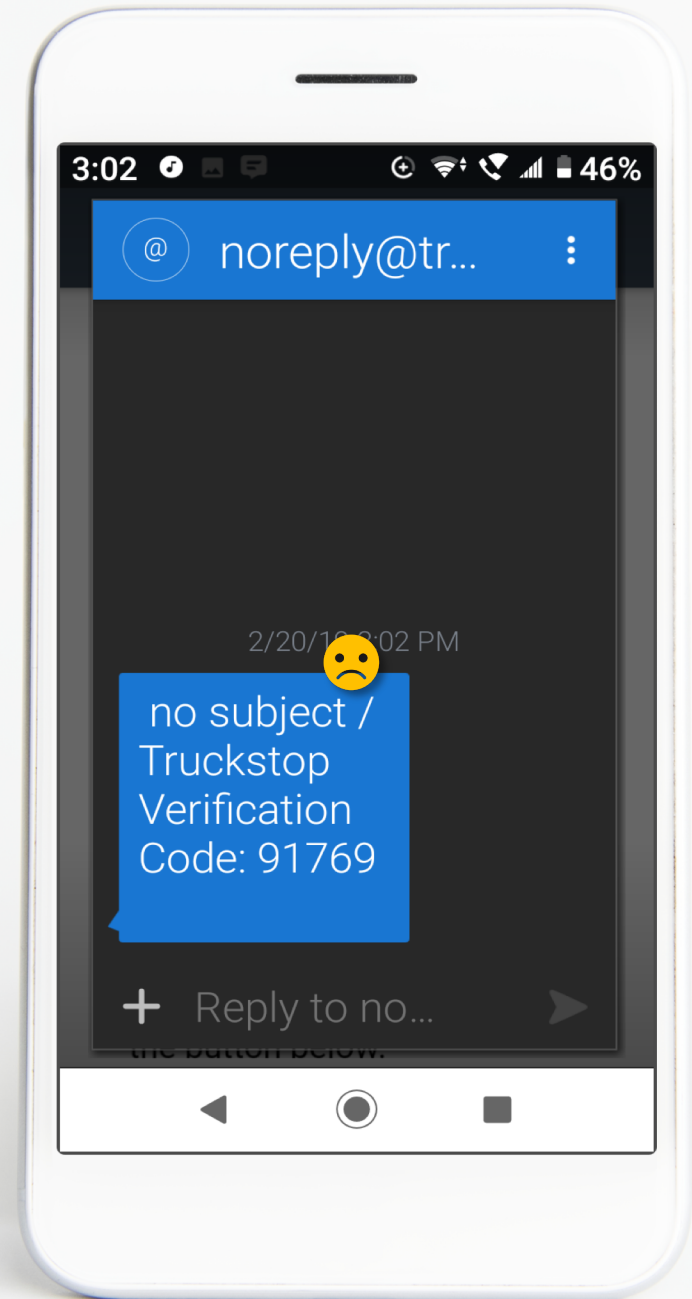
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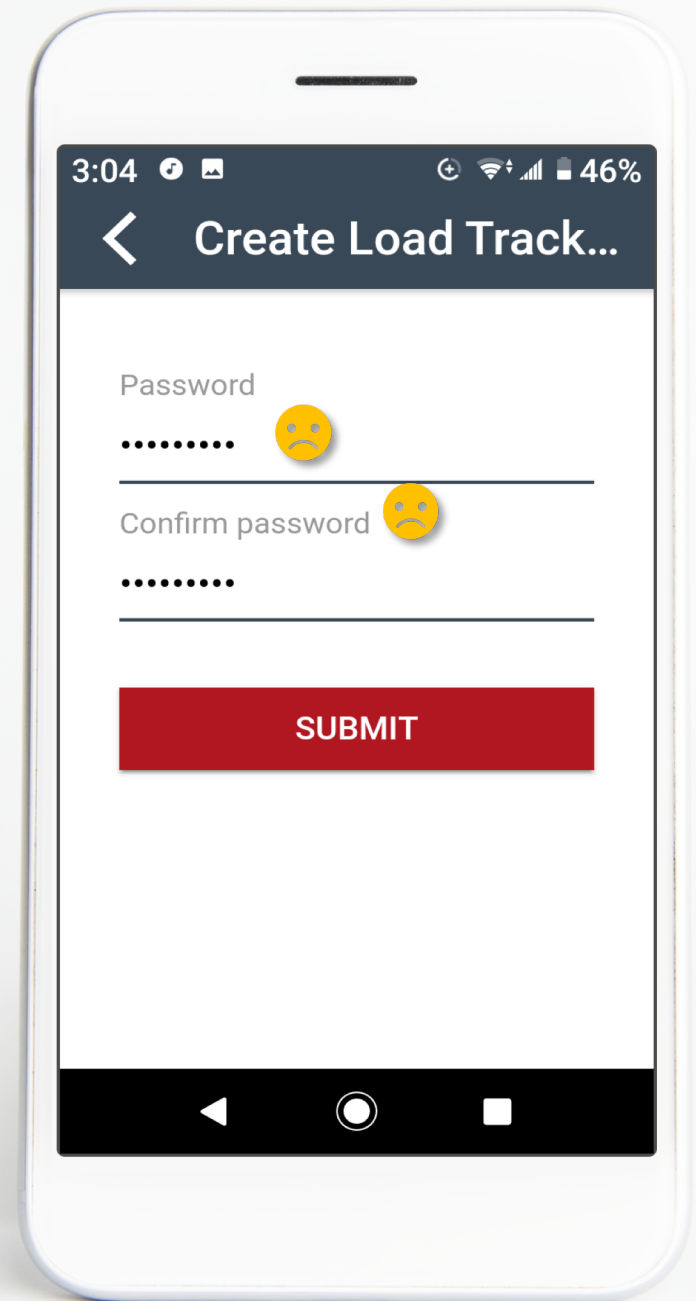
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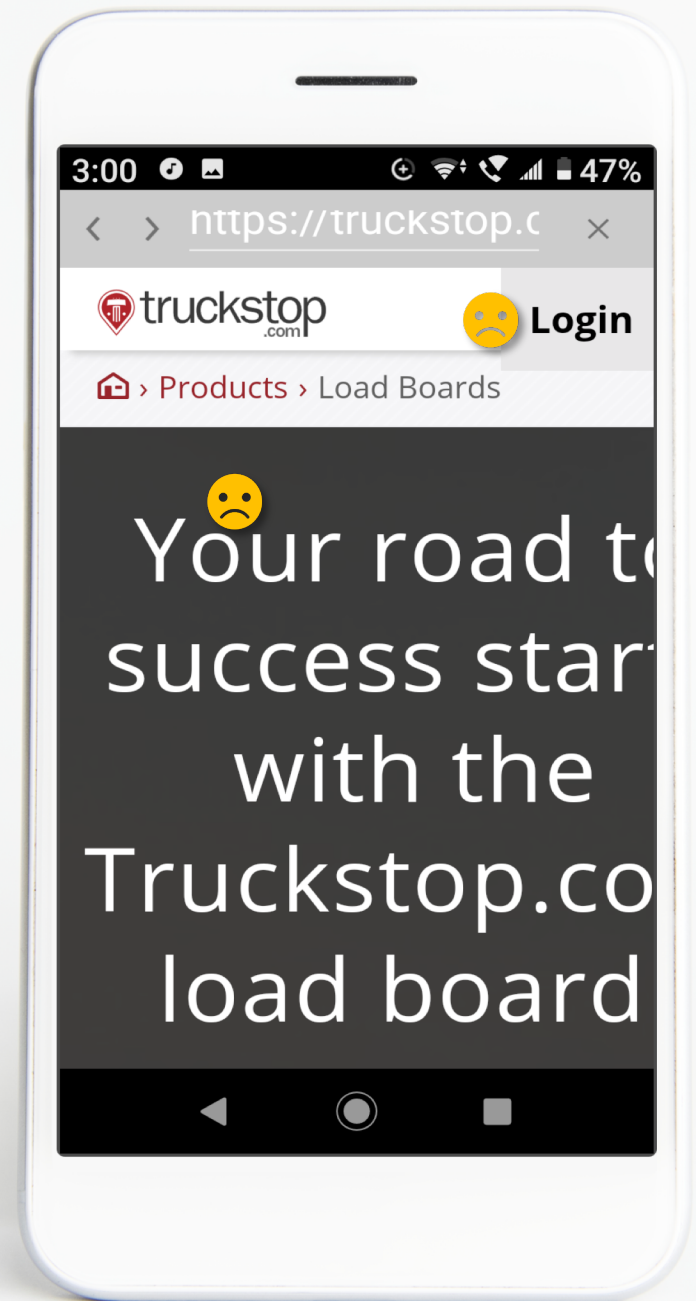
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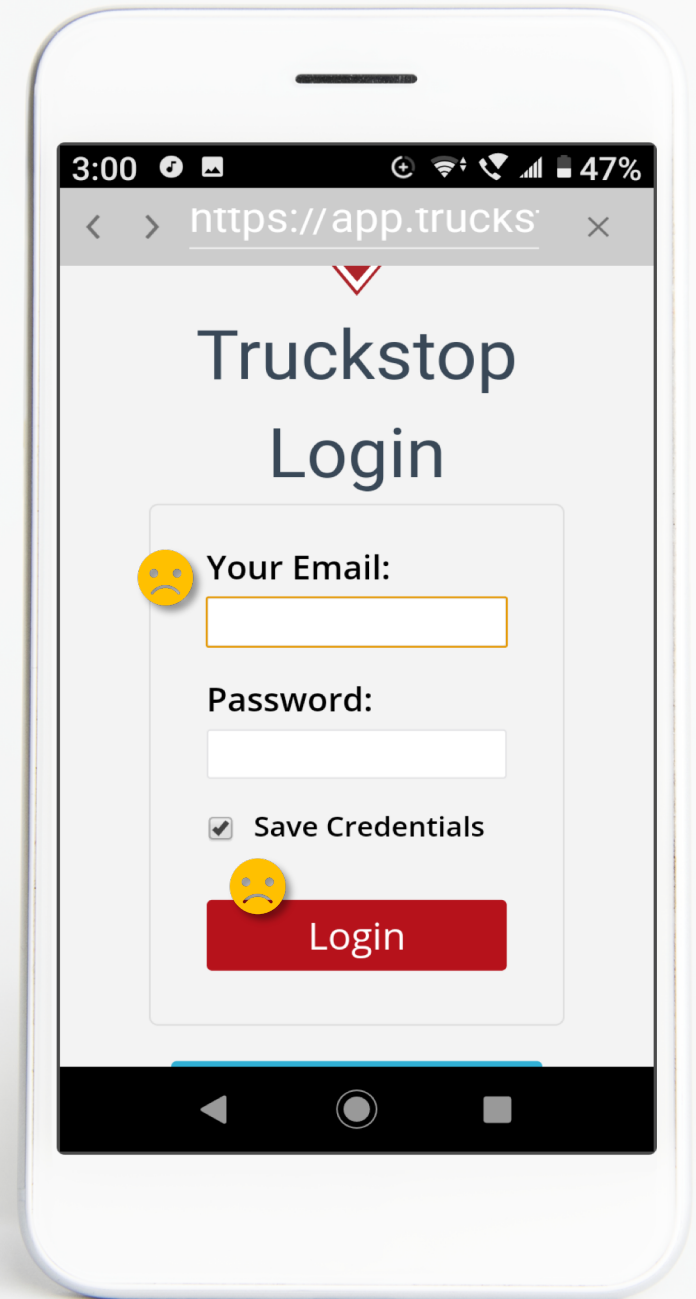
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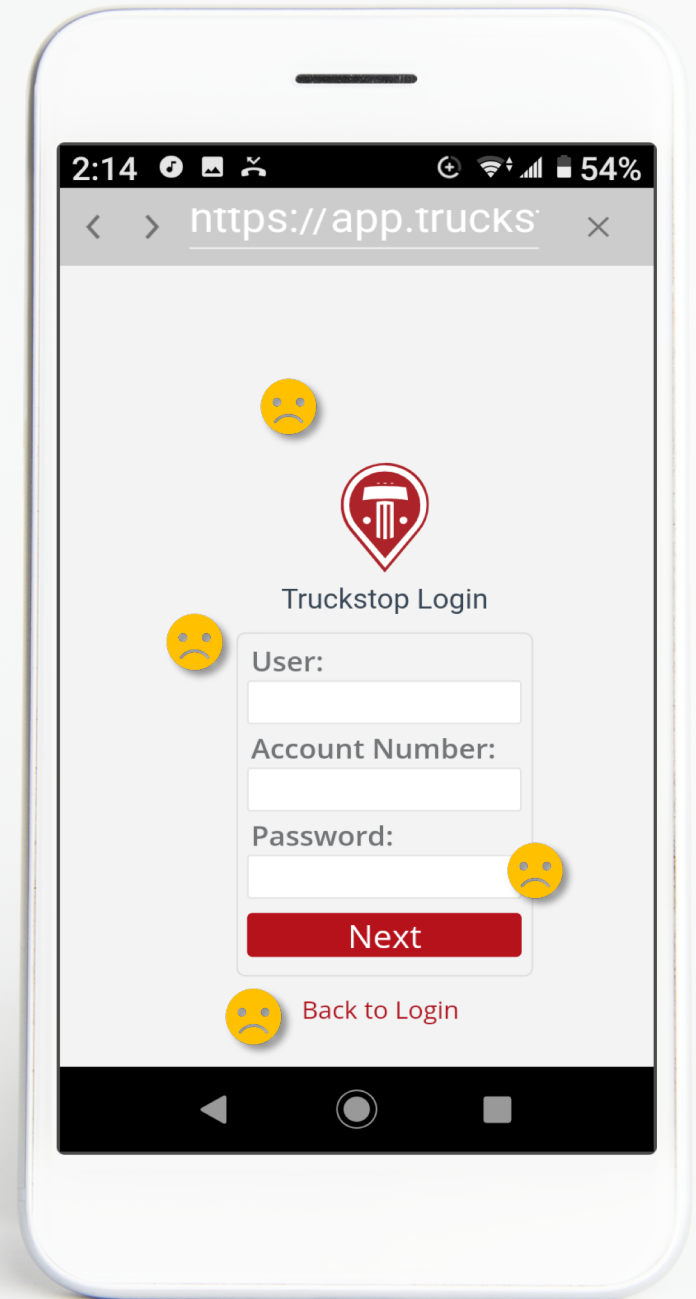
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