

# Heuristic Analysis and Findings of greeninsulationexperts.com

Version 1.0

09 May 2011

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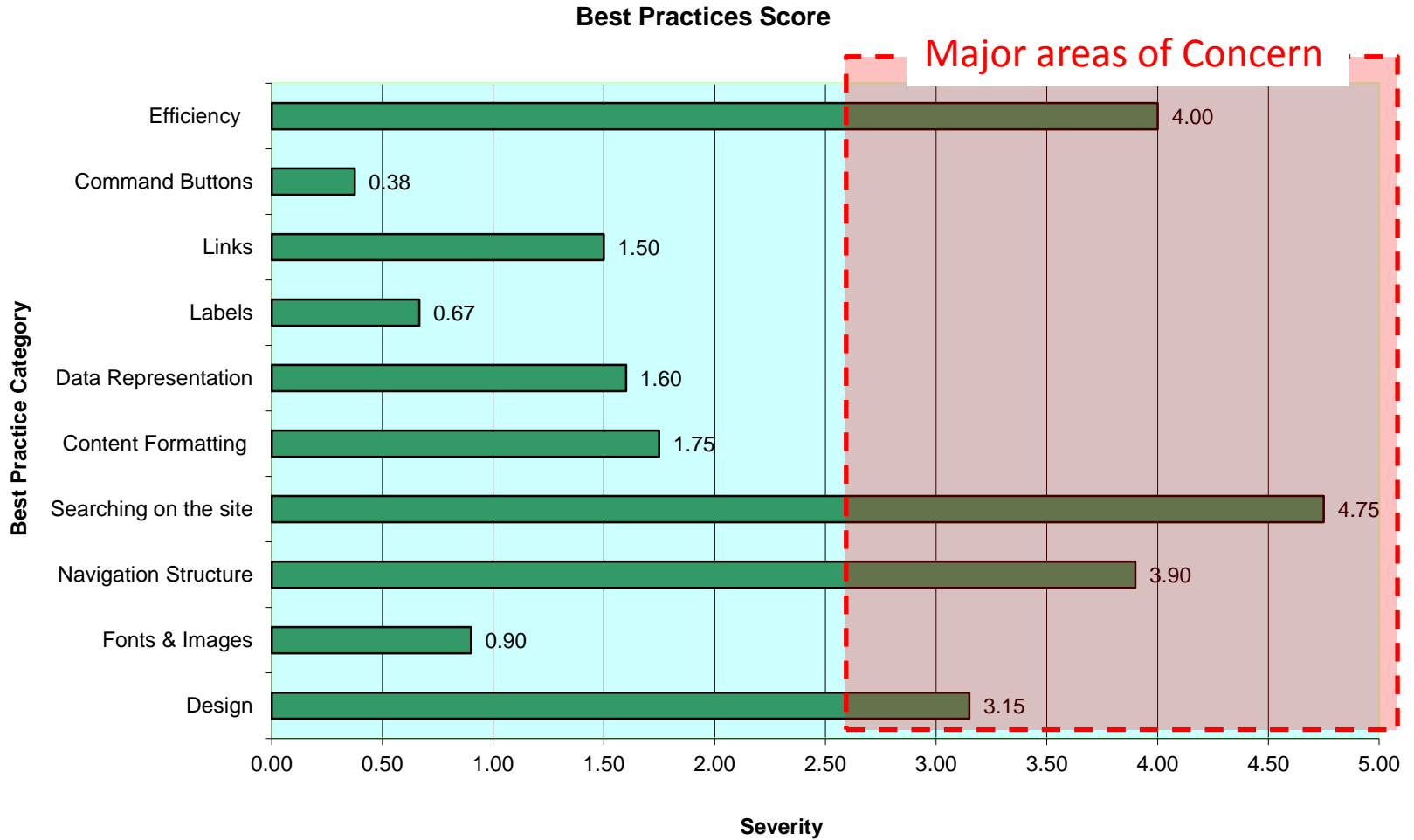
## Heuristic Evaluation Findings

Best Practices Category		Severity Rating (Scale 1-5)
1	Design	3.15
2	Fonts & Images	0.90
3	Navigation Structure	3.90
4	Searching on the site	4.75
5	Content Formatting	1.75
6	Data Representation	1.60
7	Labels	0.67
8	Links	1.50
9	Command Buttons	0.38
10	Efficiency	4.00
11	Internationalization	1.63

**Overall Average Severity 2.2023**

**Overall Best Practices Score Low**

# Heuristic Evaluation Findings



**Overall Average Severity 2.2023 Overall Best Practices Score Low**

## Top Navigation



# Green Attic Insulation Inc.

Poor Menu IA

Home Cellulose Testimonials Photo Gallery Prices Servicing Areas Contact

•Menu text order does not follow the stand industry rule.

print page

## “Welcome

The Chicagoland Natural Gas Savings Program is now offering residential rebates for customers who purchase Gas to encourage homeowners to

Welcome message resemble like Quotes/ Testimonials

### Helping our clients build green

We are one of the top insulation experts in the business, offering the best prices with quality service. Our professionalism exceeds expectations. We qualify for all types of insulation installation: attics, walls, floors and ceilings. We are servicing the Chicago area and the neighboring suburbs. With us your house is in good hands!

By installing cellulose insulation in your home, you are joining millions of satisfied consumers worldwide.

### Green Facts



# Left Navigation



Home » Cellulose

print page

## Cellulose

Sound Control

Fire Protection

Mold Resistance

Air/Vapor Bar

Corrosion

Cellulose vs Foam

Ice dams

Green Facts

Cellulose Wikipedia

## Cellulose

### Homeowners

#### Save Money & Help the Environment

The single biggest money-saving and environmental decision you can make for your house is to install the correct amount and type of insulation in your attic.

It makes financial sense to invest in an insulation that reduces your utility bills year after year while giving you peace of mind by making the right environmental choice.

From landfills, insulation contractor performance insulation. Not only do you help reduce energy use to heat and cool your home but you also help reduce waste paper in Chicago and state of Illinois.

Enjoy the outside sounds and enjoy outstanding performance. Cellulose is mold resistant, fire resistant, safe and sound.

- left menu background and text color should be design with contrast color approach to make the text visible
- Font is very small ,older people & color blind people cant read the menu text.



# Testimonials

## Green Attic Insulation Inc.

[Home](#) [Cellulose](#) [Testimonials](#) [Photo Gallery](#) [Prices](#) [Servicing Areas](#) [Contact](#)



[Home](#) » [Testimonials](#)

[print page](#)

## Testimonials

[Our Partners](#)

[Blog](#)

## Testimonials

Poorly managed  
Testimonials

### Great Work

Rated 5.0 out of 5.0 By mitea - Dec 20, 2009

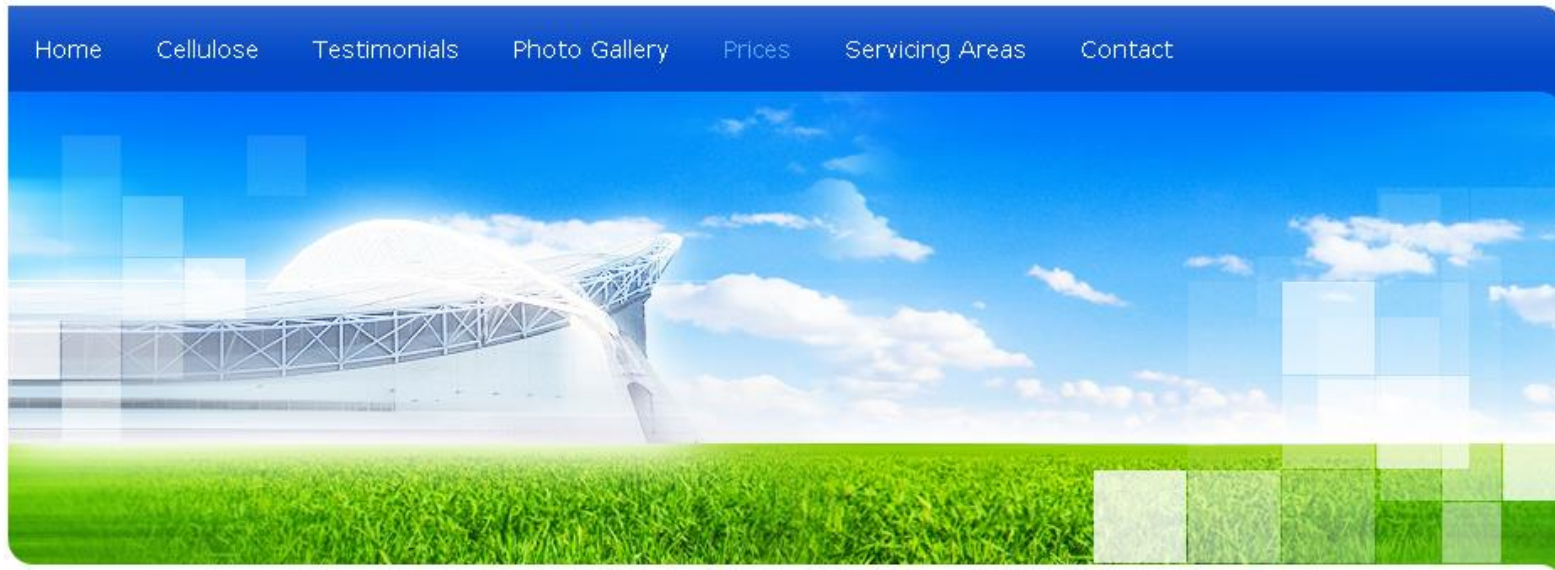
High Quality, I love my new gas bill.

### Thank YOU

Rated 5.0 out of 5.0 By Joe - Dec 21, 2009

Quick, Professional, Excellent job... Good luck !!! Joe Miller

# Prices – payment Method



Home » Prices

 print page

## Payment Methods



Check  
Cash  
Visa  
Mastercard  
American Express  
Discover

## Prices

The average cost to insulate a home attic is a \$1,250. We are offering an ~~Instant 75% up to \$850.00 rebate from People's Gas~~. In addition, an extra Credit as outlined price for an attic is

- Pricing page Payment method should have online payment via CC or PayPal.
- Mention payment options are also not functional

\$500, with price

energy bills or up  
or FREE!!!



# Services Area



1. No search or filter criteria is available to look out for desired services area.
2. Information is very cluttered.
3. Zip code should be highlighted in Bold font.

Home > Servicing Areas

 print page

## Servicing Areas

Green Attic Insulation Contractor Chicago and Suburbs.

Servicing Areas:

Roseland, Washington Heights

60621 Englewood, Greater Grand Crossing, Washington Park

60622 Humboldt Park, Logan Square, Near North Side, West Town

60623 North Lawndale, South Lawndale

60624 East Garfield Park, Humboldt Park, North Lawndale, West Garfield Park

60625 Albany Park, Lincoln Square, North Park

60626 Rogers Park

60627 Riverdale Chicago

60628 Pullman, Roseland, Washington Heights, West Pullman

60629 Chicago Loop, Chicago, Oak Park, Garfield Ridge, West Elmhurst, West

# Contact

[Home](#) [Cellulose](#) [Testimonials](#) [Photo Gallery](#) [Prices](#) [Servicing Areas](#) [Contact](#)



Contact form is missing

[Home](#) » [Contact](#)


 [print page](#)


## Contact

[Sitemap](#)

## Contact

PLEASE CALL FOR A FREE QUOTE

 877-883-8644 Toll Free

 847-929-9492 Local

[GreenAtticInsulation@yahoo.com](mailto:GreenAtticInsulation@yahoo.com)

Email mention on webpage with security measure lead to email spamming by hackers

# Solution

- Theme is not carrying the website subject .
- Main subject area not highlighted on home page
- Menu title need correction.
- Inside page left menu text color need to be highlighted , mix with menu back color
- contact from is missing
- Inside page design should follow same template layout
- Inside pricing page Payment method should have online payment via CC or PayPal.
- Social media link not available.
- On homepage BBB accredited Award log & vision in same box. -Need to be kep in separate box or menu head

Thanks