



This report contains various methods used in evaluating the website's usability, few findings and recommendations based on the usability evaluation.

## Usability Methods

- Contextual Inquiry
- Think Loud
- Competitive Analysis
- Task Analysis
- Usability Study
- Eye Tracking
- Interviews
- Persona Creation
- Participatory Design
- Heuristic Evaluation

## Primary findings

- 1 Sense of current location is lost.
- 2 Vocabulary is not so clear.
- 3 Confusing and Unorganized content.

## Recommendation

- 1 Highlighting the active page on navigation bar.
- 2 Using universal terms.
- 3 Aligning page content & sequence with Navigation bar.