The Online High Street

Ecommerce usability for UK high street retailers in 2009

www.webcredible.co.uk

Report written and researched by Webcredible © 2009
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Introduction

The market opportunity

The size of the Internet retailing marketplace has continued to grow over the past 12 months since we published our last ecommerce usability report in October 2008[1]. Now, there are an estimated 48.8 million Internet users in the UK, representing almost 80% of the population[2]. According to the Office for National Statistics, 64% of all Internet users have made a purchase online[3]. With 63% of households on broadband connections, shopping on the Internet has never been more convenient[3].

This is illustrated by the amount of money being spent on Internet purchases. Online spend has been steadily rising over the years and UK consumers have spent £31 billion so far this calendar year, with the busiest trading period at Christmas yet to come. By April 2010, online spending is expected to almost double to £60 billion per year[4].

Historically, such phenomenal growth hasn't been matched on the high street, and this past year, with many economies mired in recession, the difference has only become more marked. While many big brands have disappeared from the high street, UK e-retailing has grown 15% year-on-year during 2009[4]. So despite the economic downturn, the Internet as a channel for commerce is stronger than ever and retailers are responding by expanding and investing in their online presence.

About this report

In October 2008, Webcredible investigated the usability of the websites of 20 of the UK's leading high street shops. Last year, the top high street retailers simply weren't doing enough to maximise their share of this potential revenue in preparation for Christmas. This year, Webcredible has decided to re-investigate against the same essential usability criteria to see if there's been any change in the run-up to Christmas this year.

Increasing the usability of any ecommerce website will increase sales – it's as simple as that. This sales increase could even be as high as 100%[5]. Improved usability will also lead to an increase in brand loyalty and return site visitors, and an improvement in the perception of your brand (both online and offline).

Evaluations of the 20 websites featured in this study were conducted throughout October 2009.

Who is this report for?

This report is aimed at anyone involved with a website trying to sell products or services, including marketing managers, Internet managers and web developers. Although our analysis was of the ecommerce websites for high street retailers, the guidelines are highly transferable to other websites. The report assumes no prior usability or technical knowledge.

Methodology

Webcredible analysed the websites of 20 of the UK's leading UK high street retailers in October 2009.

Each website was evaluated against these 20 best practice guidelines and assigned a score of 0 to 5 for each guideline, with 5 being the maximum. With 20 guidelines in total, websites were assigned a total Web Usability Index rating out of 100.

The guidelines against which we benchmarked the 20 ecommerce sites were:

General

1. Search function is in the same place on every page and is highly visible
2. A link to both the basket and checkout is clearly visible on every page
3. Price is always clearly displayed next to any product
4. Users are given help in choosing products
5. Visited links to products change colour

Search results

6. Number of results and search term are clearly displayed at the top
7. Option to change the number of products displayed is provided
8. Sort and filter options are available

Browsing

9. Product categories are provided and clearly visible on the homepage
10. Orientation cues are provided
11. Navigation within a category is possible

Product page

12. Highly visible 'Add to basket' button provided
13. Product description & enlargeable image offered
14. Similar & complementary products available

Basket

15. Highly visible 'Proceed to checkout' button at the top and bottom

Checkout

16. The same form is used for both logging in and registering
17. Highly visible progress bar provided during checkout
18. Delivery costs are highlighted at the very beginning of the process
19. Users are provided with sufficient help when an error is made
20. Summary page is used and clearly shows the purchase hasn't been made

Results

Executive Summary

The 20 ecommerce websites received the following scores in total, out of 100:

2009 rank		2008 rank	Website	2009 score	2008 score
1=	–	1	WH Smith (www.whsmith.co.uk)	83	83
1=	⬆	9=	Marks & Spencer (www.marksandspencer.com)	83	68
3	–	3=	John Lewis (www.johnlewis.com)	81	72
4=	⬆	14=	Woolworths (www.woolworths.co.uk)	80	65
4=	⬆	17=	Boots (www.boots.co.uk)	80	64
6=	–	6	H Samuel (www.hsamuel.co.uk)	76	70
6=	⬆	7=	B&Q (www.diy.com)	76	69
8=	⬇	2	Early Learning Center (www.elc.co.uk)	75	75
8=	⬇	3=	HMV (www.hmv.co.uk)	75	72
8=	⬇	7=	Waterstones (www.waterstones.co.uk)	75	69
11=	–	11=	Game (www.game.co.uk)	74	67
11=	⬆	17=	Mothercare (www.mothercare.com)	74	64
13	⬇	11=	Argos (www.argos.co.uk)	73	67
14	⬇	3=	Hamleys (www.hamleys.com)	72	72
15	⬇	9=	Currys (www.currys.co.uk)	70	68
16	⬇	14=	The Body Shop (www.bodyshop.co.uk)	69	65
17	⬇	14=	Next (www.next.co.uk)	68	65
18	⬇	11=	Debenhams (www.debenhams.com)	67	67
19	–	19	Accessorize (www.accessorize.co.uk)	59	58
20	–	20	Top Shop (www.topshop.co.uk)	56	56
			Average score	73.3	67.8

Last year's lowest score of 56 is unchanged in 2009 but the overall average across the sample has increased by 5.5 per cent to 73.3.

Four of the top scoring sites have increased their position dramatically this year – 9 points in the case of John Lewis, 15 for Woolworths and M&S, and Boots has increased the most with 16 points difference. M&S had relaunched its site just before this report was written, incorporating quite a few user experience improvements. It's interesting to note that since Woolworths has become an online-only proposition, there seems to be an improved strategy in place for user experience. Additionally, Mothercare has also improved by 10 points this year.

The dramatic changes observed in these four websites have undoubtedly contributed to the wholesale increase in the average across the sample. Whilst this is good news for these particular sites, it's clear that the many sites scoring in the 50s and 60s can do much more to improve the usability of their online offering.

Category: General

1. Search function is in the same place on every page and is highly visible

Average score: 4.9 (out of 5) [Last year: 4.9]

Some users don't immediately run a search on a website but, if they can't find what they're looking for by browsing, a site search function can act as a Plan B or 'get-out' clause. By placing the search function in the same place on every page users can be reassured that their plan B is easily accessible.

The search area is highlighted and thus easy to find on the Waterstones website.

On the H.Samuel website, the search is smaller and more difficult to notice. Also, the search button has no label and is difficult to click due to its small size.

This is a well established usability guideline and once again most of the websites performed very well against it. While most websites scored 5 out of 5 for this guideline some scored 4 only because their search function didn't immediately stand out.

Where possible, the search function should conform to the following criteria:

- It should be above the fold, near the top of the screen

- The 'Search' or 'Go' button should look like a button

- There should be plenty of white space surrounding the search function

- The word 'Search' should be used at least once

Category: General

2. A link to both the basket and checkout is clearly visible on every page

Average score: 4.0 (out of 5) [Last year: 3.7]

No matter where users are on the site, they should be able to instantly access their basket and proceed to checkout. Accessing the former will of course allow users to review what they plan on buying, and the latter to actually buy it.

By not providing these links in the same, highly visible place on every page, it makes it that much harder for users to check out - and ultimately buy products.

HMV provides 2 clear links to review the basket and proceed to checkout.

The 'View Basket' link at the Currys website is difficult to spot among all other options, and doesn't even show the total basket amount and number of items.

There's some improvement this year, with some websites presenting their basket links more clearly. Those who still lag behind in this rating are simply missing an opportunity to improve their conversion rates. If site visitors can't find the basket and checkout then they can't buy any products!

Category: General

3. Price is always clearly displayed next to any product

Average score: 4.3 (out of 5) [Last year: 3.9]

Every single time a product is displayed, its price must also be displayed next to it. No one is going to buy a product without first finding out its price, so ecommerce websites shouldn't force users to click through just to see this most basic of information.

H.Samuel is showing prices for individual products right from the homepage. If customers see a ring that they like, they will immediately know how much it costs.

Next.co.uk still contains many product listing pages that don't show any prices, forcing customers to click through to each individual product.

After last year's low average, ratings for this guideline seem to have picked up again this year. 17 out of 20 sites now get top ratings, but what about the 3 sites that only scored 2 or 3 our of 5?

Category: General
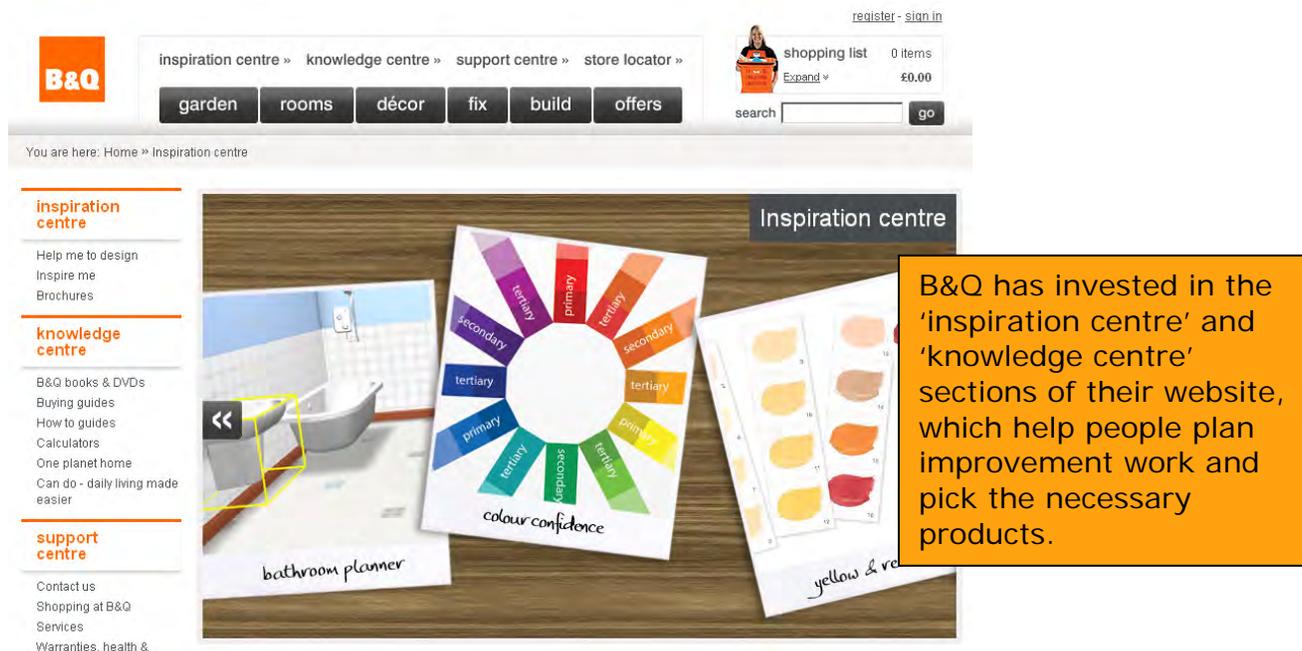
4. Users are given help in choosing products

Average score: 3.8 (out of 5) [Last year: 3.3]

On ecommerce websites there are no shop assistants helping site visitors find products. It's crucial that users are given guidance as to which products to buy because often they'll be unsure which product suits their needs.

To remedy this, websites can provide:

- Special offers

- Recommended products

- Buyers' guides

- List of best sellers

- User reviews

User reviews, and to some extent best sellers, are perhaps the most effective from the above list. This is because they're essentially user-driven content so are perceived as being unbiased.

> B&Q has invested in the 'inspiration centre' and 'knowledge centre' sections of their website, which help people plan improvement work and pick the necessary products.

Here the average score has risen this year too, up 0.5 points to 3.8 out of 5. However, it's worth noting that a quarter of the sites we reviewed still fail to offer even basic buying guides or recommendations to help users pick a product.

Category: General

5. Visited links to products change colour

Average score: 0.2 (out of 5) [Last year: 0.2]

In any product listing, it's crucial for site visitors that visited links to products are highlighted as being visited. Users may click on a product link, have a look at the product and then return to the product listing to look at a different product. Once they've done this a few times, it can be difficult to remember which products they've clicked on so they may be unable to remember which they thought was the best one.

Visited link text colour should ideally be a low contrast version of the regular link text colour.
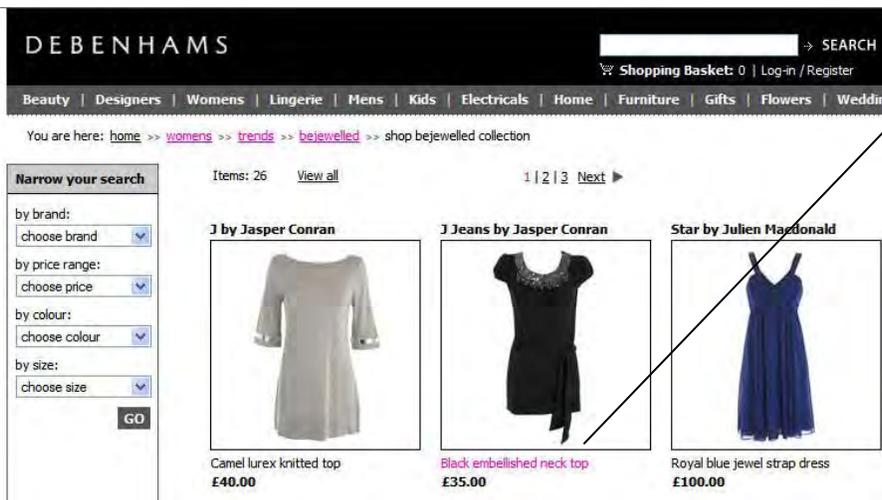
Debenhams is still the only website in our survey that changes the colour of visited links

It's very difficult to see which link has been visited from this list of search results for shampoo on the Boots website

Yet again, as last year, only Debenhams changes the colour of visited link text. This result continues to be very disappointing.

So why do so few sites conform to this guideline? We suspect the reason may be to do with aesthetics as pages can appear 'messy' if littered with a mix of visited and normal link colours. However this guideline is among the simplest to implement in technical terms and could take as little as a few minutes to change. The benefit to the site visitor however would be much more long lasting.

Category: Search results

6. Number of results and search term are clearly displayed at the top

Average score: 4.4 (out of 5) [Last year: 4.4]

After running a search, it's crucial that users are provided with feedback to reassure and remind them that the results they can see are for the search term they wanted. This also provides them with a base to search again if they're not happy with the search results.

Additionally, the number of search results should be clearly displayed at the top of the page. This way, users can decide whether or not they should refine their search (if there are a lot of results).

WHSmith clearly highlights the search term and number of results returned.

On the Game website, the number of search results shown in small text and far away from the search term.

The average score for this guideline remains the same as last year. While 4.4 out of 5 is a good average, we'd like to see more websites going the extra mile and paying attention to simple details that help enhance the user experience.

Category: Search results

7. Option to change number of products displayed is provided

Average score: 2.1 (out of 5) [Last year: 1.2]

Historically, most ecommerce sites displayed ten products per results page, although with the advent of broadband this number is increasing as download speeds are of course quicker. However, with a number of Internet connections still based on dial-up it's crucial that websites cater to both broadband and dial-up connections.

It's of course better to display as many products as possible on a search results page for ease of comparison, but this needs to be offset against download speed. With broadband, pages featuring a lot of products can obviously still be downloaded quickly.

On the Argos website, the option for changing the number of products per page is easy to spot.

More websites have added this option compared to last year, raising the average score to 2.1 out of 5. This is good news for customers who prefer to view and compare more products per page, but 10 out of the 20 websites we evaluated still don't support changing the numbers of results per page.

Category: Search results

8. Sort and filter options are available

Average score: 4.5 (out of 5) [Last year: 4.1]

Sorting and filtering are crucial in helping users find the exact product they're after.

Sorting a product listing allows users to bring products with certain criteria to the top of the page. This is particularly useful for users who aren't exactly sure what they want. Users can usually sort by price to bring the cheapest products to the top, or by best selling to immediately see what other site visitors have bought.

Filtering on the other hand lets users reduce the number of items in the list by filtering out products that don't conform to a certain criteria. This is often more useful for users who know a bit about the product(s) as filter criteria are usually product-specific.
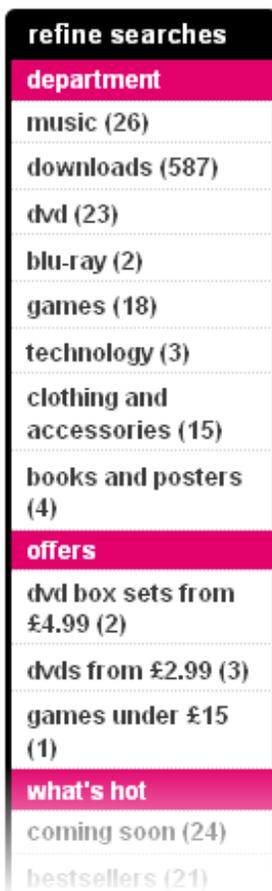
refine searches

department
music (26)
downloads (587)
dvd (23)
blu-ray (2)
games (18)
technology (3)
clothing and accessories (15)
books and posters (4)

offers
dvd box sets from £4.99 (2)
dvds from £2.99 (3)
games under £15 (1)

what's hot
coming soon (24)
bestsellers (21)

HMV offers an exemplary set of filter options. For a common search term such as 'Star Wars', customers can filter results by 'Department', 'Offers', 'What's Hot', 'Release Date', 'Price' and 'Customer Rating'.

Most websites now offer some sort of sorting and filtering options, which has lead to a further increase in the average score this year. Only one of the websites we reviewed still remains without any sorting or filtering options, leaving their customers to trawl through pages of search results without any further assistance.

Category: Browsing

9. Product categories are provided and clearly visible on the homepage

Average score: 5.0 (out of 5) [Last year: 4.9]

Upon entering any ecommerce website, users will use one of two methods to find the product they want: browse or search. Due to historically bad search engines within websites, many users don't trust site searches so will often begin by browsing to find products. Only if they can't find what they're looking for will they resort to the site search.

Marks & Spencer not only provides clear categories at the top of the page but also uses large drop-down menus to provide direct access to subcategories from the homepage.

This guideline has now reached the highest possible score (5 out of 5), as all websites provide clearly visible product categories in the homepage.

Category: Browsing

10. Orientation cues are provided and clearly visible on the homepage

Average score: 3.3 (out of 5) [Last year: 3.2]

Being able to browse to find a product is crucial for many users, especially users opposed to searching. Orientation cues are essential for these users to help them work out where they are within the site. These cues can include:

- Highlighted navigation, to indicate the section in which users are in

- Breadcrumb trail (e.g. "You are in: Home > Clothing > Shoes")

- Descriptive main heading

Orientation cues are particularly important for users entering the website directly on the product page (e.g. from a search engine or shopping comparison site) as they can instantly orientate themselves within the site. These cues also allow them to easily navigate on to category pages for similar products and to explore the website in general.
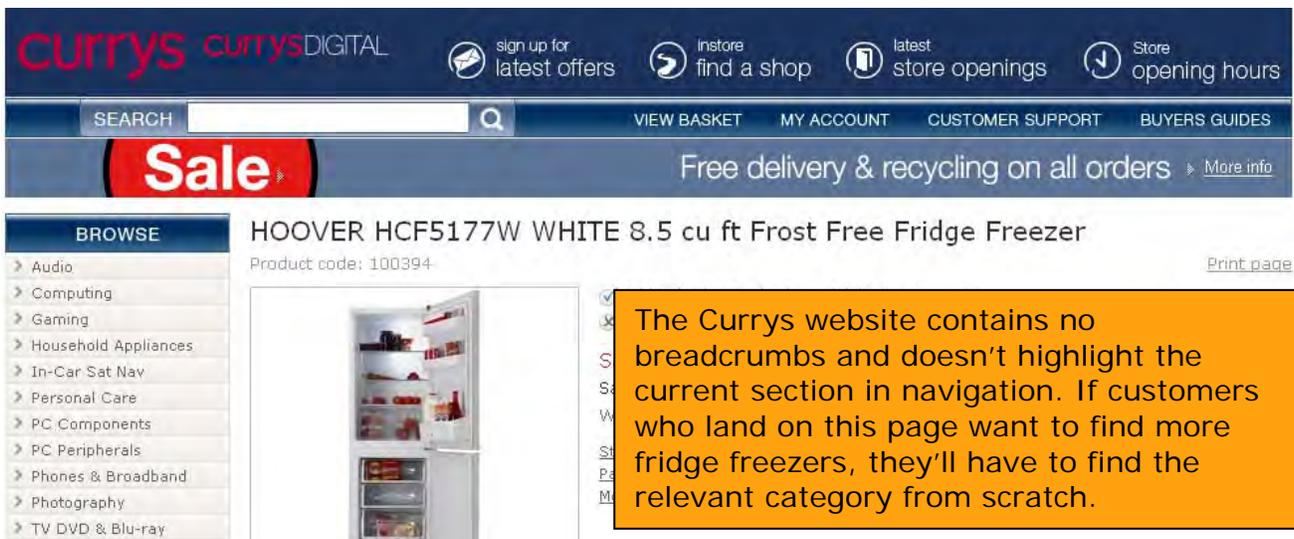
The Currys website contains no breadcrumbs and doesn't highlight the current section in navigation. If customers who land on this page want to find more fridge freezers, they'll have to find the relevant category from scratch.

There's only minimal improvement in the average score since last year, which is disappointing as this (long established) guideline is not particularly challenging to implement.

Without effective orientation cues customers may get lost on the site, which will only make it more likely that they visit a competitor's site.

Category: Browsing

11. Navigation within a category is possible

Average score: 4.0 (out of 5) [Last year: 3.8]

For users that are browsing in order to find a product, navigating within a category is of course crucial. Users should be able to narrow the number of available products down to a small handful by clicking on available filter options. A search within the category could also be provided.
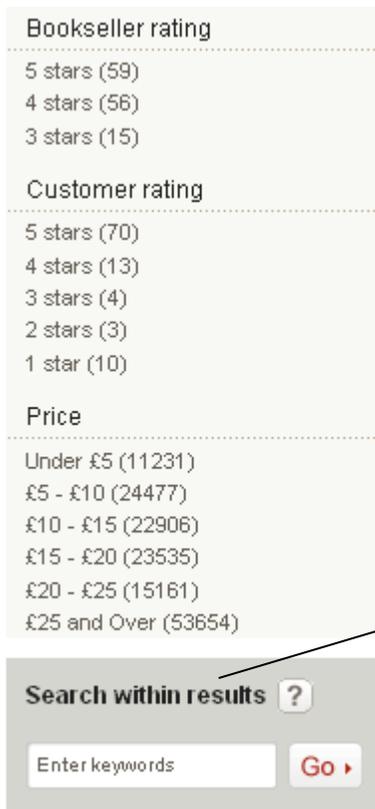
Bookseller rating

5 stars (59)
4 stars (56)
3 stars (15)

Customer rating

5 stars (70)
4 stars (13)
3 stars (4)
2 stars (3)
1 star (10)

Price

Under £5 (11231)
£5 - £10 (24477)
£10 - £15 (22906)
£15 - £20 (23535)
£20 - £25 (15161)
£25 and Over (53654)

Search within results ?

Enter keywords   Go ▸

Waterstones is one of the few websites that allows customers to search within the category they're looking at, although this option is still not highlighted enough.

There's a slight improvement in the average score compared to last year, but many websites are still missing top points as they don't enable customers to search within categories. This feature can be useful when customers know which category to look in and will save them some time compared to searching the entire site.

Category: Product page

12. Highly visible 'Add to basket' button provided

Average score: 4.1 (out of 5) [Last year: 3.9]

The most important item on the product page, the 'Add to basket' button should:

- Have lots of white space around it

- Be above the fold

- Employ a strong background colour that's different to everything else on the page

- Say more than just 'Add' or 'Buy', as these will make it visually too small
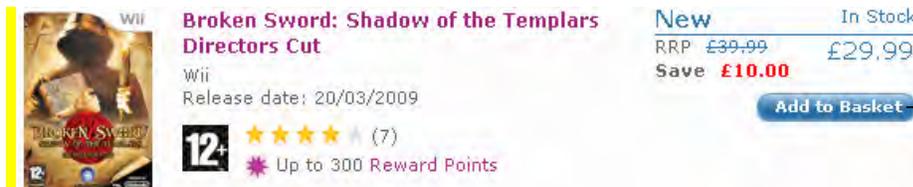
GAME provides a clear "Add to Basket" button which is consistently located next to the product price in all pages.

The improvement in scores continues in this year as well, with only 3 out of 20 sites scoring less than 4 out of 5. It's great to see that retailers are focusing on improving what is probably the most important button on their websites.

Category: Product page

13. Product description & enlargeable image provided

Average score: 4.9 (out of 5) [Last year: 4.9]

Bricks-and-mortar stores differ from ecommerce sites because shoppers can:

- Touch a product and view it from all angles

- Ask a shop assistant for help or additional information

Web users are obviously less likely to buy a product if insufficient information is provided about it and if they can't view detailed pictures. This becomes more important as the price of the product increases.

As well as a clear description and a high-quality enlargeable image, Mothercare provides video demonstrations for some products.

There's a near-perfect average score for this guideline this year, which only means that retailers will now need to start thinking about more innovative ways of showcasing products, such as video demonstrations.

Category: Product page

14. Similar & complementary products available

Average score: 4.1 (out of 5) [Last year: 3.6]

If users visit a product page and don't add the product to their basket there's of course a good chance they won't be buying this product. As such, it's essential that any product page cross-sells, showcasing other similar products. Product pages not conforming to this rule don't show users an immediate path to more desirable products, making it harder for them to find a better choice or add to their existing choice.
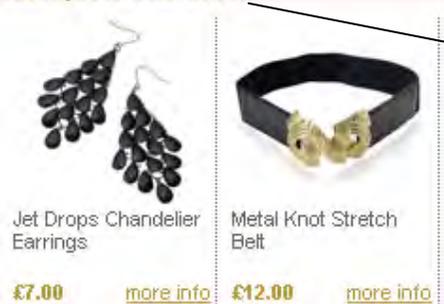
Accessorize uses natural language in suggesting complementary products
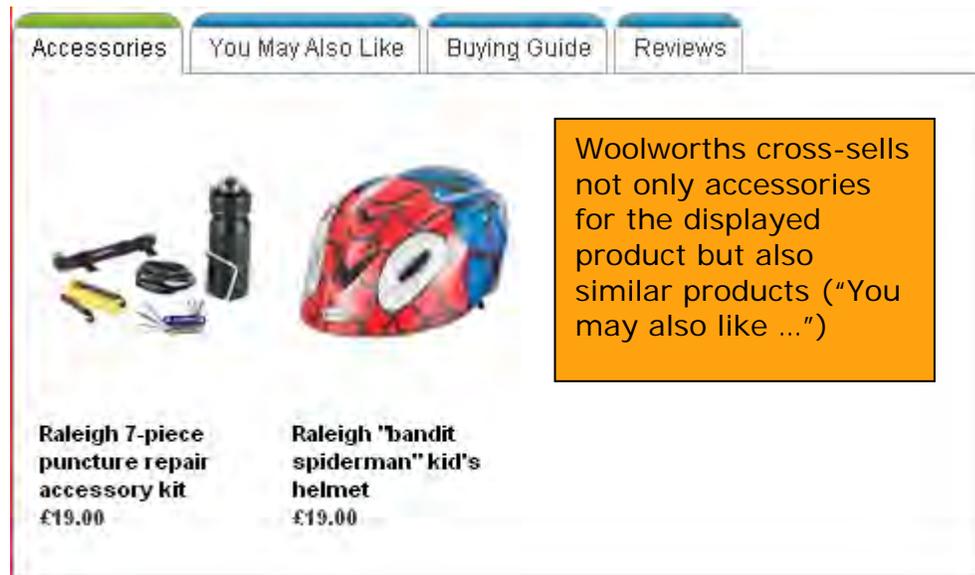
Woolworths cross-sells not only accessories for the displayed product but also similar products ("You may also like …")

More websites are catching up on the cross-selling opportunities this year, with 13 sites scoring 4 or 5 out of 5. However there's still 1 site that gets no points for this guideline as it completely ignores cross-selling.

There's still room for improvement, especially in using 2 or more cross-selling methods in parallel e.g. suggesting both complementary and alternative products at the same time.
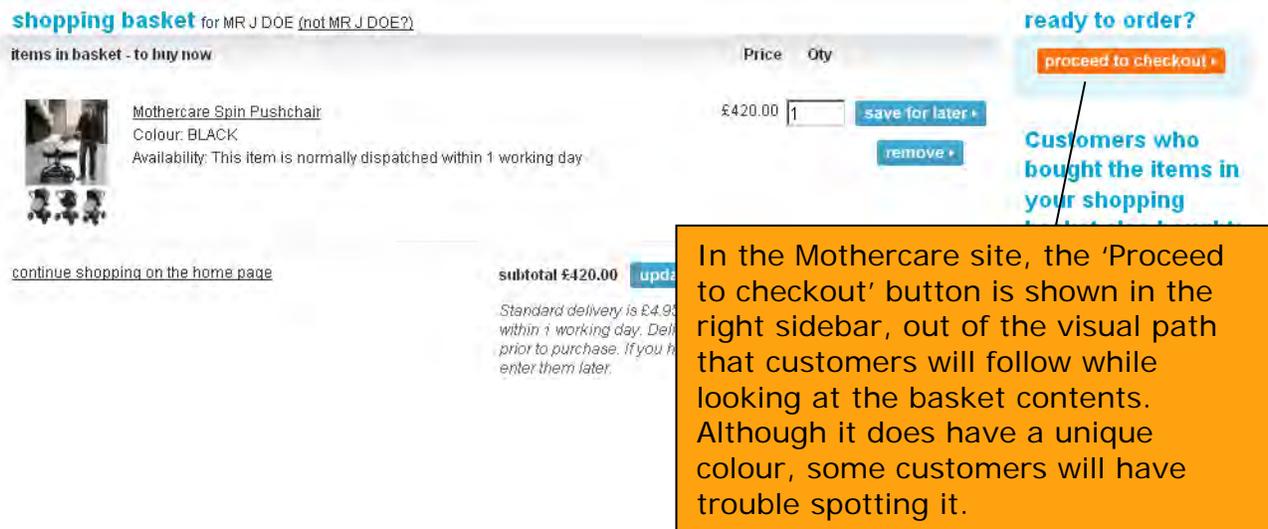
Category: Basket

15. Highly visible 'Proceed to checkout' button at the top and bottom

Average score: 3.9 (out of 5) [Last year: 4.3]

The most important item on the basket page, the 'Proceed to checkout' button should:

- Be at both the top and bottom of the page (so it's visible when the page first displays and also when users scroll to see the contents of their basket)

- Use identical formatting to the 'Add to basket' button and a different background colour to everything else on the page

- Have lots of white space around it

In the Mothercare site, the 'Proceed to checkout' button is shown in the right sidebar, out of the visual path that customers will follow while looking at the basket contents. Although it does have a unique colour, some customers will have trouble spotting it.

Disappointingly, this was the only guideline where the average score is lower compared to the previous year, with some websites ignoring one or more of the above points.

The 'Proceed to checkout' button is as important as the 'Add to basket' button on an e-commerce website. Site designers should carefully consider where to place and how to design this button to ensure that customers don't get lost and drop off at this stage.

Category: Checkout

16. The same form is used for both logging in and registering

**Average score:** 0.4 (out of 5) [Last year: 0.3]

When entering the checkout process, websites historically had one form for logging on and a link to register for non-registered users. Drawn to the form, registered users would often enter their email (or username) and make up a password, thinking this was the form to register. With such generic form labels as 'Email' and 'Password', this wasn't too surprising.

To prevent this error, more and more websites are combining the login and initial registration into one form.

John Lewis doesn't require site visitors to fill out a separate form when registering/logging in
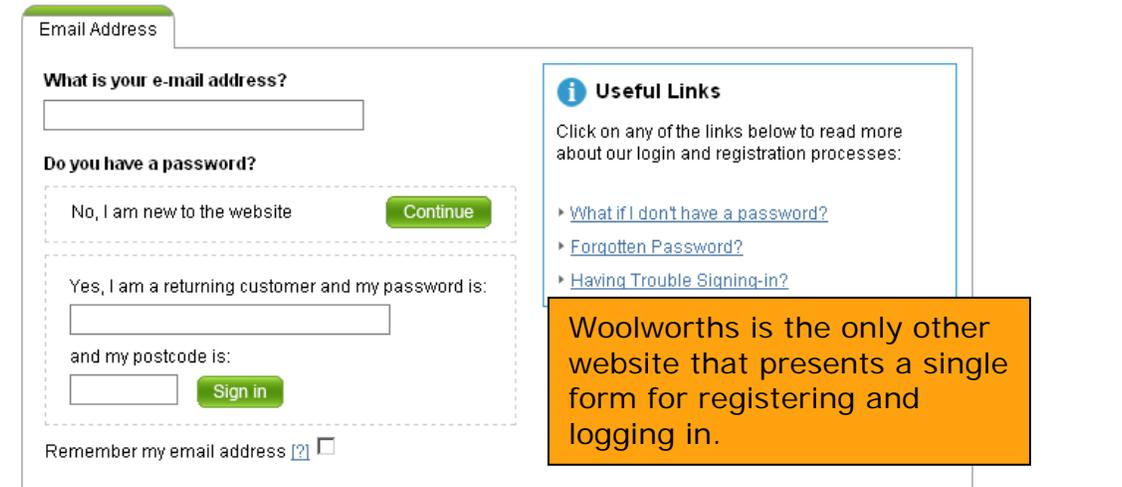
Woolworths is the only other website that presents a single form for registering and logging in.

There's now 2 out of 20 websites following this guideline, compared to only one in 2008. We still believe this is a good pattern for websites to follow, starting with a simple question that everyone can answer ("What's your e-mail address?") instead of presenting a cluttered page with 2 options (log in & register).

Category: Checkout

17. Highly visible progress bar provided during checkout

Average score: 4.4 (out of 5) [Last year: 4.0]

During the checkout process, users must be informed of where they are and how much further they have to go. This is usually achieved with a progress bar.
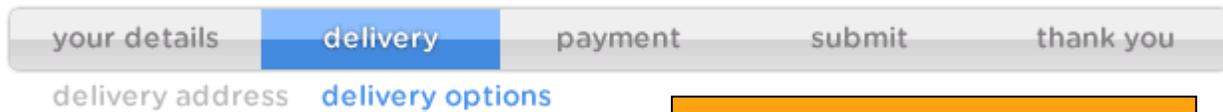
Currys has a very clear progress bar and also highlights sub-steps to provide even more granular transparency to its site visitors.
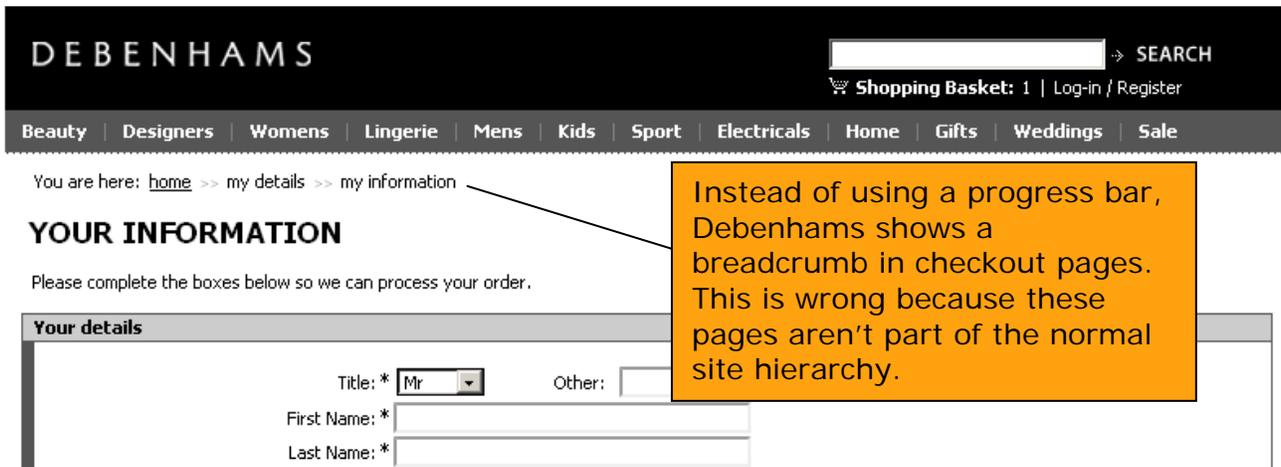
Instead of using a progress bar, Debenhams shows a breadcrumb in checkout pages. This is wrong because these pages aren't part of the normal site hierarchy.

17 of our 20 websites scored 4 or 5 out of 5 for this old and well established guideline showing a continued increase in the adoption of this guideline.

However 3 sites are still failing to provide a progress bar at all, which is disappointing. Those sites that did provide a progress bar may have lost marks because the visibility of theirs was too low.
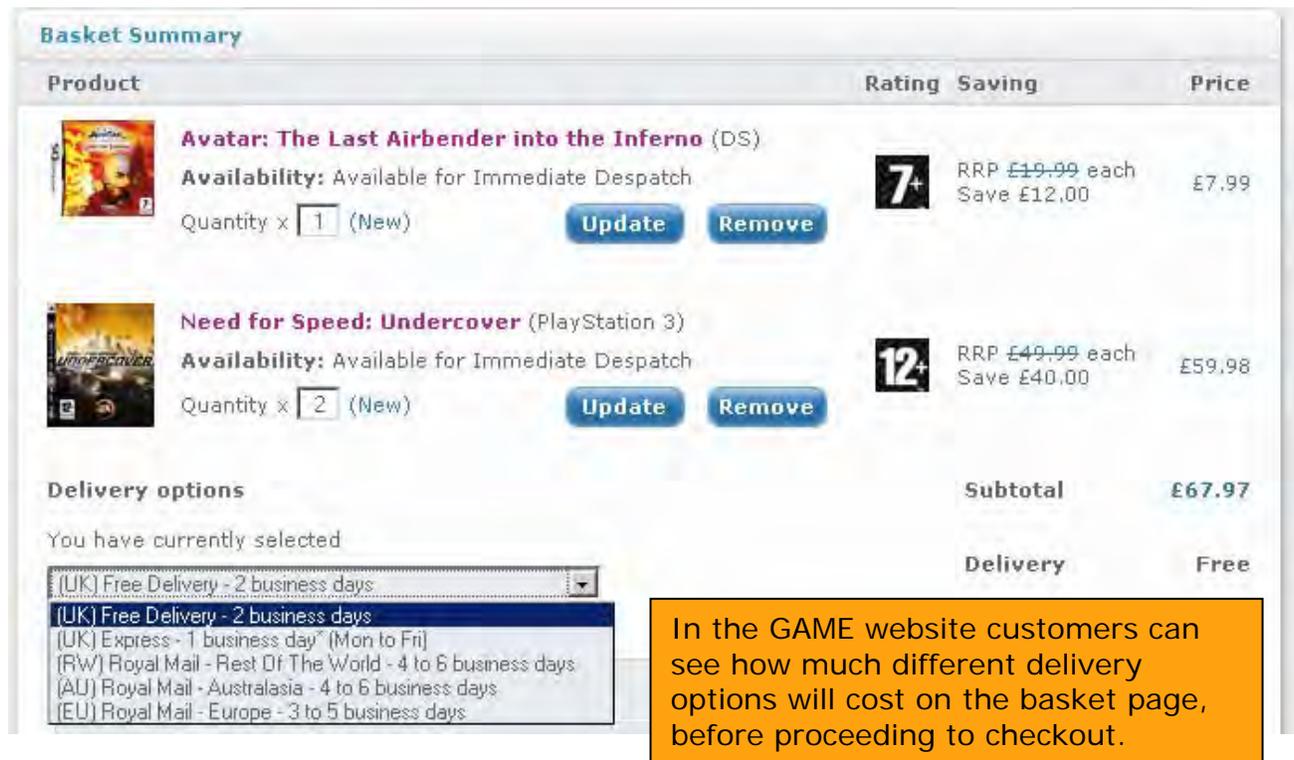
Category: Checkout

18. Delivery costs are highlighted at the beginning of the process

Average score: 4.3 (out of 5) [Last year: 3.5]

Before entering into the checkout process, users need to know exactly how much they'll be paying. There's nothing worse for an online shopper than to work through an ecommerce checkout and suddenly be told there are (hidden) extra charges.

Shipping costs can sometimes vary depending on the buyer's address and the shipping method. To remedy this, some ecommerce sites now provide an estimate of the delivery charges up front.

In the GAME website customers can see how much different delivery options will cost on the basket page, before proceeding to checkout.

It's good to see that most websites are improving and most are now clearly highlighting delivery charges in the basket page but also throughout the website. However, there are still a few sites that ignore the guideline and risk surprising customers later in the process and potentially losing a sale.

Category: Checkout

19. Users are provided with sufficient help when an error is made

Average score: 3.2 (out of 5) [Last year: 3.0]

No matter how much ecommerce sites try to prevent it, users will make mistakes during the checkout process. If users can't immediately work out the error and how to fix it, they may be unwilling (or even unable) to continue with the checkout process. By providing them with highly visible and informative error messages, users can correct mistakes and continue on through the checkout process.

It's a better user experience if ecommerce websites predict and pre-empt user errors (through usability testing and analysis of web stats), rather than letting users try to resolve them when they happen. Websites can then take steps to ensure these errors don't take place, by providing written instructions or fixing the error automatically.
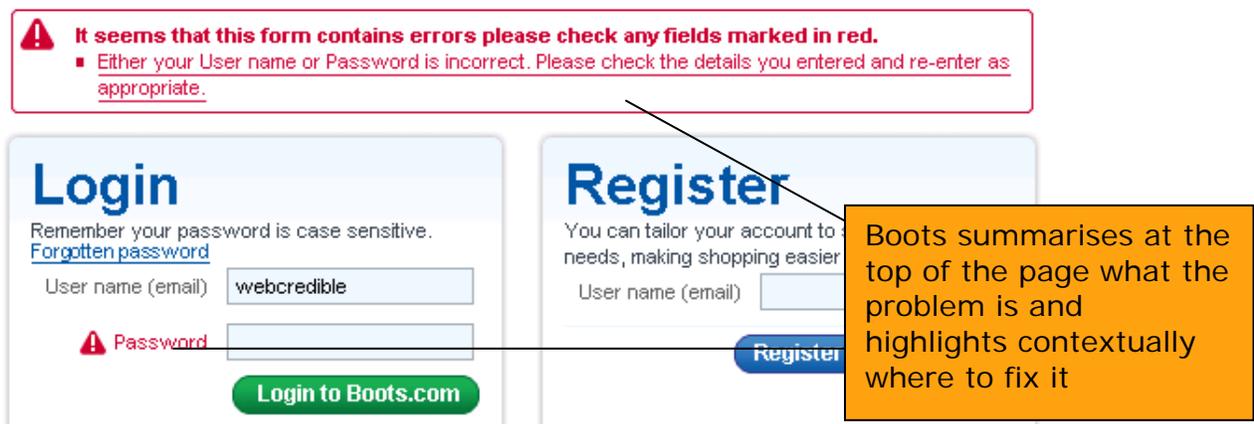

> ⚠ It seems that this form contains errors please check any fields marked in red.
> - Either your User name or Password is incorrect. Please check the details you entered and re-enter as appropriate.

Login
Remember your password is case sensitive.
Forgotten password
User name (email)   webcredible
⚠ Password
Login to Boots.com

Register
You can tailor your account to needs, making shopping easier
User name (email)
Register

> Boots summarises at the top of the page what the problem is and highlights contextually where to fix it
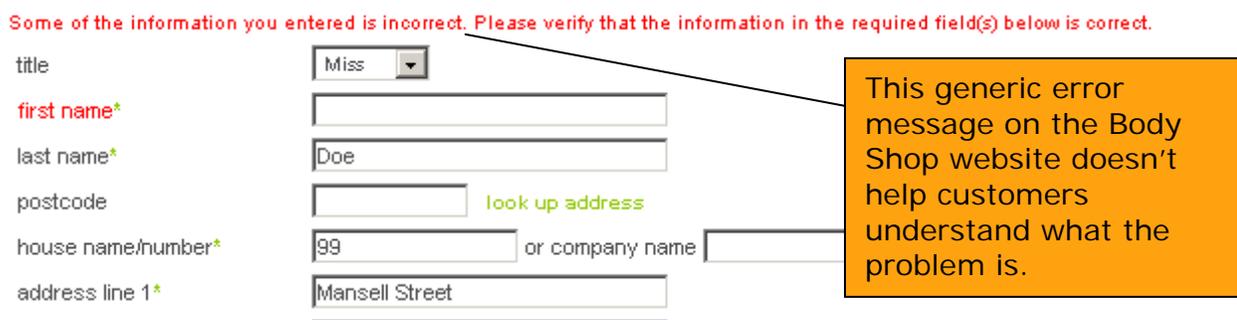
Some of the information you entered is incorrect. Please verify that the information in the required field(s) below is correct.

title   Miss
first name*
last name*   Doe
postcode   look up address
house name/number*   99   or company name
address line 1*   Mansell Street

> This generic error message on the Body Shop website doesn't help customers understand what the problem is.

There's been a slight improvement compared to last year (3.2 vs. 3.0 out of 5), but about half of the websites still fail to provide sufficient help when an error is made and risk frustrating users.
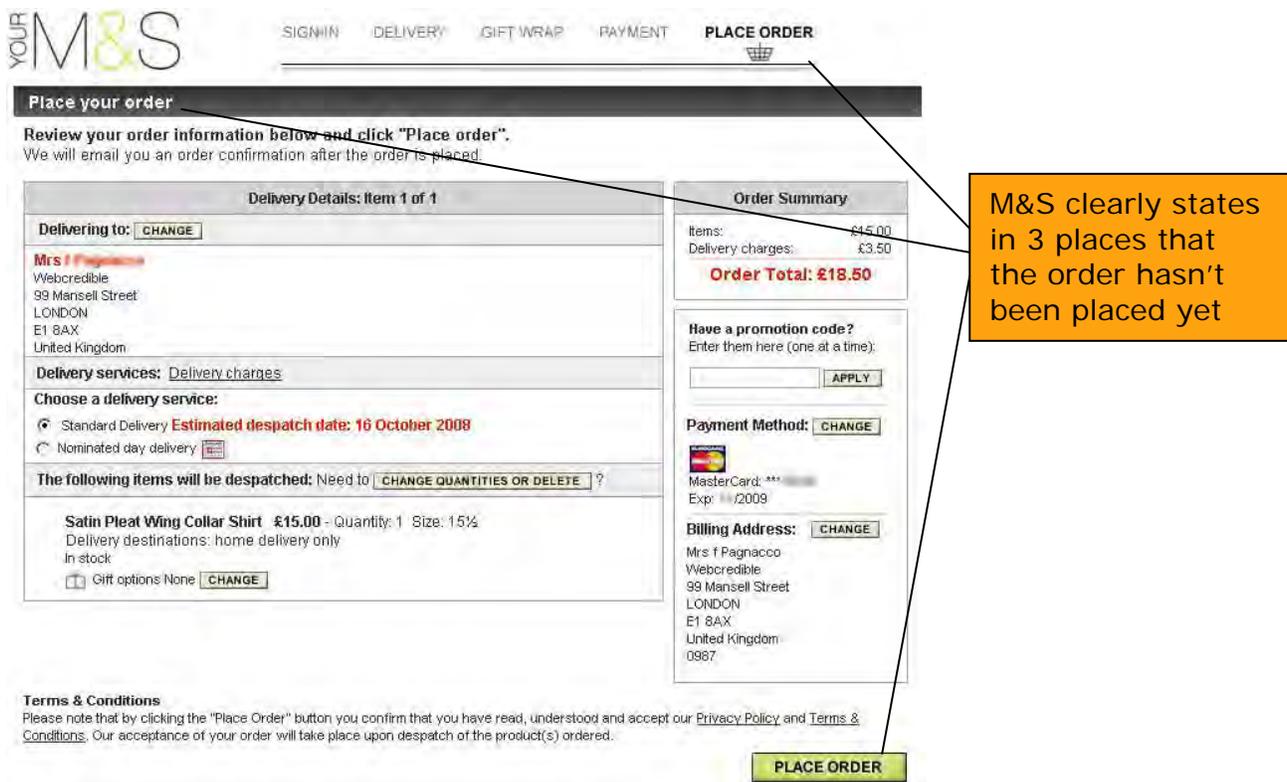
Category: Checkout

20. Summary page is used and clearly shows the purchase hasn't been made

Average score: 4.1 (out of 5) [Last year: 3.3]

Ecommerce websites have lost literally millions of pounds by users clicking away from the summary page, without realising they haven't actually bought their products. The summary page, when present, is usually the final page in the checkout process and users often mistake it for the sales confirmation page.

It's crucial that a summary page is provided so users can perform a final review of their order details before committing to the purchase. To avoid users thinking they're on the confirmation page, the summary page should very clearly state that the products haven't yet been purchased.

M&S clearly states in 3 places that the order hasn't been placed yet

This is another guideline which has seen a continuous improvement in the last few years, reaching 4.1 out of 5 this year. Retailers seem to recognise that a well designed summary page helps reassure their customers at a crucial part of the purchase journey.

Conclusion

This has been another year of continuous improvement in website scores, which is good news for consumers trying to find good deals for their Christmas shopping. However, despite the overall improvement, the take up of certain best practice guidelines is still low, so there's still room for improvement in all the websites that we evaluated.

According to recent research published by IMRG[5], consumers are becoming more savvy when they choose where to buy online, and are attracted to websites that offer helpful features such as product recommendations and customer reviews. They also recognise the benefits of an integrated multi-channel offering, such as being able to buy goods online and collect in store. In such a competitive environment, retailers have to put a coordinated effort in getting the basics right with their websites. After all, the effort of implementing most of the guidelines discussed in this report is worth much less than frustrating and losing a few potential customers.

The usability guidelines presented in this report represent just the start to achieving excellent usability and an outstanding user experience. The use of usability guidelines is essential, but they should always be used in conjunction with usability testing on a regular basis. Usability testing involves analysing typical site visitors complete typical tasks on your website (see www.webcredible.co.uk/testing for more).

For more information on other general usability guidelines that should be conformed to, visit www.webcredible.co.uk/articles or book a place on a Webcredible usability course at www.webcredible.co.uk/training.

References

1. Webcredible, 'The Online High Street: Ecommerce usability for UK high street retailers in 2008' October 2007 (www.webcredible.co.uk/ecommerce2008)

2. Internet World Stats (www.internetworldstats.com/europa.htm#uk)

3. Office for National Statistics (www.statistics.gov.uk/cci/nugget.asp?ID=8)

4. IMRG/Capgemini Sales Index: Sept 2009 (www.imrg.org)

5. IMRG e-Customer Service Index (e-CSI) May 2009 (www.imrg.org)

Appendix: Full results

The full list of websites audited, and the score they achieved for each guideline is as follows:

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
WH Smith (www.whsmith.co.uk)	5	5	5	4	0	5	4	5	5	3	4	5	5	5	5	0	5	5	3	5	83
Marks & Spencer (www.mands.com)	5	5	4	5	0	5	3	5	5	3	5	4	5	5	5	0	5	5	5	4	83
John Lewis (www.johnlewis.com)	5	3	4	3	0	5	1	5	5	5	3	4	5	5	4	5	5	4	5	5	81
Woolworths (www.woolworths.co.uk)	5	3	5	2	0	4	4	5	5	4	5	4	5	5	5	3	4	5	3	4	80
Boots (www.boots.co.uk)	5	5	3	4	0	5	5	5	5	4	4	4	5	3	5	0	5	4	5	4	80
H Samuel (www.hsamuel.co.uk)	5	3	5	4	0	5	3	5	4	3	4	4	5	3	3	0	5	5	5	5	76
B&Q (www.diy.com)	5	4	4	5	0	3	5	4	5	4	4	4	5	3	1	0	5	5	5	5	76
Early Learning Center (www.elc.co.uk)	5	5	5	5	0	5	0	5	5	1	4	5	5	5	3	0	5	5	4	3	75
HMV (www.hmv.co.uk)	5	5	5	5	0	4	0	5	5	4	5	5	3	5	4	0	5	5	2	3	75
Waterstones (www.waterstones.co.uk)	5	4	5	5	0	5	5	5	5	1	5	5	5	4	5	0	2	5	1	3	75

Website	Guideline number																				TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Game (www.game.co.uk)	5	3	5	4	0	3	0	4	5	5	3	5	5	5	4	0	5	5	4	4	74
Mothercare (www.mothercare.com)	4	5	4	5	0	5	0	4	5	3	5	4	5	5	3	0	5	4	4	4	74
Argos (www.argos.co.uk)	5	3	5	4	0	5	5	5	5	2	4	3	5	4	3	0	5	5	2	3	73
Hamleys (www.hamleys.com)	5	5	5	4	0	4	1	5	5	4	4	4	4	3	3	0	5	3	3	5	72
Currys (www.currys.co.uk)	5	2	5	4	0	4	0	5	5	0	4	4	5	5	5	0	5	5	3	4	70
The Body Shop (www.bodyshop.co.uk)	5	5	4	2	0	5	3	3	5	3	3	3	5	3	4	0	5	5	1	5	69
Next (www.next.co.uk)	5	5	2	1	0	3	3	5	5	3	4	4	5	5	5	0	5	4	1	3	68
Debenhams (www.debenhams.com)	5	3	4	3	4	5	0	5	5	4	4	4	5	5	3	0	2	1	2	3	67
Accessorize (www.accessorize.co.uk)	4	4	4	2	0	5	0	5	5	5	3	2	5	3	3	0	0	4	1	4	59
Top Shop (www.topshop.co.uk)	4	2	3	4	0	3	0	0	5	4	3	4	5	0	4	0	4	1	5	5	56
TOTAL	97	79	86	75	4	88	42	90	99	65	80	81	97	81	77	8	87	85	64	81	
Average score	4.9	4.0	4.3	3.8	0.2	4.4	2.1	4.5	5.0	3.3	4.0	4.1	4.9	4.1	3.9	0.4	4.4	4.3	3.2	4.1	**73.3**

About Webcredible

Webcredible is a user experience consultancy, offering a range of usability, accessibility & design services based around your specific requirements:

User-centered design

- Information architecture
- Interaction design

Web development & audits

- Accessible CSS web design
- Accessible content management system
- Accessibility audits

User research

- Usability testing
- Interviews & focus groups
- Persona creation

Training & mentoring

- Usability, IA & web writing
- Accessibility & CSS
- Ongoing support & mentoring

Webcredible is widely regarded as one of the most innovative and respected user experience consultancies in the UK. Our 150+ research articles have been re-published on 100s of websites and we receive 150,000+ visitors to our website each month.

We are:

- **Focused on client needs** – Our aims are to ensure public sector organisations most effectively disseminate information and increase conversion rates for companies.

- **Passionate** – The team here at Webcredible loves what they do and we only recruit staff passionate about usability and accessibility.

- **Approachable** – We're friendly and jargon-free. Consultants, despite being highly educated and experienced, only communicate in a user-friendly manner.

Clients include Asda, eBay, EDF Energy, IPC Media, Lloyds TSB, Sony, St John Ambulance, T-Mobile and World Health Organization.

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