

Usability Audit Report for Motor-mouse.net

<http://www.motor-mouse.net/>

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Organization: Biz Web Sol Int.

Dated: 25 Feb 2010

Version: 1.1

Home page

3

motormouse

Sunday, February 21, 2010 1:34 AM

search go!

1

home | about us | products | terms | privacy | faq | order status | contact us

2

Motormouse as seen on Dragons Den

5

MotorMouse and Dragons Den

4

my basket contents

Qty	Item	Price
Your cart is empty		

Region: UK + Ireland

Shop in Confidence

protx SECURED

7

Add to Cart

6

Design

- Superbly crafted classic sports car with exquisite detail
- Slim design with superior comfort
- High quality paint finish with chrome alloy wheels

Unique features

- Worlds' smallest 2.4 GHz USB receiver
- Opening trunk to store batteries and receiver
- Real rubber tyres!
- Ultra-wide 'spare tyre' scroll wheel

Special gift box includes

- Soft carrying pouch, with spare battery section inside
- Super-glide mouse mat
- Batteries

As featured on Dragon's Den and TopGear

DRAGONS' DEN

TopGear

8

Click here to view the image gallery

Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009

Audit & Recommendations


1. Site navigation is not keyword base, it is generic so it is effected both search engines and users. Users confuse about to further movement.
2. These mouse pictures are resemblance with generic cars model so replace with mouse utilized pictures.
3. Logo always clickable, it is logical, client expecting the logo is clickable and linked with the home page.
4. "Protex" logos show for customer confidence. But if some customer not know about that company so need to clickable link for further details. That link we recommend you within our site redirection initial about Protex if customer wants more details then further link to that site.
[Home](#) >[protex](#) >[protex site external link](#)
5. Dragons Den video is good for user's impression but the placement is not right, I suggest it is adjust in right menu.
6. Need the text format change, this is core area of the web site and we do not utilized properly.
7. "Add to Cart" button means we add this mouse but this button is goes to list of mouse. Wrong attitude always make the expected navigation not surprised navigation. So I suggest replace with any other banner.
8. Footer navigation is very important but here is empty and need proper footer navigation.

About Us


Sunday, February 14, 2010 12:13 AM

search go!

home | about us | products | terms | privacy | faq | order status | contact us



About us



1

As seen on Dragons Den – September 2nd 2009

2

Patti & David Bailey presented motormouse to the Dragons in the final episode of the competition series of Dragons Den on September 2nd 2009. Although all the Dragons loved motormouse, a nail-biting close to the series saw James Caan invest in the couple, bringing his unrivalled expertise and personal support to promoting and developing the motormouse business.

Motormouse began as an idea following Patti's 50th birthday cake for David's 50th which had a model car on top!!

3

Both David and Patti are successful business owners specializing in the development of sales [people and sales effectiveness](#). The new cooperation will also include [David's other inventions](#) as well as their property business.

With a long list of ideas waiting in the wings, and new models for motormouse, the future looks very exciting for the new partnership.

Company History

4

Founded in the last decade as a development organization, inventing and producing innovative gadgets, originally for the marine leisure industry, the company has diverged into speciality car-design computer mice.

The latest range 'motor mouse' is an exciting range of executive gadgets, launching with the first model based on an iconic sports car.

More designs will follow during 2009. The next model will be the Mini Cooper S to be launched in February 2010.

Contacts

5

eMail: Sales@motor-mouse.net or David.Bailey@motor-mouse.net
Tel: +44 1789 400 676
Fax: +44 1789 400 675
Skype: CHARLES.DAVID.BAILEY

Being an Agent or Distributor



If you would like to be an agent or distributor selling our products in any part of the world, please contact us with your details. We would be happy to discuss the possibilities.

my basket contents


Qty	Item	Price
Your cart is empty		

Region: UK + Ireland



Shop in Confidence



Add to Cart



As featured on Dragon's Den and TopGear



Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009

[Power & 2009/09/25 - shopping cart software](#)





Audit & Recommendations

1. We have only limited space so why we drop the empty space. Always try to fill the blank space.
2. Picture is very big, adjusted according to the page requirement, here is feel all emphasizing on the image. So concentrate only the image is not right. Also give the proper portion of company profile details.
3. Site font need consistency, first paragraph is different size font and below paragraph is different font size. It is not good, need consistency in web site.
4. **"Company History"** type headings should use the H1 Tags for important headings.
5. Address should be complete. Like street address, zip code, stat Google will be crawl the site in details with addresses also the customers builds his confidence that he is working with a proper company.

My Cart

Saturday, February 20, 2010 6:15 PM search go!


home | about us | products | terms | privacy | faq | order status | contact us



my cart ✓ checkout ✉ confirmation 1

Added 1 Silver classic sports car wireless mouse to Cart

Product Information



SKU: SilverPOM
Silver classic sports car wireless mouse
Silver classic sports car wireless mouse

Price

Price: £ 29.99/Each
Qty:
Sub-Total: £ 29.99
[Update Qty](#) [Remove](#)

SUB-TOTAL: £ 29.99

[Continue Shopping](#) 3

[Check Out](#)

[Empty Cart](#)

Calculate Tax & Shipping Charges

Country:

Counties/Boroughs/City/Authority:

Postal Code:

This is a Commercial Address

[Calculate](#)

Tax: £ 0.00
TOTAL: £ 29.99

Proceed to Checkout

New Customer

Select Checkout Option

Bill-to Country:

Ship-to Country:

[continue](#)

Returning Customer

Sign In - Quick Checkout


E-Mail address:


Password:

[Forgot your password?](#)

[login & checkout](#)

or

 We at David Bailey Developments Ltd. understand your concerns about the security of online transactions. Therefore, our site is equipped with the most advanced Secure Socket Layer (SSL) technology available to ensure the privacy of any information you submit through this site.



 We respect your privacy: [Privacy Policy](#)

my basket contents


Qty	Item	Price
1	Silver classic sports car wireless mouse	£ 29.99
TOTAL:		£ 29.99

Region:


Shop in Confidence




[Add to Cart](#)



As featured on Dragon's Den and TopGear



DRAGONS' DEN




Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009





Audit & Recommendations

1. Shopping cart phases are not much clear
2. Cart format always like invoice format here is much confusing format.
3. Check out button is very important, in cart there is decision point and I just try to search where the [check out](#) button is. Need to very close at the total price calculator, it is always are right at the cart.
4. [Region](#) and [Tex & shipping calculator](#) is not integrated, it create confusion. Need one item showing in cart, I recommend when the shopping cart is open then right menu [region](#) link should be disappear.

Check out


Saturday, February 20, 2010 6:17 PM
search go!

[home](#) | [about us](#) | [products](#) | [terms](#) | [privacy](#) | [faq](#) | [order status](#) | [contact us](#)

1

* Indicates Required Fields

Customer Account / This is required for future login

* E-Mail address

Billing Address

* First Name Initial

* Last Name

* Address - Line 1

Address - Line 2

* City

* Counties/Boroughs/City/Authority


* Postal Code

* Country

* Contact Tel Number

Shipping Address

Same as "BILLING ADDRESS" Information

Product Information	Price
	
SKU: SilverPOM Silver classic sports car wireless mouse Silver classic sports car wireless mouse	3 Price: £ 29.99/Each Qty: 1 Sub-Total: £ 29.99

SUB-TOTAL: £ 29.99

4

Select a Shipping Method

Standard Delivery £ 3.00

UK Courier (not Royal Mail) £ 6.25

Calculate

5


Purchase Order # (Optional):




Special Instructions (Optional):

How did you hear about us?


6

Up in Confidence









Add to Cart



As featured on Dragon's Den and TopGear





my basket contents

Qty	Item	Price
1	Silver classic sports car wireless mouse	£ 29.99
TOTAL:		£ 29.99

Region:

Please select a Payment Method

Payment Method

Credit Card Number

Exp Date /

Name on Card

CVC/CWV2

Issue Number (enter 0 if not present)

Save Credit Card

Please Checkmark before clicking-on "Process Order"

I have read the sales agreement and agree to its terms.

Process Order

Processing the order may take up to 1 minute

Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009

Audit & Recommendations

1. H1-Heading of the page is not very much clear, need to more clearly visible. You should be a prominent heading at the left of the page.
2. In billing information there is need some more formatting like address area should be the bigger than other text boxes etc.
3. Online invoice format is not very different from the off line invoice format. Invoice should be look invoice and printable format.
4. All the things are very scattered and shipping calculation is very distance from shopping invoice. Avoid to feeling the customer decision points scattered. Need to arrange all formatting are supporting in final decision.
5. I advise to re-design the shopping cart with the above points. Consider the point our all efforts to make a [buying decision](#). But all the design is looking like not very supporting for this decision. I think some customers may skip during this process. So it is too much critical.

Order Status

NO SESSION OPEN
pic

1

We respect your privacy: [Privacy Policy](#)

E-Mail address

Password
(Enter 5-20 Characters / Password is case sensitive)

Forgot your password?
Input your e-mail address and [click here](#)

Submit Query

3

OR

Order ID

E-Mail address

Post Code

Submit Query

4

Your Account Login

2

my basket contents

Qty	Item	Price
Your cart is empty		

Region: [UK + Ireland](#)

Shop in Confidence

[Add to Cart](#)

As featured on Dragon's Den and TopGear

[Dragons Den](#)

TopGear

Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009

Audit & Recommendations

1. Heading is always left top of the page but here is any other message, correct it.
2. This heading is need left side of the page
3. Online shopping is not forced thing u always to attract your customer with facilitations.

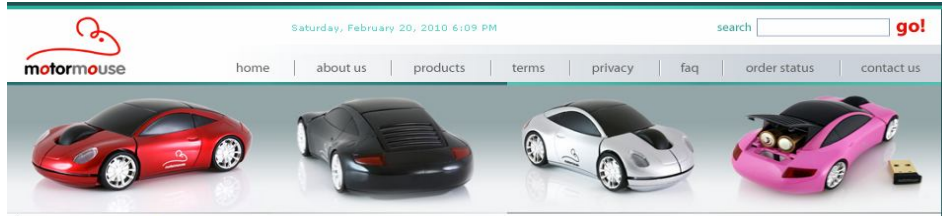
4. There is some confusion about new registration and regular customer. Use the text proper terminology.

Search

The screenshot shows the Motormouse website's search page. At the top, there is a navigation menu with links for home, about us, products, terms, privacy, faq, order status, and contact us. Below the navigation is a banner featuring four different car-shaped wireless mice: red, black, silver, and pink. The search bar is located on the right side of the banner, with a 'go!' button. Below the banner, there is a search section with a magnifying glass icon and the text 'Enter the terms to search for, or click on the menu to browse within categories'. The search input field contains 'SilverPOM' and is annotated with a yellow circle and the number '2'. To the right of the search bar is a yellow circle with the number '1' and the word 'Search'. Below the search bar, there is a 'Filter Results:' section with three dropdown menus: 'Price Range' (set to 'ALL'), 'Product Type' (set to 'ALL'), and 'Sort By' (set to 'None'). The 'Product Type' dropdown is annotated with a yellow circle and the number '3'. Below the filters, there is a product listing for 'SilverPOM - Silver classic sports car wireless mouse' with a price of '£ 29.99 / Each' and an 'Add to Cart' button. The product listing is annotated with a yellow circle and the number '3'. To the right of the search section, there is a 'my basket contents' section showing 'Your cart is empty'. Below that, there is a 'Shop in Confidence' section with the 'protX SECURED' logo. Further down, there is a section for 'As featured on Dragon's Den and TopGear' with images of the show's set and logos for 'DRAGONS' DEN' and 'TopGear'. At the bottom of the page, there is a 'Delivery Promise: We aim to send out your order on the next working day' and a copyright notice for Motormouse 2009.

Audit & Recommendations

1. Search is very important for user and search engines also.
2. Heading is always left side of the page
3. Search terminologies should be explain with sample, filters are not need here, site has only 7 items and do not need any complex search, try to need simple strategies and simple interfaces.



Motormouse FAQ

1

- When my mouse is not used for a while, I can't seem to get it going again.
- Where do I put the batteries?
- How do I open the trunk (boot)?
- How do I close the trunk (boot)?
- Does it matter which way round the batteries go?
- I can't get the small receiver out of its plastic packing sleeve.
- My mouse is very sensitive.
- Can I use re-chargeable batteries?
- How long do the batteries last for?
- Will my mouse work with another receiver?
- Can I leave my receiver in the laptop when shutting it down?
- Are there any accessories being produced?
- What other colours are there?
- Are there any other makes of car available?
- How do I switch it off?
- I can't get it to work with my wireless keyboard.
- It won't work with my laptop in its docking station.
- Do I need to download special software to run the device?
- What system is it compatible with?
- Microsoft Vista issue
- What payment cards are accepted?
- The headlights have started flashing.
- My mouse has just stopped working.
- The lights don't flash.
- It won't work in the USB port.
- My left button/right button will not work.
- The lights are not on all the time.
- I can't get it to work.

Last Update: 2008/11/10

2

3

When my mouse is not used for a while, I can't seem to get it going again.

Just left click once and it will re-boot. The device has an energy saving hibernation mode which kicks in when not being moved around.

Top

Where do I put the batteries?

They fit in the trunk (boot). Spare batteries can be carried inside a special sleeve inside the carrying pouch.

Top

How do I open the trunk (boot)?

Place your thumb on the rear windshield and slide it backwards towards the rear of the car. The lid should just pop up. If it is a bit stiff you may need to help it to lift with your finger nail.

Top

How do I close the trunk (boot)?

Close it down and push the lid gently towards the front of the car.

Top

Does it matter which way round the batteries go?

YES. Looking at the rear of the car you should have the + end showing on the left battery and the - on the right battery before locking them down into the holder.

Top

I can't get the small receiver out of its plastic packing sleeve.

TAKE CARE. Squeeze the plastic sleeve in your fingers and draw the receiver very slowly out. It is best to hold as much of the receiver as you can and squeeze it tightly before extracting.

Top

My mouse is very sensitive.

You can change the sensitivity through several settings: 400,800,1600. Simply hold down the two click buttons for three seconds until the headlights flash, then let go. This moves to the next sensitivity setting. Try the unit again and see the difference. Repeat

my basket contents

Qty	Item	Price
	Your cart is empty	

Region: UK + Ireland

Shop in Confidence

Add to Cart

As featured on Dragon's Den and TopGear

DRAGONS' DEN

Audit & Recommendations

1. Your product is new and needs maximum information for users and for new buyers also.
2. This page needs videos for explanation. I advise changing your strategies. Present your product with better utilization features; all material should be explained that our mouse [how to utilize the product](#), then customers will be attracted to your product, and in the 2nd phase you explain [how can they be more comfortable](#) with these mice. Give features according to [utility benefits](#).
3. If much video is not available, then use the graphics.

Privacy

Saturday, February 20, 2010 6:08 PM

search go!

home | about us | products | terms | privacy | faq | order status | contact us

Privacy Policy
David Bailey Developments Ltd. Privacy Policy Detailed Review...

1

What Information We Gather or Track

Information on general usage and any optional personal details you provide to us will be used to provide you with enhanced features. The following are details of the information we collect:

- David Bailey Developments Ltd. collects data so that we may display personalized content to our visitors. Additionally, usage information may be analyzed so that we can judge our system's performance or execute your customized features.
- We may collect information from customers and visitors to our Website, including their First Name, Last Name, Email Address, Credit Card Number, Expiration Date, Billing Address and Shipping Address. Other information such as Date, Time and IP address is also collected.
- Your browser offers so-called "cookies" which -- if you allow their use -- store small amounts of data on your computer about your visit to any of our sites. Cookies assist us in tracking which of our features you like best. Cookies can enable us to customize our content according to your preferences. However, cookies tell us nothing about you personally unless you specifically give us the requested additional information.

2

What We Do with Collected Information

- David Bailey Developments Ltd. may send a newsletter to our Users. If you would like to stop receiving the newsletters you may unsubscribe by removing your account.

Our Disclosure of Your Information

- David Bailey Developments Ltd. does not sell or commercially make available specific information about its Users or Users other than in aggregate form, except in cooperation with law enforcement bodies in regards to content violations or violations of applicable laws.

Our Security Measures

- David Bailey Developments Ltd. uses Secure Socket Layer (SSL) to encrypt payment information and User data against unauthorized access. However, we cannot be responsible for how third parties, whose links appear on our site, use your information. You should know that no data transmission is one hundred percent guaranteed against eavesdropping. Because your site is ultimately protected by you and your password, much of your information security is up to you.
- David Bailey Developments Ltd. has implemented additional precautions to ensure the privacy of your personal information. We have a strict firewall in place which does not allow any outside access. Access in the company is limited to only individuals who need to be able to see customer data in order to perform their job functions, such as the billing department. Important personal data is backed up on the network to help insure its integrity.

Your Choices

- You may choose not to receive special offers and discounts simply by not registering for any special deals and offers when you sign up. If you signed up for special offers and now wish to unsubscribe, you may do so at any time by replying to the unsubscribe link contained in those mailings.

my basket contents

Qty	Item	Price
Your cart is empty		

Region: UK + Ireland

Shop in Confidence

protx SECURED

Add to Cart

As featured on Dragon's Den and TopGear

DRAGONS' DEN

TopGear

Delivery Promise: We aim to send out your order on the next working day © Motormouse 2009

Audit & Recommendations

1. Page heading is very important, it is not possible like a sentence, should use the keywords or single phrase

2. Privacy page is not much important for users, u can better utilize this area, like **new models** etc.

Terms

Sunday, February 14, 2010 12:15 AM

search go!

home | about us | products | terms | privacy | faq | order status | contact us

David Bailey Developments Ltd. Terms and Conditions of Use
PLEASE READ THESE TERMS AND CONDITIONS OF USE ("USER AGREEMENT") VERY CAREFULLY. **1**

Guarantee Policy **2**

The product you have purchased is guaranteed for 12 months from the date of purchase and is available to the first user or purchaser subject to the following conditions:

- Under the terms of this Guarantee any part or component which becomes defective in normal use will be repaired or, at the Company's sole discretion, replaced free of charge.
- The Guarantee does not cover defects arising from fair wear and tear, accidental damage, misuse or neglect or tampering by unqualified persons.
- All liabilities in respect of any third party and consequential loss or damage, however arising, are expressly excluded.
- This Guarantee will be invalid if any alteration, modification or substitution of any parts other than specified be made, or if the device is connected to an electric supply other than it is rated or adjusted for.
- No responsibility will be accepted for loss or damage to equipment during transit to or return from the Company's Service Department.
- These terms and conditions do not affect your statutory rights.

my basket contents

Qty	Item	Price
Your cart is empty		

Region:

Shop in Confidence

protX SECURED

Add to Cart

As featured on Dragon's Den and TopGear

DRAGONS' DEN

TopGear

Delivery Promise: We aim to send out your order on the next working day. © Motormouse 2009

Audit & Recommendations

1. Heading is very important but here is full sentence use only one key phrase.

2. Above heading is **Terms** and below material is **Guarantee**, it creates confusion, and disturb the user expectations. Always check the site material before site launched.