Usability Report

Philips Innovation Center

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WiiRD UX

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Period: June 2017
Company: Philips
Website: www.philips.com
Method: usability heuristic research

NOTE: this is only a short sample of the actual usability report

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3. Navigation & Information

3.1 Navigating between pages is intuitive, and it is easy to return to the homepage.

A. Users expect to be able to return to the homepage, by clicking on the company logo in the (usually) upper left corner (see figure).

Solution: Add a clickable link on the company logo that returns the user to the homepage.

3.2 Navigating tabs are located at the top of the page and look clickable.

A. Upon hovering over the upper tabs ("innovation", "digital", etc.), its colour changes. This indicates a clickable item. However it can be confusing when every tab uses a different colour (orange for "innovation", yellow for "digital", etc.).

Solution: Use only 2 different hovering colours, for an active and inactive state. This makes it easier to determine the current active location.

Page: index page, top

B. Upon hovering over the lower tabs ("Our philosophy", "Upcoming events", etc.), they only show a slightly different shade of green, which may be hard to differentiate for colour blind or elderly users.

Solution: Additionally, changing colours may be insufficient to indicate an active state, use additional cues like an underscore
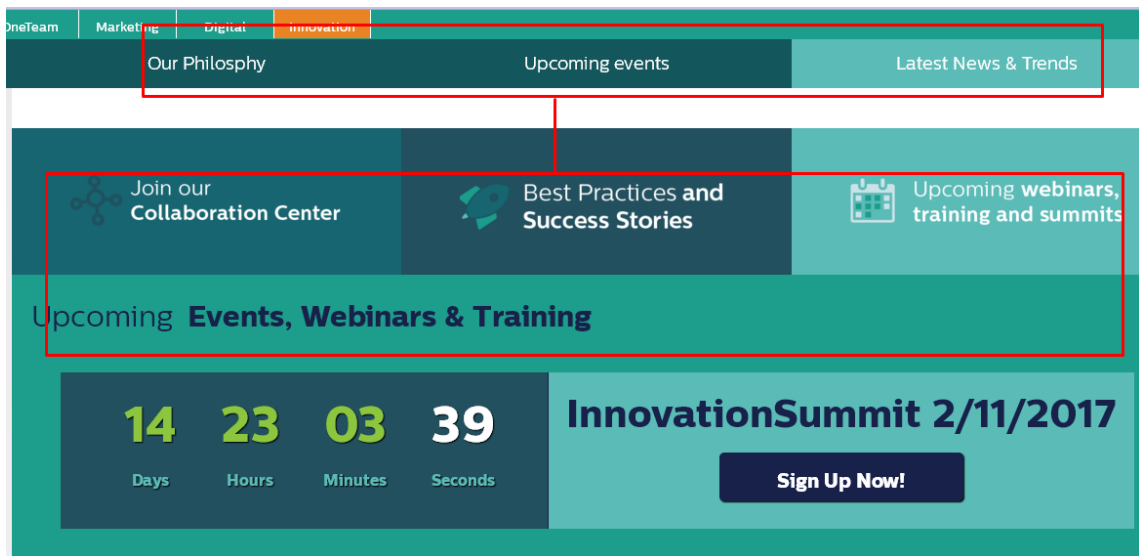

Page: index page, top

3.3 The structure of the website has a clear concept without unnecessary layers

A.   The section "Upcoming events" has an additional subsection, "Collaboration", "Success stories", etc. The way this subsection is visualized, indicate a strong relation with the upper menu tabs, while there should be none.

Solution: Use a different submenu (e.g. accordion model) or visualize it such that it does not indicate an immediate connection to the upper tabs.

Page: index page, top

B.   The tab "Upcoming events" is visualized in a different colour than its content, which does not indicate an immediate connection while there should. Additionally, the active tab should also be the first tab that users see.

Solution: The tab "Upcoming events" should use the same colour as its content, to indicate a connection. Additionally, the tab "Upcoming events" should be located at the left side, since this is the first tab that users will see.

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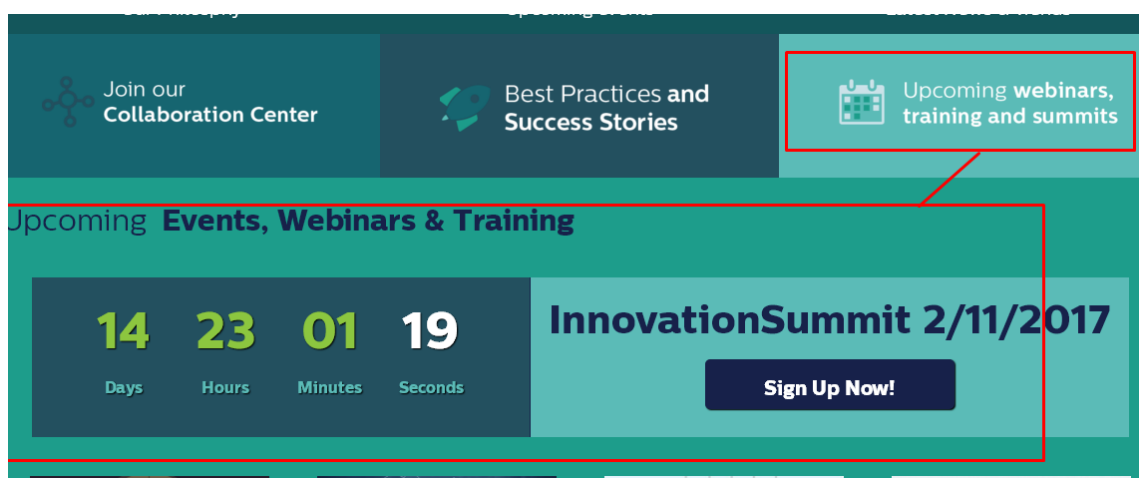
C. The buttons "webinar", "free" and "view now" do not indicate an order of importance. This could initially confuse the user. The most important option should be highlighted so that the user is guided to the most desirable option. Lesser important options should be displayed with less contrast.

Solution: To assist users in making choices, only the most important button (Webinar) should be highlighted. Additionally mouse hovering pop-ups could be added that give a short description of every option. This prevents that the user has to click every button, head to the new page and then come back, only to figure out its content.

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