



## Heuristic Evaluation of Planet Fitness

### Accessibility

1. **Site load time is reasonable:** The site loads very fast and doesn't seem to have any issues hindering its load time.
2. **Adequate text-to-background contrast:** Most of the text is easy to read, due to the fact that they're using white and yellow on a dark background. But, the purple text at the bottom of the page is too hard to read against its black background. Under the Planet Fitness Store tab, the text listed at the bottom of the page under PF Apparel and Gear also doesn't have enough contrast and is hard to read.
3. **Font Sizing/spacing is easy to read:** The font sizing and spacing is easy to read throughout the website, above the fold. Except the "Contact Us, Suggest a Location, Investor Relations, Privacy Policy, Terms and Conditions, and Sitemap" text at the bottom of the page. The disclaimer text on the Membership page is also too small and hard to read.
4. **Flash & Add-ons are used sparingly:** The site isn't using flash or any add-ons.

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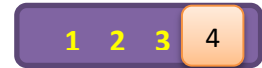
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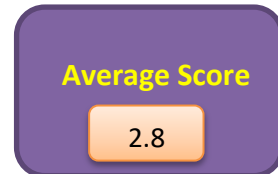
5. **Images have appropriate ALT tags:** There aren't any ALT tags on the main page or investor relations page. The only images with ALT tags are on their customer store page.



6. **Site has a custom not-found/404 page.** Yes



**Conclusion:** The site is easy to access, but there are several cases of font sizing and color contrasts that need to be addressed in order to make it easier for the viewers to read. Also, the lack of appropriate ALT tags makes this site harder for disabled people to navigate.



## Identity

7. **Company logo is prominently placed:** The company logo is prominently placed on the top left header on each page.



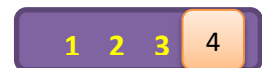
8. **Tagline makes company's purpose clear:** The company headline doesn't exactly state that it's a gym. It hints that it is, but it doesn't clearly say so. 0/4



9. **Home-page is digestible in 5 seconds:** The homepage has too many areas pulling for your attention. The over use of saturated yellow pulls your eye in too many directions. Also, the images and tabs switch a little too quickly causing confusion on where to look.



10. **Clear path to company information:** The company information is easy to find, being listed under an "About" tab at the top of the page.



11. **Clear path to contact information:** The contact information is listed under a "Contact Us" beneath the "About" tab at the top right of the page. It's also listed under a purple "Contacts Us" at the bottom left of the page.



12. **Conclusion:** It's easy to distinguish the company based on their prominent logo placement and cohesive color scheme used on each page of the site. But, the homepage is too busy and hard to digest. Although, it's quite easy to access company information and their contact info.

Average Score

3.2

## Navigation

13. **Main navigation is easily identifiable:** The user is presented with option tabs at the top of the screen, listed as, "Join Now, Membership Types, Membership Perks, PF Store, and About." All the pages, except the PF store and News-Room are lacking on having a search bar, minus the store locator.

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14. **Navigation labels are clear & concise:** Yes they are, except some of the terminology doesn't fully make sense for what they're trying to convey. For example, on their main page, one of the tabs in the center of the page is listed as "commercials." The tab has only one commercial, the term just feels off, maybe advertisements would better suite it. Also, there's an option under the "About" tab listed as "PE@PF," which doesn't have any explanation about the terminology used.

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15. **Number of buttons/links is reasonable:** The number of buttons/links don't seem overbearing.

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16. **Company logo is linked to home-page:** Yes, the company logo is linked to the home page.

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17. **Links are consistent & easy to identify:** Yes, the links are consistent and easy to identify.

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18. **Site search is easy to access:** No. The search bar can only be found on the PF Store and News Room pages.

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**Conclusion:** Even though the site is missing a search bar on every page, it's pretty easy to navigate. Although adding a search bar for each page would make things even easier. There aren't too many tabs presented to confuse the user, the number seems about right. But, Planet Fitness needs to change some of the terminology on the page, in regards to the "Commercials" tab and "PE@PF."

Average Score

3.3

# Content

19. **Major headings are clear & descriptive:** The major headings are all clear and make sense, minus the “Commercials” tab and the “PE@PF” tab.

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20. **Critical content is above the “fold”:** Yes, the critical content all fits above the “fold.”

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21. **Styles and colors are consistent:** No, the color scheme changes when you enter their aggregator sites, Investor Relations and the Planet Fitness Store.

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22. **Emphasis (bold, etc.) is used sparingly:** There isn’t that much use of bolding on the site, other than their main page’s branded terminology, “Gymtimidation and Lunks.”

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23. **Ads & popups are unobtrusive:** There aren’t any pop ups or ads on the site.

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24. **Main copy is concise and explanatory:** The main copy is fine, although it’s strange that the user can interact with all of the tabs except “Our Planet.” With the way it’s displayed you’d think that it would bring up some company information, but it doesn’t contain anything other than a couple pictures.

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25. **URLS are meaningful & user-friendly:** Yes, all of the URLS have proper descriptions that relate to their content.

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26. **HTML page titles are explanatory:** Yes, all of the HTML page titles are explanatory and relate to their content.

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**Conclusion:** There isn’t any color scheme consistency when navigating to their aggregator sites for Investor Relations and the Planet Fitness Store. Their URL and HTML descriptions don’t have any issues and most of their content makes perfect sense, minus the fact that the “Our Planet” tab doesn’t bring up any information.

**Average Score**  
3.25