

Issue: 1	Principle:	<input checked="" type="checkbox"/>
	Navigation	<input type="checkbox"/>
	Functionality	<input type="checkbox"/>
	Control	<input type="checkbox"/>
	Language	<input type="checkbox"/>
	Feedback	<input type="checkbox"/>
	Consistency	<input type="checkbox"/>
	Error prevention/correction	<input type="checkbox"/>
	Visual Clarity	<input type="checkbox"/>
Severity:	High/Medium/Low	
Where or when issue arises:		
Recommendation:		

Example:

Issue: 2	Principle:	
The customer is asked to enter their credit card number prior to choosing the goods they want to purchase.	Navigation	
	Functionality	
It is likely that many customers will halt the purchasing process at this stage.	Control	<input checked="" type="checkbox"/>
	Language	
	Feedback	
	Consistency	
	Error prevention/correction	
	Visual Clarity	
Severity:	High	
Where or when issue arises:		
On entry to the site.		
Recommendation:		
Do not ask customers for credit card details until they are more fully committed to the purchasing decision.		