

Heuristic Evaluation

For each heuristic, you should cite one example in your wireframe either illustrating how the heuristic suggests an improvement, or pointing to a design decision you made that supports the heuristic.

1. Fitt's Law

- a. Currently, the relative area for switching tabs (Home, Find, Profile) is not very large. Fitt's Law suggests I could **enlarge the tabs** or move them to the top of the screen in a **navbar**, as suggested in lecture with the MacOS top toolbar design.

2. Speak the User's Language

- a. This principle suggests a way in which we could word server errors to users. For example, if the client receives an **error** when requesting freets to display on the feed, the error should be conveyed in the UI with a **user-friendly** message (e.g. "Could not find freets, try again later." rather than an HTTP error code).

3. Consistent Naming & Icons

- a. The top area of the UI (blue rectangle with **tabs**, **signed-in user**, **logout** button) is consistent throughout all frames of the interactions presented. The user icon is consistent for Profile tab, signed-in user display, and user search results.

4. Information Scent

- a. The tabs design (**Home**, **Find**, **Profile**) provides links to different parts of Fritter for performing different actions beyond interacting with freets on the main page (**Home**), helping users navigate the site.

5. Follow Conventions

- a. Since users can't refreet their own freets, the **Refreet button is grayed out** (slide 25). This follows the convention that grayed out buttons signal inactive/restricted actions.

6. Show Location & Structure

- a. The state of the **active tab/view** (tab darkens, icon becomes blue) is consistent when the user is actively viewing Home, Find, or Profile. The darkened tab indicates to the user what part/where they are on the website (location).

7. Accelerators

- a. I could accelerate the process of searching for account(s) a user would like to follow (slide 12), by adding **autocomplete suggestion(s) as the user types into the search bar**. The suggestions would be based on existing Fritter usernames or common queries. The user doesn't have to type out their whole query if they see it in the suggestion(s).

8. Keep Paths Short

- a. The most common activity/use of Fritter is viewing freets, so the fret feed is centered and takes up the majority of the default (**Home**) page.

9. Undo & Cancel

- a. After clicking on the Like, Refreet, and Follow buttons, they immediately turn into **Unlike, Unrefreet, and Unfollow buttons**, respectively, and when clicked, **undo** the action taken by clicking the original button (like, refreet, follow).

10. Perceptual Fusion

- a. I could add a **loading spinner or progress bar** for requests that take a moment to complete, such as searching for users.

11. Gestalt Principle of Grouping

- a. On the **Home tab**, all the **freet**s are **grouped** in one area in the center of the screen. Within a displayed freet, **buttons** for interacting with the freet (**Like, Refreet**) are grouped together at the bottom, and **counts** for each interaction are grouped with/next to their respective button. Across all pages, information/actions pertaining to the signed-in user (e.g. **logout**) are grouped in the top right.

12. Recognition vs. Recall

- a. User search (slide 12) provides an opportunity to enforce recognition vs recall by suggesting a user's **past search queries** when they type. In the future, when users can visit profile pages of other users, the Find tab could perhaps display **recently viewed users** by default before a search is made.

13. Anticipation & Context

- a. On the profile page, users can **manage** aspects of/related to their account, i.e. **following/followers and re/freet**s, all in one place. Actions such as viewing following, followers, and past re/freet are closely related in the **context of user account management**, so in anticipation, I've placed them all in one tab.