

Holistic Evaluation of Influenster mobile app

Heuristic	Is the heuristic violated? How?	Severity (0 - 4)
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	The app provides clear feedback on the status of the user's actions, allowing users to monitor progress.	2
2. Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	The app is simple and user can understand the words, phrases and concepts clearly. The problem lies in language selection, which is only between english, french and german in this app. This might create a language barrier between other language speakers. The system should provide support for multiple languages, where appropriate, to ensure that it is accessible to a wide range of users.	3
3. User control and freedom Users often choose system functions by mistake and will need a clearly marked 'emergency exit' to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	<ul style="list-style-type: none"> - There is no option for the user to add an item which they want to review. They can only review the items which are available in the search area which limits the users freedom to effectively add products which they want to review. - There is no such area to mention that you haven't received the product for sample in the samples/gift area. This can be troublesome to the users as unable to notify or unable to control the situation on time will subsequently make them not qualify in the future giveaways. 	3
4. Consistency and standards Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.	The app consistently follows established design and navigation patterns, making it easy to use.	2
5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	There tends to be an error sometimes while uploading a video and photos with the review which can be frustrating for the users to repeat the action again. While, sometimes the review is only published without the videos and photos.	2

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6. Recognition rather than recall Make objects, actions and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.	The app makes it easy for users to recognize information and actions, reducing the need for recall.	2
7. Flexibility and efficiency of use Accelerators – unseen by the novice user – may often speed up the interaction for the expert user, such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	While going to the profile, even without any changes it shows me to save the changes which is unnecessary to quote. It's just slowing the process rather it could be beneficial if I could go back without the need to press 'discard' button.	3
8. Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	The app has a visually appealing design and layout, following the principles of minimalist design.	2
9. Help users recognise, diagnose and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.	The app usually provides clear guidance on how to recover from errors, reducing frustration.	2
10. Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out and not be too large.	The app provides a help and info section, making it easier to find answers to the questions. There is a contact us section which redirects to the help center where users can choose request types and submit a request. It would be beneficial if there is chat services available in future.	2