

Heuristic	Is the heuristic violated? How?	Severity
<b>1. Visibility of system status</b> The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	The heuristic is not violated. Google Maps indicates the users' current location with a blue dot. When users search for a location, Google Maps indicates that location with a red dot. When suggest route from location A to B, Google Maps show different transportation results. The website clearly displays search results when the user searches for an item via the search bar.	0/5
<b>2. Match between system and the real world</b> 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 heuristic is not violated. Google Maps uses clear icon for each mode of transportation or location type. These icons reference the real-world models of transportation or location type that they representing. For example, a picture of a car for "driving directions"; a picture of a train for "public transport directions"; a person for "walking directions"; a person riding a bike for "cycling directions"; a plane for "flight directions." Or, an icon of a shopping bag for shopping center or store; a trolley icon for supermarket, a person lying on a bed icon for accommodation.	0/5
<b>3. User control and freedom</b> 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.	The heuristic is not violated. When searching for a route from A to B by clicking the "directions" button, the users can return to location info by clicking the "X" button on the route page. Users can add another stop for an existing route by clicking the plus icon with the description says "Add destination", and users can remove the destination by clicking the "X" at the end of the location.	0/5
<b>4. Consistency and standards</b> Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.	The heuristic is not violated. Google Maps is very consistency with their UI language. Highways are shaded in yellow, any water bodies are in light blue, grass fields are in green, streets and roads are in white, and buildings are in grey. Parks, zoos, and natural sites are labelled with a green tree icon, and shaded in the color green.	0/5
<b>5. Error prevention</b> Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	The heuristic is violated. When users have small typo in their search phrase, Google Maps does not warn them or give any messages. When the users hit enter, Google Maps automatically corrects the phrase and shows the result without informing the users about the typo.	2/5

Heuristic	Is the heuristic violated? How?	Severity
<b>6. Recognition rather than recall</b> 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 heuristic is not violated. By allowing the users to create a list of their "Favorites," "Want to go," and "Starred places" and label their "Home" and "Work" addresses along with other frequently visited places, the users do not need to recall and type in the locations they visit frequently each time they need to find the directions. If users search something, Google Maps will show a list of autocomplete choices according to the users search phrase. Users can easily choose from the list without having to recall the exact location name from their memory.	0/5
<b>7. Flexibility and efficiency of use</b> 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.	The heuristic is not violated. In the search engine of Google Maps, the "+" function would give out all results with both keywords linked with the "+" sign. The implementation of this shortcut would make the Google Maps search a more flexible and efficient process. For example, users can search "coffee + stockmann", the result will show the coffee shops that are near Stockmann.	0/5
<b>8. Aesthetic and minimalist design</b> 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 heuristic is not violated. Google Maps does a great job giving a short phrase that describes the key features of the place underneath the name of the place.	0/5
<b>9. Help users recognise, diagnose and recover from errors</b> Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.	The heuristic is violated. Google Maps has a tendency to overwrite the address of a searched-for location, and can potentially lead a user astray. In particular, this use case could be potentially devastating if there are multiple, varied locations with similar shorthand names.	2/5
<b>10. Help and documentation</b> 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 heuristic is not violated. Google Maps give good documentation and help. Users can find supports by clicking the hamburger menu and choose "Get help". It will then pop up a list of helping topics and for each topics, there will be common articles.	0/5