

Heuristic Evaluation

Application name: Facebook

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Heuristic	Is the heuristic violated? How?	Severity
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	The system has clearly visible status in the form of notifications, loading indicators and other cues. The user can see the updates in real time.	The app is well aligned with the Heuristic principle.
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 language used in application is well synced with the common words and language used in normal world. Language, terminology, and icons used in the Facebook app are well aligned with the user's expectations. But the excessive use of icon might be little bit challenging to get acquainted for some users at the beginning.	The app is well aligned with the Heuristic principle with some room for improvement.
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.	There are options for editing, undoing, deleting, user can easily navigate the application through buttons, links, and other application components. Emergency exit is possible while using the application in needy situation.	The app is well aligned with the Heuristic principle.
4. Consistency and standards Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.	The application is consistent in terms of layout, terminology used, icons, emojis and behaviour, creating an easy and accessible environment for the users.	The app is well aligned with the Heuristic principle.
5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	The app provides clear error messages, input validation and confirmation dialogs to prevent users from making mistakes. There are also some room for improvement as in the error handling of failed updates and posts.	Fair, the app is well aligned with the Heuristic principle but there are room for improvement.
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.	The application has clear labels, icons, and other necessary cues that helps users recognize what actions are available to them and what happens with each action. The interface is so built that it minimizes the need for users to remember information from one session to the next.	The app is well aligned with the Heuristic principle.

Instructions for use of the system should be visible or easily retrievable whenever appropriate.	At times the amount of information can be overwhelming to some users.	
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.	The app provides users with shortcuts and other tools to help them quickly perform tasks and use the app efficiently.	The app is well aligned with the Heuristic principle.
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 simple, uncluttered design that helps users focus on what is important.	The app is well aligned with the Heuristic principle.
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.	Facebook does not have strong foothold over error recovery. It does have edit options for anything replied as comment or posted as status, but other users would know that, certain comment or post was edited. It can improve in this aspect.	Fair, the app is well aligned with the Heuristic principle but there are room for improvement.
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.	Facebook and robust help centre and with for effort one can get relevant information from the help centre. Some for information, it might take a while.	The app is well aligned with the Heuristic principle.