

Heuristic Evaluation Workbook

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Heuristic Evaluation Workbook

1

Visibility of System Status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

- Does the design clearly communicate its state?
- Is feedback presented quickly after user actions?

Issues

Overwhelming Information

The too much feedback is problematic, it is also overwhelming with the unnecessary detail and alerts

Recommendations

Progressive Information

Information should be presented gradually by only displaying information when needed

2

Match Between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

- Will user be familiar with the terminology used in the design? Do the design's controls follow real-world conventions?

Issues

Failure to use familiar metaphors

Use of unfamiliar metaphors makes the system harder to use, for instance the use of terminologies like cart and Wishlist instead of basket and favorites respectively can confuse users who are not used to those words

Recommendations

User research

Conduct thorough research to understand the language, terms and mental models of the target audience

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User Control and Freedom

● Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

- Does the design allow users to go back a step in the process?
- Are exit links easily discoverable?
- Can users easily cancel an action? Is
- *Undo* and *Redo* supported?

Issues

No Undo/Redo Functionality:

Users cannot easily reverse their actions, leading to frustration and potential data loss.

Recommendations

Implement Undo and Redo:

Provide undo and redo options for reversible actions, allowing users to easily correct mistakes. This can be implemented through keyboard shortcuts, buttons, or context menus.

4

Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

- Does the design follow industry conventions?
- Are visual treatments used consistently throughout the design?

Issues

Inconsistent Navigation Menus:

Main navigation menus and category links change position or style on different pages.

Recommendations

Stable Navigation Menus:

Keep the main navigation menus and category links consistent in style and position on every page. This helps users know where to find them at all times.

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Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

- Does the design prevent slips by using helpful constraints?
- Does the design warn users before they perform risky actions?

Issues

Complex Checkout Process:

The checkout process is overly complex, leading to mistakes in order details, shipping information, or payment methods.

Recommendations

Simplify the Checkout Process:

Streamline the checkout process by minimizing the number of steps and required fields. Use a single-page checkout if possible, and provide a clear summary of the order before final submission.

6

Recognition Rather Than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

- Does the design keep important information visible, so that users do not have to memorize it?
- Does the design offer help in-context?

Issues

Unlabelled Icons:

Icons are used without accompanying labels, making it difficult for users to understand their function.

Lack of Autocomplete:

Search fields do not offer autocomplete suggestions, forcing users to recall and type in exact product names or categories.

Recommendations

Label Icons:

Accompany icons with text labels to ensure users understand their function. This is particularly important for less obvious icons.

Autocomplete and Suggestions:

Implement autocomplete in search fields to provide users with suggestions based on what they start typing.

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Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- Does the design provide accelerators like keyboard shortcuts and touch gestures?
- Is content and functionality personalized or customized for individual users?

Issues

Lack of Shortcuts for Frequent Users:

The website does not offer shortcuts or accelerators for frequent tasks, causing experienced users to follow the same lengthy process each time.

Recommendations

Implement Shortcuts and Accelerators:

Provide keyboard shortcuts, quick access links, and other accelerators for common tasks such as adding items to the cart, accessing the account, or checking order status.

8

Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

- Is the visual design and content focused on the essentials?
- Have all distracting, unnecessary elements been removed?

Issues

Distracting Elements:

Non-essential elements such as ads, pop-ups, or overly decorative graphics distract users from their primary tasks.

Recommendations

Limit Distractions:

Minimize or eliminate non-essential elements that can distract users. Avoid using too many ads, pop-ups, or unnecessary animations.

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Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

- Does the design use traditional error message visuals, like bold, red text?
- Does the design offer a solution that solves the error immediately?

Issues

No Undo Option:

Users accidentally remove items from their cart or apply incorrect filters without the ability to undo their actions.

Recommendations

Undo or Cancel Options:

Allow users to undo or cancel actions that may lead to errors, such as removing items from the cart or deleting saved preferences.

10 Help and

Documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

- Is help documentation easy to search?
- Is help provided in context right at the moment when the user requires it?

Issues

Lack of Search Functionality:

Users cannot easily search for specific help topics or questions, making it difficult to find relevant information quickly

Recommendations

Searchable Help Centre:

Implement a robust search functionality in the help centre, allowing users to quickly find answers to specific questions by typing in keywords or phrases.