
COMP 3008 A1

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<https://www.escapemanor.com/>

Wednesday September 30th, 2020

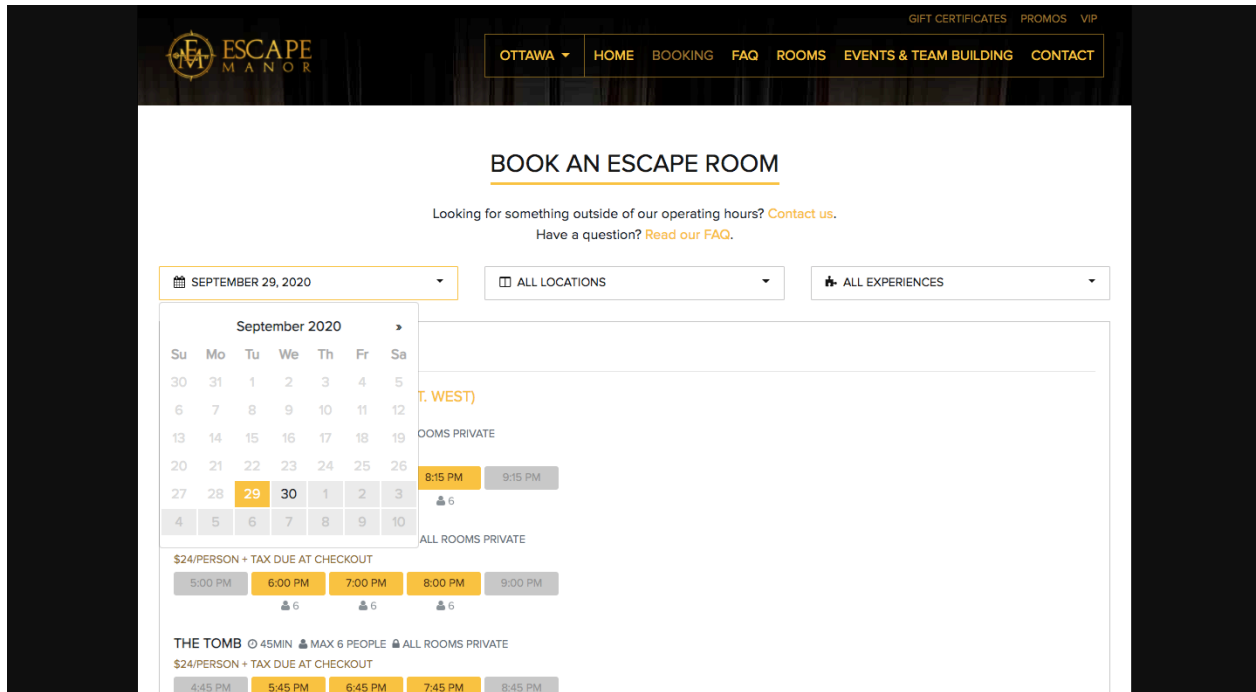
Part 1: Design Concepts

Affordance:



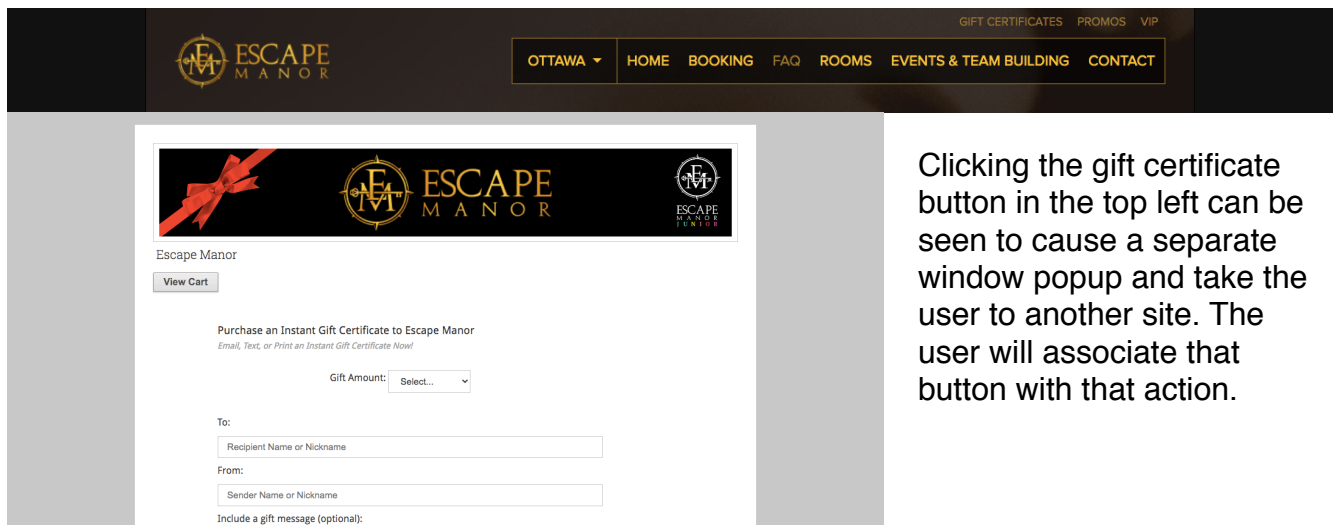
Presented in the middle of the screen, the three buttons use familiar idioms (different coloured outlines) to convey that they are a button. In addition, the text on the buttons also hint at the fact that these are in fact buttons that should be clicked.

Constraint:



When selecting a date to book their outing, users are restricted to using a calendar drop down instead of manually entering a date. This will stop users from inputting incorrect data (such as booking a date in the past or entering a date in the wrong format).

Causality:



Clicking the gift certificate button in the top left can be seen to cause a separate window popup and take the user to another site. The user will associate that button with that action.

Part 2: Heuristic Evaluation

a) Context:

Who are the likely target users?

- The likely target users are novice users as it would make sense for the company to design their platform so that anybody can come and book an appointment to use their service (one of the escape rooms). As well as the fact that the average user has never been to an escape room nor have they used the site before.

What can these users be expected to know?

- The users can be expected to know nothing about how to navigate the site or the companies business as the goal is to attract and entice customers to use their service.

What context are they using this in?

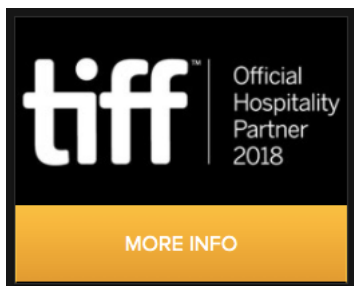
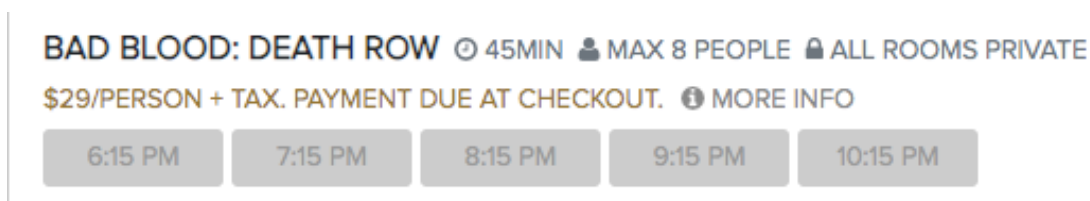
- They are likely using this in a low stress environment on either the desktop or mobile platform. Could be navigating this site on by their own, or quite possibly in collaboration with other people in order to plan their outing to the escape room together.

What tasks are they most likely interested in?

- The tasks users would be most likely interested in are finding out more information about the service, the different locations, how and when to book, and the price.
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b) Evaluation:

Consistency and Standards:



At first glance, a user may not even notice the **more info** button, or that it is an actual clickable button. This violates the heuristic as it does not follow the same styling conventions as other buttons on the site (usually in this yellowish orange colour shown here and a few other bright colour variations but only grey in this one instance)

Severity: 1 (Cosmetic Problem)

Help Users Recognize, Diagnose, and Recover from Errors:

The screenshot shows the 'COMPLETE YOUR BOOKING' section of the Escape Manor website. At the top, there's a navigation bar with 'OTTAWA' selected, and links for HOME, BOOKING, FAQ, ROOMS, EVENTS & TEAM BUILDING, and CONTACT. The main content area is a booking form. On the left, there's a light blue box with the message: 'This room has occult religious-themed content.' Below this, there are input fields for 'Number of people', 'English' (language), 'First name', 'Last name', 'Phone number', and 'Email'. A pink error box states: 'Please fill out the entire form before booking.' A yellow button labeled 'CONTINUE TO PAYMENT' is at the bottom of the form, with a link 'BACK TO CALENDAR' below it. On the right, there's a summary for '0x Cabin 13' on 'October 1st 6:30 PM' for '\$0.00'. Below this is a 'Promo code' field with an 'APPLY' button. A note says: 'To redeem a gift card or birthday admission, please send us an email and we'll be happy to assist you with your reservation.' A price breakdown shows 'Subtotal \$0.00', 'Tax \$0.00', and 'Total \$0.00'. The footer includes the Escape Manor logo, a 'GET IN TOUCH' button, and social media links under 'FOLLOW US'.

This is proper application of the heuristic as the error message is explained in plain language and suggests a solution to the user on how to continue with the booking process.

Recognition rather than recall:

WEDNESDAY SEPTEMBER 30TH

DOWNTOWN (201 QUEEN STREET – 4TH FLOOR)

BEAU'S BREWERY ⌚ 45MIN 👤 MAX 4 PEOPLE 🚫 ALL ROOMS PRIVATE
\$24/PERSON + TAX DUE AT CHECKOUT

3:15 PM	4:15 PM	5:15 PM	6:15 PM	7:15 PM	8:15 PM	9:15 PM
👤 4	👤 4	👤 4	👤 4	👤 4	👤 4	👤 4

CABIN 13 ⌚ 45MIN 👤 MAX 6 PEOPLE 🚫 ALL ROOMS PRIVATE
\$24/PERSON + TAX DUE AT CHECKOUT

3:30 PM	4:30 PM	5:30 PM	6:30 PM	7:30 PM	8:30 PM
👤 6	👤 6	👤 6	👤 6	👤 6	👤 6

THE ASYLUM ⌚ 45MIN 👤 MAX 6 PEOPLE 🚫 ALL ROOMS PRIVATE
\$24/PERSON + TAX DUE AT CHECKOUT

3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM
👤 6	👤 6	👤 6	👤 6	👤 6	👤 6	👤 6

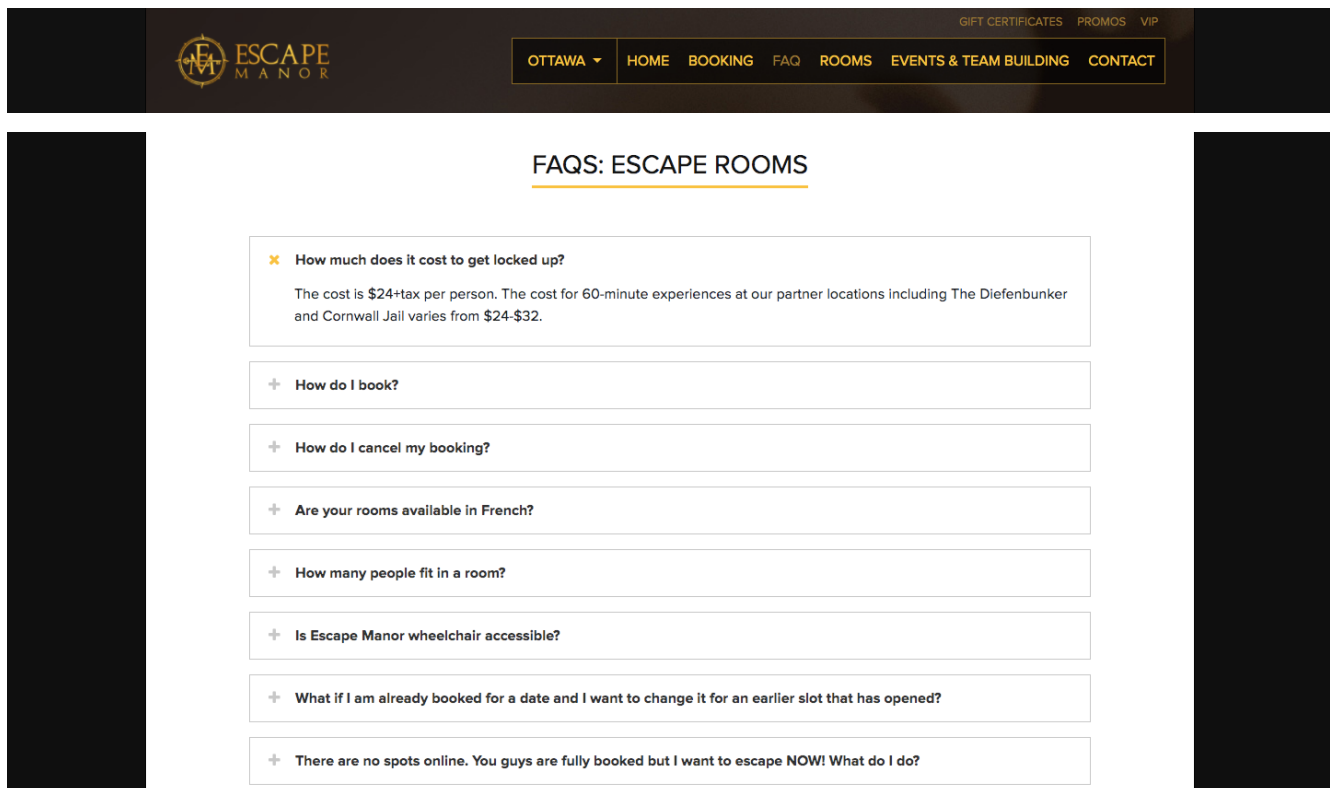
THE DARKNESS ⌚ 45MIN 👤 MAX 6 PEOPLE 🚫 ALL ROOMS PRIVATE
\$24/PERSON + TAX DUE AT CHECKOUT

3:45 PM	4:45 PM	5:45 PM	6:45 PM	7:45 PM	8:45 PM
👤 6	👤 6	👤 6	👤 6	👤 6	👤 6

When booking a time for your escape room, only the names are given of each room and not a picture or small description. Due to this, users will have to remember the correct room name they would like to book from a previous part of the site.

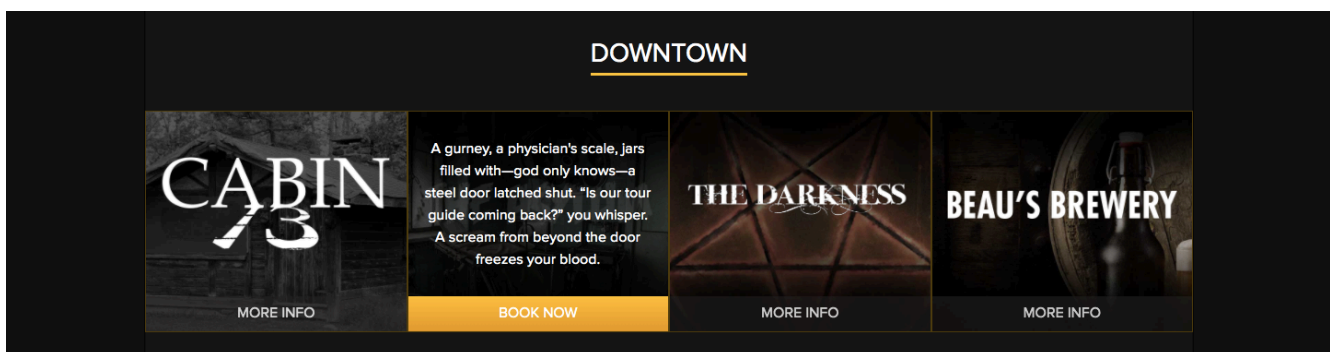
Severity: 2 (Minor usability problem)

Help and Documentation:



The platform provides an easy to use frequently asked questions section where the user can find answers to common questions they may have about how to navigate and use the site, as well as the business and escape rooms in general.

Aesthetic and Minimalist Design:



When hovering over the escape room names, more information appears about the room and what it entails. This ensures that there is not an abundance of text on the screen at all times overwhelming the user about all the different escape rooms.

User Control and Freedom:

COMPLETE YOUR BOOKING

Number of people English

First name Last name

Phone number Email

CONTINUE TO PAYMENT

BACK TO CALENDAR

Ox The Tomb
October 1st 5:45 PM \$0.00

Promo code APPLY

To redeem a gift card or birthday admission, please send us an email and we'll be happy to assist you with your reservation.

Subtotal \$0.00
Tax \$0.00
Total \$0.00

Ox The Tomb
October 1st 5:45 PM \$0.00

ADD

If users make it to the checkout section of the site, they may have selected the wrong time or location. Because of this there is a clearly marked emergency exit to leave the unwanted state.

Error Prevention:

COMPLETE YOUR BOOKING

Warning: Story portrays violence.

3 people (Private) English

John Smith

dsjfbksjdfbs johnsmith@gmail.com

Your phone number doesn't appear to be valid.

CONTINUE TO PAYMENT

BACK TO CALENDAR

The system provides good error prevention by not allowing the user to input data that is not in the correct format. This is true for multiple fields on the site, and in many areas where information needs to be entered.

Match Between System and the Real World:

COMPLETE YOUR PAYMENT

Name on card

Card number

MM YY CCV

COMPLETE BOOKING

CANCEL PAYMENT

Security is important to us. We transmit your information securely and will never save your credit card details.

2x Cabin 13 October 1st 7:30 PM	\$48.00
Subtotal	\$48.00
Tax	\$6.24
Total	\$54.24

omb \$0.00

When prompted to complete their payment and enter credit card information, users are presented with the same option (the x) to exit the task. This x does not take the user back to the original booking page like one would expect when clicking this icon but instead back to the previous page. This is a violation as it does not use concepts and conventions that the user would be familiar with.

Severity: 2 (Minor Usability Problem)

Visibility of System Status:

BOOK AN ESCAPE ROOM

Looking for something outside of our operating hours? [Contact us.](#)
Have a question? [Read our FAQ.](#)

SEPTEMBER 30, 2020 ALL LOCATIONS ALL EXPERIENCES

ESCAPE MANOR GET IN TOUCH FOLLOW US

The site does not have many areas where it would need to keep the user informed about what is going on as most actions are instant. But while booking an escape room there is a slight delay before the times available are shown and the site makes sure to give feedback to the user so they are aware the content is coming.

Match Between System and the Real World:

WHERE ARE YOU STARTING YOUR ADVENTURE?



DOWNTOWN
383 KING ST W
TORONTO, M5V 1K1



DOWNTOWN
103 KING ST E
HAMILTON, L8N 1A9



DOWNTOWN
11 WATER ST
CORNWALL, ON, K6J 1A1



DOWNTOWN
201 QUEEN ST – 4TH FLOOR
OTTAWA, ON, K1P 5C9

On the very first page the user see's, they are presented with what appear to be photos of different places they have escape room location. These later turn out to be buttons that u need to click in order to gain access to the rest of the site. This violates the heuristic as it will be an unnatural concept to the user, they must learn to use these buttons.

Severity: 3 (Major usability problem)

Part 3: Redesign:

Redesign #1: Match Between System and the Real World (Flat buttons)

Issue: Photo's that are actually buttons are not intuitive and require the user to learn the functionality to gain access to the rest of the site.

Solution: To solve this major usability problem I would alter the buttons so that they had a border around them to indicate that they are intact a button and not just used to help users identify each location. In addition to this I would add a message before the buttons specifying the users should click on the location they may want to visit.

Redesign #2: Consistency and Standards (Conflicting styled buttons)

Issue: More info button is barely noticeable and hard to see and also conflicts with the styling of the other buttons on the site, including more info buttons in other places.

Solution: To solve this cosmetic issue I would change the colour of the more info text / button to match the rest of the site and the other more info buttons.