

Saída de Emergência

IHC - Assignment 1

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Overview of Saída de Emergência

- saidadeemergencia.com is an online platform offering a vast selection of books across various genres, from fiction and non-fiction to children's literature, additionally you can also find insights and evaluations to guide readers to their next book.
- This website aims to cater to book lovers of all ages and interests, by providing a convenient way to discover, purchase, and enjoy their favorite reads.



Methods Used in Evaluation

To evaluate Saída de Emergência we are using Nielsen's Usability Heuristics for interactive systems:

- Visibility of System Status
- User Control and Freedom
- Consistency and Standards
- Error Prevention
- Flexibility and Efficiency of Use
- Aesthetic and Minimalist Design
- Help and Documentation

Severity Scale

0	Not a Usability Issue
1	Cosmetic Issue
2	Minor Usability Issue
3	Moderate Usability Issue
4	Severe Usability Issue

Heuristic Evaluation

Issue: The user needs to click a button in order to update the price of the cart.

Heuristic: Visibility of the system status
Severity: 3

Why?

Users should be given immediate feedback to help them make informed decisions about their purchases without the need to manually trigger a recalculation.

The screenshot shows the 'SAÍDA DE EMERGÊNCIA' website, which has the tagline 'livros para fugir da rotina'. The top navigation bar includes links for LOGIN, REGISTO, and CESTO DE COMPRAS (1 ITENS). A search bar is located next to the cart link. Below the navigation bar, a progress bar shows the current step as 'Cesto de compras' (Shopping Cart), followed by 'Identificação', 'Morada', 'Pagamentos', 'Expedição', and 'Confirmação'. The main content area displays the shopping cart with a table of items. A red arrow points to the 'Recalcular Cesto' button, which is used to update the cart total. The button is labeled 'Recalcular Cesto' and has a circular arrow icon. The cart total is shown as 17,13 €.

ARTIGOS A ENCOMENDAR	QUANTIDADE	PREÇO UNIT. (com IVA)	PREÇO
A Muralha de Gelo	1 Eliminar	19,03 €	17,13 €

Sub-total: 17,13 €

Se efectuou alteração de quantidades deverá [Recalcular Cesto](#)

Se efectuou alteração de quantidades deverá [Recalcular Cesto](#)

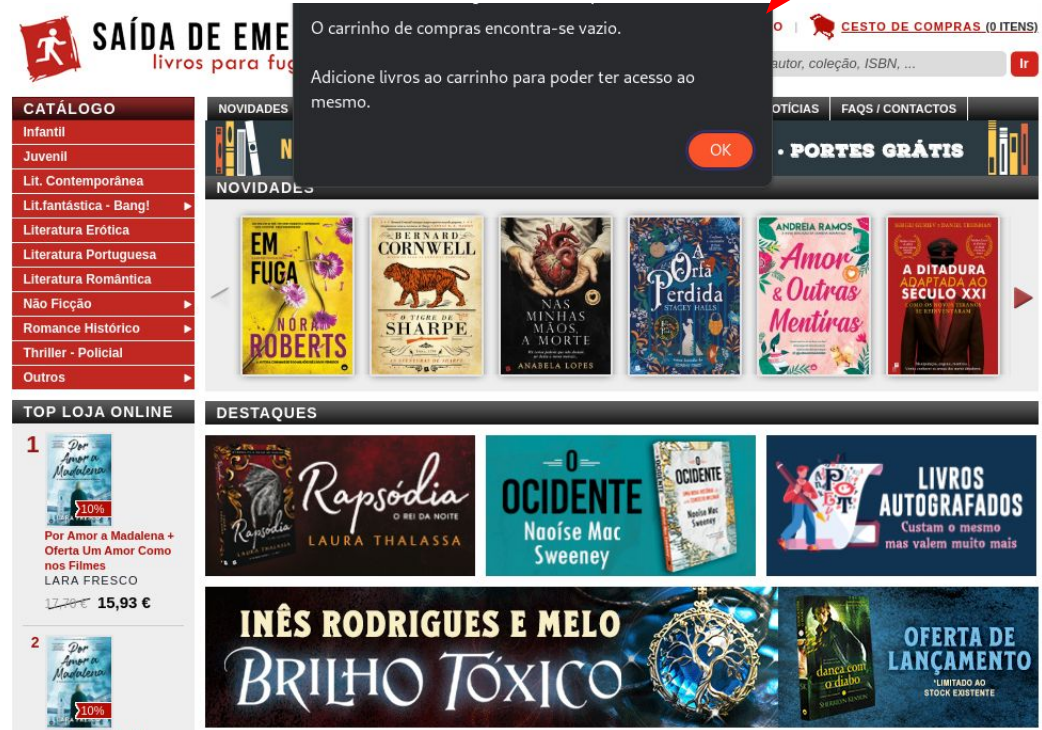
Heuristic Evaluation

Issue: Pop-up alert blocks all site interaction.

Heuristic: Flexibility and Efficiency of Use
Severity: 2

Why ?

Pop-ups that block all site interaction interrupt the natural flow of browsing, making it difficult for users to navigate the website or access the content they're interested in.



Heuristic Evaluation

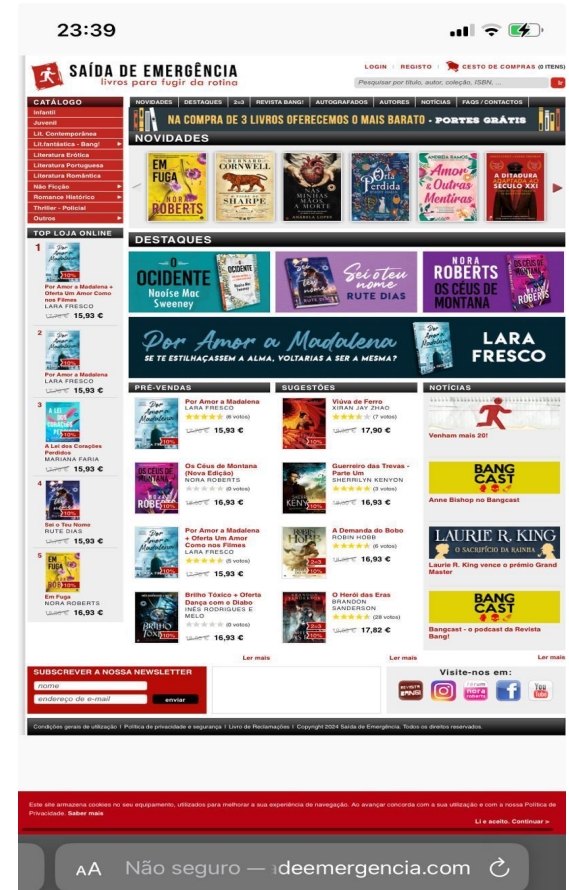
Issue: Responsiveness on mobile devices fails

Heuristic: Visibility of System Status

Severity: 4

Why?

The fact that the site is not responsive makes it difficult to read any type of relevant information such as book titles, prices or even what is written on the buttons. This is a problem, as any user who tries to access the site using their smartphone will have difficulty using it.



Heuristic Evaluation

Issue: In some book's info page, when you click in the book cover to zoom in on the cover, it pops up an image of the book cover with the exact same size.

Heuristic: Match Between System and the Real World

Severity: 2

Why?

When you click on a magnifier with a ⊕ on it, it should give the user an amplified image of the book cover.



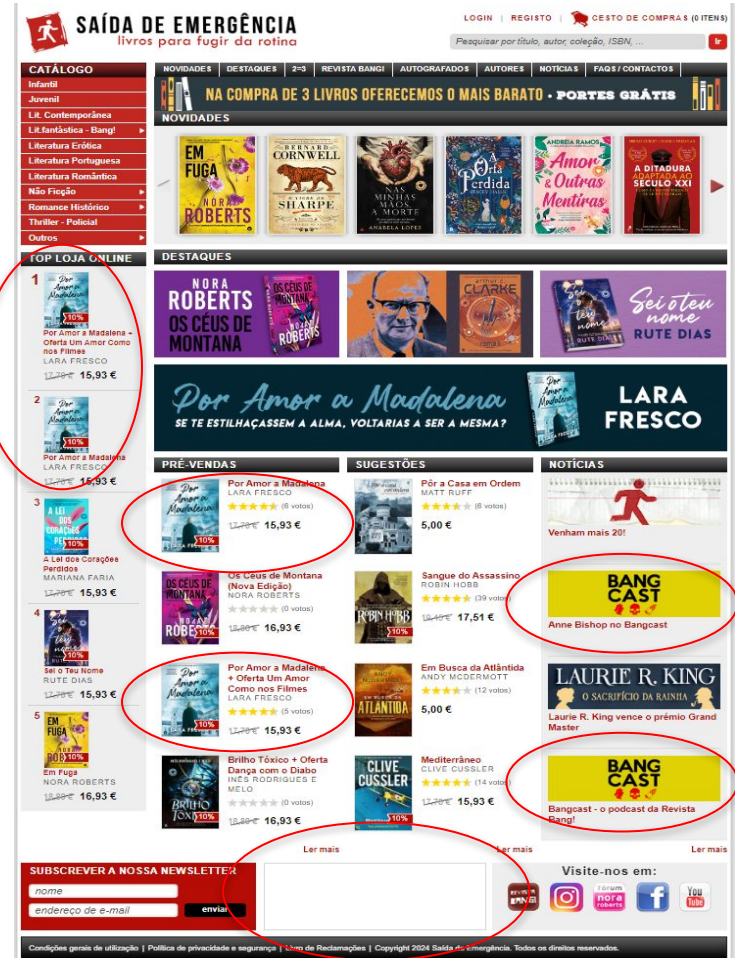
Heuristic Evaluation

Issue: Overall first impressions of the website. Way too much information is presented to the user, some of which is repeated.

Heuristic: Aesthetic and Minimalist Design
Severity: 1

Why?

It's uncomfortable to look at the main page due to all the colors and distracting and repetition of the elements. There is not a focus on any essential element, which can cause confusion, so the user doesn't know where to look. "If you try to sell them everything at once, you end up selling them nothing".



Heuristic Evaluation

Issue: Search bar malfunction

Heuristic: Consistency and Standards

Severity: 2

Why?

When double-clicking on the search bar, it allows us to write what we want to search for, but does not delete the placeholder. This problem leads to a complete change in the desired search, thus harming the user.

The screenshot shows the homepage of the website "SAÍDA DE EMERGÊNCIA" with the tagline "livros para fugir da rotina". The top navigation bar includes links for "ÁREA DE CLIENTE (GABRIEL)", "SAIR", and "CESTO DE COMPRAS (2 ITENS)". A search bar contains the placeholder text "Pesquisar por título, autor, coleção, ISBN, ..." and a red "Ir" button. Below the navigation bar, a menu highlights "CATÁLOGO". The main content area displays a search result for the query "Pesquisar por título, autor, coleção, ISBN, ...extra info". The result message states: "Não foi encontrado nenhum resultado na pesquisa efectuada por 'Pesquisar por título, autor, coleção, ISBN, ...ext'." It advises the user to verify the data and provides instructions on how to use the search bar. At the bottom, there is a newsletter subscription form and social media links for Instagram, Facebook, and YouTube.

SAÍDA DE EMERGÊNCIA
livros para fugir da rotina

ÁREA DE CLIENTE (GABRIEL) | SAIR | CESTO DE COMPRAS (2 ITENS)

Pesquisar por título, autor, coleção, ISBN, ... Ir

CATÁLOGO ▼ NOVIDADES DESTAQUES 2=3 REVISTA BANG! AUTOGRAFADOS AUTORES NOTÍCIAS FAQS / CONTACTOS

Pesquisa por: "Pesquisar por título, autor, coleção, ISBN, ...extra info"

Não foi encontrado nenhum resultado na pesquisa efectuada por "Pesquisar por título, autor, coleção, ISBN, ...ext".

Verifique se os dados que introduziu estão correctos e tente novamente.

Não necessita escrever o nome exacto do livro, chancela, autor, série ou coleção.

Pode efectuar a pesquisa utilizando apenas uma palavra-chave referente a qualquer um destes dados. O nosso sistema tentará depois orientá-lo.

Se não encontrar o que procura, contacte o nosso [Serviço de Apoio ao Cliente](#).

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Summary of Heuristic Evaluation

- Requiring users to click a recalculation button every time they want to view the total price of their cart seems outdated and impractical given the advanced systems available today.
- On mobile devices, navigability poses a significant challenge due to numerous buttons that often malfunction.
- Incorporating a 'Back' button within the checkout process is essential for enhancing user experience and error correction. It provides customers with the flexibility to review and revise their selections before finalizing their purchase.

	Gabriel	Bernardo	Paulo	Median
Recalculate cart price	3	2	3	2
Repeated buttons on shopping cart	1	1	1	1
Responsiveness on mobile devices fails	4	2	4	2
Alerts block site interaction	2	—	2	2
Can't go backwards during checkout process	3	2	3	2
Magnifier doesn't do what is expected	—	2	—	2
Main Page presentation	1	1	—	1
Search bar malfunction	2	3	—	2

Cognitive Walkthrough

Task: Add book to cart

User: Any reader

Actions needed:

- Search for the desired book and select it.
- Add the book to the cart.

Questions?

- Will the user know what to do at this step?
- If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal?

The image displays two screenshots of the 'SAÍDA DE EMERGÊNCIA' website, which is a platform for books and movies. The top screenshot shows the homepage with a navigation bar, a search bar, and a list of books. A red arrow points to the 'CATÁLOGO' link in the navigation bar. Another red arrow points to the search bar. The bottom screenshot shows the product page for the book 'Por Amor a Madalena' by Lara Fresco. A red arrow points to the 'Adicionar ao Cesto' (Add to Cart) button. A third red arrow points to a success message 'Produto adicionado com sucesso' (Product added successfully) that appears after the button is clicked. The page also displays the book's price, a 10% discount, and a list of related books.

Cognitive Walkthrough

Task: Buy a book

User: Any reader

Actions needed:

- Go to the shopping cart.
- Fill every form from the progress bar.

Questions?

- Will the user know what to do at this step?
- If the user does the right thing, will they know that they did the right thing, and are making progress towards their goal?

SAÍDA DE EMERGÊNCIA
livros para fugir da rotina

LOGIN | REGISTO | CESTO DE COMPRAS (1 ITENS)

Pesquisar por título, autor, coleção, ISBN, ...

CATÁLOGO ▾ NOVIDADES DESTAQUES 2=3 REVISTA BANG! AUTOGRAFADOS AUTORES NOTÍCIAS FAQS / CONTACTOS

Cesto de compras > Identificação > **Morada** > Pagamentos > Expedição > Confirmação

Deseja receber a Fatura com o Número de Contribuinte?
☒ Não ☐ Sim

Definir morada de Recepção

Nome:

País:

Morada:

Cod. Postal: -

Localidade:

Telefone:

N. Contribuinte:

Submeter Dados



Recommendations for Improvement

- Remove unnecessary elements on shopping cart
- Make alerts into a non-blocking animation
- Calculate shopping cart total automatically
- Add a way to go backwards on the checkout process
- Work on a responsive website for mobile devices
- Redesign of the website's main page
- Turn search bar help into an actual placeholder



Overall appreciation

01	Usability	Despite the flaws presented during the presentation, the site, fulfills its main purpose
02	Relevance	Book website serves as a central hub for book enthusiasts, offering a centralized platform to explore, discover, and engage with an extensive array of literary works
03	Improvements	Based on this evaluation, the issues are straightforward to address, which, once resolved, will significantly enhance the overall user experience



Thanks!

Any questions ?