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| **Rule of Thumb** | **Is this rule being applied? How so?** | **Is this rule violated? How so?** | **How can this rule further improve usability, utility, and desirability?** |
| 1. Visibility of system status | - Time remaining in tour is displayed on the bottom of the screen.  - Tickets page highlights the tickets chosen and displays the total on screen.  - Top navigation bar indicates the user of the page they are currently in.  - Live map highlights the user’s visited location. | - Audio description does not display the title of the track the user is listening to. | - User should know as much details as possible so they can use the product effectively. |
| 2. Match between system and the real world | - Icons matches the user’s expectations (Back button goes back, and “?” button provides help). | - The icon for “Pay with Google pay” does not match. | - Icon should be the generic icons as to not confuse the users. |
| 3. User control and freedom | - User can go back to the previous page through the back button whenever they want. | - Only has google pay as an option  - “Sharing” panel only provides social media options but no local option like “save to device”. | - Users will not be able to buy a ticket if they did not pay for a ticket.  - User will be able to have more freedom the choice of sharing their photos. |
| 4. Consistency and standards | - Help button is always top right, back button is always top left.  - The color scheme is consistent throughout all the panels. | - The help icon on the home screen looks like a button even though it is not interactable. |  |
| 5. Error prevention |  | - No dialogue box for confirmation when the user clicks “End tour” button | - Confirmation on actions that are not discreet ensures the user is not left wondering. |
| 6. Recognition rather than recall | - Displays related contents for the user during video playback.  - Provides popular social media option on “Social Media Sharing” panel. |  |  |
| 7. Flexibility and efficiency of use | - User can navigate to the three most frequently visited page through the bottom navigation bar. |  |  |
| 8. Aesthetic and minimalist design | - Help screen only shows what is essential, never over explains. | - The highlighted area on the live map makes it look cheap. | - Looking at the map simply looks odd and is not pleasant to look at. |
| 9. Help users recognize, diagnose, and recover from errors |  | - Does not display any error message. | - Error messages help users with issues they may come up with. |
| 10. Help and documentation | - Multiple help icons are on the top right of the app, and they provide helpful guides for the users. | - No guide on how to interact with the 3D model.  - No guide on how to end the timed tour. | - Users should be helped when dealing with out of the ordinary tasks. |