

Site Heuristic Evaluation

Assignment 3

GIT 542 Usability

Douglas Swanson

www.spacefoundation.org

Evaluation of The Space Foundation Site

For this heuristic evaluation of the space foundation website, Nielsen's 10 points of usability. These 10 points are as follows:

1. Visibility of system status.
2. Matching the system to the real world.
3. User control and freedom.
4. Consistency and standards.
5. Error prevention.
6. Recognition instead of recall.
7. Flexibility and efficiency of use.
8. Aesthetic and minimalist design.
9. Assist users in recognizing, diagnosing, and recovering from errors.
10. Help and documentation.

The site in question will receive a rating for each of these 10 points. The rating system for this evaluation is based upon a system was developed by Rolf Molich and Robin Jeffries (Sauro, PHD) and is heavily based on the amount of time it takes to complete a task. Their system uses 3 tiers, seen in the table below, which, in my opinion, greatly increases the speed and accuracy of the evaluation because there is less time spent evaluating an issue that is more than just annoying but not completely catastrophic.

Rating	Description
None (0)	The site accurately achieves its goal in a timely manner and the user can complete the process in question without any distraction.
Minor (1)	A minor inconvenience that delays that briefly delays the user in their task or briefly takes the user from current process.
Serious (2)	An inconvenience that significantly delays the user, but the task remains completable or it completely sidetracks the user from the current process.
Catastrophic (3)	The user cannot complete the task or process at all.

Visibility of System Status

The site has a few place where system status is used, the first being the Donation page (<https://www.spacefoundation.org/donate/together/>). While filling out the form in used to make a donation the form updates when a selection is made and has tool tips appear when some of the options are hovered over to indicate additional information about the option.

Choose Amount

How much would you like to donate? As a contributor to Space Foundation we make sure your donation goes directly to supporting our cause. Thank you for your generosity!

\$ 50

\$ 10 \$ 50 \$ 100

\$ 250 \$ 1,300 Custom Amount

☐ Make this donation monthly

Please tell us what inspired your gift today. ⓘ

Continue >

Choose Amount

How much would you like to donate? As a contributor to Space Foundation we make sure your donation goes directly to supporting our cause. Thank you for your generosity!

\$ 1,300

\$ 10 \$ 50 \$ 100

\$ 250 \$ 1,300 Custom Amount

☐ Make this donation monthly

Please tell us what inspired your gift today. ⓘ

I am making a donation

Continue >

Another is on the bottom of the certification page (<https://www.spacefoundation.org/get-certified/>) where it is asking for contact information from the user that will be used to start a person-to-person conversation at a later time. This form will update the user as they are filling out the form when an error has been made which is telling them the status of the form as they use it.

Questions about the Space Certification Program?

Fill out the form below and a representative will contact you shortly

First name*

Last name*

Email*

Phone number*

Job Title*

Company name*

Message

protected by reCAPTCHA

Submit

Questions about the Space Certification Program?

Fill out the form below and a representative will contact you shortly

First name*

Last name*

Email*

Phone number*

Job Title*

Company name*

Message

protected by reCAPTCHA

Submit

The space foundation site receives a score of 1 or minor for this heuristic because the forms used on most of the pages update as the user types of information into them except for the third page of the donate form that asks for the user's payment data. That form only validates the information within the form once the information has been submitted.

Matching the System to the Real World

While navigating through the massive amounts of information presented by the space foundation site you notice that the pages represent reading an article in any other form of media. The forms take on the same form as filling out a similar form on a piece of paper.

Questions about the Space Certification Program?

Fill out the form below and a representative will contact you shortly

First name*

Last name*

Email*

Phone number*

Job Title*

Company name*

Message

powered by reCAPTCHA

Submit

Venue Rentals

Planning an EVENT or MEETING?

We have the space you're looking for!

Newly Expanded!

The Space Foundation in Colorado Springs offers inspiring and entertaining venue rental spaces that can accommodate events of all sizes—from small meetings to gatherings and parties of up to 400 guests. Our meeting rooms and party spaces feature unique, space-themed environments and are suitable to host corporate meetings and events, seminars, wedding receptions, military promotion celebrations, retirement parties, birthday parties, dances, bar mitzvahs, and more.

We offer the exciting, memorable venue you seek!

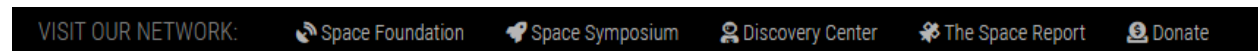
In addition to enjoying our distinctive rental spaces, when you put on an event at The Space Foundation, you'll be contributing to our mission to inspire, educate, connect, and advocate for the global space community.

"So, my husband and I were the first ever couple to have our wedding reception here, and I gotta say, it was awesome. We're both kinda nerds anyway, so this venue seemed perfect for us. Their price was super reasonable, the staff were all really nice and excited with us, and the event planner we worked with was a HUGE help. We held it in the Area 51 room, which has an almost full kitchen, with plenty of space. They rearranged the whole room for us, and it really did look pretty. I was so happy that day, and not a single thing went wrong."

The space foundation site receives a score of 0 or none for this category.

User Control and Freedom

User control and freedom mean that the user should be able to navigate around the site without ever having to hit the back arrow or reloading a page. The space foundation site does a good job of this when you navigate to one of the event sites linked in the upper navigation bar by having a common navigation bar across the sites, as seen below. This common bar makes it amazingly easy to return to the site that you were redirected from.



Unfortunately, it does have an issue when reading the State of Space page because it interrupts the user from reading the page or navigating around the site by locking the user's view with a form asking them to sign up to view the web conference. There wasn't a way to get the form to disappear and regain control versus backing out of the page using the back button.

Sign up to view The State of Space Event

Email*

☐ I agree to receive other communications from Space Foundation.*

Submit

The State of Space

Space Foundation's annual event is a robust discussion on the current status of the space community and economy, and share five distinct perspectives about the actions, investments and possibilities that will shape the future of commerce, security and daily life here on Earth, and beyond.

On February 9, 2021, Tom Zelabor, Chief Executive Officer of the Space Foundation—the world's premiere organization dedicated to inspiring, educating, connecting

Due to this last issue the Space Foundation site receives a 2 or Serious rating because it prevented the user from finishing their task without reloading the page to view the rest of the information.

Consistency and Standards

The pages that make up the space foundation site are consistent in their form, fonts, and format (as can be seen in the images in the aesthetic section below). This site uses the modern website standards to create and display information to the user. This can be seen in the location and function of the space foundation logo in the upper lefthand corner of every page. There are also the standard pages used in the site such as a contact page, a search feature, and an about us section to name a few. The site receives a score of 0 or none in this regard.

Error Prevention

All of the forms used within this site have error protection built into them. The protection is validating the user input to make sure that it is the correct type of data required by the specific field of the form.

Questions about the Space Certification Program?

Fill out the form below and a representative will contact you shortly.

First name*
Douglas

Last name*
Swanson

Email*
Hello
Email must be formatted correctly

Phone number*
Please complete this required field

Job Title*

Company name*

Message

powered by reCAPTCHA

Submit

Add Your Information

Who's giving today?
We'll never share this information with anyone.

☒ Douglas ☐ Swanson

Please enter a valid email address

Card Number CVC

Cardholder Name MM / YY

Address line 1

Address line 2

City

State Zip / Postal Code

Donate Now

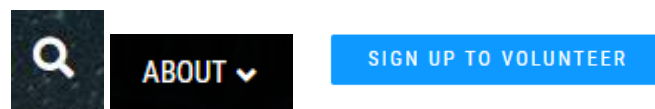
Sorry! That page doesn't seem to exist.

Search

This heuristic is scored with a value of 0 or none, due to all the forms having the error prevention built into them and the site uses a 404 (and quite possibly other error) pages.

Recognition Instead of Recall

As a user navigates around the site they will stumble upon a few controls that use recognition to inform them of their function. The spyglass icon indicates search the site for something. Each of the categories in the navigation bar have an arrow indicating that clicking here will bring up subcategories in an expanding menu. The buttons use a contrasting color and a phrase that will indicate the consequence of selecting the button in question.

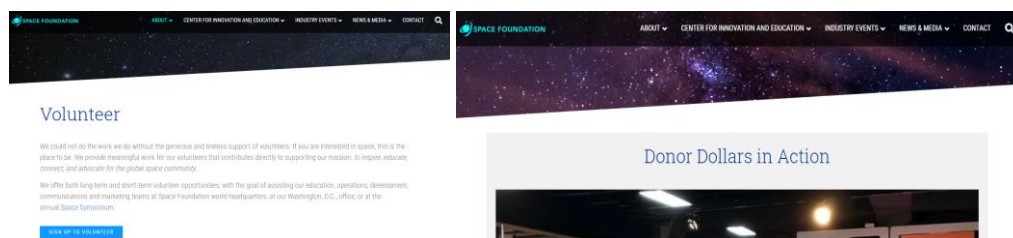


Due to these recognition elements the site receives a score of 0 or none.

Flexibility and Efficiency of Use

Aesthetic and Minimalist Design

One thing that the space foundation site has going for it is it's Aesthetic design that is carried across all of the pages on the site but also through all of the event sites linked to within this site. Now, the site cannot be called minimalist due to the sheer amount of information it is trying to convey to it's users. Each and every page on this site is just loaded with related data, and I do believe that the developers did thin down this information. This is still overwhelming but it is well organized and it does allow the user to digest the information in smaller chunks.



The site has received a score of 1 or minor for this heuristic.

Assist the Users in Recognizing, Diagnosing, and Recovering from Errors

The forms used across the site give information to the user upon the errors that occurred within the form. These allow the user to recognize the error (highlight in red), diagnose (error text underneath), and recover by entering the correct information. On the other hand the 404 page just says something

has gone wrong without providing additional information on what the error was or allowing the user to easily navigate back to a landing point within the site. This error page has given this heuristic a score of 1 or minor.

Questions about the Space Certification Program?

Fill out the form below and a representative will contact you shortly.

First name*
Douglas

Last name*
Swanson

Email*
Hello
Email must be formatted correctly

Phone number*

Please complete this required field

Job Title*

Company name*

Message

protected by reCAPTCHA
Privacy Terms

Submit

Help and Documentation

The site has a contact us page which allows the users to reach out and contact the site leadership or maintainers. But it is just an informational site so there isn't any documentation or specific help for each page.

Contact Us

Select *

Please select a subject for your inquiry

Name *

First Last

Job Title *

Company *

Phone *

Email *

Message *

How did you hear about us?

Join our mailing list

☐ Policy and Technology
☐ Education Programs
☐ Space Policy and Government
☐ Space Technology and Science
☐ Research and Analysis
☐ Administrative Functions

☐ Outreach Center and Displays
☐ Live Demonstrations
☐ Space Symposium Industry Day
☐ Space Foundation Events
☐ Volunteer Opportunities

☐ I'm not a robot

Locations

Space Foundation Headquarters and Discovery Center
4425 Arrowwood Drive
Colorado Springs, CO 80907
USA
+1 719 576 8000
+1 800 891 4000
Open in Google Maps

Space Foundation Washington, D.C., Office
1700 North Moore Street
Ste. 1100
Arlington, VA 22209
USA
+1 202 678 3380
+1 800 891 4000

Looking for the Discovery Center?

The Space Foundation Discovery Center is the Pike Peak region's first and only dedicated space, science and technology center. It is an interactive, education-focused destination that advances science, technology, engineering, art, and mathematics (STEAM) in the exciting context of space exploration, development and utilization.

GO TO DISCOVERY SPACE, DCS

This site has received a score of 0 or none for this category.

Bibliography

1. Naray, Andrew de, and Space Foundation Editorial Team. "CIE Homepage." *Space Foundation*, 6 May 2020, www.spacefoundation.org/.
2. Sauro, PHD, Jeff. *Rating the Severity of Usability Problems*. 30 July 2013, measuringu.com/rating-severity/.