

Dalton Murray

Human Computer Interaction

INT 3603 - 3452-202320_INT3603_OL

Professor Darren Hood

Sunday, April 23, 2022

Assignment 6

Heuristic Analysis Exercise

Observation 1 –

My first observation relates to Abby Covert's heuristic useful. When exploring the website, I was able to figure out what the company Paradise Water is, and it seems like they are a water bottle packaging and delivery service. I was able to use the site and complete the tasks which I wanted to complete on the website without needing to abandon the website or having much feeling of frustration. I believe this site would be able to serve myself and previous users of it the same way and satisfy each of our needs. The navigation is functional and working with multiple ways of getting to pages. I find the labeling of the navigation to be alright, but I think it could be clearer.

Impact –

I believe based on my experience with this website and my observation of this heuristic the impact of what they have for useful to be beneficial. It seems

like they make the website as easy to use and as simple as possible, although this may negatively impact my views on my next observation.

Observation 2 –

For my second observation I will be looking at Abby Covert's heuristic delightful. Unfortunately for this heuristic they have quite a few problems. To start, I believe their website is meant to be happier and more upbeat, however, I do not see anything which makes it stand out or differentiate it from other websites or competitors. The design seems to be quite outdated to me and does not scale very well on my resolution. When looking at it on another resolution, such as my phone, it is functional, but I would say looks quite bad, especially with some overlapping issues. I would not say that my expectations for the website have been met in terms of quality of looks and feel. They do, however, seem to provide quite a decent amount of information which could be helpful, but I do not feel in terms of looks that they are providing anything unexpected. I also do not feel like they made anything look extraordinary.

Impact –

The impact of this heuristic for the Paradise Water website is detrimental rather than beneficial. As a result of how the website looks, they may lose potential customers.

Observation 3 –

For my third observation I will be focusing on Abby Covert's heuristic accessible. The website can be technically used in all expected channels, such as my desktop with a high

resolution, my phone, as well as other browsers. Unfortunately, though, there are some scaling issues but it is still functional. When using the website on other browsers and mediums it feels like it still conveys the same amount of information and functionality, except for scaling issues. When looking closer at accessibility, it scores a 95 on Google's Lighthouse, and only has 3 issues which relate to contrast. However, they do fall short of meeting a lot of best practices and have 27 issues there, fortunately these issues are mostly in having page content contained by landmarks which wouldn't make it unusable by screen readers or other assistive technologies. I would say that this website does meet the levels of accessibility compliance to those with different abilities.

Impact –

When reflecting on my observation I was surprised to think that the impact of this heuristic is beneficial. They seem to do a good job with making their website mostly accessible, however, there are some issues with different screen sizes which I would like to see fixed. Unfortunately, this issue is quite common.

Observation 4 –

For my fourth observation I will be looking at Abby Covert's heuristic learnable. When looking around the website I would say that I was able to quickly grasp how to use the website and figure out what the company is and where to find information. They seem to make navigation fairly easy which helps with this as well as provide a good amount of information where necessary. I would not necessarily say that the website is memorable, however, I think

the content itself would be easy to remember. I would also say that the website is easy to recount if you were to need to use it again. I would also say that the website behaves consistently.

Impact –

The impact of this heuristic for this website is beneficial. It allows a new user to be able to figure out where everything is on the website easily and quickly.

Observation 5 –

For my fifth and final observation of this website I will be focusing on Abby Covert's heuristic clear. When exploring and using the website I would say that the content is easy to understand and easy to use. I would say that the target user's grade and reading level are being considered in this website. I would also say that the path to task completion is obvious and does not have many distractions. However, I would say that some of the extra content on the right side is a big distract from the main content, such as the special offers on every page and the reviews and some other unnecessary content on every page. I would say that a user would find it easy to describe.

Impact –

The impact of this heuristic on the website is beneficial. As a result of everything being mostly clear people will be able to understand it easier and be able to complete what they need to complete faster.

Usability Research

I believe that this website would benefit from performing competitive analysis, design review, and user testing.

I selected these methods for a few different reasons. To start, I selected competitive analysis because I do not believe that they have performed any sort of competitive analysis in quite a while. I am able to look at other water bottle packaging and related service companies and see that their websites look much better and would argue that because of this I might use them over Paradise Waters. When looking at the design review research I chose this because I think they really need to focus on the design of their website even more. I also picked user testing because I believe if they had a large variety of people to review the website that they would be able to make quite a few changes.

Looking at the benefits of performing competitive analysis, the company would be able to be more competitive as I don't think they currently are. This would let them look at other companies websites and see what they are doing so that they can become more competitive and make more money. For the benefits for design review, I think this would bring in more potential customers if they updated their website. When looking at a companies website I use it to help determine if I would shop there or use their services or not, because it can help me tell me how much they care. When looking at the benefits from user testing I believe they would be able to make a lot of changes to their website which cater to their users better and help them expand to more users which in-turn would help them make more money and be error free.

I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own.

Dalton Murray