

# HEURISTIC EVALUATION

**Manuel Sammer, Lukas Kloiber, Marius  
Laffer, Manuel Moser**

- ▶ Official tourist website of Graz
- ▶ Reference website
- ▶ Tries to provide everything tourists might need when they visit or plan to visit

# GRAZTOURISMUS

Evaluator	Manuel Sammer (MS)	Lukas Kloiber (LK)	Manuel Moser (MM)	Marius Laffer (ML)
Age	23	21	22	24
Gender	male	male	male	male
Device	Huawei P30	OnePlus 7Pro	Motorola Moto g8 power	iPad 8th Generation
OS and Version	Android 10	Oxygen OS 10.0.11 (based on Android 10)	Android 10	iPadOS 14.4.1
Screen Size	6.1"	6.67"	6.4"	10.2"
Screen Resolution	1080x2349	1440x3120	1080x2300	1620x2160
Web Browser	Chrome 89.0.4389.90 m (64-Bit)	Firefox 86.1.1	Brave 1.21.77	Safari 605.1.15
Ad Blocker	none	none	none	none
Internet Connection	WiFi	WiFi	WiFi	WiFi
Download Speed	45 mbps	50 mbps	25 mbps	60 mbps
Browser Resolution	1080x2349	1440x3120	1080x2300	1620x2160
Screen Recording Software	AZ Screen recorder	AZ Screen recorder	AZ Screen Recorder	iOS Screen Recording
Planned Date of Evaluation	2021-04-14	2021-04-12	2021-04-12	2021-04-16

# OUR TEAM AND PLANNED DEVICES

## SETTINGS – MOBILE DEVICES

Evaluator	Manuel Sammer (MS)	Lukas Kloiber (LK)	Manuel Moser (MM)	Marius Laffer (ML)
Age	23	21	22	24
Gender	male	male	male	male
Device	PC	PC	PC	PC
OS and Version	Windows 10 Education EN Build 19041	Windwos 10 Education 20H2 19042.867	Debian 5.10.0-4-amd64	Windows 10 Pro DE v 2004 Build 19041.876
Screen Size	27"	24"	27"	24"
Screen Resolution	1920x1080	1920x1080	2560x1440	1920x1080
Web Browser	Chrome 89.0.4389.90 (64-bit)	Firefox 84.0.1	Brave 1.22.66	Edge 89.0.774.57 (64-bit)
Ad Blocker	AdblockPlus	AdblockPlus	Brave Shield	AdBlock
Internet Connection	Magenta, xdsl	Magenta	Magenta	A1, LTE
Download Speed	45 mbps	50 mbps	250 mbps	60 mbps
Browser Resolution	1920x1080	1920x1080	1920x1080	1920x1080
Screen Recording Software	OBS Studio 26.1.1	Obs Studio 18.0.1	OBS Studio - 26.1.2+dfsg1-1+b2 (linux)	OBS Studio 25.0.8
Planned Date of Evaluation	021-04-15	2021-04-12	2021-04-12	2021-04-15

## OUR TEAM AND PLANNED DEVICES SETTINGS - PERSONAL COMPUTER

- ▶ Please ask questions!
- ▶ This is not an attack on your website but helpful critique
- ▶ Questions and remarks please AFTER each remark or at the end
- ▶ Personal opinion! Your design might be better than our understanding of it.

## FINDINGS

- ▶ Bloated
- ▶ Can't find things
- ▶ Well meant but poorly done
- ▶ Would prefer simpler design
- ▶ “Higher” functions idea good, but often riddled with bugs

## GENERAL „VIBE“ OF YOUR WEBSITE

# BEST POSITIVE

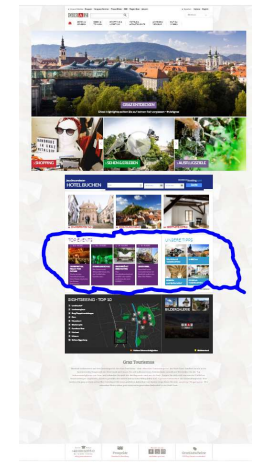
## ► Top Event Slide

- Useful for all usergroups
- Should be moved up maybe
- Instant way to know what festivities there are in Graz

### TOP EVENTS



weitere Events

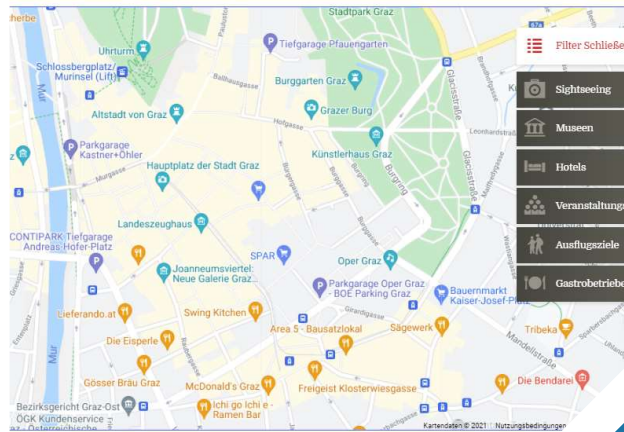
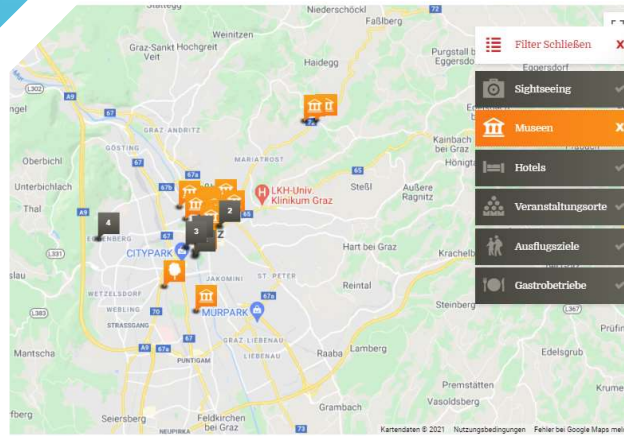


- ▶ Cookie Preference's
  - ▶ No way to change them
  - ▶ Maybe even illegal
  - ▶ Highly recommend to change that

NEGATIVE #1

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.



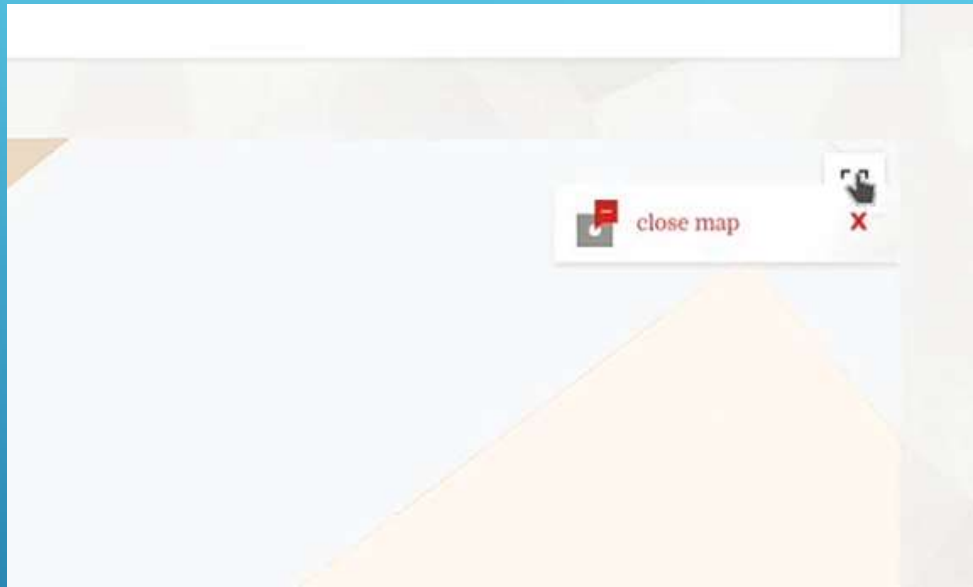


- ▶ Interactive Map Autozoom
- ▶ Autozooms the Map
- ▶ Makes it very hard to use
- ▶ Specific Area

NEGATIVE #2

- ▶ Missing COVID information
  - ▶ No mention of „Lieferservice“ etc
  - ▶ Only one warning on main page
  - ▶ No warning on restaurant page

NEGATIVE #3



- ▶ Overlapping buttons
  - ▶ Full Screen and Closing overlap
  - ▶ Hard to press

NEGATIVE #4

Offener Bereich


Suchen Sie nach  oder nach Kategorien.

Kategorie


**SUCHEN** **FILTER ZURÜCKSETZEN**

Verwendung der Bilder ausschließlich für touristische Zwecke (Presse, Reisebüros, Reiseveranstalter). Der Bildnachweis z.B. „Graz Tourismus – Fotograf“ oder „Region Graz – Fotograf“ muss angegeben werden!


8 Ergebnis(se)



**Frohnleiten**  
© Region Graz - Tom Lamm



**Frohnleiten**  
© Region Graz - Tom Lamm



**Frohnleiten**  
© Region Graz - Tom Lamm

- ▶ Picture Search not working
  - ▶ Wrong results shown
  - ▶ Example:
    - ▶ Search for „Frohnleiten“
    - ▶ Graz pictures are shown

# NEGATIVE #5

- ▶ Interactive Map Leisure Destinations
  - ▶ Wrong Data in Map
  - ▶ Zooms out to Europe
  - ▶ Shows destinations near Czech Republic

NEGATIVE #6

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

- ▶ Bookmark can't be deleted
  - ▶ There is simple no way to remove a bookmark

NEGATIVE #7

- ▶ Interactive City Plan
  - ▶ Has some bugs, but all in all very good.

POSITIVE #2

- ▶ Keyword = Links
  - ▶ Most important information or Destination are links

POSITIVE #3

Seit 1894 überwindet  
die **Schlossbergbahn** bravourös die rund 60% Steigung hinauf zum Schlossbergplateau -  
neuerdings mit modernen Panoramagondeln.



- ▶ Group activities
  - ▶ The site provides special suggestion for group activities

POSITIVE #4

A series of several thin, white, parallel diagonal lines extending from the bottom right towards the top right of the slide.

- ▶ Top Sightseeing attractions

- ▶ Visit the website and scroll down to the top attractions in Graz

POSITIVE #5

# INDIVIDUAL REMARKS

**LUKAS KLOIBER, MANUEL SAMMER,  
MARIUS LAFFER, MANUEL MOSER**

THANK YOU  
FOR YOUR ATTENTION

