**Yale School of Art**

[**https://www.art.yale.edu/**](https://www.art.yale.edu/)

**Heuristics Report by Group 3**

**IT 467- Human Factors in Information Systems**

**Shivani Dhar**

**Jahnavi Chintalacheruvu**

**Aishwarya Kasthala**

**Kelvin Ongaga**

**Eric Agyemang**

**Introduction:**

This report evaluates Yale School of Arts’ website and provides feedback and ideas on how to improve the website to make it visually appealing and functionally working. The website gives information about Yale college of Arts. The home page of the website contains such information as community bulletin board, calendar of events, and newsletters. The website also has Apply to School, News, Publications, and About the School pages. This project is an effort to build the website that is consistent and user friendly. In this milestone, Heuristics evaluation is initially conducted by individual team members and then all members conduct aggregated evaluation as a team.

Individually, team members reviewed the website, followed by a group discussion of the results. The evaluation findings were compiled by the group. Each team member then independently assigned a severity grade to the aggregated result. Finally, the group gathered to discuss the aggregated evaluations and potential remedies.

**Pages to Review:**

1. Home page: <https://www.art.yale.edu/>
2. News page: <https://www.art.yale.edu/news>
3. Publications page: <https://www.art.yale.edu/publications>
4. Apply to school: <https://www.art.yale.edu/apply>
5. About the school: <https://www.art.yale.edu/about>

Below is the evaluation as conducted by individual team members

**Heuristic Evaluation**

* **Heuristics by Shivani Dhar**

| Problem | Violates | Fix | Page Location | Screenshot |
| --- | --- | --- | --- | --- |
| The background image is very repeating and is distracting. | H4 | Having a relevant and a single image as a background, | Home |  |
| The Heading of the page is not well formatted, the highlight is not proper. And all different colors are used. Lack of consistency in the header of the pages. | H8 | Centralize the content of the website have consistency in the text.  Have heading bold, remove the text  highlights. | Home |  |
| Trying to fit all the information in one page. | H7 | The page should be flexible and efficient to use. We can have links for all the information which not relevant and navigate the user to other details page.  Have only relevant information on the home page. | Home |  |
| The Login, sign up link are in the side bar which makes it difficult to locate them on the website. | H4 | We can follow the consistency and standards. Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions | Home |  |
| The background is a graphical image keeps constantly moving and they are multiple in number. | H4 | Having a relevant and a single image as a background, | Apply to School |  |
| The important link is given in the middle of the page. Which make it difficult for user to allocate important information. | H7 | The link for important information’s like pages for admissions, course details, tuition fee etc. can be given on the top of the apply school page and in a correct format. | Apply to School |  |
| The contact details and other information’s related to school are given in bad format. | H7 | The bottom of the page can be arranged, and the font can be more visible. | Apply to School |  |
| The Heading of the page is not well formatted, the highlight is not proper. And all different color is used. Lack of consistency in the header of the pages. | H8 | Centralize the content of the website have a consistency in the formatting. Have heading bold, remove the text highlights. | Apply to School |  |
| The background is a graphical image keeps constantly moving and they are multiple in number. | H4 | Having a relevant and a single image as a background, | Publications |  |
| The Heading of the page is not well formatted, the highlight is not proper. Lack of consistency in the header of the pages. | H8 | Centralize the content of the website have a consistency in the formatting. Have heading bold, remove the text highlights. | Publications |  |
| Trying to fit all the information in one page. | H7 | The page should be flexible and efficient to use. We can have link for all the information which not relevant and navigate the user to other details page.  Have only relevant information on the page. | Publications |  |
| Trying to fit all the information in one page. | H7 | The page should be flexible and efficient to use. We can have links for all the information which not relevant and navigate the user to other details page.  Have only relevant information on the home page. | Publications |  |
| The background image is very repeating and is distracting. | H4 | Having a relevant and a single image as a background, | News |  |
| Mis managed space and allocation of important links and information. | H7 | Alignment of the data with correct information. | News |  |
| The inform is not organized. | H8 | We can have a new page for these details and have these on the bottom of the page in correct format | News |  |

* **Heuristics by Kelvin Ongaga**

| **Problem** | **Violates** | **FIX** | **Page Location** | **Screenshot** |
| --- | --- | --- | --- | --- |
| The page does not have an image of a school | H2 | Have a relevant image, such as an image of the school | About the school |  |
| The page is not minimalistic. Too much unnecessary information | H8 | Remove unnecessary information. Unnecessary information should be put in the “others” classification | About the School |  |
| The page does not have a help section | H10 | Have a search option so that users can navigate through different sections easily | About the School |  |
| The home page contains a lot of unnecessary information that makes it clutters | H8 | Collect all the unnecessary information in one category called “More” so that a user can access them if interested. This will declutter the home page | Home |  |
| Lack of consistency. When you click on page history on the home page you expect to be taken on the page containing the history. Instead, you are prompted to enter log in details. This is against the norm | H4 | User should be prompted with a “Log in to view history message” | Home |  |
| Lack of search button on the home page | H10 | A user should have the option of searching the relevant information they want instead of being left to hover around | Home |  |
| Login page is almost at the bottom left of the page. It’s hard for a new user to see it | H7 | The login button should be placed on the top right | Home |  |
| Too much information cluttered on the page | H8 | Group relevant information together so that a user can navigate easily. Relevant information should be categorized together | News Page |  |
| A user does not have the option to go back to the previous page. Instead, they must use another tab | H3 | There should be an option of clicking back to exit quickly as per a user’s wish | News Page |  |
| The background images and writings create confusion | H4 | Background color should be uniform and not too colorful | News Page |  |
| The page has a lot of information cluttered all over | H8 | Relevant information should be grouped together to make navigation easy | Publication Page |  |
| The page does not have a search button to enable a user search for their publication of choice | H10 | Have a search button to enable users easily look for their relevant content | Publication Page |  |
| On the subscribe here page under publication page, there is no option for academic title | H6 | The page subscription should have options of the academic title for a user to select | Publication Page |  |
| Information is littered all over the page | H8 | Group relevant information together | Apply to the school |  |
| Application link is not at the top of the page. It’s near the bottom | H7 | Put the application link near the top of the page at the right-hand side | Apply to the school |  |
| The address of the school should not be at the top of the page | H4 | Move the address of the page to the bottom page | Apply to the School |  |

* **Heuristics by Jahnavi Chintalacheruvu**

| **Problem** | **Violates** | **Fix** | **Page Location** | **Screenshot** |
| --- | --- | --- | --- | --- |
| The Visitor: Log in is placed at the left side of the page | H4 | Place the login button on top right side of the page | Apply to the School |  |
| The Play/Pause button is useless on the the homepage | H5 | I would completely eliminate the Play/Pause in the homepage | Home |  |
| The page is inconsistent with it aesthetic and design with each information having different background color. (This also applies to all the pages) | H8 | By using a minimalist design and a modern design to the website by using consistent colors aligning the information boxes together | Apply |  |
| This part of the apply page, the style and font is completely different to the rest of the page | H8 | Change this part to match the style to the rest of the page or change the entire page matching to this part because this look to have better design and style than rest of the page | Apply |  |
| There are some bugs/ glitches in the text in the about school page | H5 | Correct the text and avoid future text errors | About |  |
| The address of the page is usually at the bottom of the page | H4 | Change the address to the bottom of the page | Apply |  |
| The information the right side is horizontal which is hard to read | H4 | Place the information in a vertical position so it can be easy to read. |  |  |

* **Heuristics by Aishwarya Kasthala**

| Problem | Violates | Fix | Page Location | Screenshot |
| --- | --- | --- | --- | --- |
| There are a few text labels instead of icons for social links. | H2 | Icons are much more visible and would be easier for the users to recognize. | All pages |  |
| Search option is missing. Also, there is inconsistency in the alignment. | H4, H7 | There should be a search field and the quick links should be placed on top. | Homepage |  |
| The background image is distracting. | H8 | There should be a simple and basic background. | About the school page |  |
| There is a vertical scroll which is harder to use. | H4, H6 | The scroll should be placed on the top with a horizontal scroll. | Apply to school page |  |
| Login information is on the left, which users usually miss out. | H4 | Login should be placed on the top right corner. | All pages |  |
| White spaces and breaks in between the title. | H4 | There should not be any breaks in the title. | Home page |  |
| There are no hyperlinks. | H2 | There must be hyperlinks for each heading indicating the users that they can redirect to a page. | About the school page |  |
| Address is placed on top. | H4 | Address is usually placed at the bottom of the page. | All pages |  |
| Headings are of small font size. | H1 | Headings need to be bigger, so that users can understand the significance of it. | Homepage |  |

* **Heuristics by Eric Agyemang**

| Problem | Violates | Fix | Page Location | Screenshot |
| --- | --- | --- | --- | --- |
| Inconsistency of header position with webpage links. Header size too small and separated from webpage links leading to users not knowing if webpage links are under the header “ON THIS PAGE” | H4 | Have one tab bearing the header name “ON THIS PAGE” and put the webpage links under the header. | Home |  |
| Irrelevant information provided. Tab headers appear to be clickable webpage links but are not. | H8 | Remove “MFA Crits” and “Open to SoA Community” tab and redesign “Photography” to appear not clickable. | Home |  |
| Header appears to be a separate item from its content. Inconsistency of header position with the position of information provided under header. | H4 | Remove the space between “HAPPENING AT SOA” and “Fall 2022 Visiting….” to avoid confusion that it is a separate item. | Home |  |
| “Subscribe” used does not match with the real world. | H2 | Remove unnecessary descriptions to avoid confusion. Add to calendar will be best here | Home |  |
| There is no feedback when Play/Pause animations are clicked. The system does not keep users informed about what is going on. | H1 | Remove unnecessary modification or modify the click to make it provide the system status to users. | Home |  |
| No instruction /direction given for users to know that this image bears a webpage link that leads to “News from New Haven”. It appears as just an image. | H6 | Instructions for use of the image should be visible or easily retrievable. | News |  |
| Inconsistency of header position with the position of webpage links provided under header. Headers appear to be a separate item from the webpage links leading to users not knowing if webpage links are under the header. | H4 | Have one tab bearing the date and header and put the webpage links under headers. Don’t separate these items to course confusion | News |  |
| Image appears empty. Users may have to click on the image to know its content. Webpage link separated from image which appears to be a separated item. This causes confusion as users may wonder if “Read more” is really for the image. | H4 | Either remove the header image or make content visible to users.  Combine the image and the webpage link for clarity. | News |  |
| Headers appear to be separate item from its content leading to users not knowing header of the tab provided below it | H4 | Combine the header and its content in one tab to avoid confusion | Publications |  |
| Inconsistent orientation for the design. Unnecessary landscape orientation with small text size makes it difficult for users to read. | H8 | Change the orientation to portrait and increase text size to make it easier to read. | Publications |  |
| Irrelevant information provided. Header appears to be providing webpage links on “Email publications” for users to navigate, but no webpage links are provided on the “Email Publications”. | H8 | Remove information that are irrelevant or change header to “Email Newsletter Sign Up” to much with “Subscribe” | Publications |  |
| Little information provided on such a big pink design. | H2 | Have a small pink design for the information circled and increase the font size. | About |  |
| Has so much irrelevant information with smaller text size which makes users find it difficult to read | H8 | Highlight important information, take any irrelevant information off and increase the font size. | About |  |

| The about page has no logo or image of a school. Even when a user navigate to the links | H2 | There should be a relevant logo of the school at the to left corner or in the background | About |  |
| --- | --- | --- | --- | --- |
| Little information is provided. A user has to click on the link before knowing the content of the page. | H2 | Provide list of content of this links for users instead of having them click on it to look for more information | Apply |  |
| The address of the school should not be at the top of the page. The text size is small | H2 | Have the address of the school moved to the bottom of the page and increase the text size to be more visible | Apply |  |

Below is the Aggregated Heuristics evaluation of all team members that drives the discussion of the summary results.

* **Aggregated Heuristics That the team Came Up with After Discussion**

| Problem | Violates | Fix | Location | Screen Shot |
| --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications |  |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications |  |
| The log in/sign up button is not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications |  |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications |  |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications |  |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications |  |

* **Severity Rating by Kelvin**

| Problem | Violates | Fix | Location | ScreenShot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  | 3 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications |  | 4 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications |  | 3 |
| The log in/sign up button not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications |  | 4 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications |  | 4 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  | 3 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications |  | 4 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications |  | 3 |

* **Severity Rating by Shivani Dhar**

| Problem | Violates | Fix | Location | Screenshot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  | 2 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text  Description automatically generated | 3 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications | Text  Description automatically generated | 3 |
| The log in/sign up button not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications | Text  Description automatically generated with medium confidence | 4 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications | Timeline  Description automatically generated | 3 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  | 3 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications | Text  Description automatically generated | 4 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text, application, email  Description automatically generated | 2 |

* **Severity Rating by Jhanvi**

| Problem | Violates | Fix | Location | Screenshot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  | 2 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text  Description automatically generated | 3 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications | Text  Description automatically generated | 3 |
| The log in/sign up button not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications | Text  Description automatically generated with medium confidence | 4 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications | Timeline  Description automatically generated | 3 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  | 2 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications | Text  Description automatically generated | 3 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text, application, email  Description automatically generated | 4 |

* **Severity Rating by Aishwarya Kasthala**

| Problem | Violates | Fix | Location | ScreenShot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  | 1 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text  Description automatically generated | 4 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications | Text  Description automatically generated | 2 |
| The log in/sign up button not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications | Text  Description automatically generated with medium confidence | 2 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications | Timeline  Description automatically generated | 2 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  | 1 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications | Text  Description automatically generated | 4 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text, application, email  Description automatically generated | 1 |

* **Severity Rating by Eric Agyemang**

| Problem | Violates | Fix | Location | Screenshot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications |  | 2 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text  Description automatically generated | 1 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications | Text  Description automatically generated | 3 |
| The log in/sign up button not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications | Text  Description automatically generated with medium confidence | 1 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications | Timeline  Description automatically generated | 3 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications |  | 4 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications | Text  Description automatically generated | 2 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text, application, email  Description automatically generated | 4 |

Below is the aggregate rating for all evaluators. Ratings are from 0 to 4 where a rating of 0 implies don’t agree that this is a usability problem; 1 implies cosmetic problem; 2 implies minor usability problem; 3 implies major usability problem, important to fix, and 4 implies usability catastrophe, imperative to fix.

* **Aggregated ratings from all evaluators**

| Problem | Violates | Fix | Location | Screenshot | Rating |
| --- | --- | --- | --- | --- | --- |
| There is no icon usage across the website | H2 | We can use icons or button to make it more visible | Home, About, Apply, Exhibitions, Publications | Table  Description automatically generated with low confidence | 2 |
| The background image is repetitive, too sharp, and disturbing | H4 | Use one single image instead of having too many animations | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text  Description automatically generated | 3 |
| The information on the website is not properly formatted and aligned | H4 | Use a uniform format across all the pages and center align the presented information | Home, About, Apply to school, News, Publications | Text  Description automatically generated | 3 |
| The log in/sign up button is not aligned properly on the web page. They are also located near bottom of the pages | H7 | Move the log in/sign up buttons top the top right corner of the website | Home, About, Apply to school, News, Publications | Text  Description automatically generated with medium confidence | 3 |
| Important links such as graduate courses and admission details are located near bottom of the page making it hard for a new user to find them | H7 | Have a tab for the important links on the top of the website | Home, About, Apply to school, News, Publications | Timeline  Description automatically generated | 3 |
| The theme of the website is not cohesive. All the subpages look different in terms of navigation, appearance, content, background | H4 | Keep the styling consistent among all pages | Home, About, Apply, Exhibitions, Publications | Graphical user interface  Description automatically generated | 4 |
| The layout of the website is vertical on the desktop version | H6 | We can fix the site by changing the layout to horizontal | Home, About, Apply, Exhibitions, Publications | Text  Description automatically generated | 2 |
| There is too much irrelevant information, and the styling overall is chaotic | H8 | We can reduce the content on pages and make changes to UI according to the current website standards | Home, About, Apply, Exhibitions, Publications | Graphical user interface, text, application, email  Description automatically generated | 3 |

* **Overall Heuristic Evaluation Statistics**

Below is a pie chart that describes the overall heuristic evaluation of team members

**Figure 1:** *Overall Heuristic Evaluation Pie Chart*

* **Summary:**

The results of the evaluation shows that the theme used in the Home, About, Apply, Exhibitions, and Publication is not cohesive. All the sub-pages look different in terms of navigation, appearance, content, and background. It is clear that the H4 principle is violated,with an aggregated severity rating of 4. As such, the theme should be made uniform among all pages to ensure consistency and cohesiveness.

Also, improper formatting and alignment, and repetitive background image were recorded with H4 violation, each having an aggregated severity rating of 3. To fix this, use a uniform format across all pages and center align the presented information. Also, use one single image instead of having too many animations to ensure consistency and standards. Improper alignment of the log in/sign up button on the web page and important links located near bottom of the page were recorded with H7 violation, with each having an aggregated severity rating of 3. To fix this, the sign up/sign in button should be moved to the top right corner of the website to improve flexibility and efficiency of use. All important web page links should have a tab on the top of the website.

Further, there is too much irrelevant information and the overall styling is chaotic. This was recorded with H8 violation ,having a severity rating of 3. Remove irrelevant information and choose appropriate styling for the text to ensure the aesthetic and minimalist design principle is adhered to. The lack of icon usage across the website and the layout of the website being vertical on a desktop version were recorded with H2 and H6 violation respectively, each having an aggregated severity rating of 2. Use an icon to make the button more visible and change the layout to horizontal to ensure a match between the system and real world.

Figure 1 shows the overall heuristic evaluation statistics detailing minor, major, cosmetic, and must resolve categories of problems with the website. From the pie chart, 63% of the issues identified were categorized as major, 25% as minor, and 13% as must resolve. The cosmetic category had 0% aggregated evaluation. Based on these results, the team recommends that changes be made to the areas of concern -major and must resolve- category of problems identified to ensure a user-friendly website.