Gatesnfences.com

Heuristics Report

IT 367

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Introduction:

Our group evaluated the website gatesnfences.com to find errors in the design. We do this to be able to improve the design via evaluation results and by understanding the severity of errors in design. As a group, we want to be able to aggregate our results to find validation in the errors of the design.

Heuristics by Juan Carbajal

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| --- | --- | --- | --- | --- | --- |
| **Problem** | **Violates** | **How to fix** | **Page** | **Screenshot** | **Severity**  **Rating** |
| Ambiguity between text meaning of image selection which may confuse the user. | H4 | Clarify Text by grouping the picture and text together better. | Home | Diagram  Description automatically generated | 4 |
| Users may mistake the red as a link that they have already clicked on, when the coloring in this case has nothing to do with it. | H4 | Make all links the same color, then implement a color change when the link has been clicked/viewed. | Home | Text  Description automatically generated | 2 |
| Walls of text on the home page that users will not want to read. | H8 | Only include important information from the text, then increase text size to emphasize importance | Home | Text  Description automatically generated with medium confidence | 3 |
| Lack of consistency in the header of the pages. | H4 | Make the header of each web page the exact same to prevent inconsistency and confusion. | Home  &  Openers-  Operators | Text  Description automatically generatedText, application, chat or text message  Description automatically generated | 1 |
| Picture may not correlate with item options, leading to users not knowing which option is the one pictured. | H4 | Either remove the picture, or provide only the correct item that matches the picture in these instances. | Openers-Operators | Graphical user interface  Description automatically generated with low confidence | 4 |
| Inconsistency of purchase option and web page linking. | H4 | Make purchase option the same for all items. Make all blue lines webpage links. | Remote Controls | A picture containing text, electronics  Description automatically generated  Text, whiteboard  Description automatically generated | 3 |
| Sale Special listed at the bottom of the page | H7 | Create a page for sale specials or move the special to the top of the page. | Telephone Entry | Text, letter  Description automatically generated | 1 |

Heuristics by Shashank Maragani

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| --- | --- | --- | --- | --- | --- |
| **Problem** | **Violates** | **How to Fix** | **Page** | **Screenshot** | **Severity**  **Rating** |
| All the advanced options are given and that is confusing | H7 | Making all the important options text larger and removing the advanced options | Home | A picture containing diagram  Description automatically generated | 4 |
| No matching with the real world | H2 | Add relevant pictures and deleting the un-necessary text which may confuse the user | Remote Controls & Transmitter Solutions | A picture containing timeline  Description automatically generated | 3 |
| All the unnecessary information is given to the customer | H8 | Making a clean website and avoiding all the unnecessary information and increasing the text size for important information. | Home | Text, timeline  Description automatically generated | 4 |
| user control is not given while making any purchases | H3 | Making a user control feedback friendly design | Remote controls & Multi code | Text, letter  Description automatically generated | 3 |
| System status is not given to the user | H1 | Giving feedback on what is going on the website to the customer | Home,  Remote controls,  Receivers,  Openers- operators | A picture containing diagram  Description automatically generated | 4 |
| All the Advanced options are also given and that might confuse the user | H7 | All the text colours should be turned to black and the remaining options should be mentioned in later pages | Openers - Operators | Graphical user interface, website  Description automatically generated | 4 |
| Red colour text has no functionality | H4 | Remove the red colour text as it has no use | Remote controls & Multi code | Text, letter  Description automatically generated | 3 |

Heuristics by Chaitanya kumar

| Problem | Violates | Fix | Page Location | Severity-rating | Screenshot |
| --- | --- | --- | --- | --- | --- |
| There is no feedback for the click action. | H1 | For each click, the system status should be displayed. | Home | 4 | Graphical user interface  Description automatically generated with low confidence |
| As the text is covering two images which may confuse the user. | H4 | Improve the clarity of the text by better combining the image and the text. | Home | 3 | Graphical user interface, website  Description automatically generated |
| The user may be confused by the meaning of the text and image selection. | H8 | Ensure that the image and words are appropriately combined so that the user can understand them. | Openers-Operators | 4 | Graphical user interface  Description automatically generated |
| Because of the improper coloring of the button, the user may make a mistake | H4 | Use the same color for the buttons and a different color for the non-buttons. | Openers-Operators | 2 |  |
| On the home page, there are walls of text that users will not want to read. | H8 | Only the most significant information from the text should be included, and the text size should be increased to underline the importance. | Home | 2 | Text  Description automatically generated |
| When making purchases, the user has no control. | H3 | DESIGNING A USER-FRIENDLY APPEARANCE AND PROVIDING CONTROL FEEDBACK. | Remote controls | 4 | Text  Description automatically generated |

Heuristics by Ashok Kumar

| Problem | Violates | Fix | Page Location | Screenshot | Severity Rating |
| --- | --- | --- | --- | --- | --- |
| All the options are given and advanced options might confuse the users. | H7 | Remove advanced options | Openers – operators & lift master |  | 3 |
| All the irrelevant information is provided on the home page, so necessary information will not reach to the user | H8 | Removing unnecessary information can work and just provide useful information. | Home |  | 1 |
| All the terminology in the website cannot be understood by the in-experienced users | H7 | Using simple and understandable terminology will help the user to understand the website perfectly | Openers-operators &  Power master |  | 3 |
| The text is displayed under two different pictures which increases the confusion | H4 | The text and the pictures should be grouped individually to avoid confusion | Home |  | 3 |
| All the advanced information which is unnecessary is provided and it can confuse the user | H8 | Only the required information should be provided | Telephone entry &American access system |  | 4 |
| Error message is not shown when an invalid zip code is entered | H5 | Error message should be given when an invalid zip code is provided | Add to cart |  | 3 |
| Error message is not shown properly and possible solution is not suggested | H9 | Error message should be shown properly and possible solution should be provided | Telephone entry & keypads |  | 2 |

Heuristics by Ajay Gogineni

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| **Problem** | **Violates** | **Fix** | **Page** | **Screenshot** | **Severity** |
| The text is red in color which  confuses the user that it might be a hyperlink | H4 | The text’s font size and font style (color) must be same | Home |  | 1 |
| The text is irrelevant to the webpage’s subject | H8 | Only the relevant  information must be displayed | Home |  | 2 |
| The links and the text below are given only in the homepage (not in operators - openers) | H10 | The links must be displayed in every page | Home,  Operators-openers |  | 2 |
| Only one weblink is given for different packs. Also, the price for the packs is not displayed | H4 | The text must be changed to hyperlinks. Also, the price of each pack must be displayed. | Remote        controls |  | 4 |
| Pictures and the links given seem not to be related to each other | H2 | The product links must be provided next to product’s image | Operators-openers |  | 4 |
| Different buying options are displayed in same page | H4 | Same type of buying options must be provided for each product | Remote controls |  | 3 |
| Special offer is not highlighted | H4 | Special offer must be highlighted or must be shown as a popup | Telephone entry |  | 3 |
| The links’ text color is not being changed when clicked by the user, which is hard to remember for the user whether the link has already been clicked or not | H6 | The text color must change when the user clicks on it | Receivers |  | 3 |

Aggregated Severity Ratings

Summary: