

Heuristic evaluation procedures for evaluators

First of all, thank you for participating in this study; your help is much appreciated. If you would like to review the general procedures of a Heuristic Evaluation please refer to: <http://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>.

The goal of this evaluation is to inspect Nike+Running and RunKeeper with reference to the list of 35 heuristics included in the Excel spreadsheet enclosed in this email. Please read these instructions carefully before you start:

- The Excel spreadsheet you received had 3 sheets, the first contains the list of 35 heuristics to use, the second and third are prepared for you to report the problems found in Nike+ and RunKeeper respectively.
- When performing a Heuristic Evaluation each evaluator goes through the interface at least twice: the first to get a feel for the flow of the user interface; the second to specifically focus on the user interface and identify possible problems and violations of heuristics.
- When inspecting the user interface for the second time please focus on the following areas:
 - i) Registration and login.
 - ii) Setting a quest/challenge (such as setting a goal for running 30 minutes each week).
 - iii) Monitor own progress and check own achievements.
- For the specific cases of registration and login, the evaluator should make an effort to, at each moment, go through the two phases.
- Each problem identified in the user interface should be clearly described indicating the screen it takes place (examples of the different types screens in Excel), including an image documenting the problem (if needed or wished), and making reference to the heuristic(s) being violated. After describing the problem, the violated heuristic should be indicated in the next cell(s).
- Make sure to list all of the problems that you identify, by adding as many rows into the excel spreadsheet that you need.
- Usually each individual evaluation lasts between one and two hours. (Please indicate the amount of time spent evaluating the user interface – 1st and 2nd round – in the Excel file provided)
- It is up to the evaluator to start with Nike+ or RunKeeper, however the evaluator should record the order in which evaluations were performed in the Excel file provided.