

Goodreads

An Heuristic Evaluation



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About Goodread

S *What is it?*

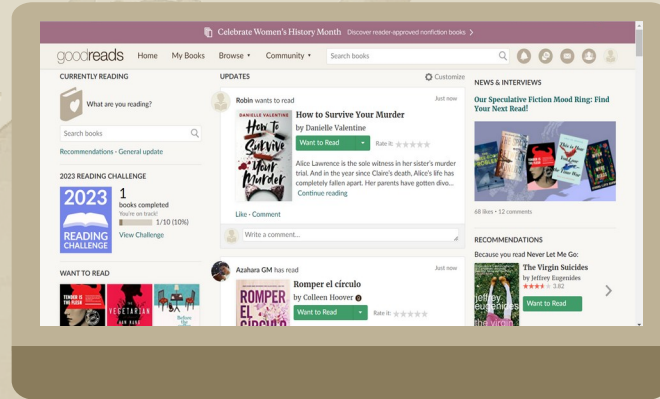
Social media-like platform to discover, track and review books

- ***What's its target audience?***

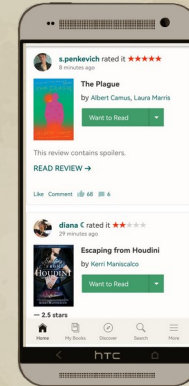
Readers and authors from around the globe



Available Platforms



Website



App

Main Actions Users Can Perform

01

Add books

Users can add books that interest them to their bookshelves

03

Recommendation

Users can get recommendations of books to read in the future based on their taste



04

Authors

Users can follow, share quotes and even have contact with their favourite authors

02

Review

Users can review books and comment/give their opinion about them

05

Find New Friends

Users can find new people that enjoy the same books, genres and authors as them

Usability Evaluation

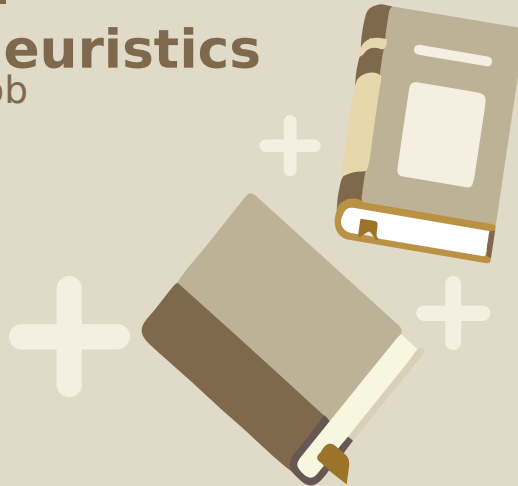
- Heuristic Evaluation
- Cognitive Walkthrough



Heuristic Evaluation

- **10 general usability heuristics**

Proposed by Jakob Nielsen



- **Severity Scale**

0	No usability problem
1	Cosmetic Problem
2	Minor usability problem
3	Major usability problem
4	Usability disaster

	Evaluator 1	Evaluator 2	Evaluator 3	Final rating	Violated heuristics
No coherence between the design in different pages of the website	1	2	2	2	H4
Buttons are barely visible and hard to press	3	4	3	3	H5, H6, H8
The feed's default is "<i>People I follow</i>", so users that don't follow anyone have an empty feed.	2	2	1	2	H1
Editing/Personalizing text is done with HTML marks	3	3	3	3	H2, H7

	Evaluator 1	Evaluator 2	Evaluator 3	Final rating	Violated heuristics
No coherence between design in different OS.	1	2	2	2	H4, H6, H8
Too much information on the Home page.	2	3	2	2	H7
The color palette of the website isn't very appealing.	0	1	1	1	H1, H8
Not divided by pages and no "go back to top" button (infinite scroll)	3	3	3	3	H7, H8



Problem 1:

Buttons are barely visible and hard to press

The screenshot shows a Goodreads user profile for 'joana' (Age 20, Birthday June 6, 2002, Joined in August 2022). The profile includes a 'CANADIAN WHITE BOOKS' shelf with four book covers: 'NEVER LET ME GO', 'KAZUO ISHIGURO', 'MURAKAMI', and 'IT WE WERE VILLAINS'. Annotations are placed over the profile: H5 points to the profile picture, H6 points to the 'more photos for' link, and H8 points to the 'currently-reading' button.

H5: Error prevention

H6: Recognition rather than recall

H8: Aesthetic and minimalist design



Problem 2: Editing/Personalizing text

comment

Post

(preview)

Formatting Tips

Goodreads allows some html formatting.

- well formed web urls automatically get turned into links
- **link:** `my link text`
- **link to book:** use the "add book/author" link or [book: Harry Potter and the Sorcerer's Stone]
- **link to author:** use the "add book/author"

link or [author: J.K. Rowling]

``

(Width must be 0-400, Height must be 0-1000, alt is a description of the image. All three are optional, but recommended.)

bold text: `...`

italic text: `<i>...</i>`

underline text: `<u>...</u>`

strike text: `<s>...</s>`

exact spacing: `<pre>...</pre>`

blockquote: `<blockquote>...</blockquote>`

paragraph: `<p>...</p>`

spoiler: `<spoiler>...</spoiler>`

Note: tags must be properly nested, example:
OK `<i>test</i>`
Not OK `<i>test</i>`

(some html is ok)

Update Feed *

when people reply *

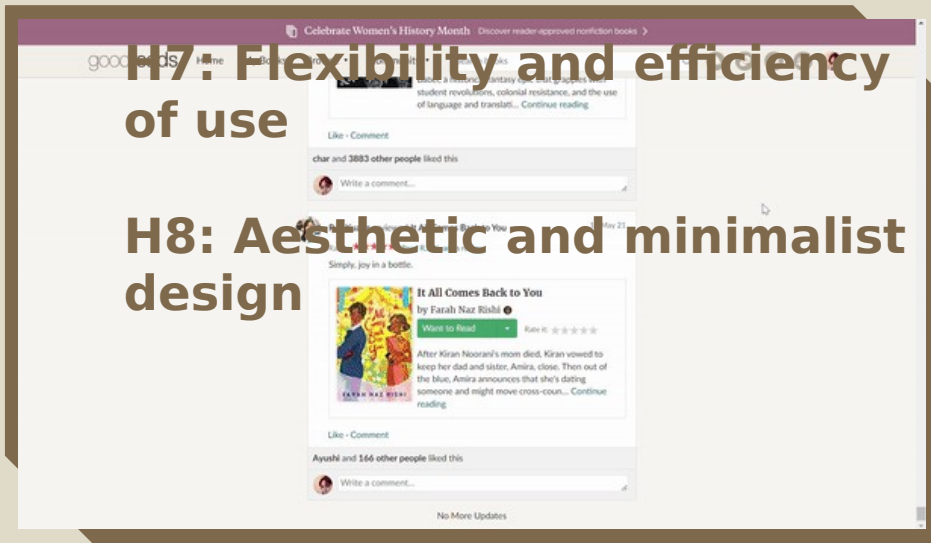


Problem 3:

Not divided by pages and no "go back to top" button

H7: Flexibility and efficiency of use

H8: Aesthetic and minimalist design





03

Cognitive Walkthrough

Selection of 2 tasks for
users to perform and
their analysis

Cognitive Walkthrough Tasks

01.

Adding a book to
a personalized
bookshelf

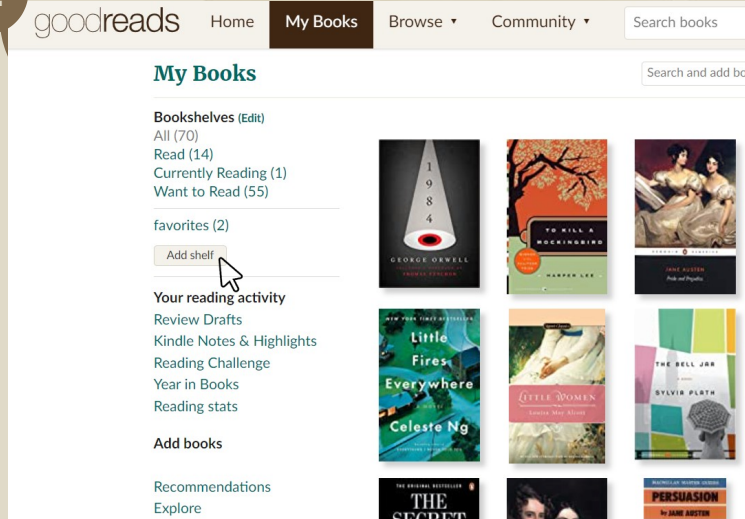
02.

Search for list of
books written by
portuguese
authors



First Step: Create a personalized bookshelf

1



2

Add a Shelf:

new bookshelf

add

Second Step:

Choose book to add

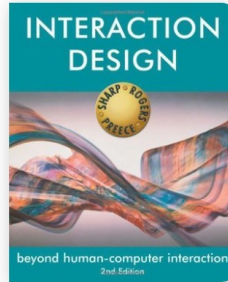
5

Choose a shelf for this book ×

Want to read

Currently reading

Read



Want to read

Buy on Amazon



Rate this book

3

Human-Computer Interaction



Interaction Design: Beyond Human-Computer I...
by Yvonne Rogers



Human-Computer Interaction
by Alan Dix



Designing the User Interface: Strategies for Eff...
by Ben Shneiderman



User Centered System Design: New Perspectiv...
by Donald A. Norman



Human-Computer Interaction: An Empirical Re...
by I. Scott MacKenzie

[See all results for "Human-Computer Interaction"](#)

4

6

Add tags to describe this book: ✕

Add tags

Add

favorites

new-bookshelf

Back

Done



Third Step:

Add book to
personalised
bookshelf

My Books: new-bookshelf (1) ✕

Bookshelves (Edit)

All (71)

Read (13)

Currently Reading (2)

Want to Read (56)

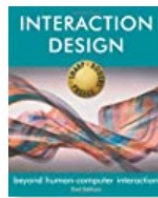
favorites (2)

new-bookshelf (1)

select multiple

Add shelf

per page 20



7

Cognitive Walkthrough Tasks

01.

Adding a book to
a personalized
bookshelf

02.


Search for list of
books written by
portuguese
authors




First Step: Go to lists

goodreads Home My Books **Browse ▾** Community ▾ Search books

CURRENTLY READING

 **Interaction Design: Beyond Human-Comput...**
by Yvonne Rogers
[Update progress](#)

 **Little Women**
by Louisa May Alcott

250/449 (56%)

[Update progress](#)

[View all books](#) · [Add a book](#) · [General update](#)

Recommendations

- Choice Awards
- Giveaways
- New Releases
- Lists
- Explore
- News & Interviews

FAVORITE GENRES

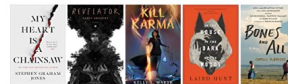
- Classics
- Fantasy
- Fiction
- Historical Fiction
- Horror
- Psychology
- Romance
- Science Fiction
- All Genres

Listopia

FEATURED LISTS



Popular Kindle Notes & Highlights on Goodreads
92 books — 5 voters



New horror for your Halloween reading
31 books — 7 voters



E.J. Koh's Books to Celebrate Asian American Fiction, Non-Fiction, Memoir, Graphic Novel, and Poetry
29 books — 3 voters



Food Books for Readers to Devour (nonfiction)
96 books — 13 voters

[Create New List](#)
[All Lists](#)
[Lists I Created](#)
[Lists I've Voted On](#)
[Lists I've Liked](#)

"BEST OF" LISTS

Best Books Ever
102,232 books | 235,488 voters

Best Books of the 21st Century
9,585 books | 21,952 voters

Best Books of the Decade: 2020's
1,205 books | 1,360 voters

Best books of 2023

Second Step:

Search for list of portuguese authors

3

Search

Page 1 of about 11 results (0.01 seconds)



Best of José Saramago

18 books — 83 voters



INJUSTICE: Books I want to read, but cannot be found in Spanish (Part 1)

109 books — 20 voters



Best Portuguese 20th Century books

44 books — 21 voters




Brazilian Authors













22 books — 11 voters

4

Best Portuguese 20th Century books

This is about books published in Portugal, translated or not into other languages. The titles that made the country's 20th century literary universe. All kinds (fiction, non-fiction, poetry, historical, young readers or technical) but only after 1900 and before 2000 as publishing date please. 

[All Votes](#)
[Add Books To This List](#)

- | | | |
|---|---|---|
| 1 |  The Book of Disquiet
by Fernando Pessoa
★★★★★ 4.42 avg rating — 27,134 ratings
Vote For This Book score: 889, and 9 people voted | Want to Read 
Rate this book
★★★★★ |
| 2 |  Blindness
by José Saramago
★★★★★ 4.16 avg rating — 261,611 ratings
Vote For This Book score: 595, and 6 people voted | Want to Read 
Rate this book
★★★★★ |
| 3 |  Baltasar and Blimunda
by José Saramago
★★★★★ 3.94 avg rating — 20,619 ratings
Vote For This Book score: 581, and 6 people voted | Want to Read 
Rate this book
★★★★★ |
| 4 |  Mensagem - Poemas Esotéricos
by Fernando Pessoa
★★★★★ 4.14 avg rating — 7,985 ratings
Vote For This Book score: 492, and 5 people voted | Want to Read 
Rate this book
★★★★★ |
| 5 |  A Sibila
by Agustina Bessa-Luís
★★★★★ 3.71 avg rating — 1,283 ratings
Vote For This Book score: 391, and 4 people voted | Want to Read 
Rate this book
★★★★★ |
| 6 |  Poesia de Álvaro de Campos, vol. I
by Fernando Pessoa
★★★★★ 4.53 avg rating — 78 ratings | Want to Read 
Rate this book
★★★★★ |



Third Step:

Look for desired book(s)

Conclusions +

- Although Goodreads is a very popular platform it still shows a great number of usability issues
- Most of the problems found could be fixed ,simply, by creating a simpler and more user-friendly design
- Goodreads can get lost beetwen its competitors, who offer a basic UX Design and the same main functions as itself



Bibliography

- <https://www.goodreads.com/>
- <https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>
- <https://www.nngroup.com/articles/ten-usability-heuristics/>
- <https://www.nngroup.com/articles/cognitive-walkthroughs/>

