

Heuristics Evaluation Template

Title of the Problem (Short Summary):

Description of the Problem (Detailed):

Image of issue:

Heuristics Category:

(Choose the appropriate heuristics category from the list below, Circle each one that applies)

- 1) Visibility of system status
- 2) Match between system and the real world
- 3) User control and freedom
- 4) Consistency and standards
- 5) Error prevention
- 6) Recognition rather than recall
- 7) Flexibility and efficiency of use
- 8) Aesthetic and minimalist design
- 9) Help users recognize, diagnose, and recover from errors
- 10) Help and documentation

Rating:

(Rate the severity of the problem on a scale of 1 to 5, Circle the one that applies)

- 1) 1 - Cosmetic problem only
- 2) 2 - Minor usability problem
- 3) 3 - Major usability problem; important to fix
- 4) 4 - Usability catastrophe; must fix
- 5) 5 - Critical problem; immediate attention needed

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Heuristics Assignment

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Our Summary of overall website performance of smrepairllc.com:

The sites performance is adequate, but has several areas that would benefit from a little improvement and tweaking. Critical issues in error recovery, flexibility, simplicity of user control, and basic navigation need addressed. Working to improve these few items would greatly enhance the overall user experience of the site. Fixing general errors in grammar and spelling would also help the look and appeal of the business.

1) Visibility of system status

SEVERITY RATING #2

website generally keeps users informed about navigation status....but there is a lack of feedback when clicking on certain links. This could cause confusion as users might not know if the click even worked.

2) Match between systems & real world

SEVERITY RATING #1

The language used on the website is consistent with the real-world terminology that the target audience would be familiar with like towing, recovery, auto repair.....but some industry-specific terms might still confuse less knowledgeable users. Needs to be of a broader spectrum....I know the terminology because I am a tow operator, but a normal person might be confused.

3) User control & freedom

SEVERITY RATING #3

There is limited visible navigation for undoing actions/easily going back to the previous page, which might frustrate users if they accidentally navigate away from a page. There's no clear "back" button or "cancel" option when initiating certain actions.

4) Consistency & standards

SEVERITY RATING #2

Site generally follows standard web conventions, but there are minor inconsistencies in font sizes/styles across different pages. The contact forms & buttons do not always behave consistently, which could be confusing.... There are too many differences and just doesn't flow well... less is more in some cases!

5) Error prevention

SEVERITY RATING #2

contact forms are straightforward for the most part which reduces the likelihood of user errors but there could be more validation on forms to prevent incorrect or incomplete submissions.

6) Recognition rather than recall

SEVERITY RATING #2

Navigation menus are easy to recognize. Although site could have better icons & labels to enhance the overall look.

7) Flexibility & efficiency of use

SEVERITY RATING #3

Not much flexibility in terms of shortcuts. No real advanced features for experienced users. There's no customer log in for quick access to any form of service history or account details. Adding these features could amplify the positive experience a user has towards the website itself.

8) Aesthetic & minimalist design

SEVERITY RATING #2

Overall design is okay, but some pages are cluttered with way too much text & images. Simplifying layout while possibly removing some unnecessary elements could aid in usability.

9) Help users recognize, diagnose, & recover from errors

SEVERITY RATING #3

Error messages are not adequate or clear at all. Utilizing error messages would help users navigate from mistakes easier and more effective.

10) Help & documentation

SERVITY RATING #2

Site has basic info & contact page, but needs a in depth help/FAQ section. Amplifying a help section would aid users who come across issues on the site.