Heuristic Usability Evaluation

The app *Craftive* was analyzed with regard to usability issues using a heuristic evaluation. In general, it can be positively emphasized that the app was very detailed and that a lot of features were implemented. The color scheme (blue, and red for relevant things or selected buttons) was clearly visible. However, a consistent design was missing in terms of the general layout. In addition, a well-structured user flow, in which it is always clear to the user what to do next, would be an advantage. Also, the general principle did not become entirely transparent, whether the user is offering services or needs help. Here, for example, a start screen with a short slogan explaining the purpose of the app would be useful.

Regarding the *Explore* screen, perhaps a combination of the keyword search and the general search would be useful, as the difference is not quite clear here. The message area is intuitively configured, but the design could be improved with regard to the size of the channels and, for example, a profile picture of the person could be added. Sending messages is also simple, but the "Send" button is missing, unless it only appears when a message is typed in. Regarding the profile and the request area, the individual skills of the user might look like clickable buttons even if that is not the case. Instead of the "XXX" in the descriptions, a real text or, for example, "Lorem Ipsum" would be more illustrative for the prototype.

In addition, the font size should generally be adjusted, since buttons or descriptions were often very difficult to read. As the app may also be used by elderly people, a larger font size should be considered here. The "Show more" button is also quite small and should maybe be highlighted with regard to usability and readability.

However, the clear labeling of the individual buttons and the general structure of the app was well implemented. It might be worth considering not having the "+" button, which is pressed to create new requests, highlighted in red all the time, but perhaps only at the beginning or when the creation of requests is opened. More specific comments can be found in the comments section on the app in Marvel. All in all, we like the concept and the design. It seems quite intuitive and user-friendly. Well done! 😊