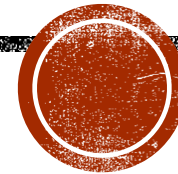


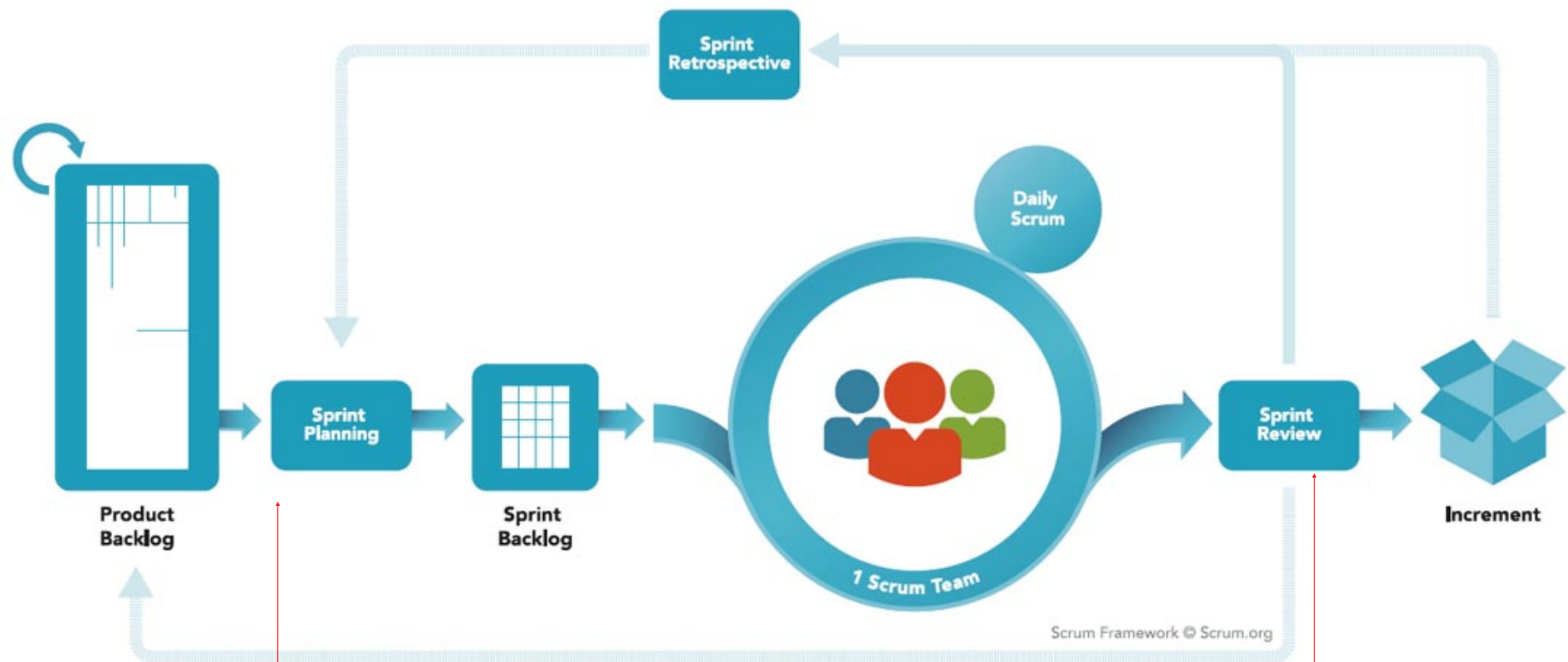
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# AVALIAÇÃO HEURÍSTICA

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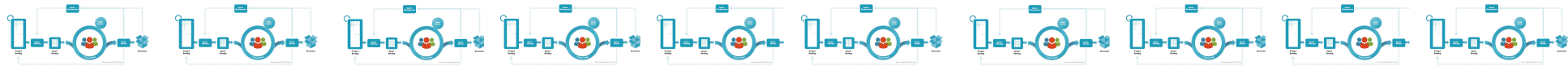
Tiago Massoni





Avaliações iniciais

Avaliações  
periódicas



## Milestone 1

## Milestone 2

### Milestone 3

# TIPOS DE AVALIAÇÃO

Com usuários



Sem usuários



# Sem usuários?

Menos **custoso**

Evita problemas gerais de UX

# Design brief

Tarefa: analisar o processo de comprar uma passagem ida e volta em sites de viagem diferentes

**Uma passagem, da minha cidade atual, no próxima sábado, para qualquer destino que você queira**

# Avaliação heurística





QSF to IST Flights | Expedia

www.expedia.com/Flights-Search?trip=roundtrip&leg1=from:san%20francisco,%20ca,to:Istanbul,%20Turkey%20

Filter your results by

Flight by flight Complete trip

Sort by: Price (Lowest)

Airports

From:

SJC (San Jose) (4) \$1,843

SFO (San Francisco) (23) \$1,800

OAK (Oakland) (2) \$1,918

Stops

From:

1 Stop (12) \$1,800

2+ Stops (17) \$1,843

Airlines included

Delta (14)

Lufthansa (9)

British Airways

Show all

Departure time

Morning (5:00a - 12:00p)

Afternoon (12:00p - 6:00p)

Recently added

Scratchpad

San Francisco to Istanbul

Sat, Jul 11 - Fri, Jul 17

Cheapest flight was \$1,800

Searched just now

Run this search on these dates

asap ticket

Instant \$100 OFF on Each Booking to Istanbul

JustFly

Book Today for Great Deals to Istanbul

12:15p - 10:03p

Delta

19h 48m

IST - SFO

1 stop

1h 54m in JFK

2 left at + \$0.00 roundtrip

Hide Flight Details

Good Flight (7.1 out of 10)

Select

Roundtrip price for 1 traveler, including taxes and fees: \$1,799.24

You'll always get the best price. We guarantee it. - Free Cancellation within 24 hours of booking!

Seat Map

Legend

Available seat

Preferred seat

Occupied seat

Disability seat

Exit row

FLIGHT 1

FLIGHT 2

flight 1 - 2

Istanbul (IST) - New York (JFK) - Delta: 273 - AIRBUS INDUSTRIE A330-300

6:00a - 6:44p

Delta

22h 44m

IST - SJC

2 stops

AMS, SEA

1 left at + \$43.14 roundtrip

Show Flight Details

Satisfactory Flight (6.8 out of 10)

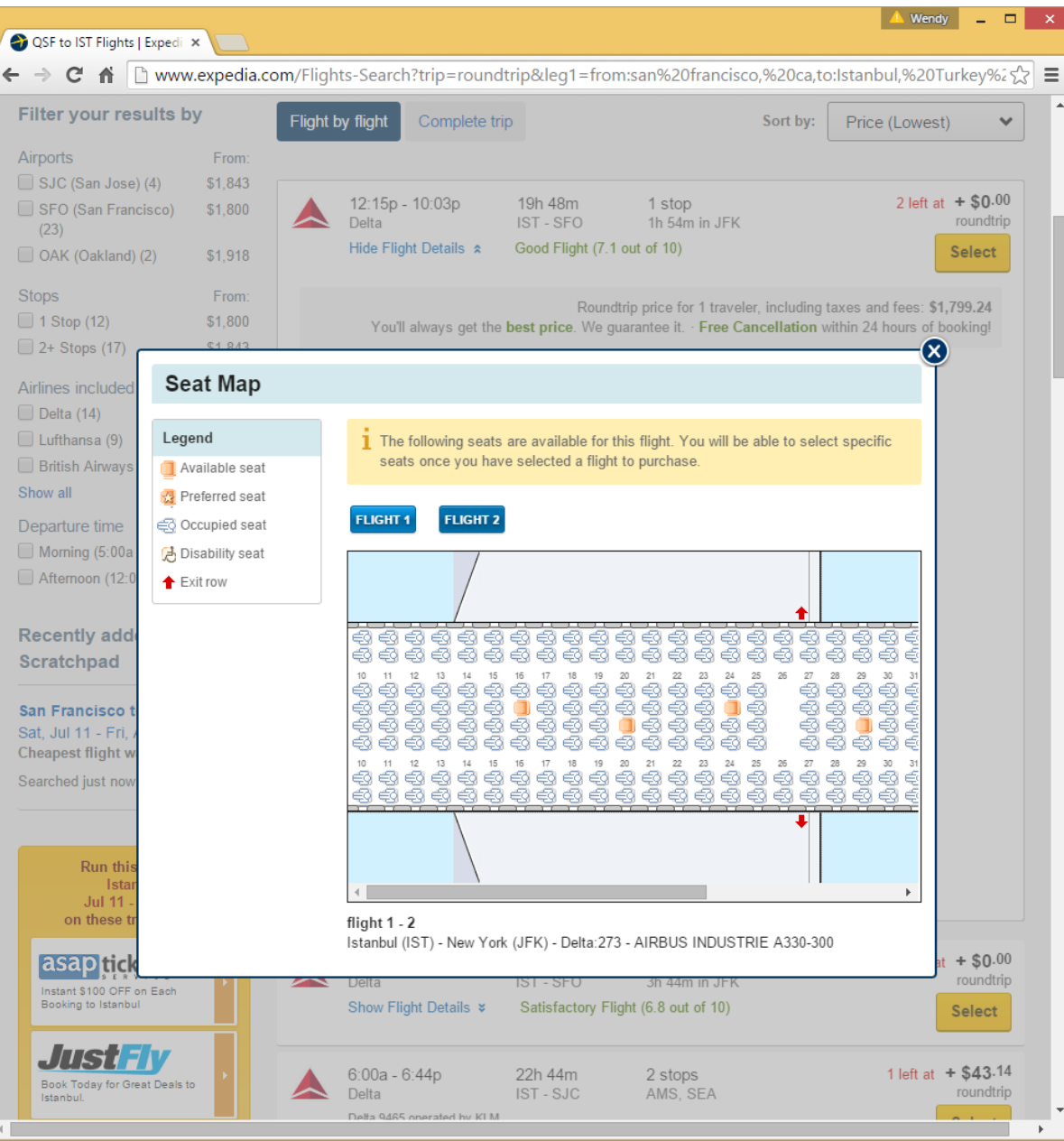
Select

Delta 946S operated by KLM

Sugestões e informação que deveriam estar aqui: **ajudar a escolher o assento**

**Explicação** Por exemplo, eles poderiam perguntar se eu tenho que andar mais, ou me alongar, sugerindo um assento no corredor





Tipo de problema: **Ajuda**

**HEURÍSTICA**

**Severidade: 2**

- 0 — não é problema de usabilidade
- 1 — cosmético
- 2 — problema menor
- 3 — importante corrigir
- 4 — absolutamente necessário corrigir

QSF to IST Flights | Expedia Trip Detail | Expedia

https://www.expedia.com/Details?action=UnifiedDetailsWidget@showDetails&fr=&c=a6a186c3-7c3d-42ec-i

Expedia Account My Scratchpad 2 My Trips Support Español

Home Bundle Deals Hotels Cars **Flights** Cruises Things to Do More

## Review your trip

✓ Nice Job! You picked one of our best value flights.  
Book now so you don't miss out on this price!

**Sat, Jul 11** Departure to Istanbul

**DELTA** Best Value

1:50pm SFO → 3:45pm IST 15h 55m, 1 stop AMS  
Arrives Sun, Jul 12

Show flight details Satisfactory Flight (6.7 out of 10)

**Fri, Aug 14** Return to San Francisco

**DELTA** Best Value

12:15pm IST → 10:03pm SFO 19h 48m, 1 stop JFK

Show flight details Good Flight (7.1 out of 10)

Change flights

### Trip Summary

⚠ Departure: Arrives on Jul 12, 2015

1 Ticket: Roundtrip

Traveler 1: Adult	\$1,799.24
Flight	\$1,356.00
Taxes & Fees	\$443.24
Expedia Booking Fee	\$0.00

Trip Total: **\$1,799.24**  
Only 2 tickets left at this price!

Rates are quoted in US dollars

✓ Best Price Guarantee

### Important Flight Information

- Tickets are **nonrefundable** 24 hours after booking and **nontransferable**. A fee of \$300.00 per ticket is charged for itinerary changes. Name changes are not allowed.
- Estimated fees for baggage and other optional services.

“Importante Flight Information” deveria ser mais destacada, para que seja lida antes de efetuar a compra

Tipo de problema:  
**prevenção de erros**

**Severidade: 3**

# JAKOB Nielsen

Heurísticas: regras generalistas que não são aplicadas a casos específicos, mas são vistas como princípios gerais

1990: Nielsen e equipe (NNGroup)

1994: publicação

<https://www.nngroup.com/articles/ten-usability-heuristics/>



# Heurísticas de nielsen

1. Visibilidade de qual estado estamos no sistema
2. Correspondência entre o sistema e o mundo real
3. Liberdade de controle fácil pro usuário
4. Consistência e padrões
5. Prevenções de erros
6. Reconhecimento em vez de memorização
7. Flexibilidade e eficiência de uso
8. Estética e design minimalista
9. Ajude os usuários a reconhecerem, diagnosticarem e recuperarem-se de erros
10. Ajuda e documentação

Quit



**Speak** this sentence:

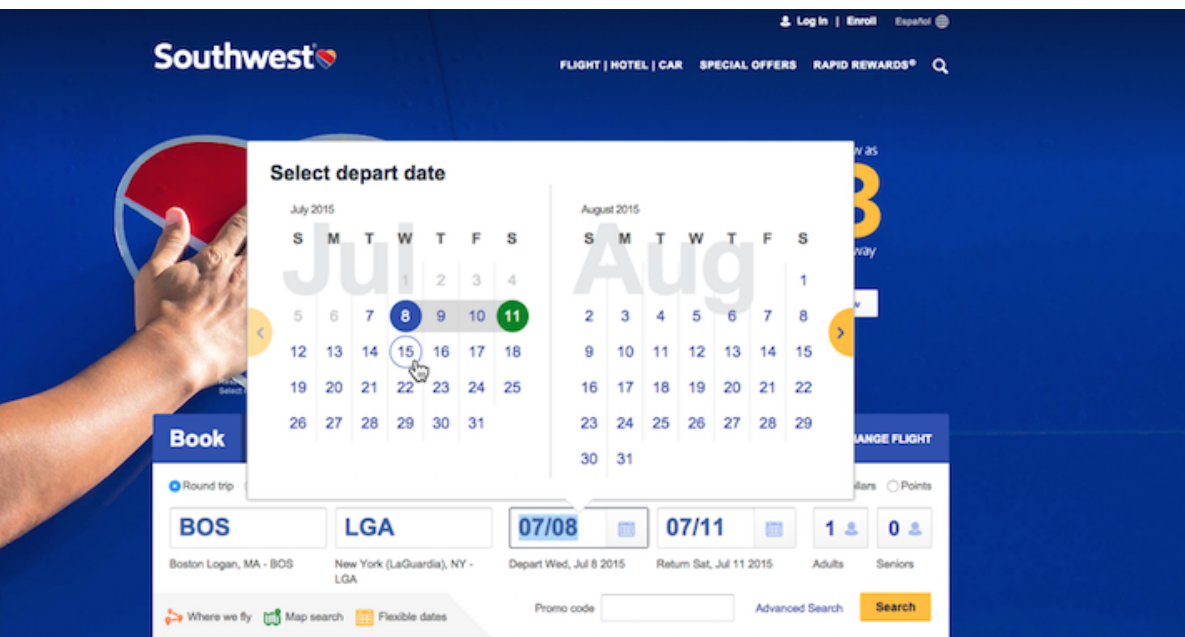


El oso lee un libro.



I can't use a microphone right now.

Check



Google

mobilee

mobile phone  
mobilee bioiberica  
mobile friendly test  
mobile recharge  
mobile app development  
mobile tracker  
mobile shop near me  
mobile tracker free  
mobile number

< Enter Card Details



Card Number

Expires on

CVV

< Enter Card Details



Card Number

4681 7802 5891 1946

Expires on

CVV



Gmail

It seems like you forgot to attach a file.

You wrote "I have attached" in your message, but there are no files attached. Send anyway?

OK

Cancel



Search or enter website name

Cancel

## Favorites

Show Less



Apple



iCloud



Yahoo



Bing



Google



Wikipedia



Facebook



Twitter



LinkedIn



The Weather Channel



Yelp



Owl

Duvet

Bedding

q w e r t y u i o p

a s d f g h j k l

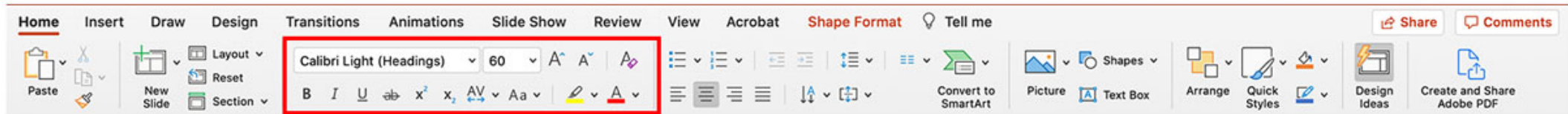
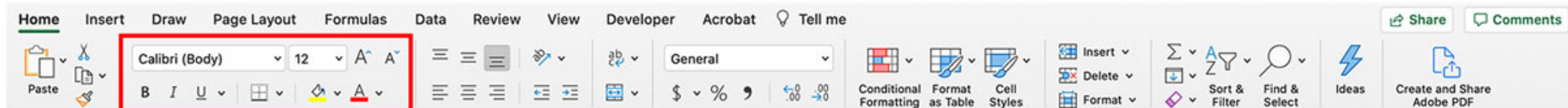
⬆ z x c v b n m ⬆

123 😊 space . go





Ouvindo...



# Exemplos de sessão de avaliação heurística

<https://youtu.be/MkyI0gmwfUY>

<https://youtu.be/hoP4ecVVsnC?t=359>

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# AVALIAÇÃO HEURÍSTICA

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Tiago Massoni

