Activity 7: Heuristic Evaluation

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Evaluation

Understanding

Consistency

The color, font and bilingualism consistency are okay.

The website lacks consistency with its process of offering the user the ability to purchase a new card. Travelling from the home page to the "I'm new to presto" and then "get a card" takes me to an outlet locator. This makes me infer that I must go to an outlet to get a card. However, when I click on the "Order a new card" it allows me to order a card online. I would suggest defining a single process in ordering a card and stick to that process. In all locations that redirect the user to getting a new card, they should redirect the user to the same location.

Familiar Language and Metaphors

The languages offered and words used are familiar and are okay.

The icons in the I am a presto user page are terrible metaphors for the action they represent. The only passible icon is the "load my card" icon. Sign into my account icon really means to search a user. Activate my card can be passible but improved to something more recognizable for activating an item. Report lost card is also passible but can be improved as the icon means "alert". The create a new presto account could pass as the Sign into my account icon. Would be better if a "+" was incorporated into the icon. I suggest re-evaluating the action that is being represented and find icons that better represent the action that is wanting to be accomplished.

Simple, Aesthetic and Functional Design

The colors used are related to the colors found on the card and that gives it a certain aesthetic which is good.

The website does a good job not to crowd the view with too much. The use of accordion panels is well done to hide information on the screen into "drawers" for the user to expand if they wish.

Action

Freedom and Control

The site offers me the ability to cancel items that I have placed in my cart easily. This is good and gives me good control

When I want to modify the quantity of money on the card or even the quantity of the plan I selected. I was not able to easily do so. In the cart it seems as though I can change the quantities as they are shown in text boxes however, I cannot modify the quantity. Changing the amount, I want to add is also difficult as I must remove the amount first and then return to the page to specify a new plan. This does not make the user feel as though they are in control. To fix this I suggest allowing the user to modify the quantity

of the plan you want e.g. change from 1 to 2 of 150$. I also suggest that the user can quickly modify the amount specify within the cart as well.

Flexibility

The site offers 2 entry points, one for users new to presto and ones that already use presto. These two entry points are not divided by age or location. This is good however in the "about presto" it does specify that different age groups require different things, this should be made more visible and more known to the user.

The linear path for new users does not really seem extremely effective. I would suggest getting the user to create an account before getting a card and activating it.

The "get a card" and "order a new card" lead to two different places which causes confusion for the user. I would suggest that these two access points lead to the same location so users are not as confused.

Recognition over Recall

The information within the site is well organized if we look at it within each page. The idea of organizing information into accordions based on the transportation organization is a great idea to allow users to recognize their organization in their area.

The navigation bar on the home page contains very few items and keeps it simple for the user. However, the navigation bar in the "About Presto" page is packed with links in no order. This makes it difficult for the users to find the link they want as they must read all the links. I suggest grouping them into a group so users can identify the group they want and find the link easier.

Guidance

Clear Status

When you are trying to get a card there is not a "status" that is define nor is there any clear steps to take to get a card. I would suggest having a wizard navigation style to ordering / getting a new card. This would allow the user to know what step they are on and that they are doing the right thing.

When you are within the shopping cart. It clearly states I am in the shopping cart however one of the buttons at the bottom says "return to shopping cart" which confuses the user since it states they are in the shopping cart. I would suggest changing this to "return to shopping" or something better.

Error Prevention

The forms in this site have restrictions to what you can input which allows for good error prevention. This is good.

On the order a card page, there is a warning message that states that if you want to order a card that is not linked to your existing account to be logged out of your account. This is good as it helps with error prevention however if the user misses this note, they may end up doing something they did not want to do. I would suggest having this error message in a more visible location and give it better emphasis. It would also be good if you could have the choice to link the card to your account or not when ordering it.

Error Recovery

The error message on the "page not found" page could be a little more "human sounding" as well as engaging for the user. It appears it does not want to provide help to the user to get on the right path. I think it should suggest pages to the user in a little better fashion and make the user feel as though they were not the ones who made the mistake

Help

This site does not provide the best help in terms of explaining the one and only purpose for the site: to allow the user to get a presto card. If there were clear instructions and steps to achieving this, the website would be much better and easier to navigate for the users.

If I had lost my card and needed help to report that it has been lost. It appears it is difficult. First, they ask you to login, if you have not got an account or cannot remember your account, they offer the option to do it without the account. However, to do this they ask for the card number and verification number which can be found…. On the card. If the card is lost the user will not know this information. I suggest making this method much easier for the user to report a lost card and to reevaluate the method of performing actions without having an account.

Impression of the Site

Overall, this website looks like it could be a professional website. It provides a good aesthetic and is appealing to the user. However, the more you explore the website and evaluate it, the more you realize the website is far from being professional. It seems the website was poorly designed before it was developed which led to lots of areas that could confuse the user. I think this website needs to be re-evaluated and updated so it can attract more users. I believe presto will lose out on users because of how un-user friendly the website is. The fact this this website is meant for a simple task of ordering a card / maintaining a card is hilarious because of how difficult this website makes it. The website does not offer any clear instructions on how to properly get a card when it should be a simple linear process. Overall, this website looks great, but it needs to be updated to have simpler processes and an easier access to important information.