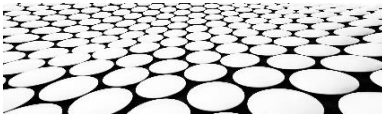


SEG3125 User Interface
Design and Analysis



MODULE 7 - ACTIVITY

Heuristic Evaluation



GOALS

Our theme this week is heuristic evaluation. The purpose of this activity is to do a heuristic evaluation of the [PRESTO](#) card website. You do not need to have a PRESTO card to perform this activity, you will rather need to evaluate to what extent the UI would allow you to easily get one!



SUBMISSION DATE

- Tuesday, July 7th, 11:30 pm










SUBMISSION METHOD

- In Brightspace, Module 7 checklist contains a link for your submission.
- Submit a PDF file containing the results of your analysis.



INSTRUCTIONS

1. Do a first exploration of the [PRESTO site](#). During this exploration, take a look at the whole site and its functionalities. You want to get an overview of the site.
2. Review the usability heuristics.

UNDERSTANDING	ACTION	GUIDANCE
 Consistency	 Freedom and control	 Clear status
 Familiar language and metaphors	 Flexibility	 Error Prevention
 Simple, aesthetic and functional design	 Recognition over recall	 Error recovery
		 Help

3. Do a second exploration of the site, and this time, you will have to evaluate the site in relation to the 10 usability heuristics and the following scenario:

You are a new user and want to order a PRESTO card and put money on it. And you also wonder what will happen if you lose this card. Are you going to lose your money? Is there any information on this?

To help you, I put questions below to answer. These are just ideas! You can explore as you wish. My questions do not deal with the part of the scenario about “what to do if the card is lost”. You can explore that aspect. The important thing is to do your evaluation in connection with the 10 heuristics, and the scenario.

Consistency
<ul style="list-style-type: none"> • What do you think about internal consistency? <ul style="list-style-type: none"> ○ colors ○ fonts ○ bilingualism (without speaking French, just the layout, does it seem the same in both languages?) • And the external coherence? Are there standard icons?

Familiar language and metaphors

- Go in *I'm a PRESTO User*. What about the icons available for loading, sign in, lost card, etc. Are they good metaphors?
- Do you understand the words used? Do you think different PRESTO users would understand these words?

Simple, aesthetic and functional design

- What about the design, what do you think? Simplicity? Colors? The "screen real estate"? Font size? How to attract attention?
- What about the signal-to-noise ratio? Is there additional information that should not be there? For example, go in *I'm a PRESTO user*. What do you think about having "What is PRESTO?" in that section?

Freedom and control

- Are you free to do actions and cancel them?
- Try to put money on a new card, and then try to change the amount you just put on that new card. Was it easy to do?

Flexibility and usage efficiency

- Do you see different entry points for different types of users? Or does it require you to follow one path? For example, is there an option for new users? User of various ages (seniors, students)? Users living in different regions?
- Is the "linear path" (for new users) effective?
- What about, within the *I'm New to PRESTO* page, the "Get a Card" and (at the top) "Order a new Card". Do you find that confusing that it leads to different places?

Recognition over recall

- Do the menus include more than 4-5 items?
- The information is well grouped to help the recall?
- Do you need to type in some commands or is everything in the form of menus?

Clear status

- When you go to a page, does it clearly show what option (or what step) you're in?
- Go in *Order a New Card*. What about the status once you have added \$20 on the card? Where do you see the money you added?
- Continue to make the purchase. Look at the top, it says "My shopping cart", and at the bottom?

Error prevention

- Is there any information to reassure you as a user, to tell you what will happen?
- Are there constraints applied to the inputs?

Recovering errors

- Try to go on a different route on the site, such as <http://prestocard.ca/en/abcd>. What do you see? Is that useful?
- Are there buttons or menu items which do not "respond" and don't provide error message?

Help

- Is this a site that should require training or a tutorial? If not, then is everything obvious?
- Is there any global help? Is there local help (indication on buttons of where they lead)?

4. Write a report which contains:

- For each heuristic:
 - The problem (s) encountered in connection with this heuristic (or say that there is no problem, if everything is ok).
 - Make it clear what this problem is referring to (what are you trying to do) and where is it located? You can put screenshots.
 - A suggestion for fixing that problem.
- Your overall impression of the site.



EVALUATION

- This activity is worth 1.5%.
- The evaluation is based on effort, so students who have made an effort to perform a thorough evaluation and make suggestions for fixes will get full grades.