

Old Spice Team Evaluation

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Overview Evaluation

We see that this idea could be used to make the ordering process faster as well as making an ordering process easier to keep track of for large parties wanting to order family style meals. After evaluation, we think that the concept and execution could use some improvement. Our team thinks that the ordering system of using an interactive interface will detract from the sociability of the group during the restaurant experience. As for the interface, we noticed some interface presentation issues, confusion points, and bugs we believe we found in functionality.

Heuristic Evaluation

Number	Heuristic	Notes	Severity Rating	Times Caught
1	[H2 Match between system and real world] [H1 Visibility of system status]	The other people's orders are displayed on the big screen. Every menu item they choose, gets displayed. Also, for every menu item on their list, the X, ? and V buttons are displayed. However, you cannot interact with those. At the very least, I feel like you should get the relevant information when clicking on somebody else's dish.	4	4
2	[H2 Match between system and real world]	You have to respond to your own proposal with either an acceptance or rejection (two of us didn't even get that we were supposed to confirm our own proposal)	4	2
3	[H4 Consistency and standards]	The "order" button is hidden somewhere in the interface, or it simply does not exist. This makes users fail to do the ultimate task in the entire scenario: ordering the final list of dishes. I put this as a H4 violation, because there may be a button that makes the final order but is not named "order."	4	2

4	[H3 User control and freedom]	How do I clear a person's order (my own) if I don't want it anymore? I don't know how to undo it. This exit is not clearly marked.	3	3
5	[H9 Help users recognize, diagnose, and recover from errors] [H10 Help and documentation]	I think that there is help needed for understanding how the 'Shared Space' works. Is there a common space for all of the users together? Can people confirm only what's going on with your order? How can one user add multiple orders? How does voting/confirmation work? Can I vote on my own entries or not?	3	2
6	[H1 Visibility of system status]	The interface does not change to notify the user whether or not the order has been placed. Even though the waiter physically comes, it would be nice for the actual interface to change as the meal progresses.(There may have been an "order" button; perhaps the issue is the user pressed the order button, but nowhere in the system reports that the order has been made.)	2	2
7	[H8 minimalism]	Multiples of the same food appear as single items. I feel like it would be better to add a counter than have multiples take up a lot of precious screen space.	2	1
8	[H5 Error prevention]	The proposed list of food disappears when the users log out. Users may hit the exit button by mistake and they may have to propose their list over again.	2	1
9	[H3 User control and Freedom]	The Egg Rolls on the house can not be deselected. What if I don't want them?	2	1

10	[H8 aesthetic and minimalist design]	The use of color in the app as a whole is not very effective. Does the green circle mean it's included in both orders? Is it on sale? The bell could be more clearly colored to draw the user to clicking it. Also, color could be used for a background or separating the "table" (?) from the menu? Add some color to the add button as well (and maybe center it within the div it's contained within)? Also, what does the green box around the menu items (in the menu) represent?	2	1
11	[H8 aesthetic and minimalist design]	Sizing. The bell could be VERY LARGE, so that the user knows exactly what their eventual goal will be (pressing the button). Additionally, I almost completely missed the "starters, soup, lo mein, rice, and noodles" menu sections. Increase size please. Also, can the menu items be bigger?	2	2
12	[H1 Visibility of System Status]	It was not intuitive that you can click on the menus to see more information.	2	2
13	[H8 Aesthetic and minimalist design]	The "You are: Arthur" message should appear on the individual screen, not on the all-family screen. In fact, the "You are: Arthur" message does not even need to exist: making it appear on the individual screen is pointless because users already know what their names are.	1	1
14	[H2 Match between system and real world]	The question mark next to an ordered item does not really do anything except for making the picture smaller and adding a blue circle. What is the meaning of this? (User guide does not provide any answer)	1	3

15	[H4 Consistency and Standards]	The ordered items show up in a random order on my list. Either have them alphabetically sorted, or in the order that I ordered them.	1	1
16	[H8 minimalism]	The scrollbar with other people's orders is too flexible, or there is too little spacing between my order and the other orders. It gets confusing when I see half-displayed dishes almost attached to my own. (see image)	1	1
17	[H1 Visibility of System Status]	The feedback of seeing your item populated in the shared space is nice, but because of the size of the items and how they all look very similar, is there a way to highlight the item(s) you've just added for a stronger sense of feedback? Especially to notify others in the group that a new item has been added?	1	2
18	[H6 Recognition rather than recall]	Whether the soup is a cup or a bowl was not immediately visible. The titles are different, but the picture is the same. Users might mistakenly order for a bowl while they only want a cup. Maybe try to use different pictures or make the cup/bowl option more visible.	1	1
19	[H7 Flexibility and efficiency of use]	There are no shortcuts for selecting pre-loaded orders or copy and pasting previous orders or foods, but maybe there doesn't need to be for this app.	0	1

Overall Recommendations

Options need to be mapped more closely with actions. The order button was not immediately identifiable. Options to cancel your own proposal and to undo your approval/disapproval of other users' proposals were also not immediately visible.

Give persistent feedback to actions. If a person gives feedback to a proposed dish, maybe the system should report that the particular person has either approved/disapproved of the dish. If the final order was made, perhaps the system should report that the order was made. The team may have implied these system changes through color changes, but the mapping of the colors to each system state may not be clear enough to all users.

The application has to borrow from the users' mental model. For example, the user does not need to approve of his/her own proposal of a dish. Users should be able to interact with the choices of other users, but it is unclear if this happens.

Interface should deliver essential information. There exists a visual representation of the list of dishes that were proposed/ordered; it may be confusing to novice users of the interface. Some buttons/menus can be more visible, while some other visual information can be rather hidden. Make the most important info visible.

Interface could use some more time focused on aesthetics. The interface could make a more efficient use of color, sizing, and organization to guide the user in the selection process.

Individual Evaluations

Sarah Strohkorb - Individual Evaluation

Usability Heuristics (from Nielsen Reading)

1. Simple and Natural Dialogue
 - Simplistic design (less is more)
 - Effective use of graphic design and color
2. Speak the Users' Language
 - Avoid confusing language/mappings
 - Explanation/guidance of user action is natural
3. Minimize User Memory Load
 - Give as much info as possible to the user about the inputs they are asked to provide (minimize user effort)
4. Consistency
 - Within the application
 - Use of web/app standards
5. Feedback
 - User input feedback
 - Response time
 - Failures are caught and communicated
6. Clearly Marked Exits
7. Shortcuts
 - The ability of high frequency users or user actions to be streamlined

8. Good Error Messages
 - Are helpful to the user
 - Communicate the error well
9. Error prevention
10. Help and Documentation
 - Help is available for even basic functionality

Heuristic Violations

1. [H2 Speak the Users' Language] (Severity 3)
The button "Join table" is confusing and I'm not sure what it means, what does it represent? Do the orders represent different orders for different people? Isn't it supposed to be family style? The mapping between the 'join table' language and the action is not clear.
2. [H6 Clearly Marked Exits] (Severity 3)
How do I clear a row if I don't want it anymore? I don't know how to undo an order ('On the House'). This exit is not clearly marked.
3. [H1 Simple and Natural Dialogue] (Severity 2)
The use of color in the app as a whole is not very effective. Does the green circle mean it's included in both orders? Is it on sale? The bell could be more clearly colored to draw the user to clicking it. Also, color could be used for a background or separating the "table" (?) from the menu? Add some color to the add button as well (and maybe center it within the div it's contained within)? Also, what does the green box around the menu items (in the menu) represent?
4. [H2 Speak the Users' Language] (Severity 3)
Sometimes the mapping between the visual and function for the 'X', '?', and 'check' next to the items doesn't match the intended function. Sometimes when I try to delete an item, it will delete, other times it won't. The same goes for the check button. And the '?' button doesn't seem to have any effect.
5. [H1 Simple and Natural Dialogue] (Severity 2)
Sizing. The bell could be VERY LARGE, so that the user knows exactly what their eventual goal will be (pressing the button). Additionally, I almost completely missed the "starters, soup, lo mein, rice, and noodles" menu sections. Increase size please. Also, can the menu items be bigger?
6. [H5 Feedback] (Severity 1)
The feedback of seeing your item populated in the shared space is nice, but because of the size of the items and how they all look very similar, is there a way to highlight the item(s) you've just added for a stronger sense of feedback? Especially to notify others in the group that a new item has been added?
7. [H10 Help and Documentation] (Severity 4)
I think that there is help needed for understanding how the 'Shared Space' works. Is there a common space for all of the users together? Can people confirm only what's going on with your order? How can one user add multiple orders? How does voting/confirmation work? Can I vote on my own entries or not?
8. [H7 Shortcuts] (Severity 0)
There are no shortcuts for selecting pre-loaded orders or copy and pasting previous orders or foods, but maybe there doesn't need to be for this app.
9. [H1 Simple and Natural Dialogue] (Severity 1)

It's not the most simple menu interface, there's a lot of text. Would it be better to hide the description and then if they request a description, then get it? Additionally, instead of the description right there, would having the picture present in the menu be beneficial?

Notes

- I'm confused as to why sometimes I would see a growing horizontal list next to the menu and sometimes they'd be added automatically onto the shared space
- What is the use of the "You are:" text?
- Maybe use a wood background for the shared space so it resembles a table?
- Your use of color with the mini delete, question, and check buttons next to the unconfirmed entries is good. The color maps well to the functions.
- Additionally, the add buttons are intuitive and consistent with current standards.
- The functionality is impressive guys :) good work

Old Spice prototype evaluation - Steven Cooreman

1. [H1 Feedback] [H10 Documentation] (severity 4)

The question mark next to an ordered item does not really do anything except for making the picture smaller and adding a blue circle. What is the meaning of this? (User guide does not provide any answer) X

2. [H8 minimalism] (severity 3)

Multiples of the same food appear as single items. I feel like it would be better to add a counter than have multiples take up a lot of precious screen space. X

3. [H5 recognition] (severity 4)

The other people's orders are displayed on the big screen. Every menu item they choose, gets displayed. Also, for every menu item on their list, the X, ? and V buttons are displayed. However, you cannot interact with those.

At the very least, I feel like you should get the relevant information when clicking on somebody else's dish. X

4. [H3 User control and Freedom] (severity 2)

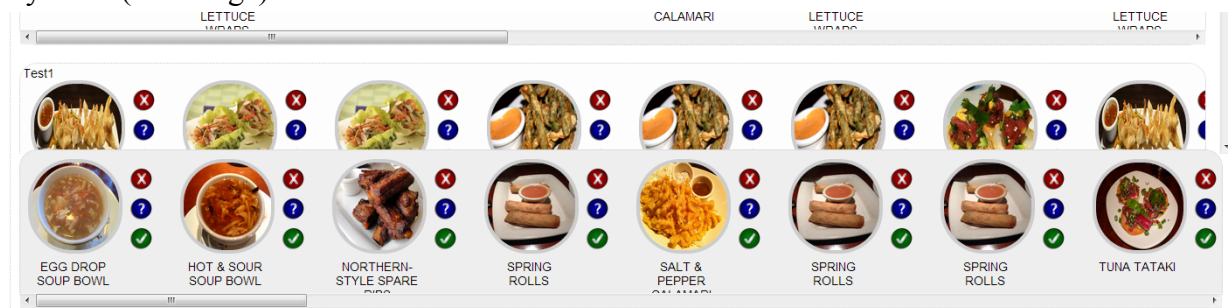
The Egg Rolls on the house can not be deselected. What if I don't want them? X

5. [H4 Consistency and Standards] (severity 3)

The ordered items show up in a random order on my list. Either have them alphabetically sorted, or in the order that I ordered them.

6. [H8 minimalism] (severity 3)

The scrollbar with other people's orders is too flexible, or there is too little spacing between my order and the other orders. It gets confusing when I see half-displayed dishes almost attached to my own. (see image)



Michael Ninh - Individual Evaluation

1) [H1 Visibility of System Status] (Severity 2)

The user does not know whether or not the order been accepted by the waiter or not. It is true that the physical act of a waiter may be enough user feedback but it would be a nice feature to give some sort of interface feedback as the meal progresses. Feedback could be presented in the form of “time request accepted” or similar.

2) [H10 Help & Documentation] (Severity 3)

There are no on-screen instructions to orient the user what is going on. There is the possibility that the buttons could be interpreted in many ways. For example, the question mark button could be mistaken for “I want to have the waiter explain this dish” - not all users would automatically assume that this is an unsure dish selection.

3) [H7 Flexibility and efficiency of use] (Severity 2)

After accepting a certain dish, if a user changes his/her mind, the user has click on the dish again to bring up the options. I think the two remaining options (cancel, unsure) should still be displayed next the dish. This would let the user notice that their option is not 100% locked in. There is a possibility that a user may not know to click on a dish to bring up the options. This would also allow users to know that they can still alter their choice despite confirmation.

4) [H6 Recognition & Recall] (Severity 1)

For the Shared Space, when a user is unsure of a dish it is highlighted in blue. There is nothing to notify other users what blue highlighting means other than the fact that the “unsure” option is also blue. Users must remember the color of the buttons in order to remember what options means.

Goodness: I like the expanding view of the foods when clicked. Nice description of the foods.

Additional Notes: I dismissed a lot of things as interface bugs, such as intermittent appearance of buttons in the shared space.

Individual evaluation - Jea Young Park

1. [H2 Match between system and the real world] (Severity 3)

One of the major task is to propose a dish to the group. Why do I have to respond to my own proposal with either an acceptance or rejection? I put this as a H2 violation, because interface deviates far away from the user's mental model.

2. [H1 Visibility of system status] (Severity 4)

The acceptance/rejection buttons for other people's proposed dishes appear fine on the screen. The buttons seem to be clickable, since the cursor form changes when it hovers over the button. However, users do not see the status changing once the buttons are clicked. There is NO visual change in the interface in any way.

3. [H3 User control and freedom] (Severity 3)

There is no clear "cancel" button when the users wish to cancel their own proposed dish. The dish is apparently cancelled by clicking the menu again, which is not immediately clear. This is a consistency problem, because a better solution might be to have a "cancel" button next to the add menu buttons.

4. [H5 Error prevention] (Severity 3)

The proposed list of food disappears when the users log out. Users may hit the exit button by mistake and they may have to propose their list over again.

5. [H6 Recognition rather than recall] (Severity 3)

You have to look at both screens to check and see what items have not been ordered yet. Users need to switch back and forth, especially when there are many items.

6. [H8 Aesthetic and minimalist design] (Severity 2)

The "You are: Arthur" message should appear on the individual screen, not on the all-family screen. In fact, the "You are: Arthur" message does not even need to exist: making it appear on the individual screen is pointless because users already know what their names are.

7. [H4 Consistency and standards] (Severity 4)

The "order" button is hidden somewhere in the interface, or it simply does not exist. This makes users fail to do the ultimate task in the entire scenario: ordering the final list of dishes. I put this as a H4 violation, because there may be a button that makes the final order but is not named "order."

8. [H1 Visibility of system status] (Severity 4)

There may have been an "order" button; perhaps the issue is the user pressed the order button, but nowhere in the system reports that the order has been made.

9. [H1 Visibility of system status] (Severity 2)

The fact that I proposed a course is not immediately visible. This is a limitation of the prototype, I agree - the application itself is too large to fit in one screen. It does appear on the main table screen; it is simply hard to realize this when the prototype makes you to scroll up the screen.

10. [H6 Recognition rather than recall] (Severity 2)

Whether the soup is a cup or a bowl was not immediately visible. The titles are different, but the picture is the same. Users might mistakenly order for a bowl while they only want a cup. Maybe try to use different pictures or make the cup/bowl option more visible.

11. [H9 Help users recognize, diagnose, and recover from errors] (Severity 2)

H9 and H10 violations are most not observed since there are no error messages or help menus implemented. Rather, the interface is suffering from a complete lack of feedback. Perhaps some form of help or an easy error message could help.

Good part:

Interface to obtain additional information of each menu is good. Users see the price, general info, picture, name, veg/gluten, nutrition facts. The team might have spent too much time designing this aspect of the interface.