

universidade de aveiro
theoria poiesis praxis

< Website

Analytical

Evaluation >

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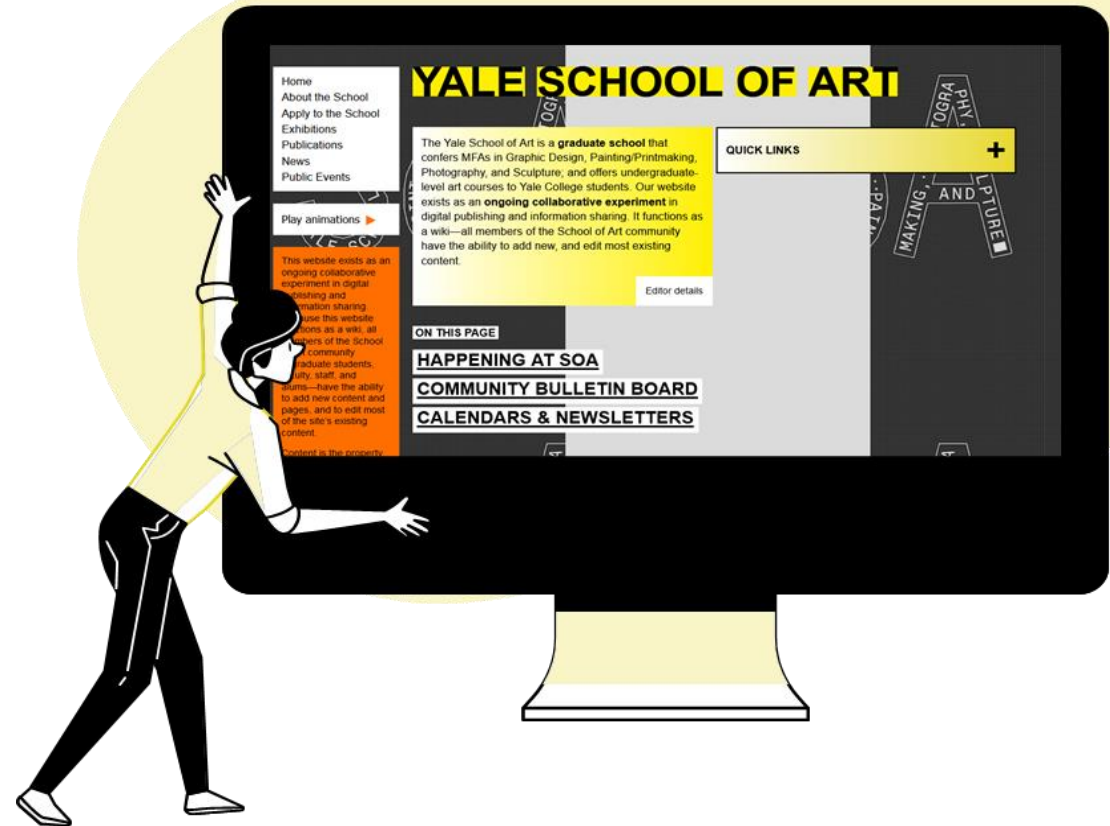


Introduction



Yale School of Art:

- Graduate school website
- Event & News publication platform
- General institutional information
- Any student or staff can edit



Why this choice?

1. A good alternative
2. #2 on Graphics Design
3. **Artistic** expression Vs **Usability**
4. A **well-known** good, bad example



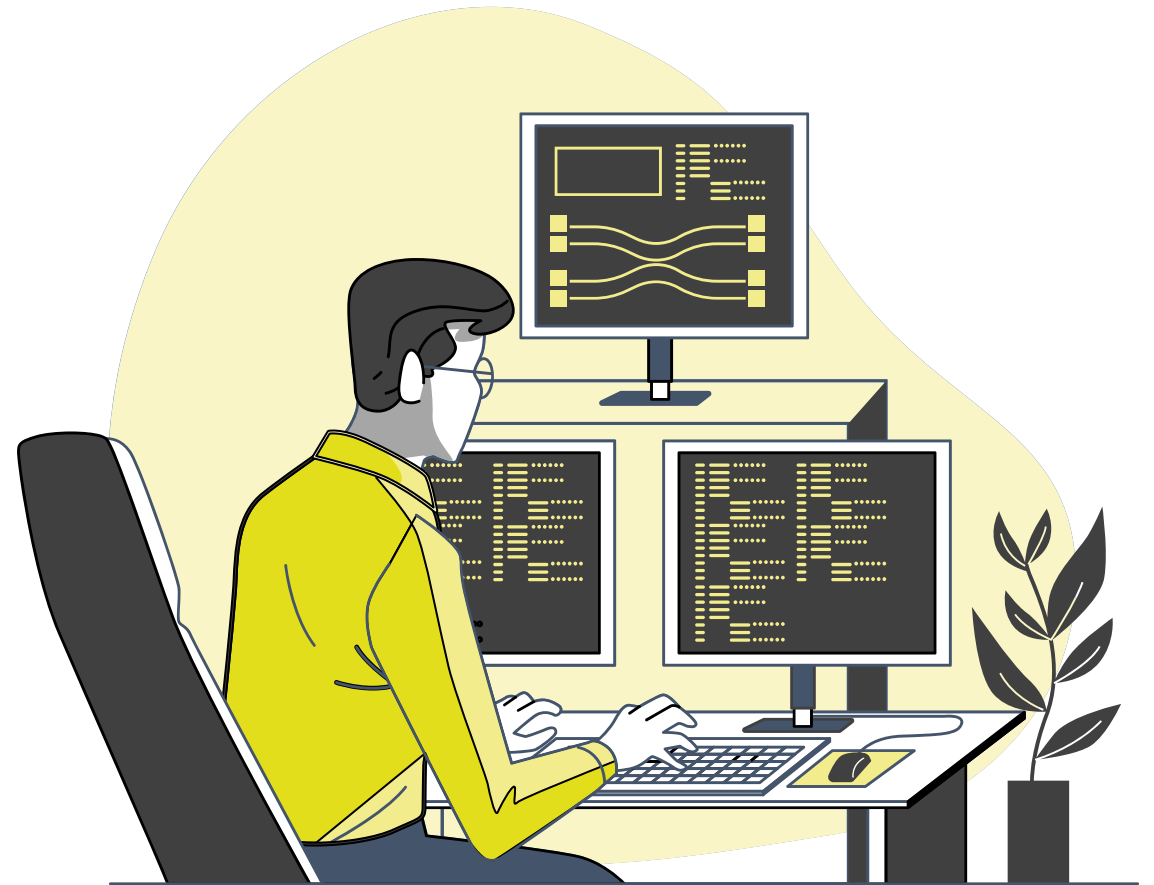
Methodology - Analytical

Heuristic Evaluation

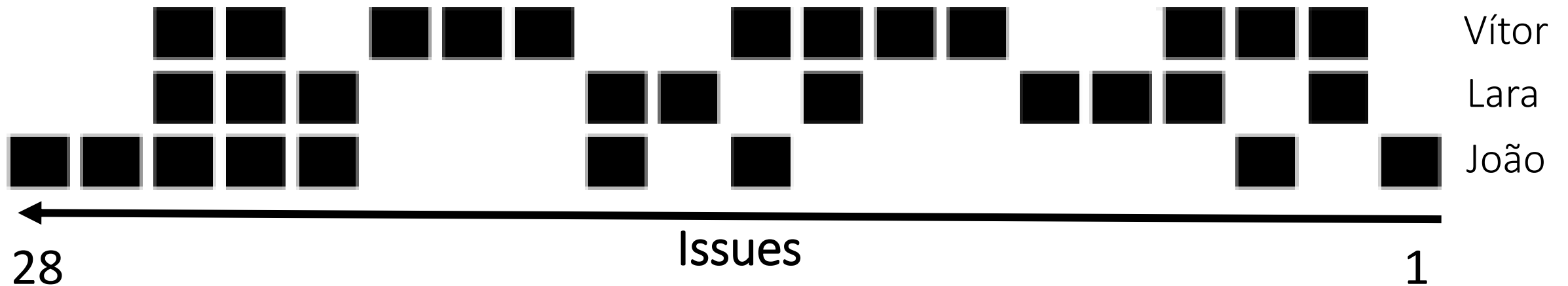
(Independent evaluators to prevent bias)

Cognitive Walkthrough

(Group activity)



Number of Issues found

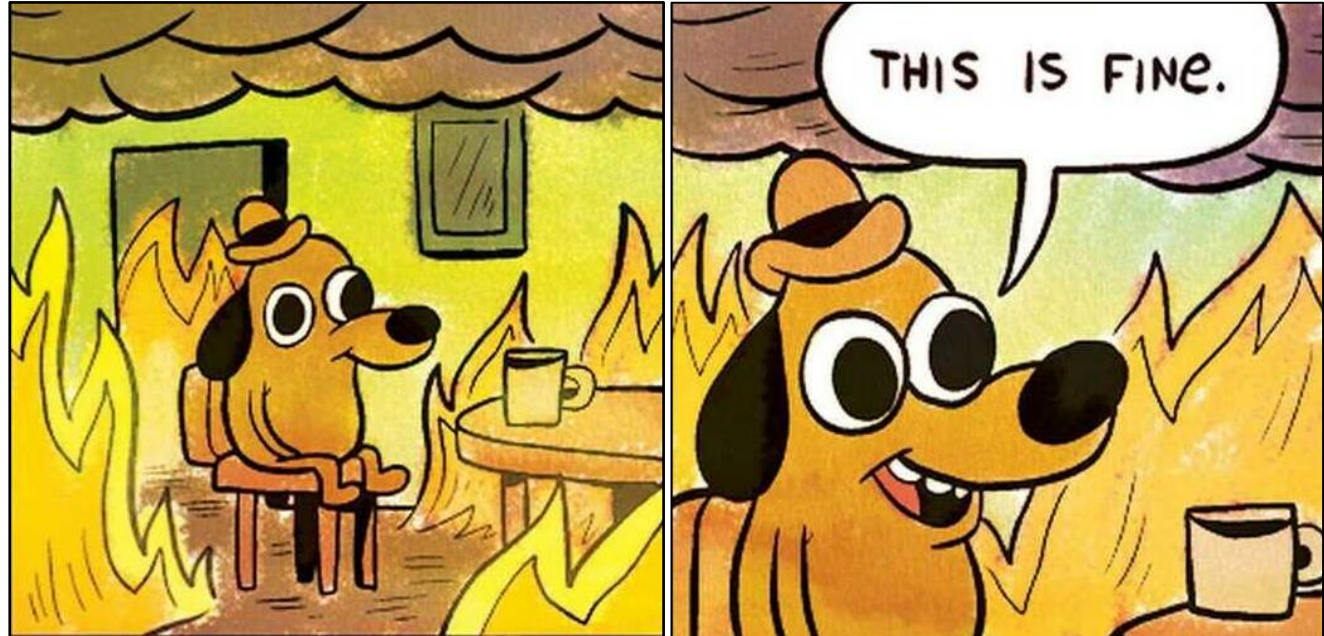


Number of Issues found

Issues ID	Description
1	Last editor instead of "Editor Details"
2	Menu "Quick Links" has different types of letters with no apparent reason
3	Unnecessary "Play Animations" button on some subpages
4	Slow website when passing between subpages
5	Irrelevant website icon
6	Address information isn't aggregated in contact information
7	Some hyperlinks aren't obvious
8	Font letter too small
9	Navbar position in an odd position
10	"About" of the website should be in the navbar explaining context
11	There are two calendars on the mainpage and repeated calendars
12	Badly configured titles / lack of care
13	News too long, should have a "See more" button to redirect
14	There is no standard for widget and publication style
15	Login button visibly associated with page editing utilities
16	Requires time-consuming searching of the links menu depending on page depth
17	News from New Haven archive too difficult to navigate
18	"Quick Links" menus change between pages and don't appear on some subpages
19	In "Quick Links" the existence of "Newsletter & Calendars" doesn't make sense
20	There is no direct correlation between Android and Browser PC designs
21	Excessively concentrated information the the left part of the screen
22	Missing identifications icons for functions and tasks
23	Visiting sections doesn't link Visiting page / Link is in different section
24	Homepage doesn't look like a Homepage. Total disorganization
25	Chaotic Navbar
26	Excessive on-screen content
27	When trying to login as a visitor it doesn't allow to enter, register and doesn't give an email error directly
28	Poor login UI

Severity classification

Issues ID	João	Lara	Vítor	Median
1	0	1	0	0
2	1	1	1	1
3	1	1	1	1
4	2	1	1	1
5	0	1	2	1
6	2	1	1	1
7	1	1	1	1
8	3	1	2	2
9	2	2	2	2
10	2	2	2	2
11	2	3	2	2
12	2	1	2	2
13	1	2	2	2
14	3	2	2	2
15	3	2	2	2
16	3	2	2	2
17	2	2	3	2
18	2	3	3	3
19	3	3	2	3
20	3	3	3	3
21	3	4	2	3
22	3	3	2	3
23	3	2	3	3
24	4	4	3	4
25	4	4	3	4
26	3	4	4	4
27	4	4	3	4
28	4	4	3	4



Lets focus on Issues 18 to 28!
(Severity Level 3 and 4)

Focus

Issues ID	João	Lara	Vítor	Median
18	2	3	3	3
19	3	3	2	3
20	3	3	3	3
21	3	4	2	3
22	3	3	2	3
23	3	2	3	3
24	4	4	3	4
25	4	4	3	4
26	3	4	4	4
27	4	4	3	4
28	4	4	3	4



Heuristic Evaluation

10 Nielsen's Heuristics:

- Status **Visibility**
- **Match** System & Real World
- **Control** & freedom
- **Consistency** and Standards
- Error **prevention**
- **Recognition** > Recall
- **Flexibility**
- **Minimalism**
- Recognize, Diagnose and **Recover**
- **Help** and Documentation



Issues ID	João	Lara	Vitor	Median
24	4	4	3	4
25	4	4	3	4
26	3	4	4	4
27	4	4	3	4
28	4	4	3	4

Heuristic Evaluation

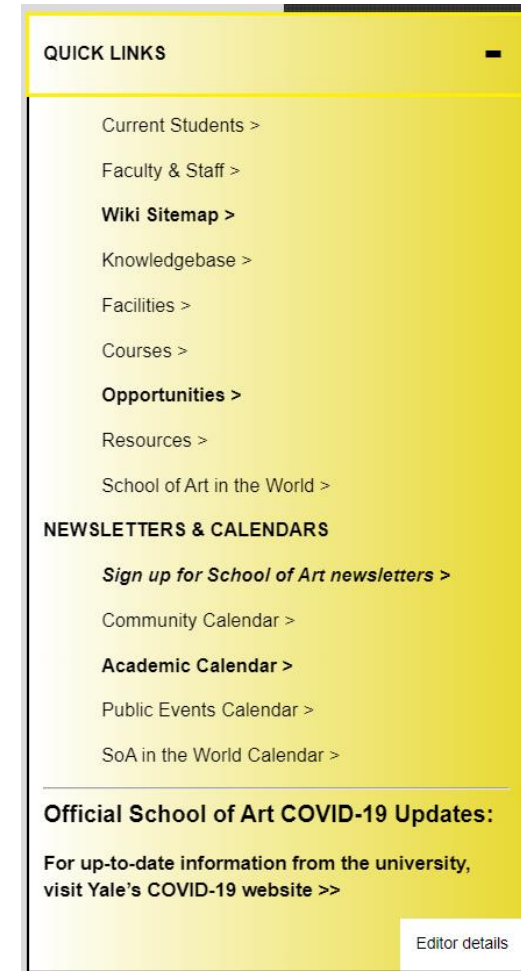
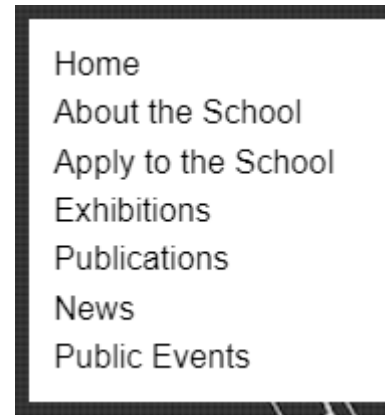
Issue ID 25: Chaotic Navbar

Description: Mainpage has 2 different menus for navigation

Heuristic set **violations:**

- Poor flexibility
- Hardly recognizable
- No consistency

Severity: 4



Heuristic Evaluation

Issue ID 26: Excessive on-screen content

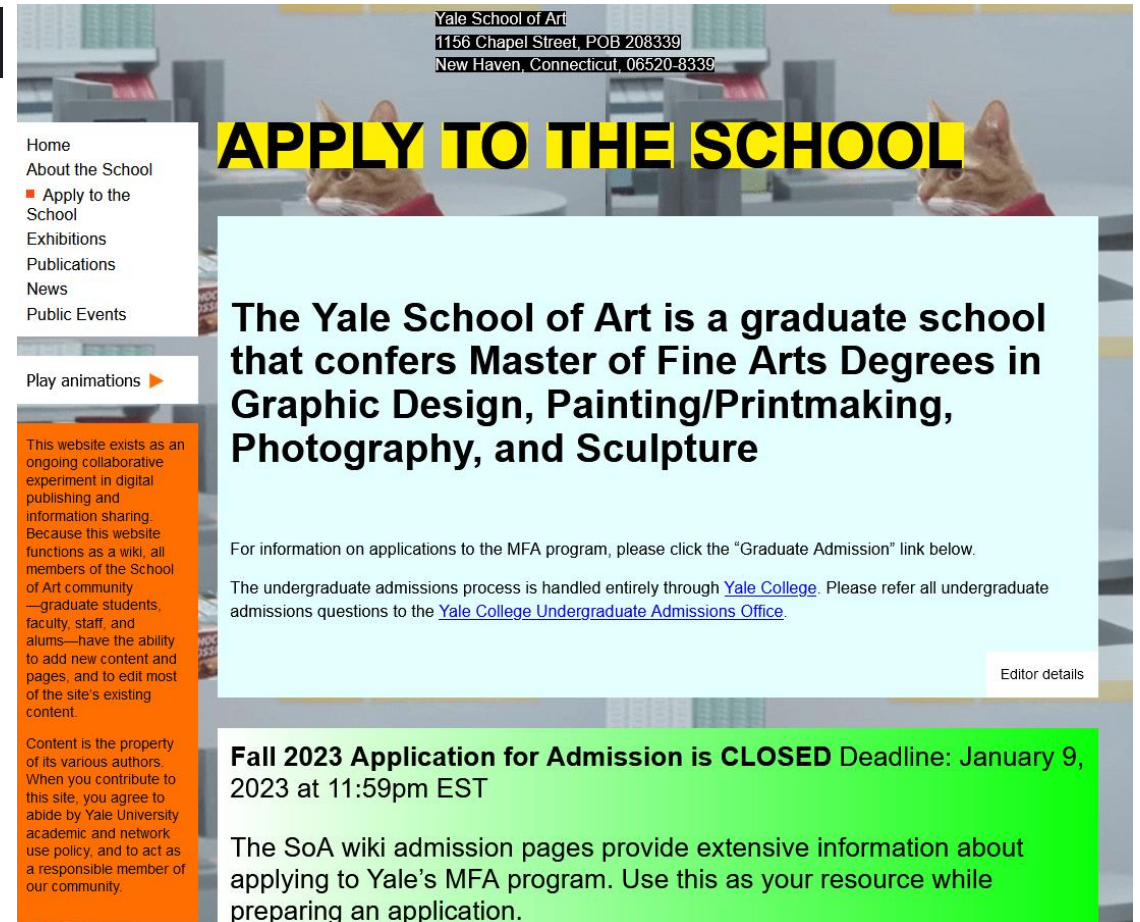
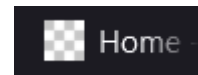
Description:

- Illegible aesthetic

Heuristic Set violation:

- Absent minimalism
- Consistency and standard
- Error prevention
- Recognition

Severity: 4



Heuristic Evaluation

Issue ID 28: Poor login UI

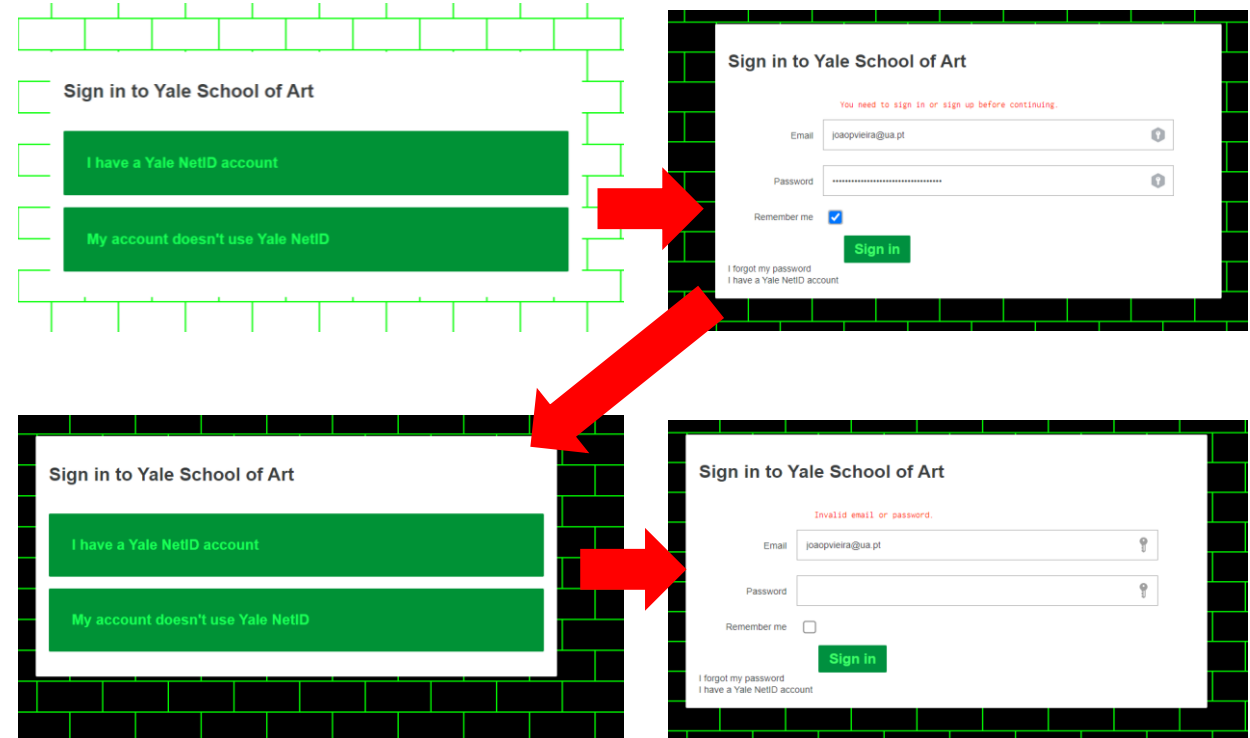
Description:

- No return button
- Incorrect order of validation

Heuristic Set violation:

- Error prevention
- Help users recognize, diagnose and recover for errors

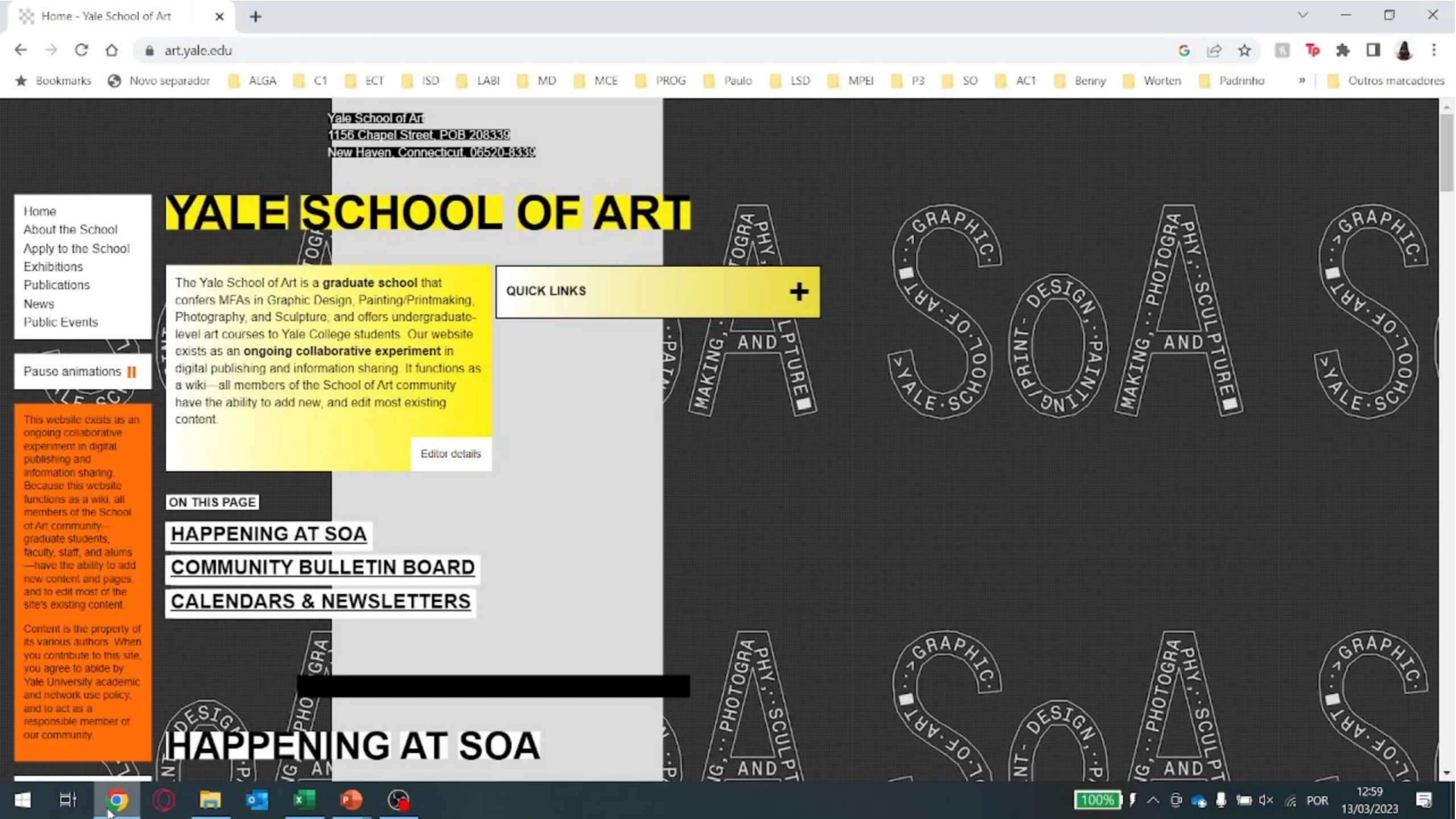
Severity: 4



Cognitive Walkthrough

- **Task:** Look for weekly events / news during the week of 23th March 2020
- **Target users:** Any staff, teachers or students of the SOA
- **Actions identified in the task:**
 - Go to the mainpage and access “News”
 - Access “Letter Archive”
 - Select Week at SOA
 - Refresh the page (F5)
 - Scroll down to the requested date
- **Streamlined Cognitive Walkthrough** (Spencer, 2000)
 - Q1: Will the user **know what to do** at this step?
 - Q2: If the user does the **right thing**, will they **know** that did the right thing, and are **making progress** towards their goal?





Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut 06520-8339

YALE SCHOOL OF ART

The Yale School of Art is a **graduate school** that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an **ongoing collaborative experiment** in digital publishing and information sharing. It functions as a wiki—all members of the School of Art community have the ability to add new, and edit most existing content.

Editor details

QUICK LINKS



ON THIS PAGE

HAPPENING AT SOA

COMMUNITY BULLETIN BOARD

CALENDARS & NEWSLETTERS

HAPPENING AT SOA

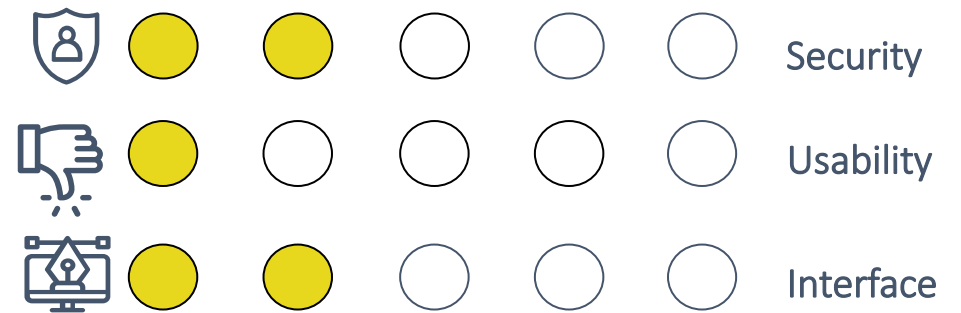
Answering Questions - Tasks

- 1.) Go to the mainpage and access “News”
Q1: Probably yes, but its confusing.
Q2: Probably yes
- 2.) Access “Letter Archive”
Q1: Probably no.
Q2: Probably no
- 3.) Select Week at SOA
Q1: Probably no.
Q2: Probably no.
- 4.) Refresh the page (F5)
Q1: DEFINATLY NO!
Q2: DEFINATLY NO!
- 5.) Scroll down to the requested date
Q1: Yes but it’s boring!
Q2: Yes.



Overall appreciation

1. Art is **subjective** and **complex**
2. **Artistic expression** can be applied in **Usability**
3. Website is a **deterrent** for regular users
4. Is not good for a “**#2 College**” for Graphics design.
5. **Everyone** can **edit** everything = Bad Idea
6. **Not very secure.**



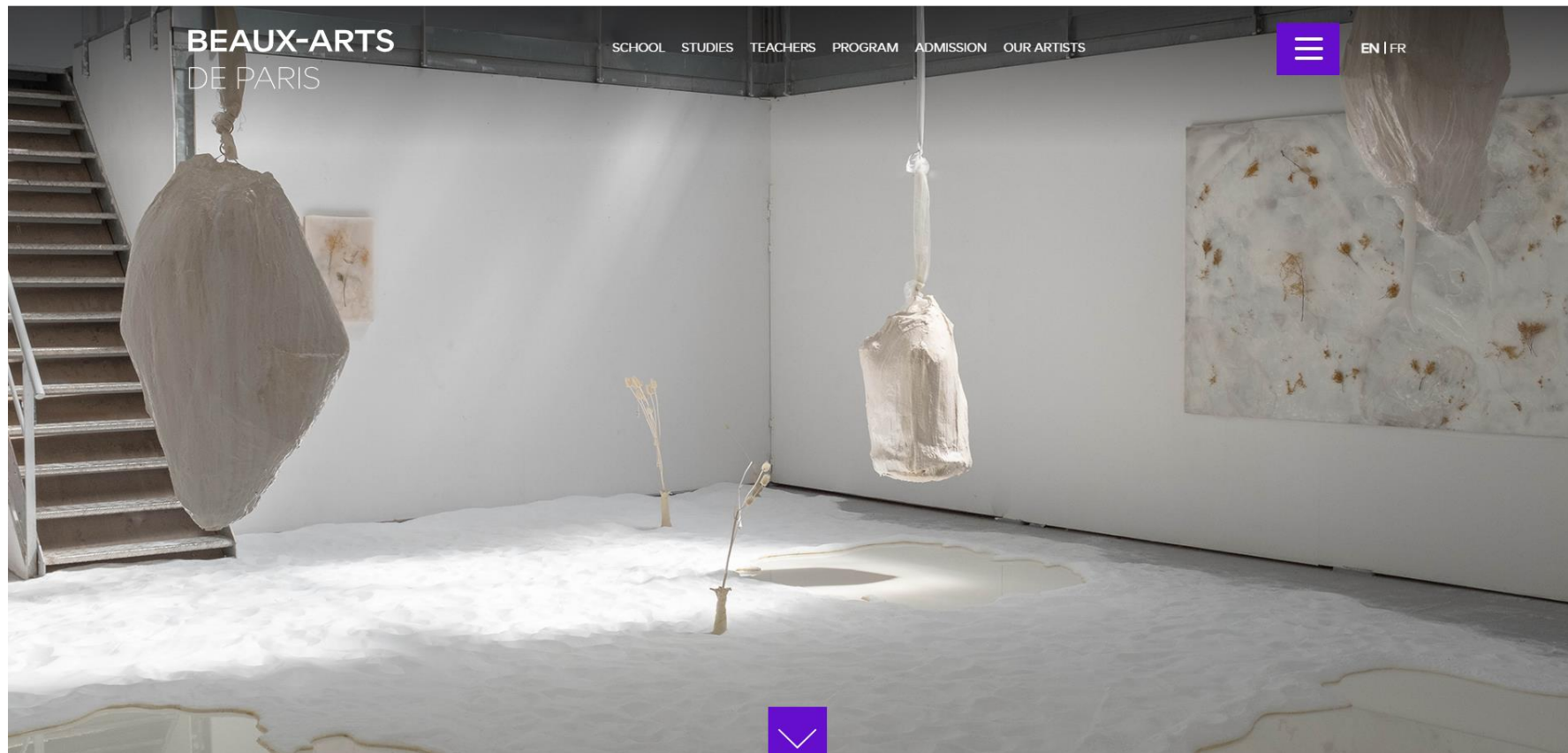
Solutions

1. Website art gallery
2. People can only edit in **specific** areas
(**personal gallery** space)
3. Collaboration between **Engineers** and **Artists**

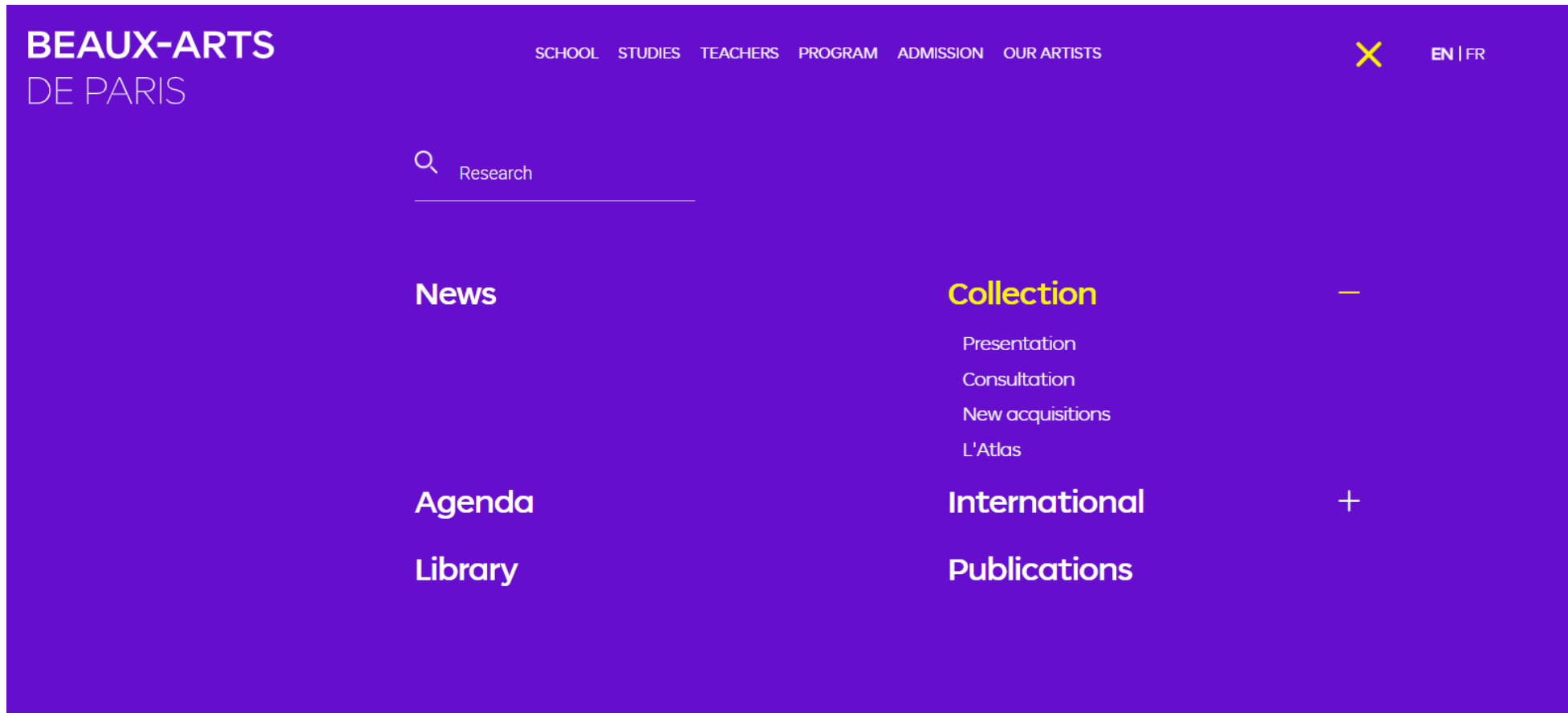


A Good Example

National School of Fine Arts - Paris, France



A Good Example



Thank you