Nielsen Norman Group

**Heuristic Evaluation**

**Workbook**

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Product: Website – Home Page

Task: Screen the website and offer

RULE Currently In the Future

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| 1. **Visibility of System Status**   **The design should always keep users informed about what is going on, through appropriate feedback within**  **a reasonable amount of time.**   * Does the design clearly communicate its state? * Is feedback presented quickly after user actions? | - No highlighted state that we are on the home page  - inconsistent btns/links interaction feedback like hover  - No loading state for missing pics - Unclear action for btn in modal  - Uneven Cake Pattern in Events Tiles  - No breadcrumbs in modals to see from where we got there  - wrong font size and line size in text  + No disturbing pop-ups follows WCAG | - Logo highlighted on the left, in the nav for state information  - Unify hover effects  - Change for intuitive names in btns suggesting action  - Level properly each information type paragraphs  - apply breadcrumbs - minimum 16px to read on desktop |
| 1. **Match Between System and the Real World**   **The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.**   * Will user be familiar with the terminology used in the design? * Do the design’s controls follow real-world conventions? | - some internal yoga-specific jargon non for beginners | - simplify language or think about adding section with dictionary for beginners |
| 1. **User Control and Freedom**   **Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.**   * Does the design allow users to go back a step in the process? * Are exit links easily discoverable? * Can users easily cancel an action? * Is *Undo* and *Redo* supported? | - lack of navigation access in modal  -1 side mobile navigation  + back button support + x button in modals | - navigation drawer could be swipe-able out from any point in the app to follow thumb heat-map  -allow users to switch left/right hand mode |
| 1. **Consistency and Standards**   **Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.**   * Does the design follow industry conventions? * Are visual treatments used consistently throughout the design? | - Inconsistent styling of buttons and links  - Some icons do not follow familiar design conventions, with variations between desktop and mobile versions | - Unify styling of btns and links across the website  - Use universally recognized icons for actions (e.g., a magnifying glass for search) on both platforms |
| 1. **Recognition Rather Than Recall**   **Minimize the user's memory load by making elements, actions, and options visible. The user should not have to**  **remember information from one part of the interface to another. Information required to use the design (e.g. field**  **labels or menu items) should be visible or easily retrievable when needed.**   * Does the design keep important information visible, so that users do not have to memorize it? * Does the design offer help in-context? | - Important options are hidden in hamburger | - that’s understandable for mobiles but should be always accessible |
| 1. **Flexibility and Efficiency of Use**   **Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.**   * Does the design provide accelerators like keyboard shortcuts and touch gestures? * Is content and functionality personalized or customized for individual users? | -no features | - add swipe action do mobile menu drawer -add swipe for closing/going back  -add profile feature and user settings |
| 1. **Aesthetic and Minimalist Design**   **Interfaces should not contain**  **information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the**  **relevant units of information and diminishes their relative visibility.**   * Is the visual design and content focused on the essentials? * Have all distracting, unnecessary elements been removed? | -lack of dedicated subpages for relevant content  +max 7 items to choose from  + home page in dashboard theme | - home page is only a dashboard for now – add relevant pages for more information in ordered manner |
| 1. **Help Users Recognize, Diagnose, and Recover from Errors**   **Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and**  **constructively suggest a solution.**   * Does the design use traditional error message visuals, like bold, red text? * Does the design offer a solution that solves the error immediately? | - missing cancellation and payments details | - add policy or broken down links to cancellation and payment rules  -add info about redirection to external sources |
| 1. **Help and Documentation**   **It’s best if the system doesn’t**  **need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.**   * Is help documentation easy to search? * Is help provided in context right at the moment when the user requires it? | - Limited access to help or support options | - consider “fag” and “help” sections  - dictionary for new user page |
| 1. **Error Prevention**   **Good error messages are important, but the best designs carefully prevent problems from occurring in**  **the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.**   * Does the design prevent slips by using helpful constraints? * Does the design warn users before they perform risky actions? | -unclear buttons action in modals | - change for buttons names for descriptive ones – instead of ‘I’m joining’ use ‘fill the form’ |