Heuristic Evaluation

For each heuristic, you should cite one example in your wireframe either illustrating how the heuristic suggests an improvement or pointing to a design decision you made that supports the heuristic. You must evaluate *at least 8* of these.

1. **Fitt's Law**
   At the top of the home page, the first page the user sees after signing in or creating an account is a component that allows the user to create and post a freet. This component has a large area that the user can click to start typing content for their freet. This allows users to quickly point to the section start creating a freet without the need to do any careful navigation.

2. **Speak the User's Language**
   When a user performs certain actions, for instance, trying to upvote a freet when the author of the freet has deleted it, it throws an error since the freet no longer exists. Developers may implement the backend to send back a 404 status code with a brief description of the error, say, 'not found'. However, this does not really give the user context of what exactly happened. Hence when such errors happen, I display an alert dialog to simply inform the user of the error that happened in simple English for them to easily understand what went wrong.

3. **Consistent Naming & Icons**
   For all the actions that the users can take on a freet, they are represented with icons that the user can click to perform the action. For instance, to upvote a freet, a user can click on the heart icon, and to refreet a freet, the user can click on the retweet icon just like the one from Twitter. The interesting thing I managed to implement is that when someone likes or retweets your tweet, you will see that in your notifications and each of the like and refreet notifications have the same icon attached to them to maintain consistency.

4. **Information Scent**
   One of the things I worked on was to have informative and clear messages that help direct the user to appropriate actions to take when they visit a page or section that has no content to display. For instance, when a user creates an account, they will not see any freets on their timeline since the timeline only displays freets and refreets from users that the current user follows. Instead of just showing the user a message like, "No freets to display", I displayed a message that tells the user what to expect to see on this page and why it's empty, and also added a button that directs the user to the Discover page which I added to contain freets from users that the current user does not follow sorted

according to their popularity. This then helps the user know where to discover new people even after they have started following other people already.

5. **Follow Conventions**

One convention across several social media platforms is that if the application has a navigation bar, users can perform searches from it, navigate to their profile as well as display notifications, normally through the use of a bell icon. In my design, I implemented the navigation bar following the same convention which makes it easy for users to transfer knowledge from using other platforms when they start using Fritter.

6. **Show Location & Structure**

As the user navigates between pages on Fritter, according to my design, they can easily know which page they are on from the document title of the browser tab they are in. For instance, when on the home page, the document title will be 'Home - Fritter'. This helps the user to always remember where they are. One other interesting feature I implemented to augment adding page titles is that there are pages where there are tabs that the user can select to view different information, for instance, on the profile page to switch across likes, freets, refreets, etc. In the URL, the user can also see the tab they are currently viewing as it is added to the path and that same tab is also highlighted on the profile page to make it clear that it is the current tab.

7. **Accelerators**

My design contains a **Navbar** that is accessible on every page. It has a **Searchbar** that allows users to search for any other user from anywhere, a **Create Freet** button that allows users to post a freet any time something comes to their mind while doing anything on any page and still be able to continue after posting the freet as well as a menu to help navigate to their profile page, settings on log out of Fritter. These are some of the main functionalities of Fritter which users easily have access to.

8. **Keep Paths Short**

One of the interesting features that I have implemented is adding search suggestions while the user is searching for an author. This means that a user does not have to type the whole username of a user. The user simply needs to remember a part of the username for the user they want to search for and they will get suggestions for users with usernames that contain the substring that the user typed.

9. **Undo & Cancel**

When a user wants to perform actions that include signing out, deleting an account, deleting a freet, and modifying a freet (which results in refreets and likes for the freet

being deleted), the user is displayed with a dialog to confirm that they want to proceed with the action or cancel it, as well as give a brief description of the implications of that action. This allows users to have a layer of security in case they, say, press the delete freet button by mistake. It also acts as a means to avoid users being surprised by certain outcomes after taking certain actions since the outcomes are explained in the confirmation dialog.

10. Perceptual Fusion
Answer here

11. Gestalt Principle of Grouping
On the profile page, the user can see their freets, likes, refreets, followers, and users they follow through the use of some tabs all aligned horizontally and close together. If a user wants to display their freets, they simply have to navigate to the profile tab. The freets are all displayed with a card that looks similar and they are all rendered vertically and close to each other. Lastly, on most pages, there is a suggestions component on the right of each page from which the users can select more users to follow. This also displays users that the current user can follow and they are all arranged in such a way that is distinctive.

12. Recognition vs. Recall
Most social media platforms have some form of upvoting concept. This is mainly through the use of a heart icon which is rendered differently when a user is upvoting something or not. The same applies to the use of the trash to indicate deletion, and the bell icon (with a badge at the top right corner) to indicate notifications. This can help users anticipate what each of these icons does by simply recognizing them and not having to recall every time what they are for. The same applies to my design for Fritter. Users can easily upvote or delete freets through the use of a heart and trash icon respectively.

13. Anticipation & Context
Answer here