

Usability heuristics

My 2 favorite and least favorite websites/apps & usability heuristics



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2 favorite apps

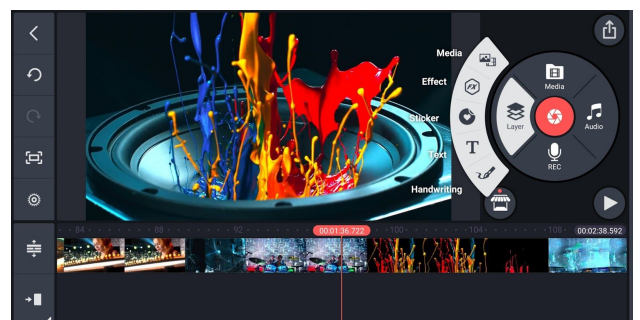
I. KineMaster



KineMaster is a mobile video editing app. Video editing is one of my hobbies, and I was more than happy to find this app. Prior to KineMaster I used Desktop Softwares, but since we spend more time on our mobile phone, this app made video editing possible from anywhere and anytime.

So what I like about this app. This is a professional app, that follows important UX heuristics guidelines, for example

- **Visibility status**- when you export the video it shows a green bar that tracks the render status, so you know how long the video saving is going to take
- **Freedom & Flexibility** -> it allows you to cancel the rendering at any moment , and it comes with an undo option too , it also displays which video filter is active, so you can remove that filter without having to go through several undos
- **Minimalism** -> The app is structured in a compact elegant way. Things in the same category are combined together, so they don't take too much space on the main screen



- **Help** -> In case you need any help, you can click on the Help button and you will see FAQ, Tutorials and Device Compatibility

II. SOLO Learn

Solo learn is a programming app and website, where you can learn programming languages , data structures and more.

This app helps me to revise the fundamentals of the programming languages that I know and learn more. The reason I like this app is that even though this is a complex app with many features, they are not in your face and you don't get overwhelmed by that. The interaction with this app is smooth. Information is architected in a way that it is easy to find what you need. For the new users a quick tutorial is available that walks you through the app features.

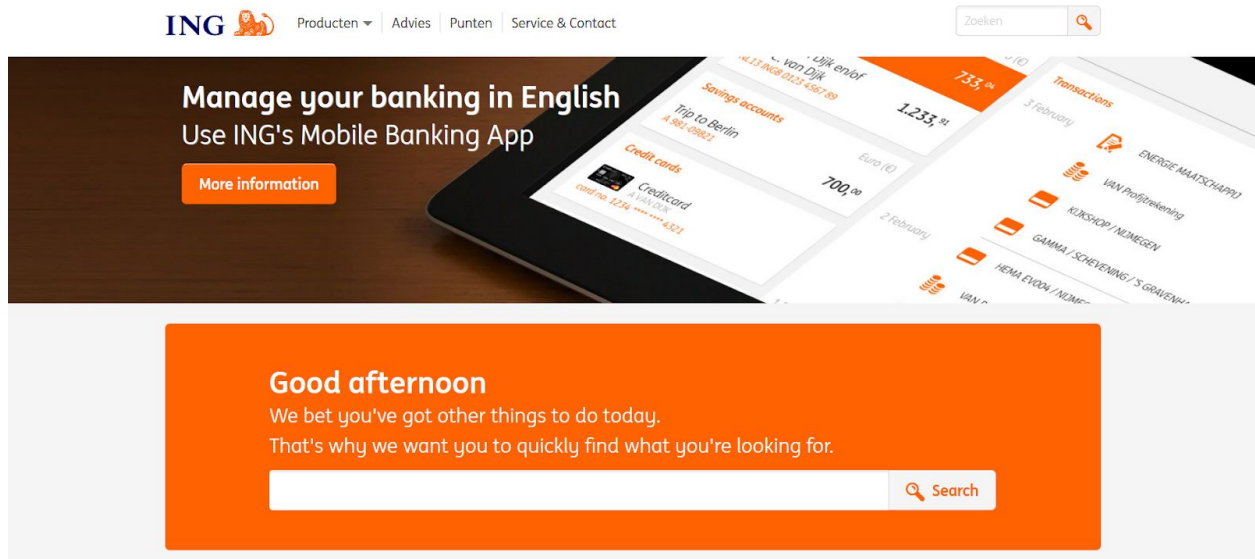


SoloLearn and usability heuristics:

- **Consistency** -> SoloLearn uses the same interface for the mobile app and website
- **Visibility** -> they use this one heavily, from progress tracking to active fields, showing users what's next etc.
- **Help** -> they provide help for general issues and hints for programming problems.

2 least favorite websites/mobile apps

III. ING website



I had to put the ING website in this list because of their recent changes. They built a strict connection between their app and website. Nowadays you can't navigate through their website without having to constantly open your mobile app and confirm that it is you who signed in or it's you who made the payment. I understand that they wanted to create a secure experience, however sometimes you really want to pay with your web account, without depending on the mobile app. In some cases web payment is not even allowed.

One extra thing, the english version of their website is not fully English.

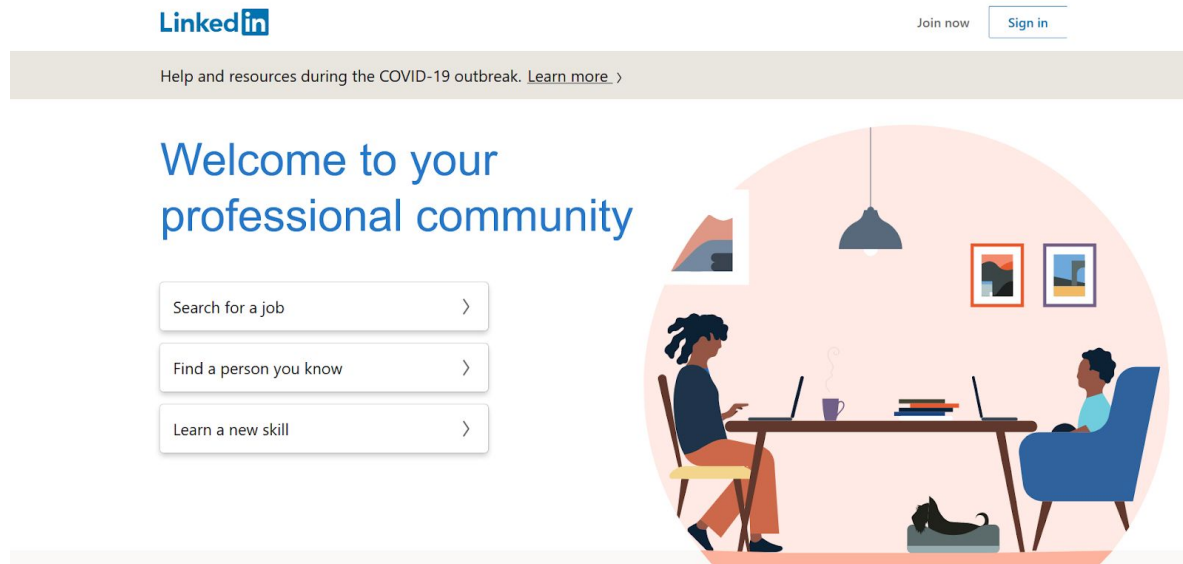
Usability heuristics that ING did NOT follow

- **Flexibility** -> No flexibility. The whole experience is not efficient at all for the user for the above mentioned reasons (if you use the website)
- **Recognition** -> there is a lot happening in the website, sometimes you get lost because of the products' similarities, and when it comes to comparing the products they use technical language, which is not helpful for users

An improvement would be, to maybe offer an 'email confirmation' option too, emails have their own built in security system (especially gmail), so asking users to confirm the payments or logins via email would be a secure option too.

IV. LinkedIn

I genuinely dislike LinkedIn. This website has so many problems: failed job filter functionality, too many notification, irrelevant news feed etc



LinkedIn & Usability heuristics

- **Redundant Visibility or notifications on top of notifications.** LinkedIn inserts an extra row above the homepage that says “do these things to get the most out of LinkedIn”. Some of them are profile related, some of them are connection requests, both of which are totally irrelevant for the majority of LinkedIn users who login to find a job. The feed is already a busy place so inserting an extra row for notifications when you already have a notification button, is not a good idea. The profile completion notifications are not necessary at all, since on the profile page you can already see the profile completion progress.
 - **Not so Minimalistic design** - I wish that LinkedIn went for a minimalist option, I also wish it was more job-seeker-friendly with less busy feed that has more job related posts, overall the website contains too much information that's not well structured.
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