Assignment: Heuristic Evaluation

Submit by March 20, 11:59 PM PDT

Important Information

It is especially important to submit this assignment before the deadline, March 20, 11:59 PM PDT, because it must be graded by others. If you submit late, there may not be enough classmates around to review your work. This makes it difficult - and in some cases, impossible - to produce a grade. Submit on time to avoid these risks.

1. [**Instructions**](https://www.coursera.org/learn/human-computer-interaction/peer/enRJf/heuristic-evaluation)
2. [My submission](https://www.coursera.org/learn/human-computer-interaction/peer/enRJf/heuristic-evaluation/submit)
3. [Discussions](https://www.coursera.org/learn/human-computer-interaction/peer/enRJf/heuristic-evaluation/discussions)

Instructions

In this assignment, you will perform heuristic evaluation. You will evaluate two sites for the same activity and report violations you find with each. Your goal is to find at least 5 violations in each site/app.

Your task for this assignment is to compare the process of buying a round-trip ticket on two websites or apps. You can pick any mode of transit you like: bus, train, boat, airplane, etc. You can compare two vendors of the same type, or compare two vendors of different types. Try purchasing a round-trip ticket from your home city, next Saturday, to any destination that you like. You should stop before actually purchasing the ticket :)

Start on the homepage and work your way through the task. Keep a list of the heuristics handy; you may want to print [this summary page](https://www.coursera.org/learn/human-computer-interaction/supplement/xDXpm/10-usability-heuristics). Follow the process described in the video [introducing heuristic evaluation](https://www.coursera.org/learn/human-computer-interaction/lecture/flwJl/heuristics-part-1). You can also refer to Jacob Nielsen’s excellent [summary](https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/). As you discover usability problems with the sites, be sure to write them down and take a screenshot. Err on the side of including too many things; you can always get rid of some later. You should go through the site multiple times changing the task slightly or exploring different paths each time.

Once you’ve completed the first site/app, go through the same process for the second one. After you have written down violations for both sites, review your list and update the descriptions or heuristic labels as appropriate. You may find that your terminology and categorization shift as you go along. When you have finalized your list of violations, give a severity rating to each. Use the severity rating scale described in the video; we’ve also included it here for your convenience.

0 - don’t agree that this is a usability problem

1 - cosmetic problem

2 - minor usability problem

3 - major usability problem; important to fix

4 - usability catastrophe; imperative to fix

As a student in this class, you’re probably more computer savvy than many other users. Consequently, you’ll naturally avoid errors that other people will run into. To address this, you can invite friends or colleagues to join you in your heuristic evaluation. Also, you can actively stress test applications by omitting a particular field, entering incorrect data, or clicking on a different link than you would normally.

There’s not always a perfect fit for one and only one heuristic. The heuristics are an orienting and attention-facilitating device. They shouldn’t be seen as a straight-jacket of the entire set of problems that can exist. If you see a problem and you aren’t sure what heuristic it matches, write it down and just do your best. Clearly a development team can fix the problem even if the category isn’t a perfect descriptor.

Your submission will be 2 pdf’s, one for each site that you evaluate. Each page should summarize the task you were trying to accomplish, show a screenshot where the violation occurs, list the heuristic violated, and describe the violation and its severity.

Review criterialess

Each violation found will be graded on the following criteria, worth 1 pt each:

* there is a screenshot, heuristic name, description and severity number
* the severity number and heuristic name are appropriate for the description, and the description describes a problem in the screenshot.