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THEORY ASSIGNMENT 2

Heuristic Evaluation



I performed a heuristic evaluation for the Grofers website application using Nielsen’s 10 general principles for interaction design. Grofers.com is one of India’s leading Grocery shopping app.

One of the main benefits of conducting a heuristic evaluation on a website or an app is that it doesn’t require any users because users are expensive (time is money). This could be conducted by any usability expert or a researcher at any place.

Jakob Nielsen’s 10 general principles are called “heuristics” because they are broad rules of thumb and not specific usability guidelines. Following are my own evaluation of the website.

Heuristic Evaluation of Grofers web App:

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| Heuristic No: 1 |
| 1. Visibility of system status |
| Screenshot |
| https://miro.medium.com/max/964/0*KxxAAf5-U36xScfo |
| Rating: 9  Rating by Expert1: 10  Rating by Expert2: 9  When the users try to add more than the item that is available in the product description page it shows the ‘Limited Quantity Available’. Which keeps the users informed about the number of items that are actually available at the moment.  **Heuristic Violated: No** |
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| Heuristic No.2 |
| 2. Match between system and real world |
| Screenshot |
| https://miro.medium.com/max/691/1*KjSKRSA5cNTD-2uwm10jPA.png |
| Rating:10  Rating by Expert1: 9  Rating by Expert2: 8  Grofers uses real-world language for all its product description, side headings such as ‘SmartBachat’ which means ‘Best Deals’ and also in the error prevention dialogs.  **Heuristic Violated: No** |
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| Heuristic No.3 |
| 3. User control and freedom |
| Screenshot |
| https://miro.medium.com/max/528/0*EXmLsvn1tQRPSN_U |
| Rating:5  Rating by Expert1: 7  Rating by Expert2: 6  At this point the user has two problems ‘Confusing the X with remove item from the cart option and ‘Cannot remove the item in a single click’. In the later problem, the user cannot remove the item, in order to remove the item user has to click the minus button multiple times. This may cause frustration in user because it restricts the user from its natural behavior of removing the item from the cart at once.  **Heuristic Violated: Yes** |
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| Heuristic No.4 |
| 4. Consistency and standards |
| Screenshot |
| https://miro.medium.com/max/990/0*9McYKIGTZsQ6ZBUR |
| Rating:7  Rating by Expert1: 7  Rating by Expert2: 6  Grofers is quite consistent in terms of placing its menu and navigation items but coming to item display it lacks consistency. In the left item display, it shows the item name, units, discount price, actual price and adds to cart whereas in the right item display it shows the price comparison first then item name, number of units and the add to cart button. If you see carefully the Add to Cart button is different which may cause confusion among users and the user may have second thoughts on whether to buy the product or not.  **Heuristic Violated: Yes** |
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| Heuristic No.5 |
| 5. Error prevention |
| Screenshot |
| https://miro.medium.com/max/648/1*rZ2ddU1kVE-vp1uHoKFDoA.png |
| Rating:10  Rating by Expert1: 9  Rating by Expert2: 8  When the user clicks on the ‘Detect’ button it asks for the location permission for the first time which prevents from the action of selecting the wrong location.  **Heuristic Violated: No** |
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| Heuristic No.6 |
| 6. Recognition rather than recall |
| Screenshot |
| https://miro.medium.com/max/1005/0*inkyZrG60uZm0Mk2 |
| Rating:10  Rating by Expert1: 10  Rating by Expert2: 10  Search bar shows all the previous searched items in the ‘Frequent Searches’ section which minimizes the cognitive load.  **Heuristic Violated: No** |
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| Heuristic No.7 |
| 7. Aesthetic and minimalist design |
| Screenshot |
| https://miro.medium.com/max/1171/1*m8g3HEywxD80mnqVhXTQrQ.png |
| Rating:9  Rating by Expert1: 8  Rating by Expert2: 9  The Look and feel of the website help users to quickly navigate from one item to another. It also follows basic standards of visual design.  **Heuristic Violated: No** |
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| Heuristic No.8 |
| 8. Help users recognize, diagnose, and recover from errors |
| Screenshot |
| https://miro.medium.com/max/615/0*NTtA8-RJepXZWLvW |
| Rating:8  Rating by Expert1: 7  Rating by Expert2: 5  When the user selects a location for delivery, it checks whether they can deliver in that location or not. If not they show this error which is quite understandable and also shows the locations where they can deliver which may be satisfying at some extent but at this point user is somewhat disappointed because he/she will not be able to use the service and secondly, the website doesn’t provide any way to notify its users when the service is available in future.  **Heuristic Violated: Yes** |
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| Heuristic No.9 |
| 9. Flexibility and efficiency of use |
| Screenshot |
| https://miro.medium.com/max/950/1*sGphj6hWJcDLL1LFwYZTXQ.gif |
| Rating:9  Rating by Expert1: 9  Rating by Expert2: 8  Phone verification at the time of login is different when compared to the checkout page. OTP verification behavior is also different. At the time of login, even people who don’t have any online shopping experience can recover from the OTP invalid verification error which displays the ‘Verification Failed’ error unlike in the cart page.  **Heuristic Violated: No** |
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| Heuristic No.10 |
| 10. Provide help (if needed) |
| Screenshot |
| https://miro.medium.com/max/538/1*Cd_vZaWe_fqvN3wiZxKasA.png |
| Rating:10  Rating by Expert1: 7  Rating by Expert2: 9  Grofers.com provides customer support to all its users, it has email support as well. It also answers frequently asked question in a separate FAQ’s page. which helps users to easily understand the application usage.  **Heuristic Violated: No** |
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Conclusion

Jacob Neilsen’s 10 heuristic principle helped me understand how usability could be improved by applying those principles. It can help clean up the interface from obvious issues before presenting prototypes or initial wireframes to the customer.

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