Heuristic Evaluation Checklist

Evaluator [1]	Ronald
Product	torus.co.jp

Type of device	Xiaomi X3
Screen location	[3] Homepage of TORUS website

Task / Feature [Identify user inconveniences when accessing the homepage

	I am inspecting the interface alone	STEP 1 [4]	STEP 2 [5]	Optional [6]

HEURISTICS	DESCRIBE ISSUE focus on generating all the problems first [7]	RATE IMPACT [8]	RECOMMENDATION (how can it improve? jot down ideas freely) [9]
1. Visibility of system status Are you able to tell what's going on and where you are within the system after each interaction?	It is not immediately available for the user to navigate back to the homepage or a subsection of the webpage if they click into another part of the website	1 priority: low	implement a navigator as shown below HOME > MY ACCOUNT > **WISHLIST**
2. Match between the system and the real world Does the system's language, logic and operations echo your target user's real-world experiences?	right half of "Our Service" textbox is not immediately visible and can only be read when scrolling to the left	1 priority: medium	downsize the textbox and increase rows of text to display all info to the user
	left half of "Mission" textbox can't be accessed and read by the user via scrolling	2,3 priority: high	reposition and downsize the textbox to the centre
3. User control and freedom Is it possible for the users to undo, redo, edit, or exit a command after they have initiated it?			

4. Consistency and standards Does the system's language, layout and commands follow the conventions of similar systems?	menu bar becomes vertical (horizontal on desktop site) not allowing the user to easily access desired section of menu	3 priority: high	make the vertical menu bar only accessible via a menu symbol situated on the top right of the webpage
	the website can be horizontally navigated into blank space	1 priority: medium	make the website only scrollable in the vertical direction
5. Error prevention Did you encounter errors that you think could be preventable by providing constraints or feedback?			
6. Recognition rather than recall Can inexperienced users with no previous knowledge of the system operate the interface easily?			
7. Flexibility and efficiency of use Are there shortcuts for experienced users to accelerate frequent actions or access personalized information?	"contact us" button is hidden behind the frontpage not immediately accessible to the user	3 priority medium	make the button permanently and immediately accessible to the user by placing it next to the menu button on the top right of front page
	bar at the top of the website can only be accessed if the user scrolls all the way back to the top	2 priority: medium	make the menu bar with logo and menu button permanently accessible at the top of the screen like the apple.com website
8. Aesthetic and minimalist design Is the important information visible? Is there visual clutter or lack of information hierarchy?	interactive google map is split in half next to a textbox that is sharing the same horizontal space of the user's mobile display	2 priority: high	allow the interactive google map to take up the entire row of the user's display and put the textbox directly below it
	text in blue recent events bar is not utilising the available horzontal space, in order to show more information without needing to scroll	1,2 priority: low	

Heuristic	Problem	Priority	Recommendation
9. Help users recognize, diagnose, and recover from errors When struck by an error, is it easy to know what's going on, how to solve it and get back to the task?	if user types https://torus.co.jp, there is a DNS error and server cant be found	3 priority: medium	add a redirect to https://torus.co.jp that goes to the website https://www.torus.co.jp
10. Help and documentation Can you find help instructions for all the primary tasks? It is easy to access and follow step-by-step?			
11. (You can create your own heuristic) Aesthetic and minimal design (continued) [10]	Icons at the bottom of the homepage is too large and overlaps one another	1 priority: medium	resize icons to fit into each textbox it is meant to represent
	the four textboxes below icons are horizontally crammed together	2 priority: medium	the four textboxes and icons can be split into 2 rows instead for the user to read all the text from each textbox
	Left side of portrait photo is cut off due to its size	1 priority: low	Downsize portrait photo and put mission values textbox below the portrait photo to make text more visible

ASSESSING IMPACT		
1	**Cosmetic problem**	It is a suggestion
2	**UX frictions**	Causing frustration or delays
3	**Task blocker**	Prevents task completion

[1] To avoid biases, ideally the evaluator should be someone who isn't involved in creating the system.

[2] Define the user tasks you want to test and priorities them based on their importance.

You can begin by thinking: what are the most common actions on the interface you are evaluating?

[3] The location of the interface you're currently evaluating, i.e. "landing page" or the "add a post screen."

[4] Focus on generating all the problems first, before you start rating the severity.

[5] Wait until all the problems found are captured by this list, and then start to rate the severity of each problem.

[6] The focus of a heuristic evaluation is to identify the list of potential usability problems.

Only jot down recommendations or insights if they happen to come to mind during the evaluation.

Don't spend additional time pondering on it.

[7] Be specific.
i.e. Writing "text is too small, and has poor contrast (black text on dark green background)" is much more tangible than "text is unreadable."

[8] Wait until all the problems found are captured by this list, and then start to rate the severity of each problem.

You will find the "Impact Scale" at the bottom of this list.

[9] How might you improve the usability issue discovered? If you don't have any ideas yet, continue with the evaluation.

Our priority here is to come up with the list of violations first.

[10] What are some complementary heuristics that this specific type of product interface might also include in this study?

Did you find any usability issues and abstract principles that you could learn from testing and analyzing existing products?