

# Heuristic Evaluation.



0



1



2



3



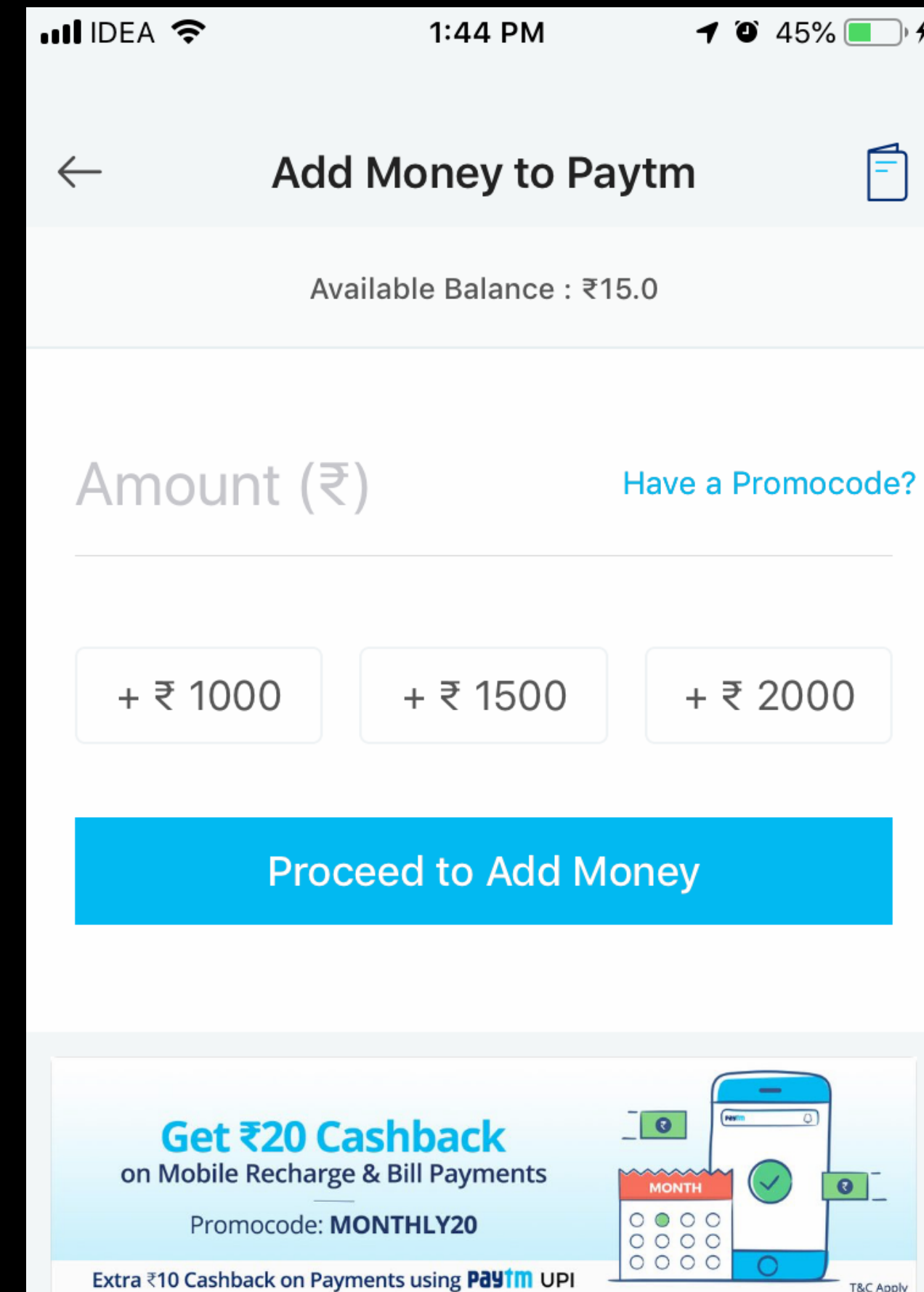
4

## Visibility of system status

The system should keep users informed through appropriate feedback within reasonable time

# Severity

# 0



IDEA 1:44 PM 45%

← Add Money to Paytm

Available Balance : ₹15.0

Amount (₹) [Have a Promocode?](#)

+ ₹ 1000 + ₹ 1500 + ₹ 2000

Proceed to Add Money

**Get ₹20 Cashback**  
on Mobile Recharge & Bill Payments  
Promocode: **MONTHLY20**  
Extra ₹10 Cashback on Payments using **paytm** UPI

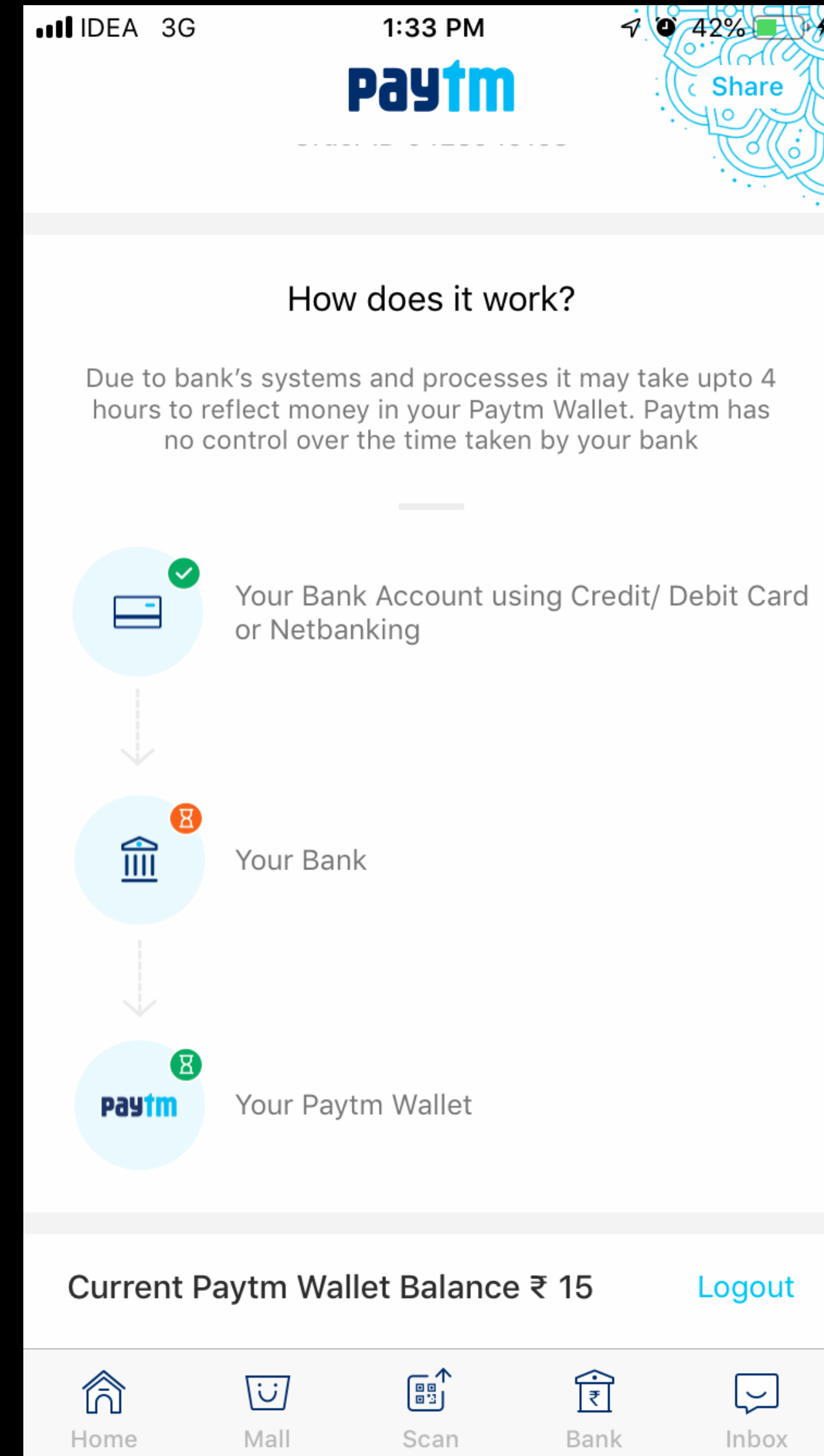
T&C Apply

## Match between system and the real world

The system should speak the users' language rather than system-oriented terms. Follow real-world conventions

# Severity

# 2

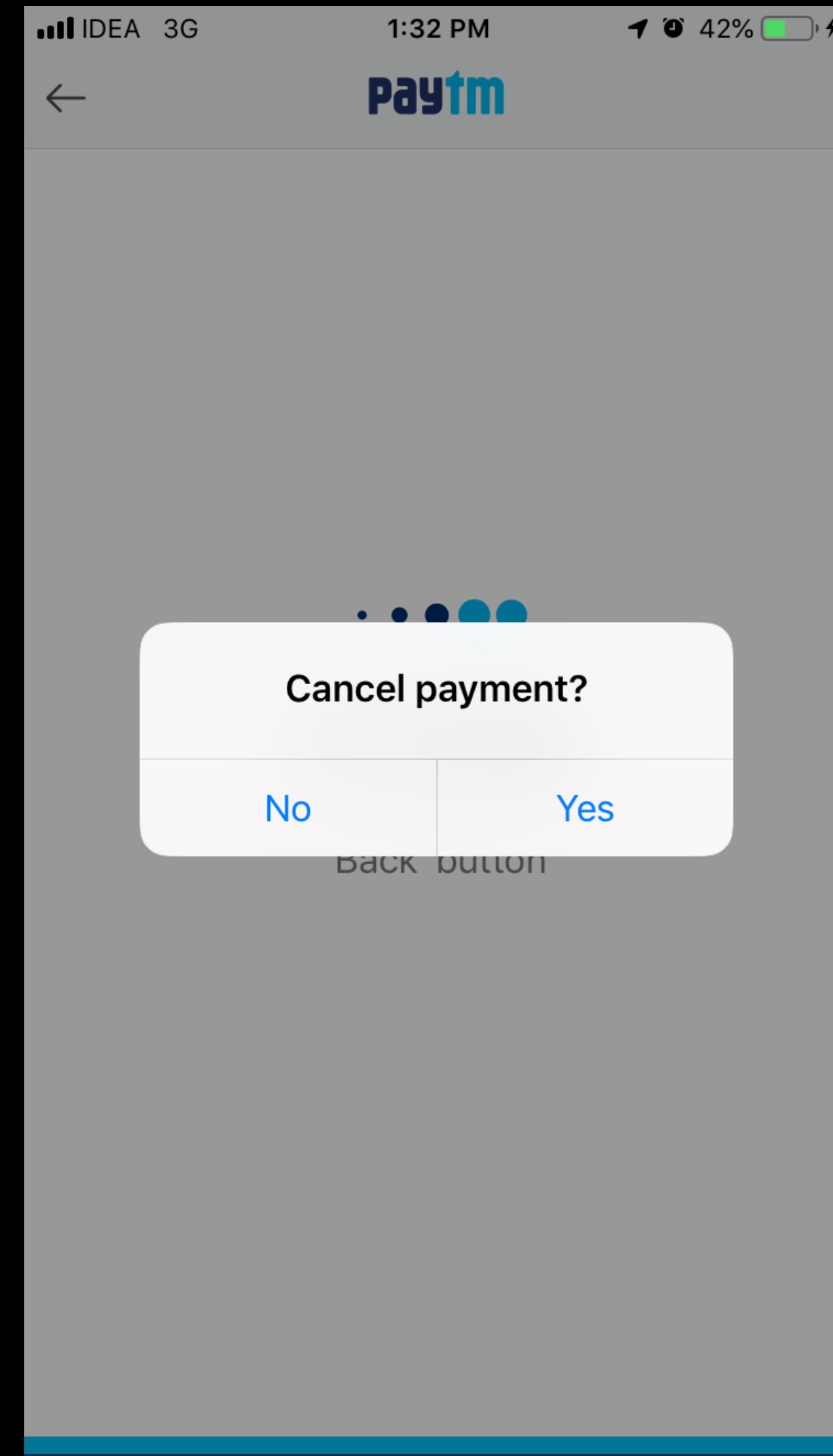


## User control and freedom

Users often make mistakes and need 'emergency exits' to leave the unwanted state. Support undo and redo

## Severity

1

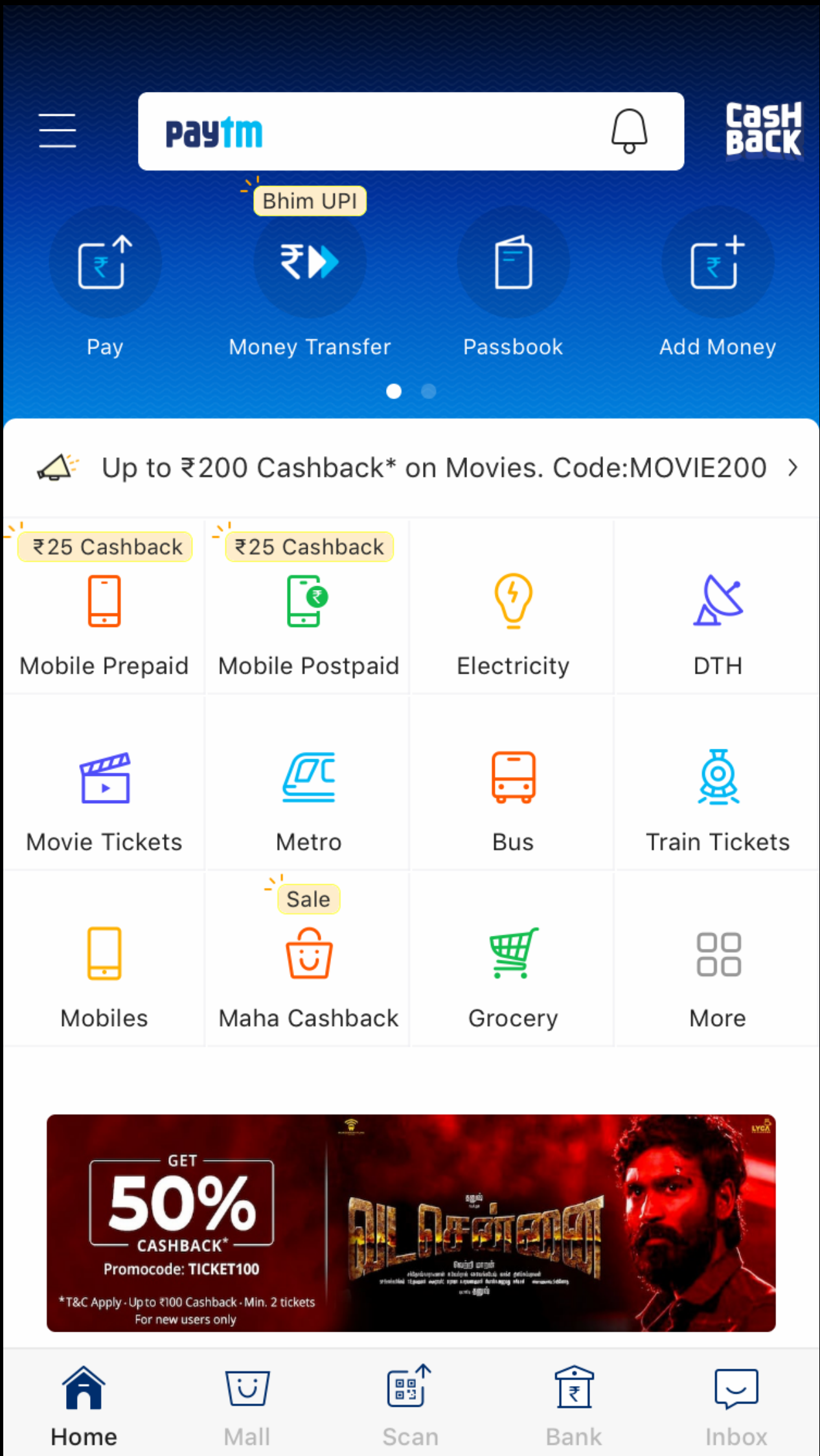


Consistency and standards

Users shouldn't have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions

Severity

4



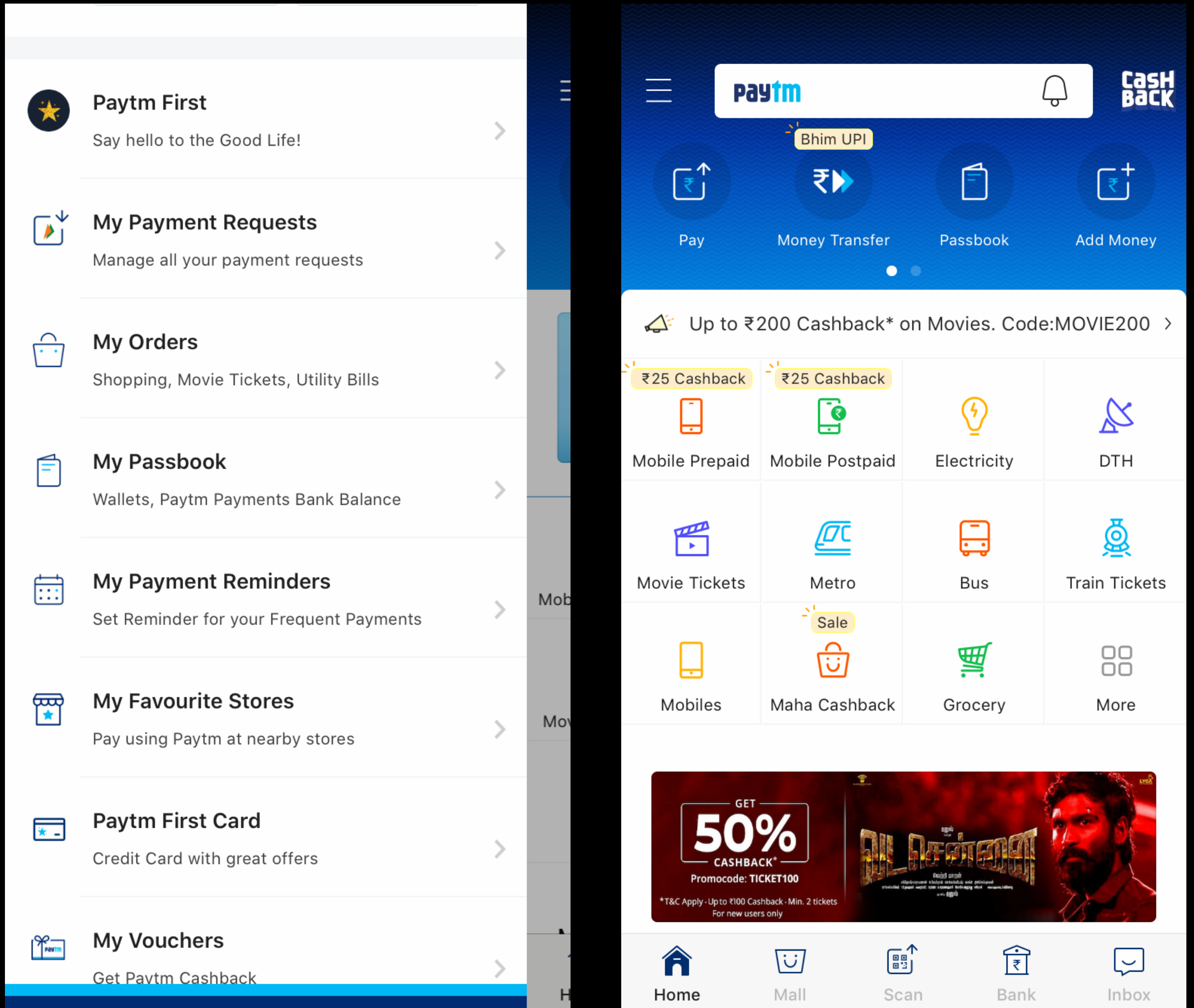


Consistency and standards

Users shouldn't have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions

Severity

4

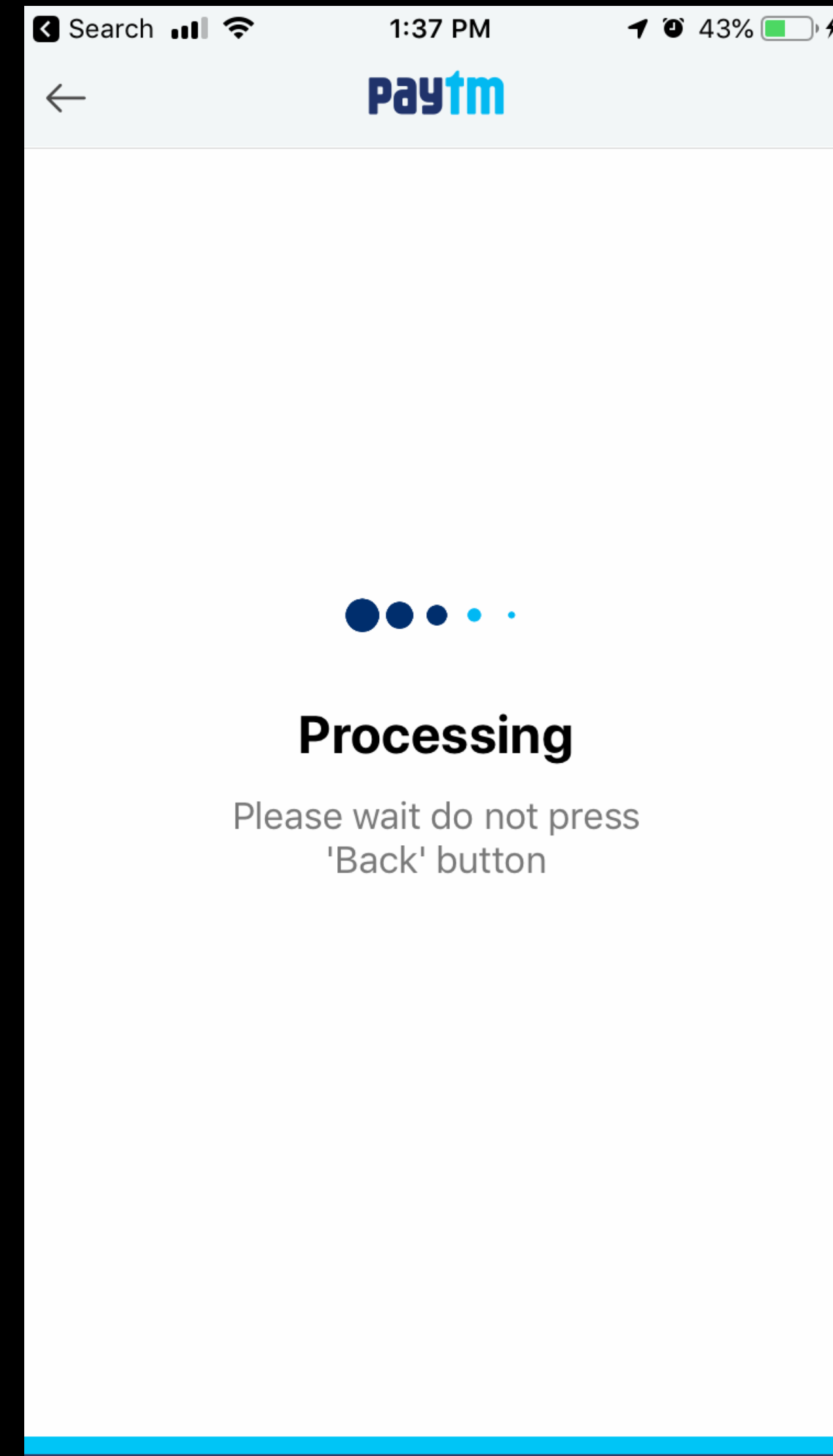


## Error prevention

Prevent problems from occurring in the first place, or check for them and present users with a confirmation option before they commit to the action

## Severity

# 2



## Recognition rather than recall

Minimise memory load by making objects, actions, and options visible. Instructions should be visible or easily retrievable

# Severity

# 0



The screenshot shows a mobile app interface for entering a mobile number. At the top, there's a status bar with 'IDEA' carrier, signal strength, 10:20 AM, and 43% battery. Below the status bar is a back arrow and a text input field labeled '+91 Enter Mobile Number' with a user icon. Underneath is a 'RECENTS' section with five circular icons: a yellow circle with 'P' (Prakash Yo...), a green circle with 'D' (Durga Hosp...), a yellow circle with 'V' (Vishal Arun...), a circular photo (Ranjit Sable), and a pink circle with 'V' (Vinaya...). At the bottom is a blue bar with the text 'Proceed' and a numeric keypad with digits 1-9, 0, and a backspace icon.

The screenshot shows a mobile app interface for mobile recharge or bill payment. At the top, there's a status bar with 'Search' carrier, signal strength, 9:20 AM, and 41% battery. Below the status bar is a back arrow and a title 'Mobile Recharge or Bill Payment'. Underneath are two radio buttons: 'Prepaid' (selected) and 'Postpaid'. Below that is a text input field labeled 'Enter Mobile Number' with a user icon. A large blue button labeled 'Proceed to Recharge' is below the input field. At the bottom is a tab bar with 'Recents', 'Offers', and 'Help'. The 'Recents' tab is active, showing a list of recent recharges. The first entry is for 'Idea' with number '9885854030', labeled 'Me', with a plan of ₹12 that expires 'today', and a price of 'Rs 12'. The second entry is for 'Jio' with number '8610638506', labeled 'Last recharge on 08 May 2018', and a price of 'Rs 21'.

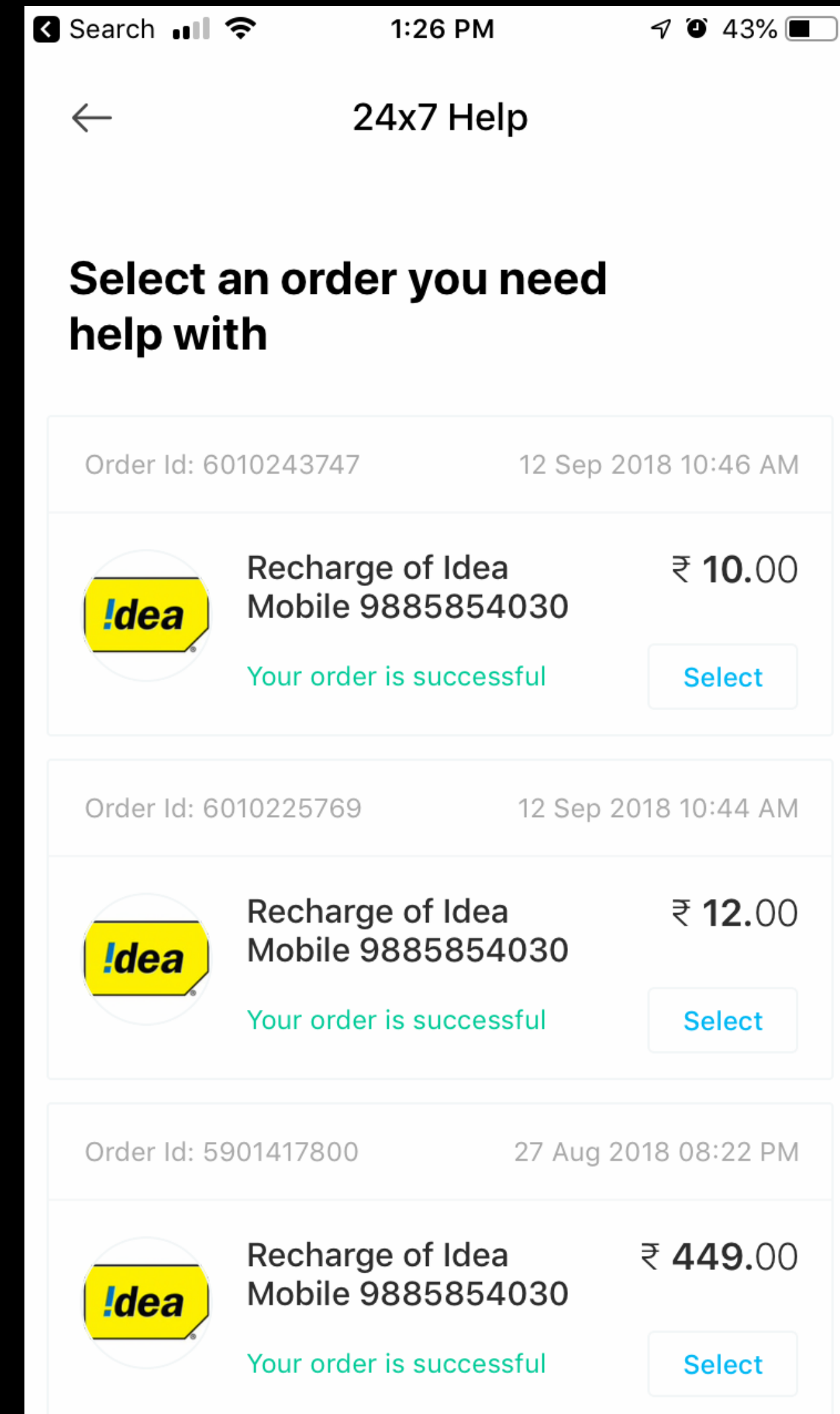


## Help and documentation

Any necessary help documentation should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large

## Severity

0



## Flexibility and efficiency of use

Accelerators - unseen by the novice user - may often speed up the interaction for the expert user. Allow users to tailor frequent actions

# Severity

# 0



Search 10:08 AM 40%

### ← Mobile Recharge or Bill Payment

☒ Prepaid ☐ Postpaid

Enter Mobile Number  
**+91 9885854030**


Current Operator  
**Idea - Andhra Pradesh** [Change Operator](#)


[Browse Plans](#)  
**Amount (₹)** [Idea - Andhra Pradesh](#)

☐ [Fast Forward](#)  
Instant payment from your Paytm Balance

**Proceed to Recharge**

**Recents** Offers Help

 **9885854030** **Rs 12**  
Me  
Your Recharge Plan of ₹12  
expires **today**

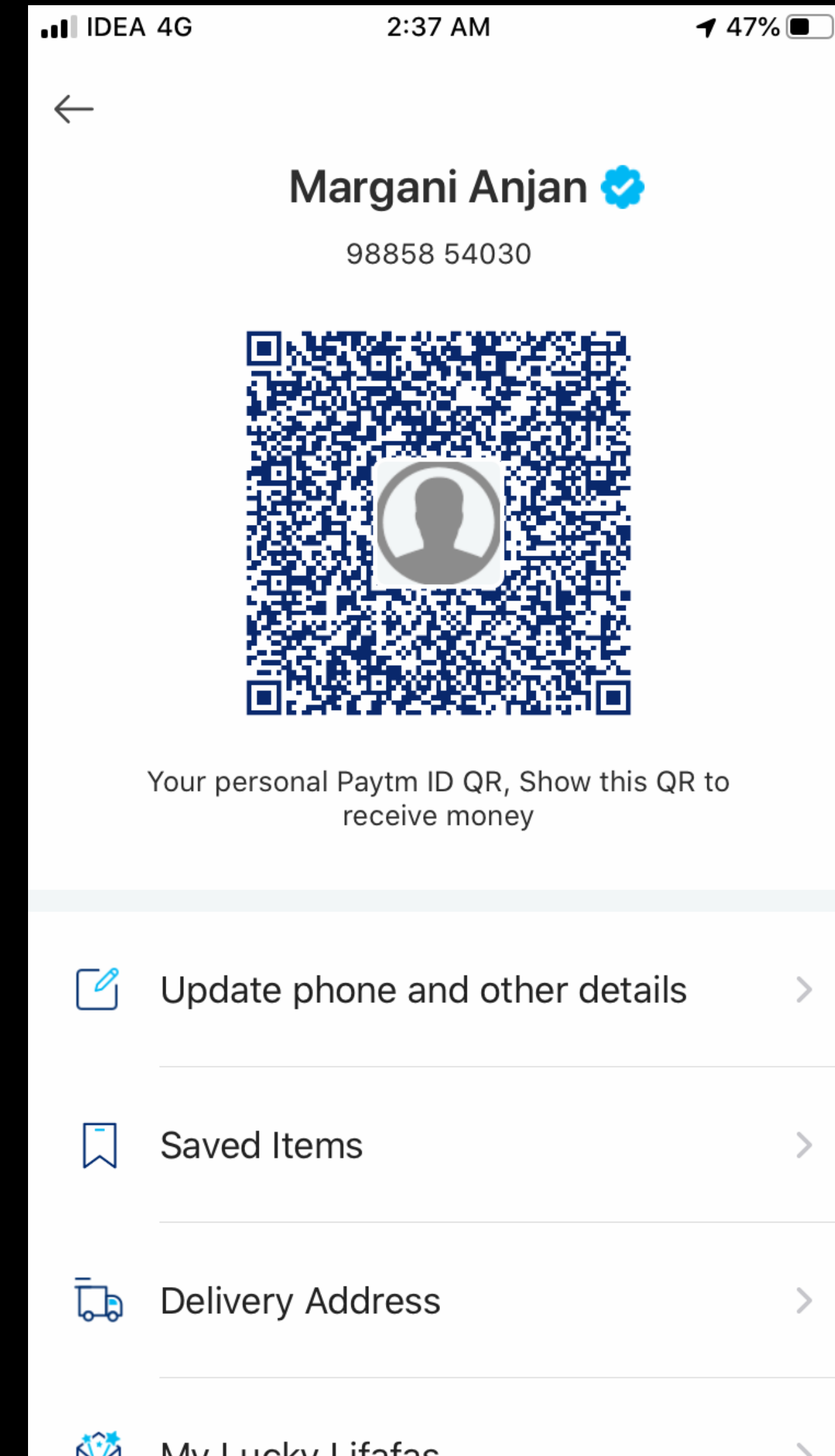
 **8610638506**

## Flexibility and efficiency of use

Accelerators - unseen by the novice user - may often speed up the interaction for the expert user. Allow users to tailor frequent actions

# Severity

# 3

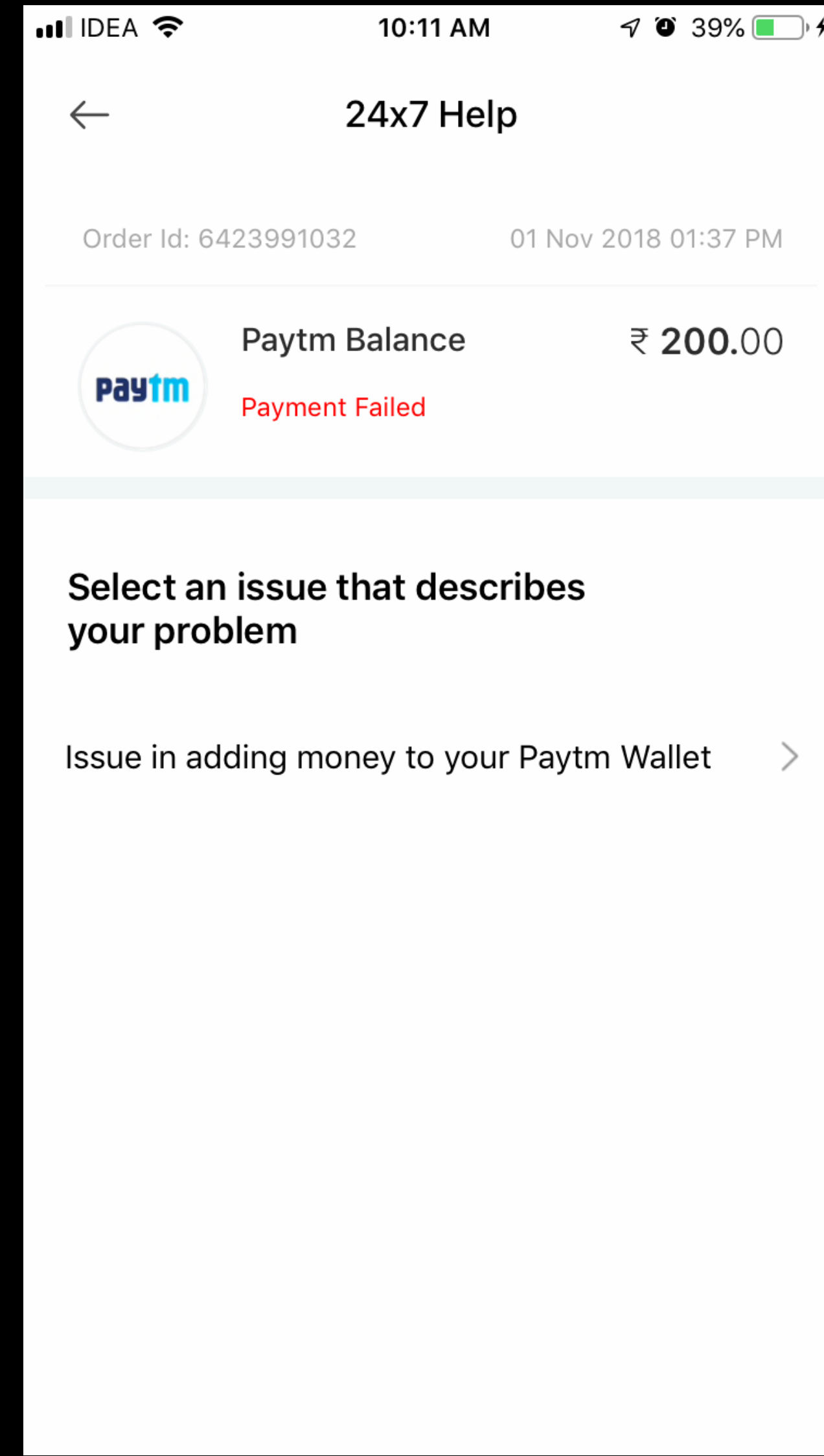


## Help recognize & recover from errors

Error messages should be expressed in plain language, indicate the problem, and suggest a solution

# Severity

# 2

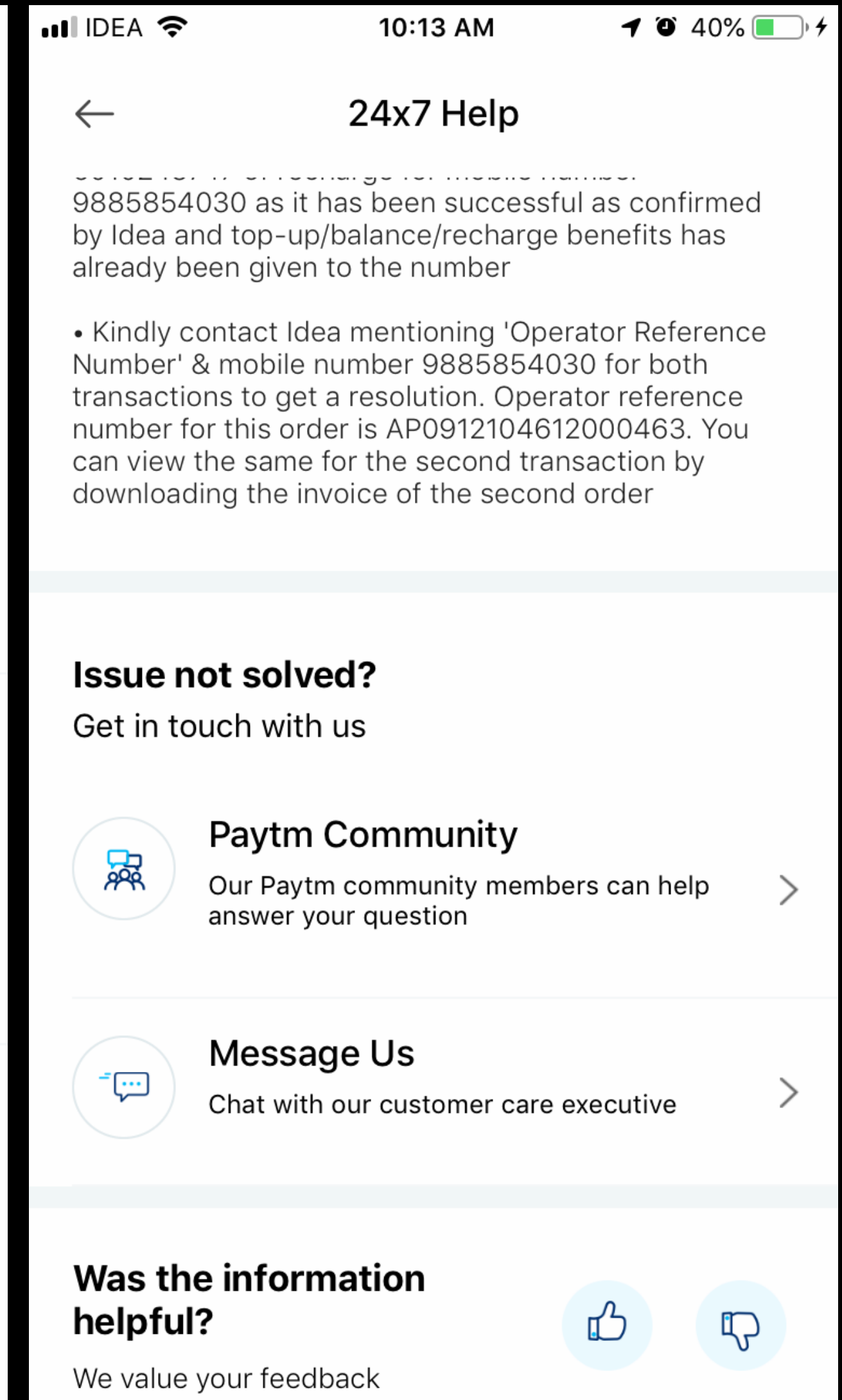
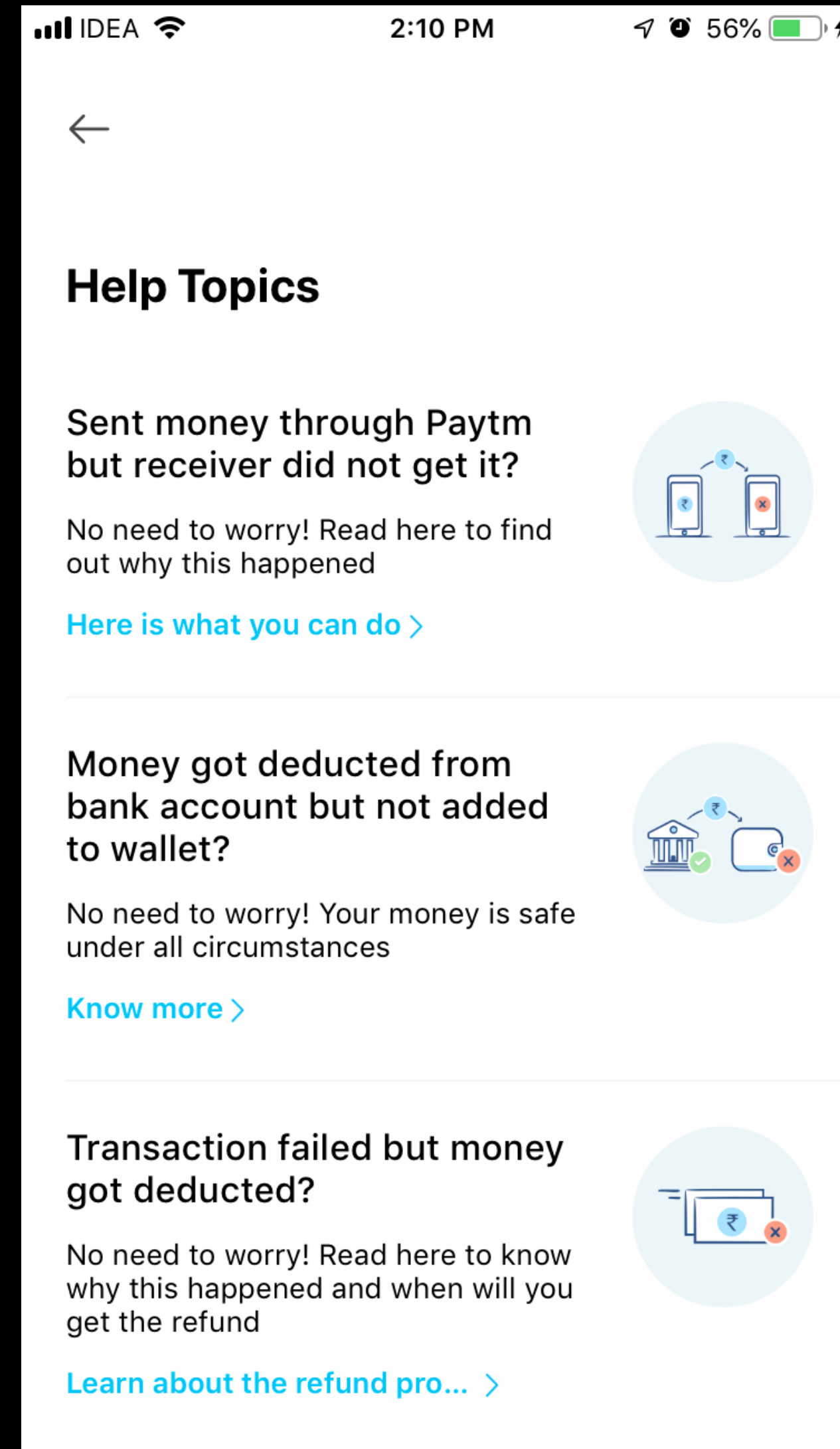


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## Severity

0





 **Thank You.**



# Questions?