



HEURISTIC EVALUATION

DandZu Resort and Lodge

DESCRIPTION

This report presents the findings of the Heuristic Evaluation review for the DandZu Resort and Lodge website

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2021

Introduction

DandZu Resort and Lodge is a family-owned resort and lodging company, established in 2021, in Hawassa, Ethiopia by Fisseha and Daughters LLC.

The mission of DandZu Resort and Lodge is *to consistently deliver memorable experience to its guests and to create enduring relationships with its guests and members by providing the highest service through contemporary design together with gracious hospitality and practical luxury while enhancing the beauty of Hawassa and caring for our beautiful environment.*

The heuristic evaluation of the current system was conducted by three evaluators who assessed the overall usability and effectiveness of the interface, using a numerical scoring system.

Evaluators:

Danielle Desta, NYU

Susana Lemma, UMD

Wossenu Fisseha, UMGC

Evaluations Criteria:

The heuristic evaluation for the DandZu Resort and Lodge website was done by the aforementioned evaluators, who assessed the interface & judged its compliance using seven of Jakob Neilson's ten usability criteria:

- Visibility of System Status
- User Control and Freedom
- Consistency and Standards
- Recognition Rather than Recall
- Aesthetic and Minimalist Design
- Help, Documentation, Recovery from Errors
- Language

Evaluation

Method:

The evaluators answered each question on a scale of zero to two.

0 = poor

1 = good

2 = excellent

The raw scores of all evaluators, as well as the aggregate medians for each category, were gathered. The whole set of questions, scores, and medians may be seen in the Appendix section.

Visibility of System Status

Score: 1.5 – Excellent

Reviewers felt the site performed well. The site has horizontal navigation bar, listing all the major pages side by side and is placed in the website header allowing users to quickly access the most useful pages. It features ten sections that include Home, About Us, The Lodge, Activities, Reservation, Attractions, Weather, Getting There, Useful Info and Contact Us. Navigating is simple and straightforward. All pages are linked and users were able to move from one page to the other without a problem. There is also a “*You Are Here Mechanisms*” created by combining color and button so when the user selects a tab or topic, the tab becomes more visually noticeable letting the users know where they are.

User Control and Freedom

Score: 2 – excellent

The reviewers thought the site fared well in the User Control and Freedom area. The site as a whole is clean, straightforward and accessible. All page links are visible on each page and can be accessed at top of the page allowing users easily switch from one page to the other.

Consistency and Standards

Score: 1.5 – excellent

Reviewers felt the site performed well in this category. Navigation tab options were excellent, and most of the labels matched the destination page they described but there was a minor

difference in one instance. While most labels match destination page titles, the “Useful Info” label differs from the destination page title. When clicked it led to the “About Ethiopia” page title.

Recognition Rather than Recall

Score: 1 - good

Reviewers felt the website has adequate content. The home page has 10 links consisting of ten main navigations. The Reservation page has two additional in-body links that lead to Activities page and Attractions page. The number of links meets Google’s recommended number of 100 or fewer links per a given page. No duplicate or broken links present.

Aesthetic and Minimalist Design

Score: 1 – good

Reviewers felt the site is a good example of minimalist design by the use of limited color choice that allows for easy readability. Background colors and foreground colors have good color contrast. The site uses dark blue background with white fonts for the header, pale blue and light gray background with black fonts for the body. The contents on all pages are consistent and have proper alignment, repetition and proximity with enough differentiation between the different information blocks. However, the reservation page lacked basic functionality needed to complete reservation. Users weren’t able to get the information they needed to successfully complete reservation. The page failed to show users what exactly they are going to get at both the hotel and the room level i.e., bed options, a photo gallery that provided an overview of each room type, in-room amenities, different hotel views etc.

Help, Documentation, Recovery from Errors

Score: 0 – poor

Reviewers felt the online reservation system lacked several needed functionality. While the reservation page enables users to find basic booking options related to packages/seasonal deals with links to the Activities and Attractions pages, there was no options available to cancel booking or change room. Option to filter rooms by type or price is also missing.

Even though there is a booking confirmation when the user hits the submit button, it does not calculate or display accommodation charges and other utilities.

Language

Score: 1 – good

The vocabulary was appropriate for college aged audiences but there is a lack of support for Amharic language (the country's official language).

Summary

Overall Instrument Median Score: 1.25 – good

Overall, the DandZu Resort and Lodge website scored excellent on three principle and good on three principles and poor on one principle.

Below are the sites strengths and weaknesses.

Strengths

- Good site navigation
- Appropriate language
- Doesn't use unnecessary technologies, clean and assessable
- Good color choice, easy readability
- Clear elements such as headers and sub-headers
- Good visual design

Weaknesses

- Missing or lack of categorization of items on the Reservation page that include: no photo gallery section that shows an overview of each room type, no information for bed configuration (twin, double, king etc.) no information for the in-room amenities (mini-fridge, desks, cable TV etc.), no information for the different types of room views available (city view, ocean view etc.), no options for changing rooms or accommodation, no option to cancel or change rooms, no option/field for number of quests, no way to

filter rooms by type or price, no way for calculating and displaying accommodation charges and other utilities.

Recommendations

Based on the results of heuristic evaluation above, the following recommendations have been identified as key priorities for implementation.

Reservation page

Add categories or sections to reservation page that include:

- A photo gallery that provides an overview of each room type.
- Room descriptions, including the various types of views offered, bed layout, and in-room amenities.
- Option to change or cancel rooms.
- Option to add/change/display number of guests.
- Option to filter rooms by type and price.
- Option to calculate and display accommodation charges and other utilities.

APPENDIC

| Visibility of System Status | Reviews | | | Median |
|--|---------|---|---|--------|
| 1. It is easy to know the current location within the overall map of the site | 2 | 2 | 2 | 2 |
| 2. It is clear what information is available at the current location | 2 | 1 | 1 | 1 |
| 3. The current information matches what you expect to find. | 1 | 1 | 1 | 1 |
| 4. It is clear where you can go from the current location | 1 | 2 | 2 | 2 |
| 5. It is always clear what is happening from each action you perform. | 1 | 1 | 1 | 1 |
| Median | | | | 1.5 |
| User Control and Freedom | | | | |
| 6. It is always easy to return to the Home Page. | 2 | 2 | 2 | 2 |
| 7. It is always easy to Undo and Redo or cancel | 0 | 0 | 0 | 0 |
| 8. It is easy to access all major portions of the site from the Home Page. | 2 | 2 | 2 | 2 |
| 9. No unnecessary technologies are used | 2 | 2 | 2 | 2 |
| 10. Graphic links are also available as text links. | 0 | 0 | 0 | 0 |
| Median | | | | 2 |
| Consistency and Standards | | | | |
| 11. Links are used and appear in standard web style. | 2 | 2 | 2 | 2 |
| 12. Menus are used and appear in standard web style. | 0 | 0 | 0 | 0 |
| 13. The site supports all major browsers. | 2 | 2 | 2 | 2 |
| 14. There is clear notification if special technologies or browser versions are required | 1 | 1 | 1 | 1 |
| 15. Link labels match destination page titles or headers. | 1 | 2 | 2 | 2 |
| 16. Overall, the site behaves like one would expect a web site to behave. | 0 | 0 | 0 | 0 |
| Median | | | | 1.5 |
| Recognition Rather than Recall | | | | |
| 17. Available actions are always clearly presented. | 1 | 1 | 1 | 1 |
| 18. Labels and links are described clearly. | 2 | 2 | 2 | 2 |
| Median | | | | 1 |
| Aesthetic and Minimalist Design | | | | |
| 19. The site structure is simple and clear without any unnecessary complications. | 1 | 0 | 0 | 0 |
| 20. There are no instances of extraneous information. | 2 | 1 | 1 | 1 |
| 21. There are no instances of misplaced information | 0 | 0 | 0 | 0 |
| 22. Color choices allow for easy readability | 2 | 2 | 2 | 2 |
| 23. The site is aesthetically pleasing. | 2 | 2 | 2 | 2 |
| Median | | | | 1 |
| Help, Documentation, Recovery from Errors | | | | |
| 24. A site map or other navigational assistance is always readily available. | 0 | 0 | 0 | 0 |

| | | | | |
|---|---|---|---|-------------|
| 25. If needed, an FAQ is available. | 0 | 0 | 0 | 0 |
| 26. No errors occur unnecessarily. | 1 | 1 | 0 | 1 |
| 27. If necessary, a search function is readily available. | 1 | 1 | 1 | 1 |
| 28. If necessary, error messages are clear and in plain language. | 1 | 1 | 1 | 1 |
| 29. It is easy to cancel or exit from operations. | 0 | 0 | 0 | 0 |
| 30. It is easy to contact support through email or a web form. | 2 | 2 | 2 | 2 |
| Median | | | | 1 |
| Language | | | | |
| 31. The content language is clear and simple | 1 | 1 | 1 | 1 |
| 32. The vocabulary is appropriate for the intended audience. | 1 | 1 | 1 | 1 |
| Median | | | | 1 |
| Overall Instrument Median | | | | 1.25 |

REFERENCES

10 Usability Heuristics for User Interface Design. (2020, November 15). Nielsen Norman Group. <https://www.nngroup.com/articles/ten-usability-heuristics/>

Usability.gov. (2013, October 08). Usability Evaluation Basics. Retrieved October 04, 2020, from <https://www.usability.gov/what-and-why/usability-evaluation.html>