

Heuristic Evaluation



ACC Visual Communication
Department Website



Why Are We Here?

To Present the results of our heuristic analysis



How Long Will This Take?

This should only last about 20 minutes




Desired Outcome?

To provide you with **actionable usability findings**

Agenda

- ❑ Evaluation Overview
- ❑ Goals & Heuristics
- ❑ Findings & Recommendations
- ❑ Additional Findings
- ❑ Q&A

What is a heuristic
evaluation?



Report Overview

Goal:

The goal of this heuristic evaluation is to discover and document the interactions that users of the visual communication website may come across.

How:

By comparing the current interactions of the website to a list of usability(Nielsen) and content(Leise) heuristics.

Insights:

While the site occasionally conforms to a heuristic, it often violates it in other areas. The greatest discovery is that the heuristic of **appropriate structure** is most often defied.

Positive Findings:

- **Aesthetic and minimalist design**
 - The home page and it's hero image contain only relevant and needed content. By keeping the amount of content at a minimum it keeps pertinent information visible.
- **Visibility of system status**
 - The top level of navigation clearly shows the user which page of the website they are currently on.
- **Multiple access paths**
 - The footer provides multiple access points for many links on the site. Almost all the links found in the ACC links menu are located here as well.

Goals

Goals

- ❑ An interactive program map
- ❑ A dope student gallery
- ❑ Having the website answer more questions for prospective students.
- ❑ Having the site help students who don't know what they need
- ❑ A form for business owners to post design job opportunities.

Heuristics



Heuristics

- ❑ **Appropriate structure**
- ❑ **Visibility of system status**
- ❑ **Consistency and standards (usability)**
- ❑ **Consistency (Content)**
- ❑ **Differentiation**
- ❑ **Information scent**
- ❑ **Help and documentation**
- ❑ **Audience relevance**
- ❑ **Accessibility**

Findings



Goal 1 - Interactive Program Map

Visibility of system status

The system should always keep users informed on what is going on through appropriate feedback within reasonable time

Severity



Positive



Findings

Program maps take between 8-10 seconds to load ●

Users are not provided with visual feedback on the loading time ●

When users hover over 'View program map' button, the color changed to indicate active status. ■

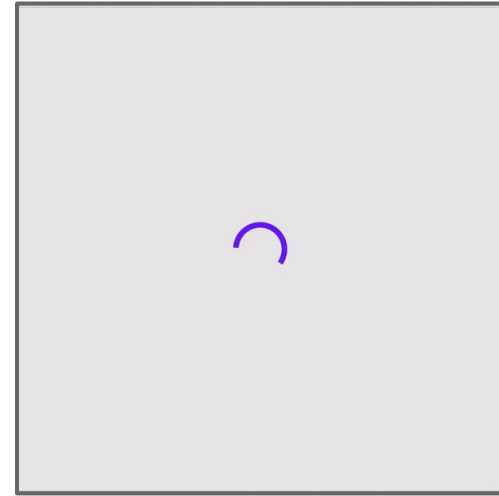
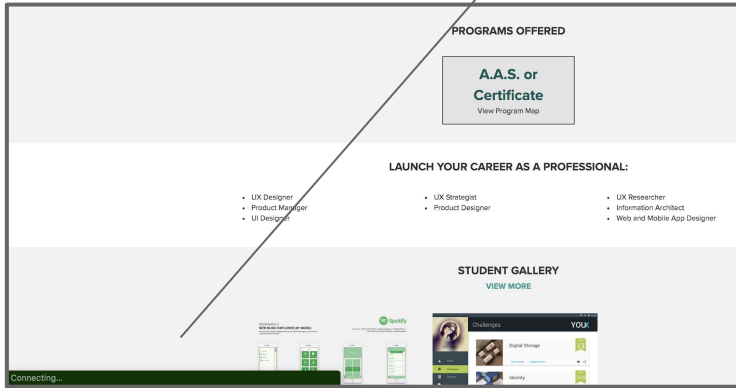
Recommendations

Optimize the PDF files for the program maps to reduce loading times

Provide appropriate feedback to users by letting them know that the program map is loading

Visibility of System Status

Only visual indicator that users have that the program map is loading



Goal 1 - Interactive Program Map

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Severity



Positive



Findings

As a Call-to-action UI the text 'View program map' is too small to notice. Users may not know it is a link and it is not consistent with the other links on the website. ●

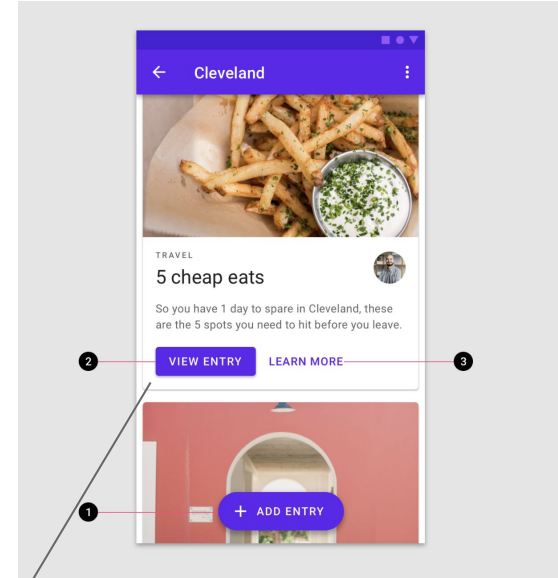
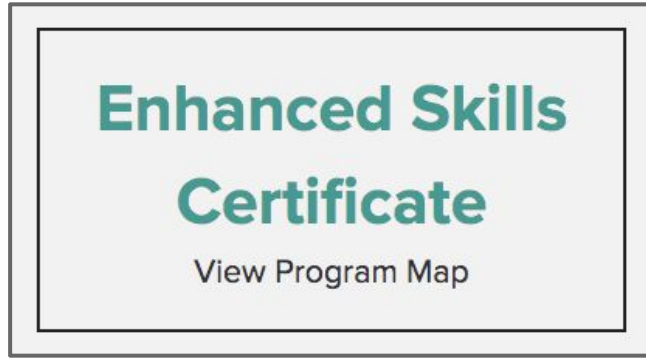
Some program maps open as a PDF while others open as a web page. ●

Recommendations

CTA design principle includes using contrasting colors to make content be more focused.

Establish whether program maps should open as a PDF or a web page and make it consistent across all program maps.

Consistency and Standards



Creating a button
emphasizes the call
to action



Goal 2 - Student Gallery

Visibility of system status

The system should always keep users informed on what is going on through appropriate feedback within reasonable time

Severity



Positive



Findings

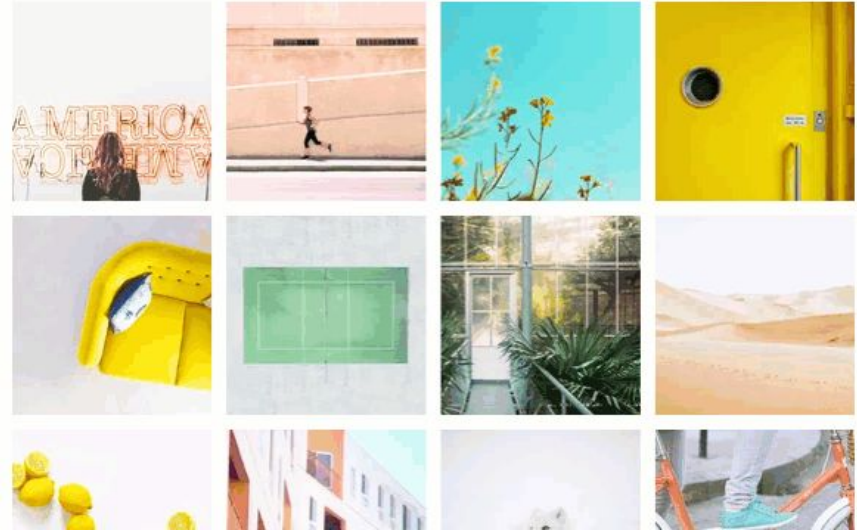
Nothing changes when users hover over a gallery picture on the program student gallery page. No active status. ●

Gallery - graduate portfolio picture info are underlined when hover. ■

Recommendations

Include a hover state for when users hover over a gallery picture.

Visibility of System Status



Goal 2 - Student Gallery

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Severity

1

2

3

Positive

P

Findings

Some gallery (Home & Program page) are missing accreditation to the artist which Gallery page has. ●

The “VIEW MORE” link showing right under “STUDENT GALLERY” on the Programs pages is switched to the bottom of the page in in lower case letter on the Visual design program page. ●

Recommendations

Ensure artist accreditation is included on the bottom of each gallery picture.

Enhance the artists name under gallery pictures by increasing the font size.

Make typography consistent across all of the galleries.

Consistency and Standards



Missing artist
accreditation



Increase font size



Goal 2 - Student Gallery

Aesthetic and minimalist

Minimalist Design: an interaction design technique often used in human computer interaction to help **maintain the focus of a user's attention by reducing clutter, confusion, and cognitive workload.**

Severity

1

2

3

Positive

P

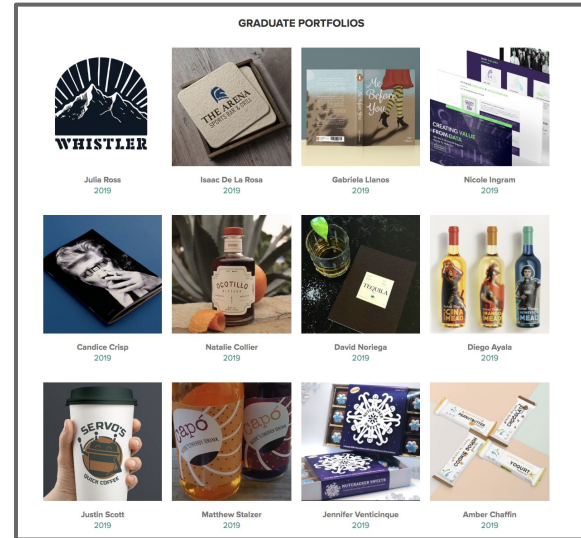
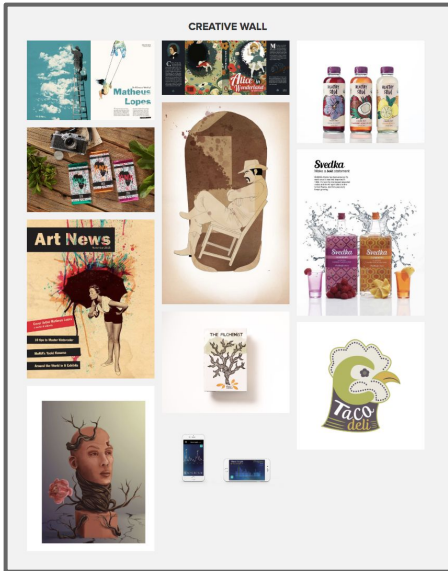
Findings

The pictures in the Gallery are cluttered and not sorted. Page could go endless as more student works added to the gallery year by year ●

Recommendations

Align gallery pictures

Aesthetic and minimalist design



Goal 2 - Student Gallery

Appropriate Structure

Organization of content should 1) match users' mental models of the information space 2) support the difference in users' information-seeking behaviors

Severity



Positive



Findings

Organization of content in UX/UI program gallery doesn't match user's information seeking behaviors. The content are repeated UX/UI project pieces. ●

The sub navigation tab - Graduate Portfolio under Gallery is not necessary since it links to the same place. ●

Recommendations

Remove the sub navigation under gallery.

Goal 2 - Student Gallery

Accessibility

Users should be able to access the content they want through the browsing hierarchy or by using search.

Severity



Positive



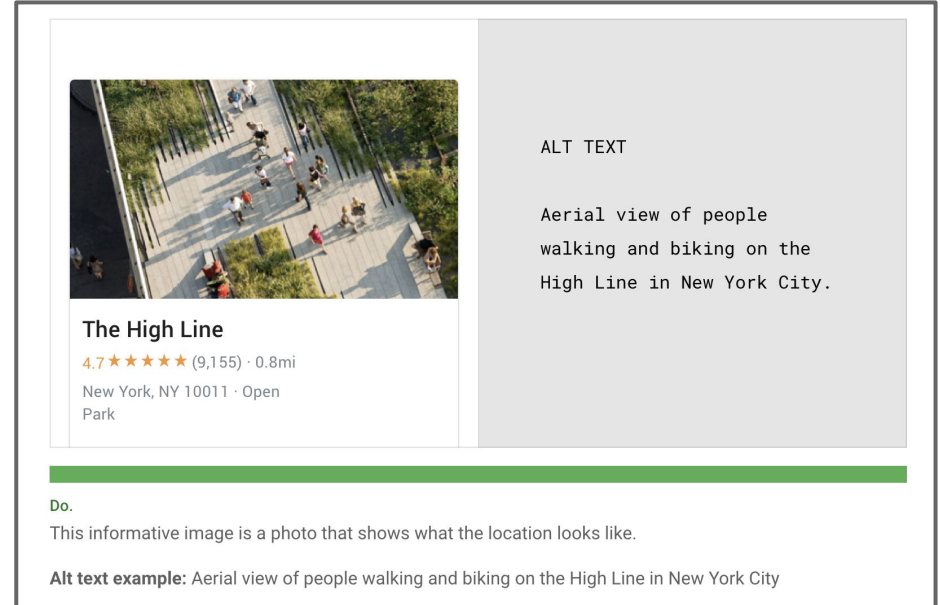
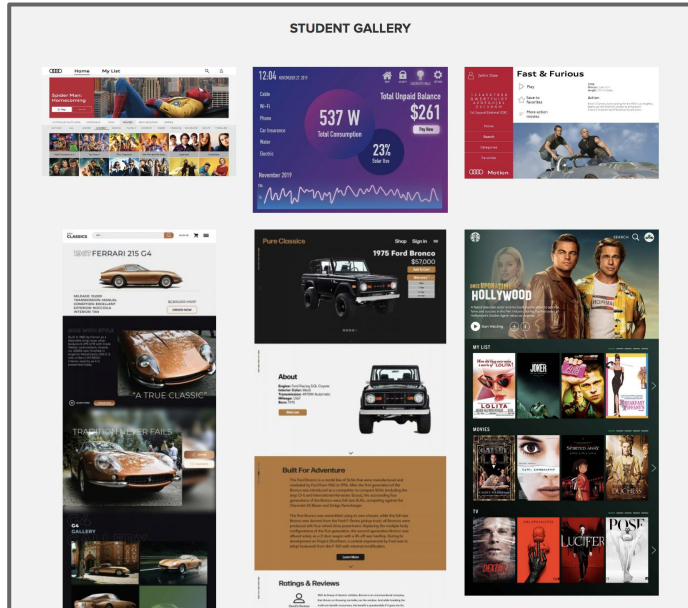
Findings

Student gallery pictures are unclickable on the Visual design program page. ●

Recommendations

Make the gallery pictures clickable and include alt text to the image element using the alt attribute.

Accessibility



Goal 2 - Student Gallery

Differentiation

Place similar items or items about different subject areas in different content areas. Use navigation labels for different areas that clearly indicate those differences.

Severity



Positive



Findings

Home page gallery content is not sorted by program. Pictures are selected from all different programs but without labels or any UI to inform users. ●

Recommendations

Sort student gallery content by program of interest with appropriate labels for different sections.

This will also serve as a visual aid for prospective student of a particular program to get an understanding of the type of content they will be creating.

Differentiation

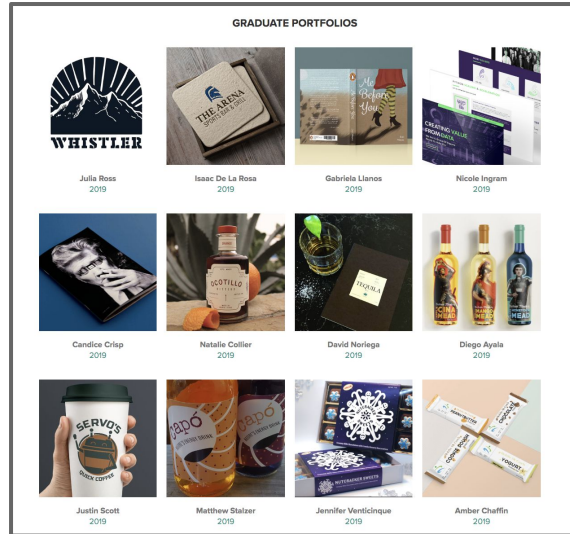
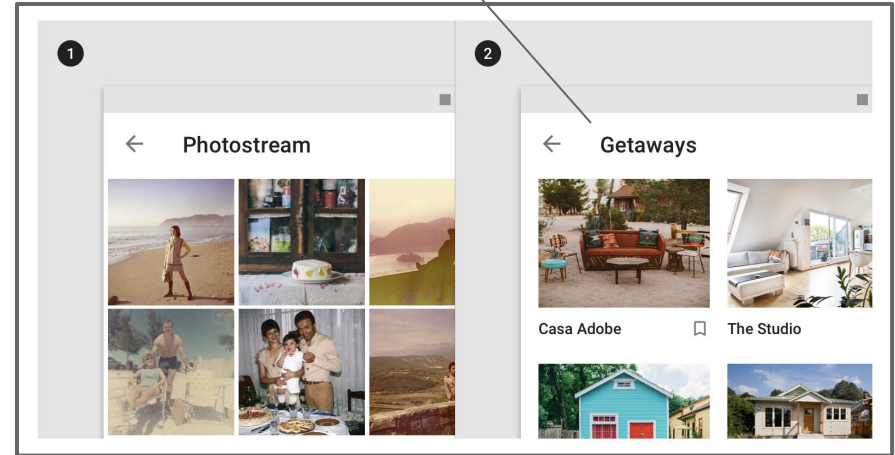


Image gallery is labeled to indicate its content



Goal 3 - Basic admission information for prospective students

User Control and Freedom

Users often choose system functions by mistake and will need a clearly marked emergency exit to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Severity



Positive



Findings

When users click on a staff member's name are taken to the ACC directory with no way of getting back to the ACC Viscom home page.



Recommendations

Include an option for users to easily get back to the ACC Viscom home page after clicking on a faculty members name and being redirected to the directory.

Goal 3 - Basic admissions information for prospective students

Information Scent

Content labels should be appropriately descriptive of content so that users know that they are on the proper path to finding information they are looking for.

Severity



Positive



Findings

When users click on “Blog” they are taken to a article about AIGA. ●

Recommendations

Blog categories should be rewritten to appropriately reflect the content.

Remove “Blog” as a category.

Information Scent

Category does not match content

CATEGORY: BLOG

About Us > News

AIGA Business of Design: Part II

Blog

Join the ACC / AIGA student group as they present part two of their Business of Design series centered on building a portfolio. Visual Communication professors, Joseph Bullard and Russell Toynes, will be demystifying design portfolios and sharing their best practices for making a good first impression to employers. Come learn, network, and ask all of your unanswered portfolio questions in a casual cafe setting.

Wednesday, November 28

Northridge Campus

Bldg 1000 Cafe

7:00-9:00 p.m.

Facebook Page

Tagged aiga, panel, portfolio

Categories

- AIGA
- Blog
- Deadlines
- News
- Scholarships
- Workshops

Archives

- January 2020
- December 2019
- October 2019
- August 2019
- June 2019
- March 2019
- January 2019
- November 2018
- July 2018
- January 2018
- November 2017
- July 2017
- May 2017
- April 2017



Category matches content

CATEGORY: DEADLINES

About Us > News

ACC Scholarship Applications are Live! Deadline to Apply is April 1, 2020

Deadlines, Scholarships

Earn a Scholarship for Next Year! [Applications Due April 1, 2020]

The ACC Foundation has a one-and-done application for students to apply to the 700 scholarships they offer. Applications are open now, so go to austinncc.edu/scholarships to apply.

Please note this is one application only! It is always worth the time to fill it out. You never know!

Need help applying?

Visit your nearest ACCelerator for assistance or visit the [Scholarship Station](#) page.

Spring Graduation Application Deadline is Friday, March 27

Deadlines, News

When you're ready to graduate, you will need to complete the graduation application. Follow the instructions below to apply to graduate.

Categories

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- May 2017
- April 2017
- February 2017
- November 2016



Goal 3 - Basic admissions information for prospective students

Help and Documentation

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

Severity



Positive



Findings

Useful Information is not easy to search on the website. Search bar is on the footer section which is not easy for user to find out. ●

Recommendations

Add a search bar at the top of the webpage.

Include a FAQ section with the most typically asked questions and concerns in order for the site to lift more of the load advisors are currently carrying.

Consider implementing a chat bot to assist students with basic questions.

Goal 4 - Helping students who don't know what they need

Consistency

Whenever possible, content structures in similar content areas should be consistent.

Severity



Positive



Findings

Text in three buttons (view program map/ six courses/three courses) all open different program maps using same format. Similar content areas should be consistent. ●

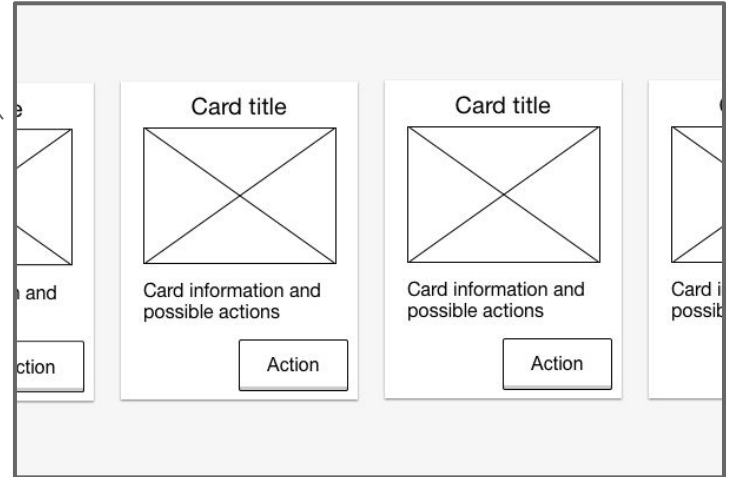
Recommendations

Clearly and consistently label action items.

Change the cards under the Graphic Media Production program section to consistently state "View Program Map" at the bottom of each card.

Consistency

Action item is clearly and consistently labeled on all cards



Goal 5 - Built-in form for posting design jobs

We think this is a great idea!

Let's talk more about this specific goal

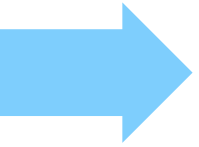
Additional Findings



Additional Findings



User Control and Freedom



Accessibility

Thanks!

Any questions?