

# CSE 463: Intro to Human Computer Interaction

## Heuristic Evaluation - 2018

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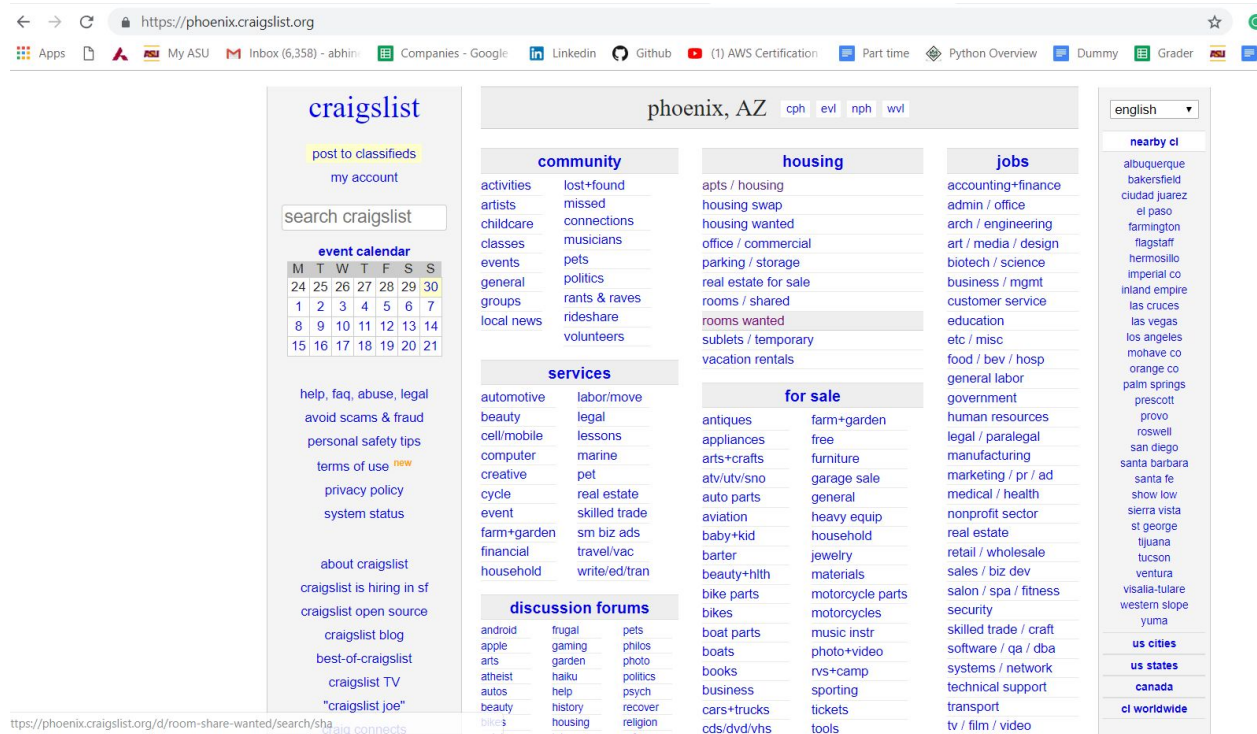
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**Website:** <https://phoenix.craigslist.org/>

**About:** This website provides multiple services like job search, housing info, discussion forum, events in Phoenix, services available in Phoenix like real estate, beauty salon and many more which are mainly consumed by residents of Phoenix or by the people visiting Phoenix.

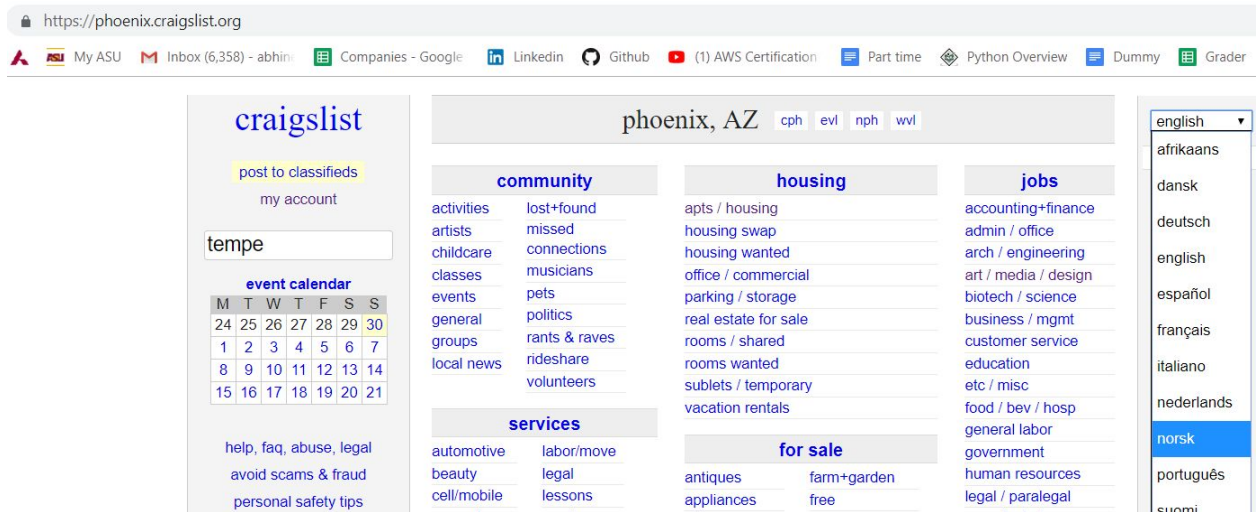
## PART A

### Summary of the website and the overall findings from the analysis.

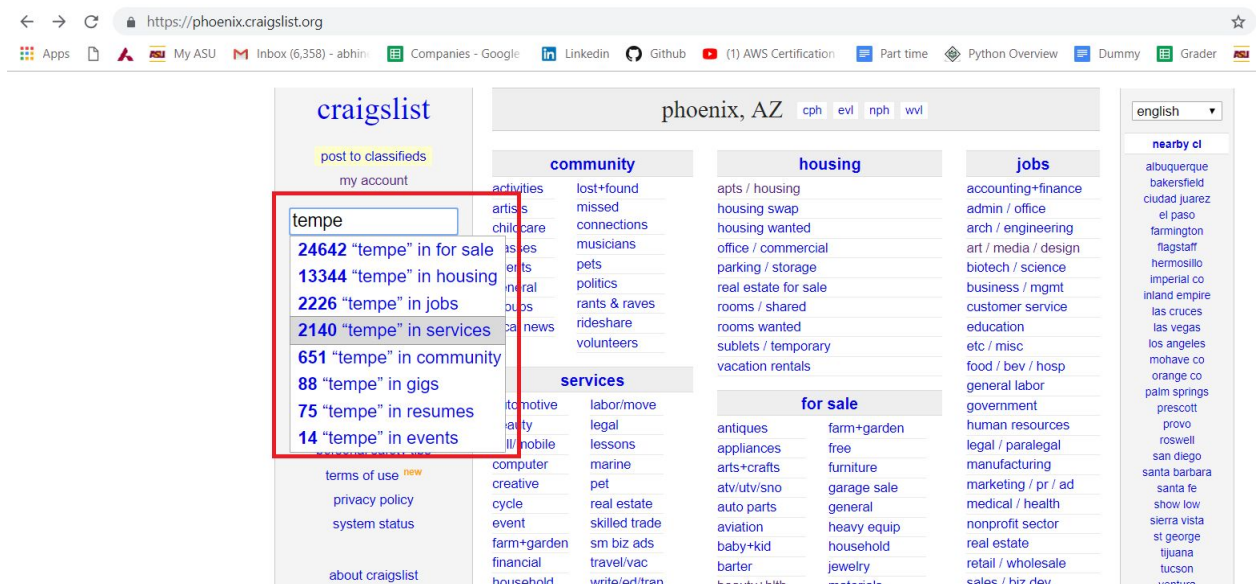


### Key features of the website:

- 1) A great platform to find all the information about Phoenix in one place.
- 2) The website supports multiple languages



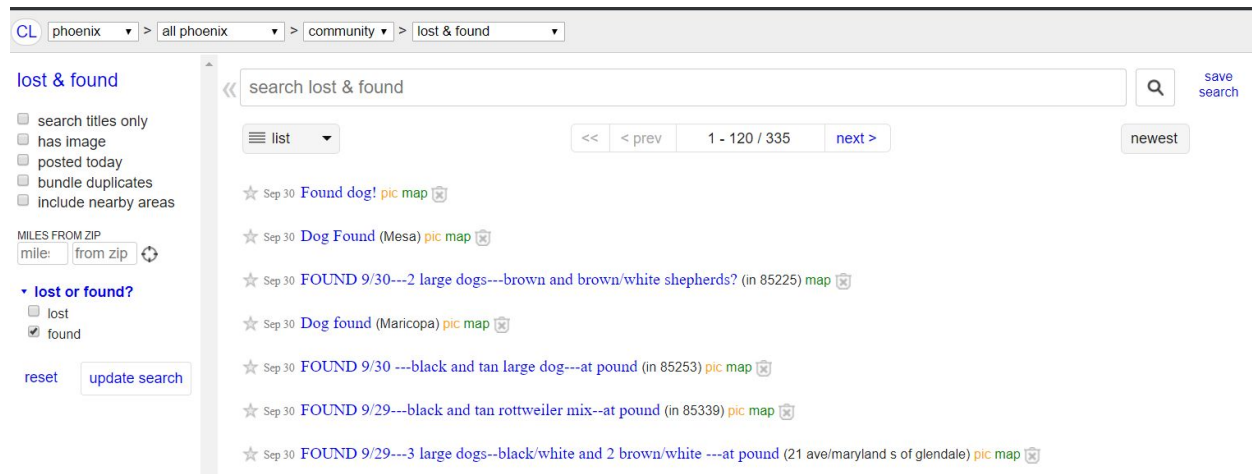
- 3) It is plain and simple without a lot of animations and advertisements.
- 4) Quick access to info without creating an account or getting logged in.
- 5) Easy to fetch the contact details of sellers or service providers. Also, the user can contact them through the emails from the website and this requires at max 2-3 clicks.
- 6) Displaying Summary of info while searching is one of the key attractive features



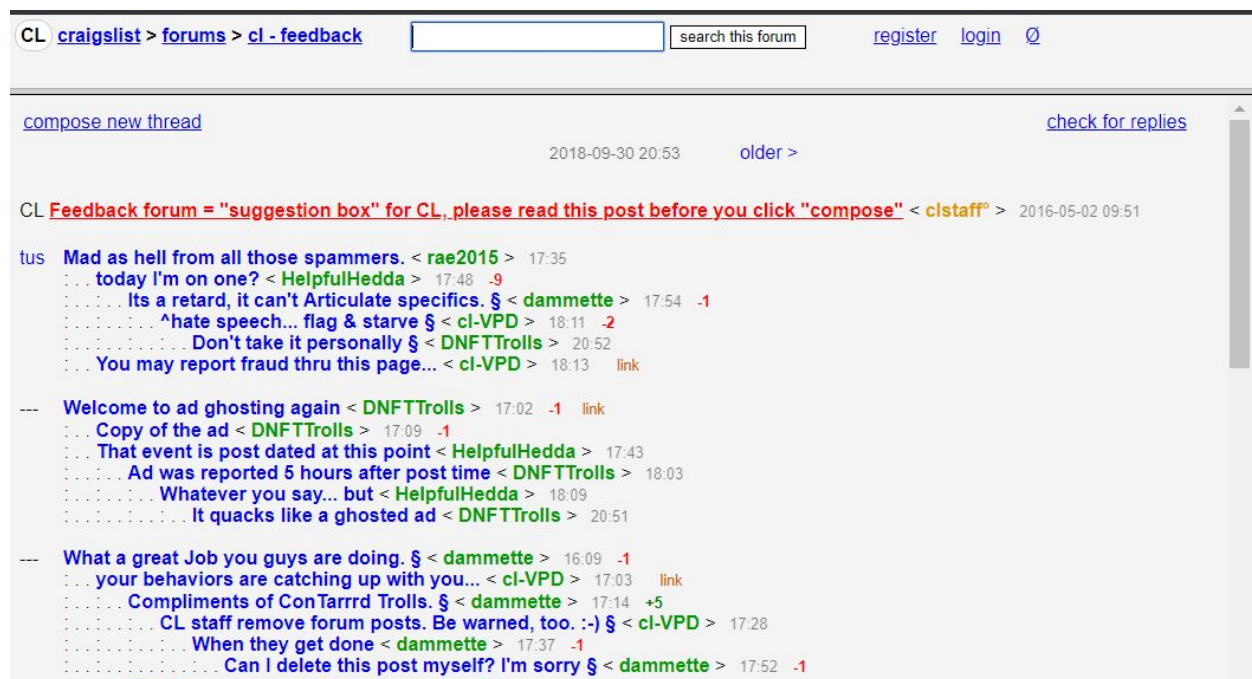
The website has made the lives of Phoenix people easier by providing all the significant information in one location but there are some concerns about this website which will be discussed in the next section.

**Details on specific problem areas and an explanation of how the issues relate to the concepts learned in class.**

- 1) Overload working memory because of too much of information on the home page.
- 2) The website is plain and only limited colors have been used in the design so it is difficult to catch users' attention.



- 3) There is no menu bar with the options such as **Home, Help, About** etc. in every page which makes navigation difficult.
- 4) It will be difficult for the beginners to use the website has information has been cluttered.



- 5) No Highlights/focus on important information like upcoming events, restaurants with the high ratings etc.
  - 6) The website just represents the data, it is required to process data and represent information so that they can provide meaningful insights to the customers.
- The intention of the website is appreciated but it has a lot of issues when it comes for presentation ( i.e. UI), it is required to recreate the website.

### **Suggest improvements that may address the problem areas.**

- 1) Login page should be the main page.
- 2) The homepage should be provided with an overview only and the information should be revealed in the form of layers.
- 3) Information has to be organized in a good manner along with highlighting important sections which will catch user attention.
- 4) A menu bar in each page with the options like Home, Help, log out etc. so that navigation becomes easy.
- 5) Removing irrelevant data and representing consolidated data so that task duration will be reduced.
- 6) Adding animations and images so that user can get to know about a particular section without reading the title.

### **Offer suggestions on what metrics you might use to evaluate whether the suggestions were effective.**

- Task time
- User satisfaction
- Page clicks
- Page Views
- Errors

## **PART B**

### **Usability Review Template**