



Lose It!

Weight Loss App

# Heuristic Evaluation Report

By

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# EXECUTIVE SUMMARY

A QUICK REPORT OVERVIEW



# A QUICK REPORT OVERVIEW

### Goal:

The overall purpose of the evaluation is to find existing website issues on the Lose It website.

### How:

Findings from the website will be conducted using Nielsen's Heuristic List initially researched and created by Jakob Nielsen.

### Insights:

There were many positive findings in the final completed website, however, the overall realization was that the website is still in dire need of re-evaluation and repair due to the fact that there were an overwhelming amount of negative findings found.

***There were several positive findings on the LOSE IT website that were in complete compliance with the Nielsen's Heuristic List***

### ① **Visibility of system status**

All pages are clearly labeled and indicate which page you are on with titles and visual markers on the header.

### ② **Match between system and real world**

All icons and terminology are clear

### ③ **User Control and Freedom**

I can go back and forth between pages

# A QUICK REPORT OVERVIEW

### Goal:

The overall purpose of the evaluation is to find existing website issues on the Lose It website to improve the target audience overall product performance to create a richer bottom line.

### How:

For negative findings the UX team will include a report containing a prioritized list of negative issues analysed using Jakob Nielsen's Heuristics.

### Insights:

After this report is completed and the evaluated list of negative findings has been repaired, the process will need to be conducted iteratively on a bi-weekly basis until the UX team has met agreed upon target requirements.

*There were several positive findings on the LOSE IT website that were in complete compliance with the Nielsen's Heuristic List*

### ① Visibility of system status

All pages are clearly labeled and indicate which page you are on with titles and visual markers on the header.

### ② User control and freedom

Users often choose system functions by mistake and

### ③ User Control and Freedom

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

# INTRODUCTION

A QUICK REPORT OVERVIEW



# INTRODUCTION



## About the Lose it! App

The Lose it! app is one of the top weight loss apps in the world. The Lose it! app allows users to keep track of calories using a database api that contains a list of over 10 million food products. Of the users that have used the Lose it! mobile app, over 74.7 percent of the users have achieved significant weight loss. (NIH study, 2016)

## Context

The UX team for the Lose It! app has applied 10 usability heuristics to the Lose It! user interface design.

One single long task served the purpose of accomplishing the goal set out by the UX team. Below is the actual task prescribed to each expert user guided through the Nielsen Usability Heuristics List:

***“Task - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.”***

The methods section of this report will describe the process of the report in great detail. The findings section of this report will present the core insights.

# Methodology

## EVALUATION PROCESS





# EVALUATION PROCESS



## KICKOFF & PREPARATION

JAN 12, 2018



## TEAM MEETING

JAN 16, 2018



## EVALUATION COMPLETE

JAN 18, 2018



## EVALUATION ANALYSIS

JAN 19, 2018



## FINAL REPORT

FEB 04, 2018

# Scenario & Tasks

Lose It!

## SCENARIO

A user just stepped on the scale to weigh himself and he was shocked to see that he was now 20 lbs over weight. The user immediately picked up his phone, downloaded the Lose It! app and started registering with the hope of losing the weight.

## TASKS

“Task - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.”

# NIELSEN'S USABILITY HEURISTICS

For this report there were three heuristic lists to choose from. The Lund, Shneiderman and Nielsen lists. Of these three lists, the Nielsen Heuristic List seemed the most appropriate for analysing tasks run on form sections of the website. The Nielsen list can be viewed below.

## 1 **Visibility of system status**

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

## 2 **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.

## 3 **Consistency and standards**

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not enlarge too much.

## 4 **Error prevention**

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

# NIELSEN'S USABILITY HEURISTICS

## 5 Flexibility and efficiency of use

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

## 7 Recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

## 9 Match between system and the real world

The system should speak the users' language with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

## 6 Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, and list concrete steps to be carried out, and not be too large.

## 8 Aesthetic and minimalist design

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not to enlarge to much.

## 10 Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

# SEVERITY RANKING & EASE TO FIX

## SEVERITY KEY

- S0** It violates a heuristic, but doesn't seem to be a usability problem.
- S1** Superficial usability problem may, be easily overcome by user or occurs extremely infrequently. It does not need to be fixed for next release unless extra time is available.
- S2** Minor usability problem, may occur more frequently or be more difficult to overcome. Fixing this should be given low priority for next release.
- S3** Major usability problem, occurs frequently and persistently or users may be unable or unaware of how to fix the problem. It is important to fix, so it should be given high priority.
- S4** Usability catastrophe seriously impairs use of product and cannot be overcome by users. It is imperative to fix this before product can be released.

## EASE TO FIX KEY

- E0** Fix will require maximum effort, including more investigation into the proper solution.
- E1** Fix will require considerable effort, but the issue and solution are understood.
- E2** Fix will require a more concentrated effort, but the issue and solution are understood.
- E3** Fix is easily completed by a single developer with minor effort.
- E4** Fix is trivially easy to implement.

# FINDINGS

POSITIVES, NEGATIVES and RECOMMENDATIONS



# Positive Findings



During the evaluation process of the Lose It website by the UX Team, there were many positive findings discovered using Nielsen's Usability Heuristics. A few of the positive findings that were discovered have been listed below.

One positive insight that the UX Team learned about while observing the Lose It website was that most of the Nielsen's Usability Heuristics were adhered to. The Nielsen's Usability Heuristics list may in fact be the exact usability heuristics lists that was used by the original Lose It UX. However, despite the use of the Nielsen's list, many more negative findings were still left to be uncovered as can be viewed.

## 1 **Visibility of system status**

All pages are clearly labeled and indicate which page you are on with titles and visual markers on the header.

## 2 **Match between system and real world**

All icons and terminology are clear.

## 3 **User Control and Freedom**

I can go back and forth between pages.

## 4 **Consistency and Standards**

It is consistent for the entire onboarding process.

## 5 **Error Prevention**

When editing a plan, you are able to enter a weight that is higher than your existing goal, while Plan options only include "Lose."



# Negative Findings

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

**Issue 1.1** - Does not know what step he is on?

**Recommendation** - A simple fix to allow users to keep track of what step they are on is to add a form step tracker. An example of form step tracker can be viewed in the image depicted on the right.

**KEY: S3E2**

## 1 Visibility of system status

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

The image shows a screenshot of the 'Lose It!' website's sign-up form. The form is titled 'Lose It!' and contains four numbered steps: 1. Set your email & password, 2. What units do you prefer?, 3. Tell us a bit about yourself, and 4. Set your weight loss plan. A circular graphic with three numbered steps (1, 2, 3) is overlaid on the form, with a line pointing to the first step of the form. The graphic shows step 1 as the current step, step 2 as the next step, and step 3 as a completed step.

**Form Step  
Tracking Graphic**



# Negative Findings

2

## User control and freedom

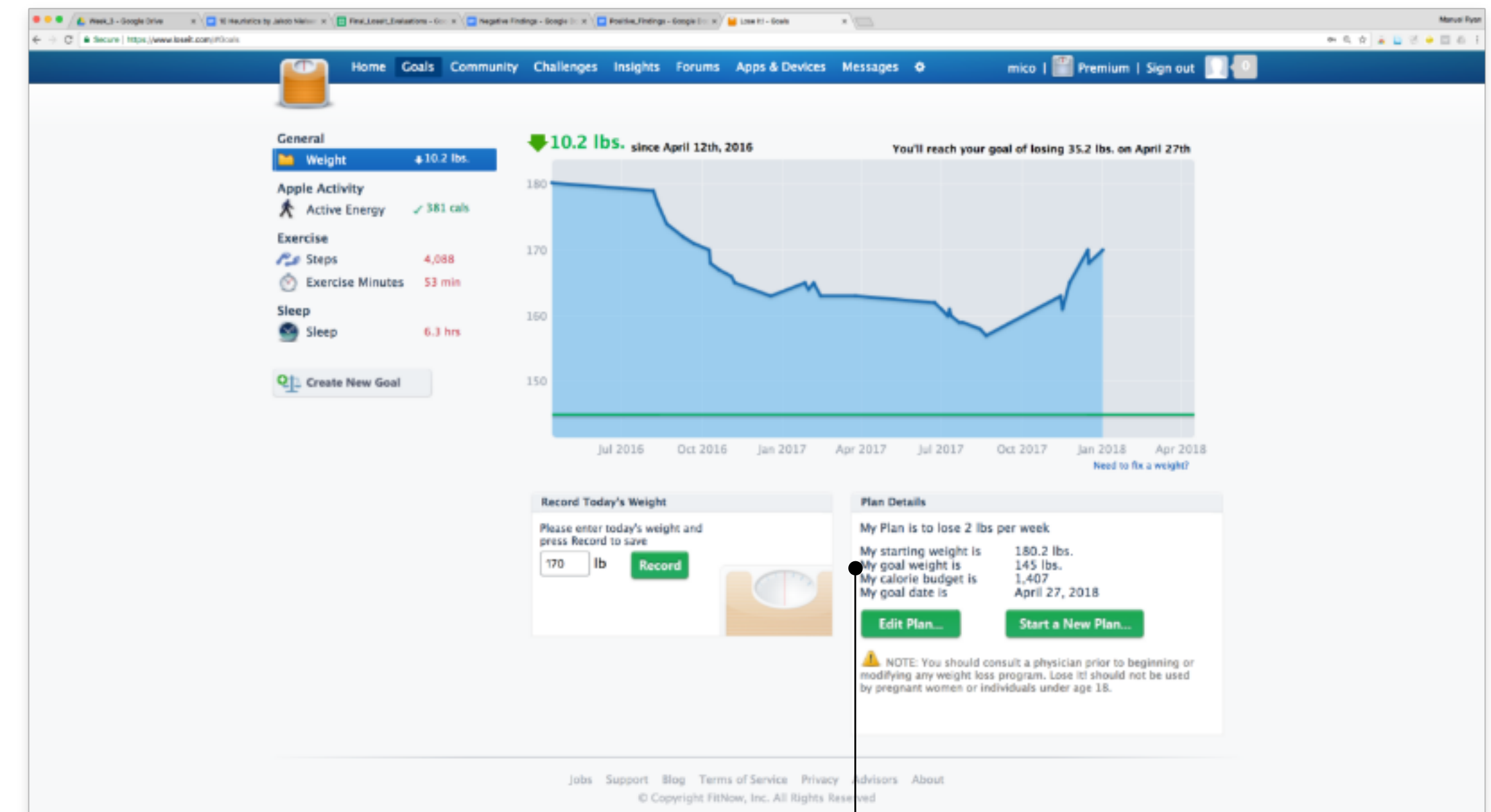
Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

**Issue 2.1** - You’re unable to choose a goal date, making it hard to complete the task of creating a plan to lose 20 pounds by January 2019. There is no way to work backwards.

**Recommendation** - Add a “Goal Date” function where it will calculate your weekly loss.

**KEY: S2E3**



The goal is burried inside of the PLAN DETAILS section of text.

My goal weight is 145 lbs.

# Negative Findings

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

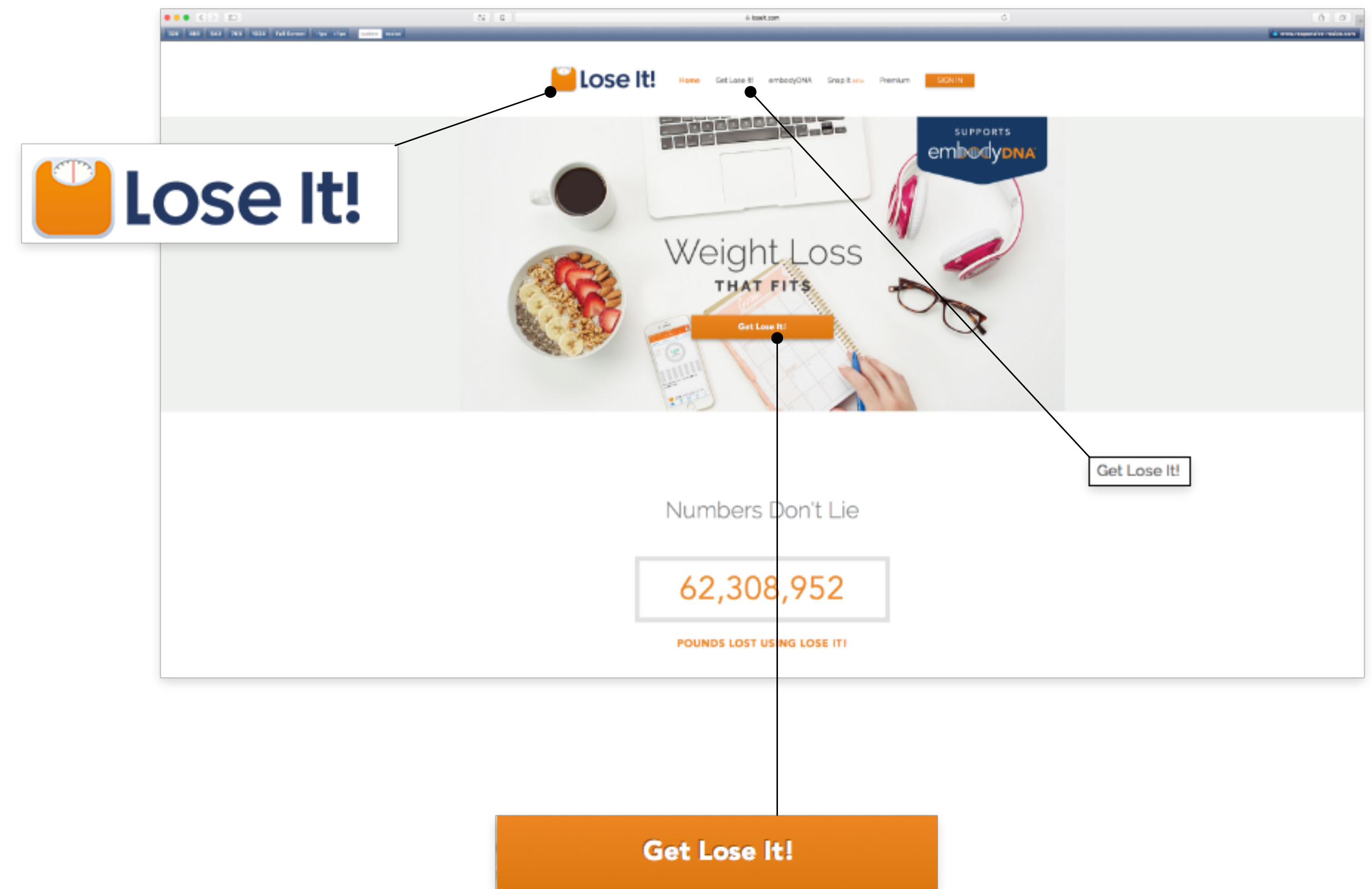
**Issue 3.1** - The same phrase “Get Lose It!” appears multiple times on the home page. They do not lead to the same place. The most noticeable one leads to an app download, while the one in the header and bottom of the page leads to a sign up page.

**Recommendation** - Have all links with the same title go to the same page.

**KEY: S3E2**

## 3 Consistency and standards

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out, and to enlarge a lot.



# Negative Findings

## 3 Consistency and standards

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

**Issue 3.2** - "previous screen's button said sign up, but then, this page says create lose it! account. To the layman, this might be confusing as to whether they are signing up twice.

**Recommendation** - review button text and provide form progress information, such as a progress bar or numbered pages.

**KEY: S3E1**

The screenshot shows the 'Lose It!' website's sign-up page. At the top, there's a logo with a scale icon and the text 'Lose It!'. Below it, a step indicator shows '5 Choose how you Lose It!'. There are two main options: 'Lose It! Basic Free' and 'Lose It! Premium \$39.99 per year'. Each option has a list of features. At the bottom, there's a button that says 'Create Lose It! Account'. A green arrow points to this button, and the text 'Confusing button text' is written next to it. Below the button, there's a line of text: 'Signed in as tutmeister+LOSEIT@gmail.com' and a disclaimer: 'By clicking on "Create Lose It! Account", you are agreeing to the Terms of Service'.

**5** Choose how you Lose It!

☒ **Lose It! Basic Free**

All the essential features you need to start losing weight and getting fit are included.

- **Food & Exercise Logging**  
Choose from an exhaustive database of generic, restaurant or brand name foods. Create custom foods, recipes and exercises to personalize your log.
- **Goal Setting & Tracking**  
Lose It! calculates your daily calorie budget and tracks your progress over time. Monitor your progress with an array of charts and reports.
- **Motivation**  
Earn achievement badges and connect with friends to provide support and encouragement.

☐ **Lose It! Premium \$39.99 per year**

All the great capabilities of Lose It! Basic plus powerful new features to supercharge your weight loss experience. ([details](#))

- **More Goals**  
Track and chart macronutrients, exercises, blood glucose, blood pressure, body fat, body measurements and more.
- **Insights**  
Get smarter about your diet and learn which foods personally have the greatest impact on your nutritional intake.
- **Individual & Team Challenges**  
Engage in fitness and health challenges as an individual or as part of a team. Join public challenges or create your own.
- **Private & Public Groups**  
Create private or public groups where you can share success, inspiration and support with your friends.

Signed in as tutmeister+LOSEIT@gmail.com

**Create Lose It! Account**

By clicking on "Create Lose It! Account", you are agreeing to the [Terms of Service](#)

# Negative Findings

## 4 Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

**Issue 4.1** - When editing a plan, you are able to enter a weight that is higher than your existing goal, while Plan options only include "Lose"

**Recommendation** - Include a warning message when Goal Weight is higher than Starting Weight

**KEY: S3E1**

The image shows a web application interface for creating or editing a weight loss plan. A modal window titled "Weight" is open, allowing users to input their starting weight, current weight, and goal weight. The starting weight is 180.2 lbs, current weight is 170 lbs, and goal weight is 145 lbs. The background shows a plan view with a graph of weight loss over time, a "Start a New Plan..." button, and a "Create New Goal" button. The interface is designed to be user-friendly and informative, with clear labels and input fields.

**Weight**

Starting weight  lbs.

Current weight  lbs.

Goal weight  lbs.

**Personal Information**

Gender

Height  feet  inches

Birthday

**Plan**

My Plan

Calorie Budget  [Adjust Budget...](#)

Start Date

This plan will enable you to achieve your goal by **April 27, 2018**

[Update](#) [Cancel](#)



# MISSING HEURISTICS?

## 8 Aesthetic and minimalist design

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, to enlarge too much.

## 10 Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

## 9 Match between system and the real world

The system should speak the users' language with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

## Why These Heuristics Were Not Included

The heuristics listed to the left are, although not utilized in this analysis report, still present in the minds of the UX team during the heuristic analysis.

# Negative Findings

## 5 Flexibility and efficiency of use

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

**Issue 5.1** - During sign up, there is no way to go back to the home page without using the browser's back button.

**Recommendation** - Make logo clickable and lead back to home page.

**KEY: S5 E1**

The screenshot shows the 'Lose It!' website's sign-up page. The logo, which consists of an orange scale icon and the text 'Lose It!', is located at the top right of the form area. A black line originates from the text 'Issue 5.1' and points directly to the logo. The sign-up form itself is a vertical stack of steps: 1. 'Set your email & password' with fields for Email, Password, and Confirm password; 2. 'What units do you prefer?' with radio buttons for US (selected) and Metric; 3. 'Tell us a bit about yourself' with radio buttons for Male and Female (selected), and input fields for Height (5 feet 7 inches), Birthday (Jan 1, 1975), and Weight (Current 175 lbs, Goal 155 lbs); 4. 'Set your weight loss plan' with radio buttons for Maintain current weight, Lose 1/2 lb per week (selected), Lose 1 lb per week, Lose 1 1/2 lbs per week, and Lose 2 lbs per week. A 'Sign Up' button is at the bottom of the form.

# Negative Findings

**Task** - Try to set yourself up to use the website to lose 20 lbs by January of next year. I am curious to see what happens.

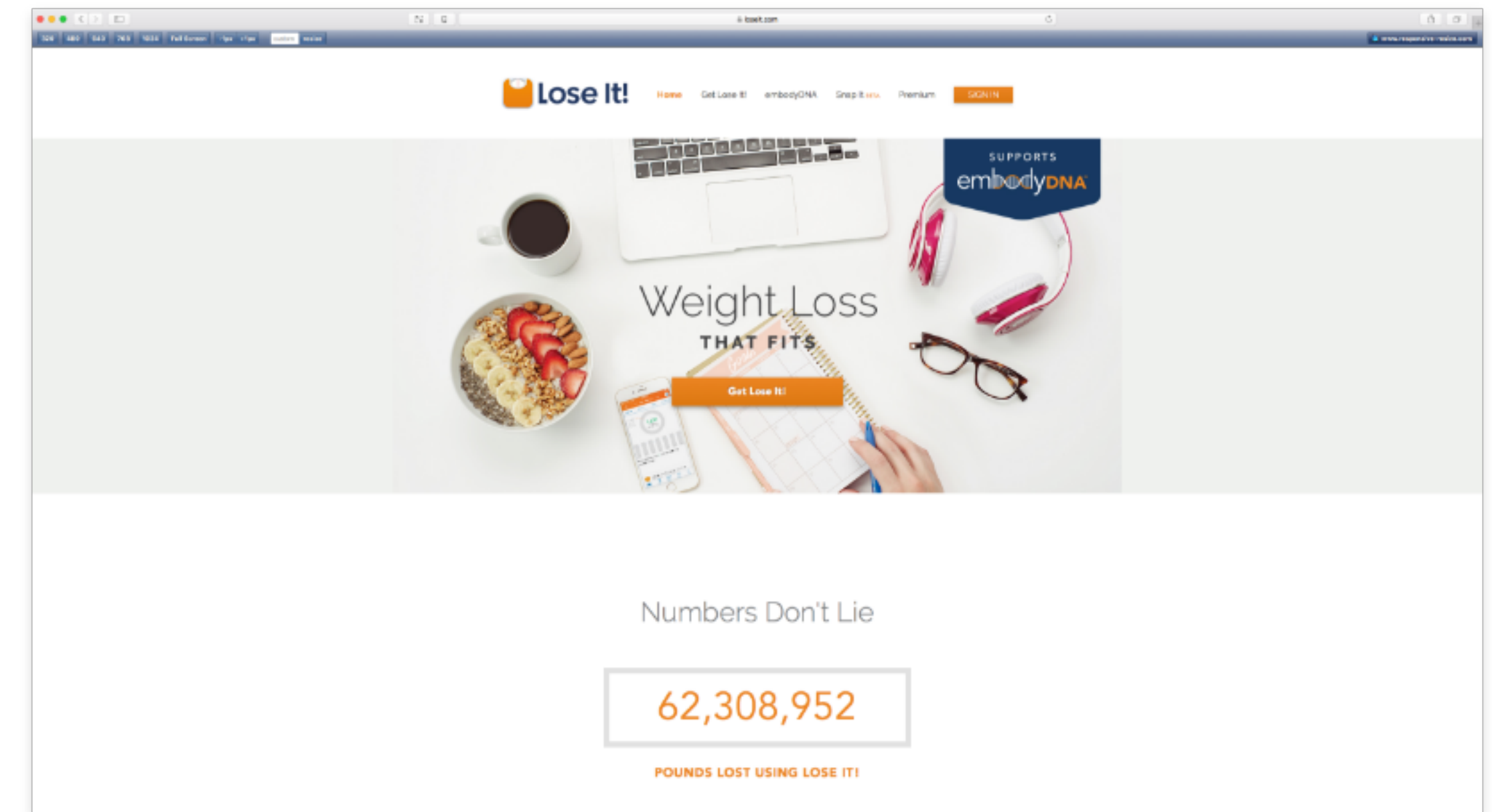
**Issue 5.2** - not much reason to sign up if I cannot immediately see why this is better than any other weight loss app.

**Recommendation** - More details.

**KEY: S5 E1**

## 6 Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not to enlarge a lot.





# Recommendation Summary

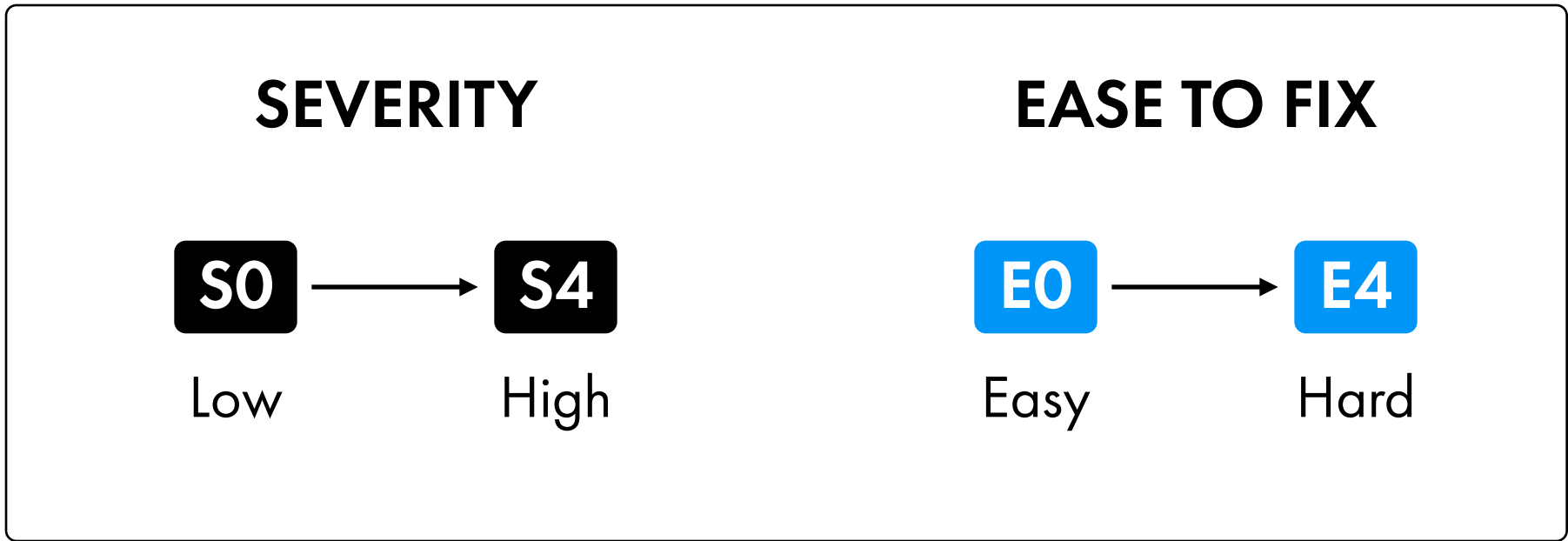


- 1.1** He/she does not know what step he/she is on?
- 2.1** You're unable to choose a goal date, making it hard to complete the task of creating a plan to lose 20 pounds by
- 3.1** The same phrase "Get Lose It!" appears multiple times on the home page. They do not lead to the same place, the
- 3.2** The "previous screen's button said sign up, but then this page says create lose it! account. To the layman, this
- 4.1** When editing a plan, you are able to enter a weight that is higher than your existing goal, while Plan options only
- 5.1** During sign up, there is no way to go back to the home page without using the browser's back button.
- 5.2** Not much reason to sign up if I cannot immediately see why this is better than any other weight loss app.



# SEVERITY RANKING & EASE TO FIX

THIS IS THE ORDER FOR FIXING NEGATIVE FINDINGS



**S5 E1** 5.1 - During sign up, there is no way to go back to the home page without using the browser's back button.

**S5 E1** 5.2 - There is not much reason to sign up if I cannot immediately see why this is better than any other weight loss app.

**S3 E2** 1.1 - Does he/she not know what step he/she is on?

**S3 E2** 3.1 - The same phrase "Get Lose It!" appears multiple times on the home page. It does not lead to the same place. The most noticeable one leads to an app

**S3 E2** 3.2 - "previous screen's button said sign up, but then, this page says create lose it! account. To the layman, this might be confusing as to whether they're signing up twice.

**S3 E1** 4.1 - When editing a plan, you are able to enter a weight that is higher than your existing goal, while Plan options only include "Lose"

**S2 E3** 2.1 - You're unable to choose a goal date, making it hard to complete the task of creating a plan to lose 20 pounds by January 2019. There is no way to work backwards.

# CONCLUSION

REVIEW & FEEDBACK



# Review & Feedback

## Insight:

This was the first time that I have used heuristic evaluation for user testing. In the past I have completed usability testing in order to complete the testing phase of the UX Wheel. What I learned after evaluating the heuristic testing is that an expert heuristic tester can evaluate a website with the heuristic analysis and solve approximately 85% - 90% of the major usability testing issues. Until this analysis, I thought that the only way to truly obtain proper qualitative user testing was to use usability testing. However, although I still feel more confident when using usability testing than heuristic analysis, I have learned that the heuristic analysis is still an extremely valuable tool that should be utilized early and often for all testing phases of the UX process.

## WEBSITE UPDATE PRIORITY CHECKLIST

- ☐ Does not know what step he is on?
- ☐ You're unable to choose a goal date, making it hard to complete the task of creating a plan to lose 20 pounds by January 2019. There is no way to work backwards.
- ☐ The same phrase "Get Lose It!" appears multiple times on the home page. They do not lead to the same place, the most noticeable one leads to an app download, while the one in the header and bottom of
- ☐ "previous screen's button said sign up, but then this page says create lose it! account. To the layman, this might be confusing as to whether they're signing up twice.