

## Casey's Individual Evaluation

### I. Heuristic 1: Visibility

- The system provides feedback about the current pages through several things
  - The page title, page heading
  - Breadcrumbs/background color
  - University logo at top
- There is feedback for all forms and search fields
  - Exception is the overall site search which has not output when nothing matches the search

### II. Heuristic 2: Match

- Almost all of the text, especially the links are in user language
- Many links are phrased as the question the user might ask to get to the information on that page
- Sometimes this question format can be a little too verbose (less concise than it could be)
- Overall, very little technical language

### III. Heuristic 3: User Control

- I found two different user interaction elements
  - Interactive tour
    - Easy to exit with back button
    - Sometimes full screen, press escape to leave
  - Map
    - Can reset map if you get lost
    - Displays instructions
    - Press back to leave

### IV. Heuristic 4: Consistency of Navigation

- The navigation is semi-consistent
- The google search page is radically different
- The second level pages are generally similar
  - Although there seem to be two different templates commonly used
  - Sometimes the headlines are slightly different
- Usually has breadcrumbs for going back
- Always has the logo at the top for returning to the home page

### V. Heuristic 5: Error Prevention

- Two fields on homepage
  - "Study with us"
    - Label slightly vague, hint is clear. No "as-you-type" validation. Response message says no results found.
  - General Site Search
    - Powered by google. No error message, just blank. Does show recommendation if relevant.
- Form linked from homepage.

- Indicates mandatory fields. No “as-you-type” validation. Only checks email, then rest of fields.
- Sub-site search for news
  - Same as general sit search. No indication that you are searching sub-site.
- Contact form
  - Indicates required fields. Highlights incorrect/invalid fields.

#### VI. Heuristic 6: Recognition

- Homepage has prominent logo.
- Most pages have breadcrumbs
- Sometimes pages have broken breadcrumbs
  - 2014 archive link is broken
- Sometimes breadcrumbs will take you to a different section.
- 2<sup>nd</sup> level and lower have smaller logo
- Backgrounds indicate subsection

#### VII. Heuristic 7: Flexibility

- Some forms (prospectus) doesn't have links to homepage
  - Site search doesn't link back
- Most pages have reasonable breadcrumbs so you can link back
- No good quick links from homepage
- Feels like tailored only to new users

#### VIII. Heuristic 8: Aesthetic

- Homepage is very clean
- Uses scrolling to cue for more info
- Many pages are covered in far too much
  - Title off-centered from rest of text
- Pages cluttered, fighting for your attention
- Map is aesthetic and minimalist

#### IX. Heuristic 9: Error Recovery

- Site handles bad urls well
- Doesn't display error messages
- Provides links to suggested alternatives
- Shows site admin link

#### X. Heuristic 10: Help

- Can use the site's index to find almost any information
- Site search bar can help to identify what to do
- Site contains helpful text when URL is invalid