Casey’s Individual Evaluation

1. 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

1. 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

1. 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

1. 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

1. 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.

1. 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.
* 2nd level and lower have smaller logo
* Backgrounds indicate subsection

1. 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

1. 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

1. Heuristic 9: Error Recovery

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

1. 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