Heuristic Evaluation

Standard Heuristics developed by the Nielsen Norman group.

Heuristic	Difficulties	Opportunities
Visibility of system status *The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.*	We see no difficulties. The reason being that the user's are constantly kept informed about any activity. For example, when a user clicks 'Search for Book' they are constantly informed like 'Searching within a 5 km radius', 'Almost done', 'Search unsuccessful' etc.	The user can see that their request has been processed after which they will be taken to the chat page. Here, they can interact with another interested user. ● *Completed.*
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.*	The website is designed in an intuitive way. Major focus has been given to graphics, since they are easily understandable no matter the degree of literacy.	Clear, concise english language can be used to design the UI making it universal. ● *Applied.*
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.*	If the users are uncomfortable interacting with a matched user for whatever reason, they can choose to block. In case they search for a wrong book due to typos, they will be given the option to retype their query.	Enable the option for user's to go back. Have the option to block an user to promote safety. ● *We have these options on our app.*
Consistency and standards *Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.*	Need to maintain a standard rating system.	By maintaining a standard rating system where 1 star means the worst and 5 stars means the best, we eliminate any confusion that could arise. ● *All ratings are between one and five stars.*

Error prevention *We must seek to prevent errors rather than having an error prone software. Thus to prevent errors different operations are expected to take place.*	Ensure that the right details are accepted.	If a user enters a 15 digit phone number, the app displays an appropriate message saying 'Please enter a valid 10 digit number' instead of crashing. ● *Implemented. An appropriate error message is displayed.*
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.*	Provide breadcrumbs to users to know where exactly they are in the app and ensure they don't get lost.	Ensure navigability. ● *Breadcrumbs ensured on all screens.* ● *Also ensured that user's have to rely on clicks and not typing out long paragraphs to express choice.*
Flexibility and efficiency of use *Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users.* *Allow users to tailor frequent actions.*	Provision for existing users of the system, to log in to the platform easily, without having to enter several details, through a "Remember me" feature New/inexperienced users must enter several details to create an account.	Ensures experienced users have a faster entry into the platform for use ● *Implemented. By a "remember me" feature*
Aesthetic and minimalist design *Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of Information and diminishes their relative visibility.*	Ideal tradeoff between aesthetics and functionality is difficult to acheive. We faced no such problem since we used efficient illustrations with minimum text involved. Used concise text clearly indicating the necessary information	We eliminated the challenges through smarter design. ● *Dealt with.*
Help users recognize, diagnose, and recover from errors *The website displays error messages expressed in plain language. It precisely indicates the problem, and constructively suggests a solution.*	Server or internet issues. While internet issues are inevitable, cae should be taken that servers don't go down often.	If a page fails to load, a reload option will be provided which will take the user back to the main page and an appropriate message 'Our servers are down, we will be back shortly' should be displayed. ● *A reload message will be prompted to the user.*

Help and documentation *The website is self explanatory and easy to use. The users can however access the help page to use the website effectively.*	While detailed instructions on how to use the app isn't provided, we have ensured that all features are similar to famous exchange platforms like OLX, Quikr etc.	A walk through can be provided explaining various features once a user registers. ● *A help page is provided.*