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Heuristic Evaluation
Human-Computer Interaction
Prof. Horn
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Task: A tourist visiting Chicago wants to sign up for a 2-3 hour bike tour of the city in the mid-afternoon on June 30th. The tour should be for 1 adult and 2 children. The tourist just wants to see if there is space available. She doesn't want to book the trip now, but she does want to save the details for later.

First Issue/Violation: There's no way to filter bike tours available.

Severity: 4

Heuristics Violated: Flexibility & Efficiency of Use

Description: Once the user has navigated to the bike-tour specific page (which is relatively intuitive to get to through a link on the homepage), the user only has the option to scroll through every bike tour listed in order to search for what they want.
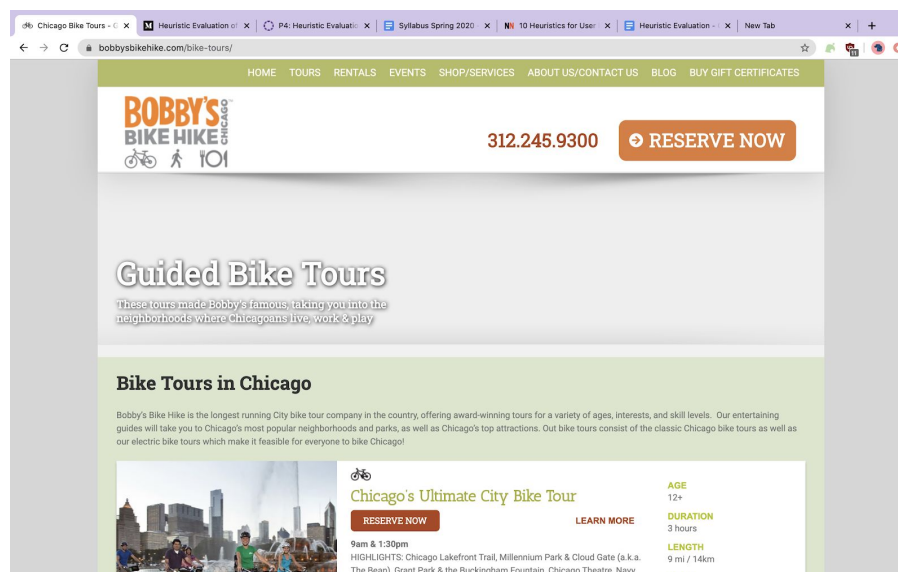
In the case of the task at hand, the user would have to scroll through many options that don't meet their needs. This doesn't give the user control of what they are looking at, and also has a severe impact on the efficiency of the page. It would be helpful if the page offered a Filter option at the top, where a user could toggle which tours are shown based on age requirement, duration, difficulty, and length. Having an option to sort the
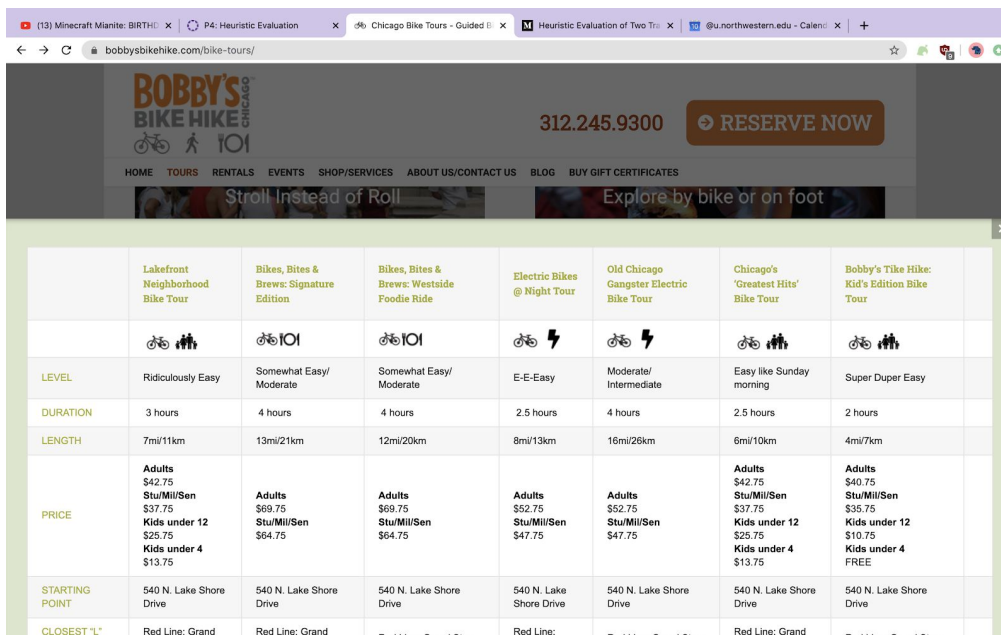
page by common standards (Featured, Price: Low to High, etc.) would also prove helpful in narrowing choices down. It should not be necessary for a user to have to look at every single bike tour option before choosing the one that works best for them, and this information should be made available as soon as the user is beginning to look at tours.

Second Issue/Violation: Compare Bike Tours option is both redundant and ill-designed.

Severity: 3

Heuristics Violated: Flexibility & Efficiency of Use, Aesthetic and minimalist design

Description: After scrolling down through all of the bike tours, the option for comparing bike tours is listed. When this is clicked, it opens a scrollable popup that holds information about all of the bike tours available. While this is useful, its position on the screen is awkward and doesn't allow for the full table to be seen, and the link to it is ultimately unhelpful since it's below the entire list of tours and you've already been exposed to the information it has. Changes that could be made are moving the link to compare tours to above the list of them all (a solution that would also help remedy Issue 1), and also to allow the popup to take up a larger part of the screen so all the information can be viewed at once. These changes would make the site more aesthetically pleasing and efficient.

BOBBY'S BIKE HIKE CHICAGO

312.245.9300 ⊘ RESERVE NOW

HOME   TOURS   RENTALS   EVENTS   SHOP/SERVICES   ABOUT US/CONTACT US   BLOG   BUY GIFT CERTIFICATES

Walking Tours   Food Tours

PRICE	Stu/Mil/Sen $37.75 Kids under 12 $25.75 Kids under 4 $13.75	Adults $69.75 Stu/Mil/Sen $64.75	Adults $69.75 Stu/Mil/Sen $64.75	Adults $52.75 Stu/Mil/Sen $47.75	Adults $52.75 Stu/Mil/Sen $47.75	Stu/Mil/Sen $37.75 Kids under 12 $25.75 Kids under 4 $13.75	Stu/Mil/Sen $35.75 Kids under 12 $10.75 Kids under 4 FREE
STARTING POINT	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive
CLOSEST "L" TRAIN	Red Line: Grand Stop	Red Line: Grand Stop	Red Line: Grand Stop	Red Line: Grand Stop	Red Line: Grand Stop	Red Line: Grand Stop	Red Line: Grand Stop
ENDING POINT	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive	540 N. Lake Shore Drive
CAPACITY	18 people	15 people	15 people	18 people	15 people	18 people	15 people
KID FRIENDLY	Yes	No	No	No	No	Yes	Yes
PRIVATE GROUP TOUR	Yes	Yes	Yes	Yes	Yes	Yes	Yes
FOOD OFFERED	No	Yes	Yes	No	Yes, snack	No	No
AGE REQUIREMENT	No	Yes, 16 and Older	Yes, 16 and Older	Yes, 16 and Older	Yes, 16 and Older	No	No

Third Issue/Violation: Event sign up screen leaves room for user confusion and error.

Severity: 4

Heuristics Violated: Aesthetic and minimalist design, Error Prevention

Description: To access the event sign up screen, the user must either click on the orange "Reserve Now" button at the top of the screen, or navigate to a specific tour and attempt to reserve from there. Both ways take you to the same reservation screen, which shows every single event available for every date. While this is fine for the large orange button, this could lead to serious confusion if the user navigates to the page from a specific tour they are interested in. If they aren't looking close enough, they could accidentally purchase tickets for a tour they aren't actually interested in.
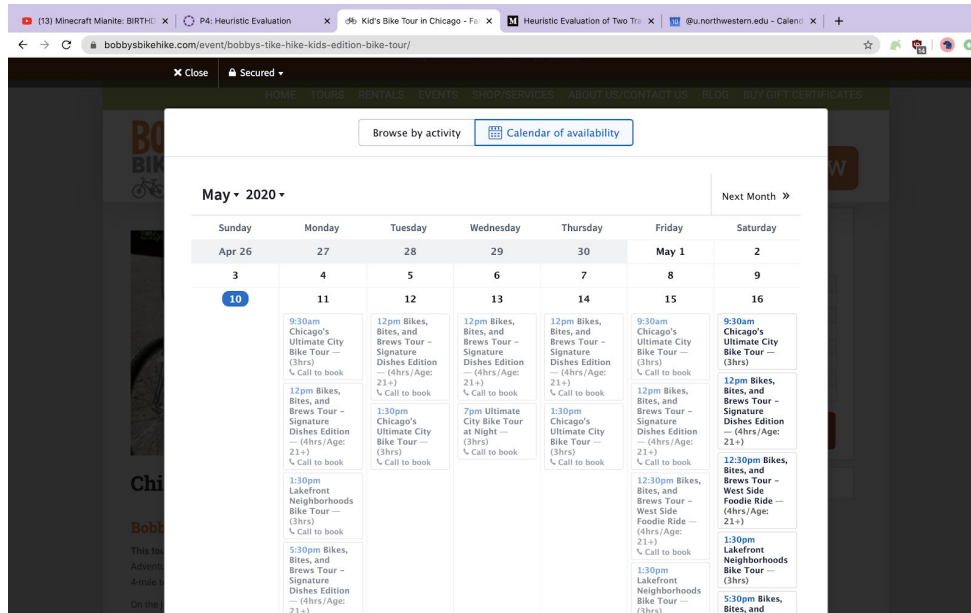
A solution to this would be to create sign-up pages specific to each tour, and have those individual links available on each tour's detail page. The big orange button would still be able to provide reservations for bike rentals, but for sake of clarity they could add a note on that page stating that sign-ups for specific tours are available on the bike tour page.

Fourth Issue/Violation: Inconsistent and unintuitive close buttons for popups

Severity: 3

Heuristics Violated: Consistency and standards

Description: With the two previous issues, the popups had many issues individually. However, comparing the two popups reveals another issue entirely-- inconsistencies on what to expect with pop-up windows across the site. For the tour table, the popup is landscape positioning with the close button on the right side, while the reservation popup is portrait-orientation with the close button in the left hand corner. Having the close button in two different places is disorienting for the user. Luckily, there is no other options where the close buttons would be on either popup, which would be a much more severe issue.
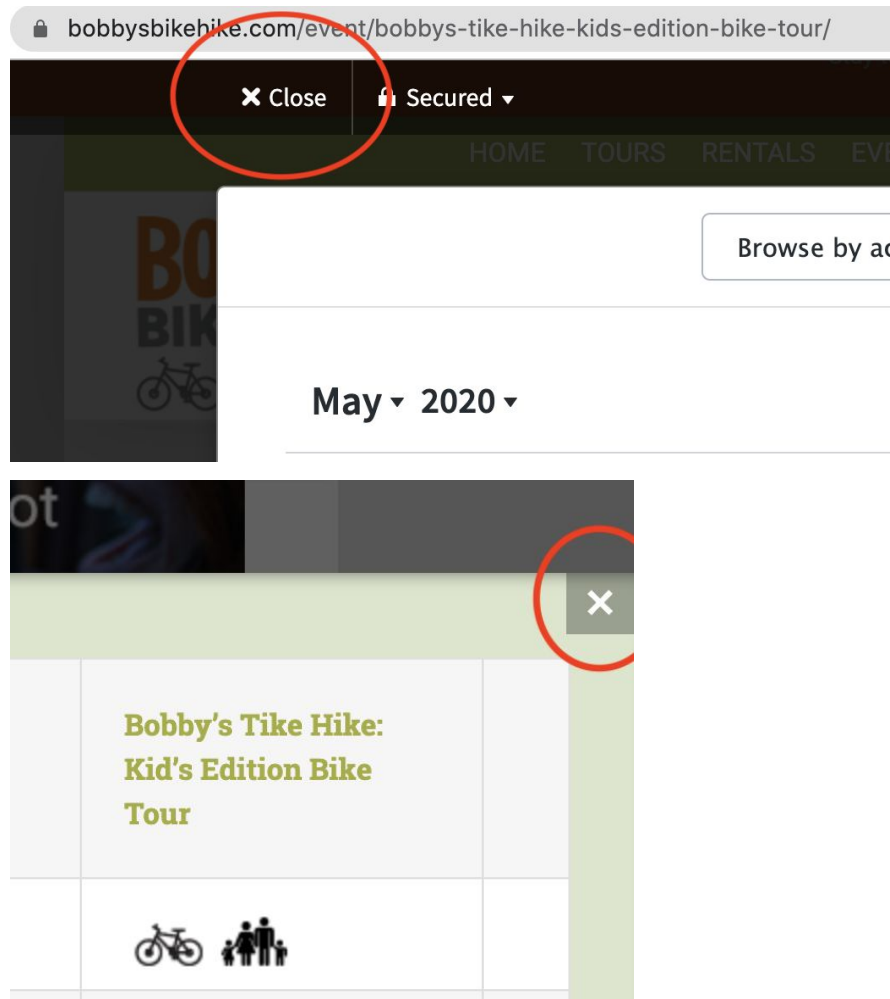
Fifth Issue/Violation: Users have to go into checkout mode in order to look at availability of tours.

Severity: 4

Heuristics Violated: Match between system and the real world, recognition rather than recall

Description: In the real world, people expect to be able to look at pricing and availability of what they're about to purchase before being asked to pay for it. By having the user enter the checkout process when they just want to see if there's space available feels pressuring and dissimilar to what happens in the real world by shopping. Alongside this issue, users have to recall the particular tour they wanted to reserve, and be sure to select that same tour on the date and time they were interested in. This violates the recognition heuristic, since once you enter the checkout page it isn't simple

to look back at the information about the tour wanted. By having a separate place to view availability before checkout, and having more information about a tour available on the checkout page so the user is able to recognize what they are purchasing, this portion of the website would be more user-friendly.