Heuristic Evaluation of Grapevine

For a more in-depth overview of A9, please refer to the [A9 assignment spec](#).

1. Problem/Prototype Description

Grapevine is a service recommendation app that allows users to see, request, and share recommendations for services from individuals in their own social network (such as friends or friends of friends).

2. Violations Found

1. **H1: Visibility of system status / Severity: 2 / Found by: B**
   - Task 2
   - Description: "post" on both the "create recommendation" and "do you know any additional information" pages. Having the one pop up and then another pop up immediately after
   - Rationale: users may think they are done posting but you are then asking for more information.
   - Fix: just add the extra information as part of the original post recommendation page. Or replace the word "post" from the original page. I think adding the extra pop up just makes it more confusing. If anything, I think phone number might fall under that "additional information" anyways

2. **H1. Visibility of system status / Severity: 2 / Found by: D**
   - Task 1
   - Description: After clicking the search icon in the bottom navigation bar, the initial search interface only displays "Services you love backed by the people you trust" (the team value proposition), but no other prompt relating to what to search for.
   - Rationale: Users may be confused by whether they are able to search for only the type of service, or if they can also search keywords relating to another friend / user, location, etc.
   - Fix: Either replace the value proposition blurb or add another short description on the initial search interface along the lines of "search for a service, friend, location, etc.".

3. **H1: Visibility of System Status / Severity: 3 / Found by: C, D**
   - Task 3
   - Description: There is no notification that is sent to the user if someone accepts their request in the inbox (it seems as though it just moves from pending to

completed).

- ○ Rationale: Users would likely want to see if a request has been fulfilled so they can act on the recommendation.
- ○ Fix: Add a system notification and a section in the inbox that is specifically for requests that have been recently fulfilled and count it as a notification like you count the friend requests.

4. **H1. Visibility of system status/ Severity: 3 / Found by: A**
   - ○ Task 3
   - ○ Description: There is no documentation of the type of visibility that you set in your pending requests
   - ○ Rationale: Users might forget what their visibility is after they send a request and which can add confusion when they are trying to remember
   - ○ Fix: Having an icon to show if it's your friends, friends of friends etc when you see your pending requests would be very helpful to users who forgot which setting they put it on

5. **H1. Visibility of system status / Severity: 3 / Found by: D**
   - ○ Task 1
   - ○ Description: It is difficult to tell which friend originally recommended which service, and which other friend endorsed / also recommended services, as well as what the actual service being recommended is from first glance (small font, not at top of post).
   - ○ Rationale: Users want to be able to quickly tell from a glance at their home feed which specific service they are viewing and which specific friend recommended it, instead of having to read through all the text for each post.
   - ○ Fix: Add a larger title / header at the top of each post specifying the service name and original recommender of the service for easier visibility.

6. **H2. Match between system and the real world / Severity: 1 / Found by: A**
   - ○ All Tasks
   - ○ Description: The privacy settings on the "Who can see this?" popup includes "public" which has the description "Visible to your 1st, 2nd, and 3rd degree friends"
   - ○ Rationale: I think for recommendations it is nice to have the most visible setting be 1st, 2nd, and 3rd degree friends and not the general public as that would just be the same as yelp/google. But the wording as "public" might be misleading and deter people from posting as they think its sharable to anyone
   - ○ Fix: Change the wording for public to something else like "Distant network" or something to separate from the fact that it's not the entire internet

7. **H2: Match between system and real world / Severity: 2 / Found by: B**
   - Task 3
   - Description: "Friend requests" term is kind of confusing.
   - Rationale: this term is typically used for a request to become your friend (ie on Instagram), so it was a bit confusing to realize what the tab meant
   - Fix: Maybe rename it to "Friend asks" or "view requests".

8. **H2: Match between system and real world / Severity: 1 / Found by: B**
   - Task 3
   - Description: Terms "Ignore" and "Create" in response to friend recommendation requests.
   - Rationale: "Create" doesn't seem to be very intuitive of a term to use here.
   - Fix: Maybe use "answer"?

9. **H2: Match Between System and Real World / Severity: 1 / Found by: C**
   - Task 1
   - Description: The "Call" button is in a colored box and to the left of the "Website" button.
   - Rationale: In general, the button on the right is considered to be the button for the "proceed" or the button you want users to click more frequently.
   - Fix: Switch the location of the call and website buttons.

10. **H2: Match between System and Real World / Severity: 2 / Found by: B, C**
    - Task 1
    - Description: Upon first glance, it does not make sense to me what the star button is and what the purpose of it is.
    - Rationale: Users may not be able to understand that the star button means leaving a review as a star usually means favoriting. Especially next to the bookmark icon, it was difficult to differentiate between the two
    - Fix: I would change the button to make it clearer. Otherwise, perhaps adding a help tutorial or feature that explains what it does? Would also suggest even just getting rid of it, since I super don't see why people would be scrolling through the feed in hopes of adding recommendations.

11. **H3: User Control & Freedom / Severity: 3 / Found by: C**
    - Task 1
    - Description: There is no way to edit a posted recommendation.
    - Rationale: User's may want to make edits or changes to their recommendation after they post it.
    - Fix: Add an edit button next to the request on the requests on the profile page (not made yet but this function was not defined on the ReadMe either).

12. **H3: Consistency and standards / Severity: 1 / Found by: A, C, D**
    ○ Task 1
    ○ Description: When searching from your network for a mechanic, there is a back button as well as an "x" button in the search bar, which both cancel the current search.
    ○ Rationale: When users want to search for another topic/recommendation or change their mind having the two ways to research (the back button and the cancel button) might slightly confuse users as they mean the same thing
    ○ Fix: Choose one of the two to keep and discard the other one. The back button "<" is used elsewhere in your med-fi so maybe go with that for consistency.

13. **H4. Consistency and standards / Severity: 1 / Found by A**
    ○ Task 1
    ○ Description: The homescreen recommendations are worded differently where one reads Ariane also recommends Chelsea's plumber and another reads Jenna also recommends this hair salon
    ○ Rationale: The two phrasings are inconsistent with whether they address the person or the service recommended.
    ○ Fix: Align on if the reposts do include the original poster's name or if they are generally the service. I know that for the second request it was for an anonymous person, so it could be more like Jenna also recommends their hair salon or something

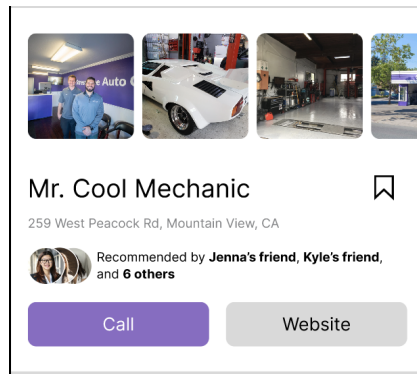14. **H4: Consistency and standards / Severity: 3 / Found by: B, A**
    ○ Task 1
    ○ Description: some of the search results have call and website, and some only have one
    ○ Rationale: I feel like it draws attention to the one with just "call" especially since its purple
    ○ Fix: Perhaps do something like google maps where all the buttons are the same size and you can just scroll through if there's more, and don't put a button if there isn't one. And keep all colors consistent unless you want one to stand out more. Like this:

15. **H4: Consistency and standards / Severity: 1 / Found by: B**
    ○ Task 1
    ○ Description: "star plus" icon is not available on the search page.
    ○ Rationale: I feel like if it is on the Home/feed page and the specific business's place, it's probably best to also keep it consistent on the search page.

- ○ Fix: Add the star plus icon for the search results page:

 or delete the bookmark? (Or just don't use star plus icon for all the other pages, we have another heuristic for that)

16. **H4: Consistency and standards / Severity: 2 / Found by: A**
    - ○ Task 1
    - ○ Description: The homescreen recommendations are worded differently where one reads Ariane also recommends Chelsea's plumber and another reads Jenna also recommends this hair salon
    - ○ Rationale: The two phrasings are inconsistent with whether they address the person or the service recommended.
    - ○ Fix: Align on if the reposts do include the original poster's name or if they are generally the service. I know that for the second request it was for an anonymous person, so it could be more like Jenna also recommends their hair salon or something

17. **H4: Consistency and standards / Severity: 2 / Found by: A, B, D**
    - ○ Task 3
    - ○ Description: Prompts the user to consider a couple factors in their request such as service and price "A few things to consider in your request" rather than let the user choose specific inputs
    - ○ Rationale: The factors such as service and price make a lot of sense and I think are great but if the user is looking for something super niche (like I saw asian hair being a request) it can restrict the filters they want
    - ○ Fix: Allow custom things to consider areas that might even show up on their actual recommendation as tags for their network to look out for

18. **H4. Consistency and standards / Severity: 1 / Found by: A, B**
    - ○ Task 2
    - ○ Description: The message that pops up after you type in the phone number when creating a new post uses "our grapevine"
    - ○ Rationale: This is a really small wording thing but I feel like it could be more personalized for the user or lead them to wonder if there is the app itself is

trying to collect all these recommendations for other purposes. Also, "grapevine" isn't capitalized here. Not sure if you intended for it to be uncapitalized, or if it should be a play on words for your app name.
- ○ Fix: Change the wording to "your grapevine" to alert the user that it is not within their specific network of friends. And maybe capitalize!

19. **H4. Consistency and standards / Severity: 2 / Found by: A**
    - ○ Task 3
    - ○ Description: On home screen you can only share the/send the post from your direct friend to other people, in the example it was Ariane's recommendation of Mr. Fantastic Mechanic (the arrow sign)
    - ○ Rationale: Someone might want to send or share a post from their friend's friend or even a third connection if they find value in it and they are not able to recieve that experience universally
    - ○ Fix: Allowing the send sign for all people in your feed regardless of how close they are to you, or removing the feature altogether

20. **H4: Consistency and Standards / Severity: 1 / Found by: A, C**
    - ○ Task 3
    - ○ Description: The wording for the request is different under pending and completed requests (ex. "You requested a petsitter recommendation" vs. "Your electrician request").
    - ○ Rationale: Different wordings for the same concept may confuse users.
    - ○ Fix: Choose one or the other and use the same phrasing throughout (preferably the wording for the second - or make it even more concise as suggested above).

21. **H4: Consistency and standards / Severity: 2 / Found by: B**
    - ○ Task 3
    - ○ Description: Request recommendation page: At first says Category in the drop down but once you pick one it changes to Business Type
    - ○ Rationale: the header changes after filling in the description which is confusing
    - ○ Fix: Stick with one, and keep it for all the other times you ask for category/business type too

22. **H4: Consistency and standards / Severity: 2 / Found by: B**
    - ○ Task 3
    - ○ Description: Friend request inbox doesn't show degrees, but everywhere else it does
    - ○ Rationale: all other pages show it, so this page is a bit more confusing in terms of who knows who
    - ○ Fix: add the 1st, 2nd, 3rd.

23. **H4: Consistency and Standards / Severity: 3 / Found by: C**
    ○ Task 1
    ○ Description: At times, when I click the star plus button (either on the service page or the home page), I will be redirected to review - which seems to be the intended purpose from the ReadMe. However, at other times, the star button just gets filled in, like the place got added to my favorites or as if I'm liking another review.
    ○ Rationale: The button leading to different actions at different times is confusing for users as they will not know what it does at any point in time.
    ○ Fix: Perhaps add an additional button for favorites if necessary, but make sure that the star plus button always allows you to see the page.

24. **H4. Consistency and standards / Severity: 3 / Found by: D**
    ○ Extra Violation
    ○ Description: From the home interface of the app that displays a user's feed, we can see that other friends in a user's network can either "endorse" or "also recommend" another service, but no clear distinction is made between the two different actions from either the recipient or sender perspective.
    ○ Rationale: Users may be confused by the difference between what the two actions mean, as well as what icons to press on the app to achieve each action.
    ○ Fix: Clearly label which icons correspond to each action from the recommendation sender perspective, as well as clarify somewhere on the app as to the difference in meaning between the two actions from the recommendation recipient perspective.

25. **H4. Consistency and standards/ Severity: 2 / Found by: A**
    ○ Task 3
    ○ Description: Under your completed requests, the people who you fulfilled requests from do not match the format above or in other places in your prototype. There is no descriptor of who's friend they are
    ○ Rationale: Users would want to consistently see the same name or description for a request they sent or other people on the app.
    ○ Fix: Either change the people's description to X name, X's friend or change everything else to X name and remove that they are X's friend

26. **H4: Consistency and standards H12: Value alignment and inclusion / Severity: 3 / Found by: B**
    ○ Task 1
    ○ Description: It is a bit hard to differentiate between the start/end of different businesses in the search output, especially for the visually impaired.

- ○ Rationale: The lines between the different businesses are pretty small, and since the middle one didn't have any pictures, it was a bit confusing.
- ○ Fix: Consider taking all pictures out, or maybe having a placeholder picture, like maybe of the location on a map or some x'ed out camera icon to show that there are no pictures. This way, it'll be easier to know where businesses start/end and which pictures correspond to which business.

27. **H4. Consistency and standards / Severity: 2 / Found by: C**
    - ○ Task 1
    - ○ Description: To leave a new recommendation, the user must click on the "+" icon on the bottom navigation bar. However, they can also leave a recommendation by clicking on the star icon on an existing recommendation on their feed.
    - ○ Rationale: Users may be confused by this inconsistent iconography for the same function of leaving a recommendation.
    - ○ Fix: Use the same "+" icon in both places.

28. **H5: Error Prevention and H10. Help and Documentation and H6: Recognition Rather than Recall / Severity: 2 / Found by: B**
    - ○ Task 3
    - ○ Description: Create recommendation search bar
    - ○ Rationale: Can't differentiate between this search bar and the simple task search bar. When you click on create recommendation from the plus button on the nav bar, the search bar does not tell you what you are searching for (a business to create a recommendation).
    - ○ Fix: Title those pages or design them differently so they look different. For example, make this search bar clearly a pop up rather than its own page. Or just like combine the search/create functionalities

29. **H5: Error Prevention / Severity: 2 / Found by: C, D**
    - ○ Task 2
    - ○ Description: There is no confirmation message or pop-up to allow you to check your message before posting it.
    - ○ Rationale: Users should be able to check what they are posting before they do it to prevent the need to edit or check errors in the future.
    - ○ Fix: Add a confirmation message and preview of the recommendation before allowing the user to actually post.

30. **H5: Error Prevention / Severity: 2 / Found by: C, D**
    - ○ Task 1

- ○ Description: There is no confirmation button before the service is dialed when pressing the call button or redirecting to the website.
- ○ Rationale: Users may have inadvertently pressed the button.
- ○ Fix: Add a confirmation pop-up before actually calling or redirecting.

31. **H6: Recognition Rather Than Recall / Severity: 2 / Found by: C**
   - ○ Task 1
   - ○ Description: When you click on create recommendation from the plus button on the nav bar, the search bar does not tell you what you are searching for (a business to create a recommendation).
   - ○ Rationale: The user may have forgotten what specific button they pressed or what action they are doing and the page should tell them what they are doing.
   - ○ Fix: Add a header for the search bar page that tells you what action you are doing (adding a recommendation).

32. **H6: Recognition rather than recall / Severity: 3 / Found by: B**
   - ○ Task 1
   - ○ Description: Action items for finding no results when searching for a recommendation
   - ○ Rationale: If there are no results, there should immediately be an option to request a recommendation. Now, the user would have to manually choose to create, and they might not know.
   - ○ Fix: Add an option to immediately request a recommendation. Also allow them to auto fill that request with everything they just searched.

33. **H6: Recognition rather than recall / Severity: 2 / Found by: B**
   - ○ Task 3
   - ○ Description: 3rd degree friend requests show up on your feed. "Tobey, Chelsea's friend"
   - ○ Rationality: How would you know who chelsea is unless you said toby, ariannes friend chelsea's friend? What if you have more than one mutual friend - who's name do you put down?
   - ○ Fix: only put up to second degree, or just say "arianne's friend's friend"

34. **H7: Flexibility and efficiency of use / Severity: 3 / Found by: A**
   - ○ All Tasks
   - ○ Description: In the recipient's Complex task flow view, all the requests are formatted in the style X person, X person's friend, requested something or on the home page, it is also formatted as X person, X person's friend
   - ○ Rationale: I think for the concept of second and third degree connections, its really great to have them but the specific wording of someone being X person's

friend (ex: Chelsea, Ariane's friend) could lead to a lot of UI issues if that person is mutuals with all of your friends (so for example if Chelsea was friends with 5 of your other friends would it list all of them out)
- Fix: I think maybe getting rid of the X person's friend description might be helpful and just list them as a 2nd or 3rd connection and when you click into their profile you can see all your mutuals

35. **H7: Flexibility and efficiency of use / Severity: 3 / Found by: B**
- Task 3
- Description: Search/create recommendation requests being two separate entities and abilities
- Rationale: I feel like if the search/create recommendation requests functionalities are separated, it kind of removes the advantage of having an app like Grapevine. The burden is all still completely on the user to figure out where to go for a certain service, All Grapevine does is hold a list of friends recommendations that the user still has to parse through, or force users to wait for others to choose to respond.
- Fix: Instead of putting out a request for every recommendation you need, Grapevine should automatically give the recommendations that friends/friends of friends already have. Only make a new request if no friends have any recommendations for that specific service. I know this is kinda what you tried to do, but I feel like you could compile the search page and the create request into one core functionality so that the user doesn't have room to re request things, because their requests would probably never get answered.

36. **H7: Flexibility and Efficiency of Use / Severity: 1 / Found by: C**
- Task 1
- Description: The "Call" and "Website" buttons are only available on the main website page.
- Rationale: A user might want these shortcuts available after they click on the main page as they might want more information before attempting to get these services.
- Fix: Add these buttons to the specific page for the business.

37. **H8: Aesthetic and minimalist design / Severity: 1 / Found by: A**
- Task 1
- Description: The green confirmation color after a request is sent or generally when you re-request something is too bright

- ○ Rationale: The other colors of your design are really pretty and general neutral/muted tones so I think the green is bit of jarring, especially if it is a banner across the screen
- ○ Fix: Change to a more muted green or opt for a grey/more neutral color instead

38. **H8: Aesthetic and minimalist design / Severity: 1 / Found by: A**
    - ○ Task 1
    - ○ Description: Super small but after searching for the mechanic the recommenders (Grace and Felix's friends) under the second recommendation, Ms. Great Mechanic, are not aligned/centered with the picture
    - ○ Rationale: Generally this might just distract users as the misalignment could stand out on a first glance and detract from the other information on the page
    - ○ Fix: Center align similar to the other recommendations

39. **H8: Aesthetic & Minimalist Design / Severity: 1 / Found by: C, D**
    - ○ Task 3
    - ○ Description: The dropdown menu for the options for the business has the box slightly longer than that of the box that will fill in (the one the dropdown comes from).
    - ○ Rationale: Slight misalignments like this may distract the user, making the app less efficient and easy to use.
    - ○ Fix: Make each box the same size for the dropdown menu.

40. **H8: Aesthetic & Minimalist Design / Severity: 2 / Found by: C**
    - ○ Task 3
    - ○ Description: In the inbox, under "Your Requests", there is a lot of text and repeated use of the word "request" and "recommendation".
    - ○ Rationale: All the cluttered text may be distracting for users when viewing the requests.
    - ○ Fix: Change the wording of the request (as long as the header of something like "pending requests" is still there, it would be sufficient to just say "Mechanic" for a mechanic request).

41. **H8: Aesthetic and minimalist design / Severity: 0 / Found by: A, B, D**
    - ○ Extra violation
    - ○ Description: Feel like the home page (the feed) could be a bit too much information. Especially if you have a lot of friends that recommend a lot of different things, I don't see why someone would actually have a reason to scroll through.
    - ○ Rationale: makes Grapevine seem more like a social app rather than a functional one

- ○ Fix: remove this page? Or have it contain less information (like summary numbers rather than individual)

42. **H8: Aesthetic and Minimalist Design / Severity: 2 / Found by: C**
    - ○ Task 1
    - ○ Description: The information on the page with the service's information seems cluttered. There is repetition with the recommendations (in the gray by the name and the big 8 recommendations).
    - ○ Rationale: It is hard for the user to read and process when there is so much information provided.
    - ○ Make use of more white space and bring attention to more important information. Also, add the call/website buttons to this page as well or make those details in bigger detail because they can be easily missed.

43. **H8. Aesthetic and minimalist design / Severity: 1 / Found by: A**
    - ○ Extra Violation
    - ○ Description: Other people's recent recommendations, their comments about the service are in quotations on feed
    - ○ Rationale: Super small but quotations I think might be distracting from the overall message on a first pass – especially if the post shows who posted it
    - ○ Fix: Getting rid of the quotations in the feed

44. **H9: Help users recognize, diagnose, and recover from errors / Severity: 3 / Found by: A**
    - ○ Task 2
    - ○ Description: When someone is choosing the categories for their recommendation (nanny, plumber, mechanic etc) there is currently a drop down menu to select the type of recommendation they are making
    - ○ Rationale: In the event that a use categorizes the wrong type of recommendation, a nanny as a plumber, it might be helpful to add an additional check or method to ensure that this sort of error does not occur.
    - ○ Fix: Instead of the dropdown menu if users could type in the search bar for the type of service they are recommending, it can force them to think about it when typing it out to potentially prevent miscategorizing or misclicking

45. **H9: Help users recognize, diagnose, and recover from errors / Severity: 3 / Found by: D**
    - ○ Task 3
    - ○ Description: The user is able to post a recommendation request to their network even if they have not filled out any and/or all of the fields under the "Request Recommendation" interface.

- ○ Rationale: Users may accidentally forget to fill out one of the critical fields (category, actual recommendation blurb, change privacy settings, add a picture) before posting.
- ○ Fix: Make the "Post" button unclickable if not all required fields are filled out, or present the user with a warning message if not all fields are filled out before they hit "Post".

46. **H9: Help users recognize, diagnose, and recover from errors/ Severity: 3 / Found by: A**
    - ○ Task 3
    - ○ Description: There is no way to change the type of visibility after request is sent
    - ○ Rationale: Someone might regret setting theirs to public or might want to ask more people and there is no way to fix the previous error they made
    - ○ Fix: Having an icon that has the same drop down selection bar for the visibility they want on their pending requests

47. **H9. Help users recognize, diagnose, and recover from errors/ Severity: 2 / Found by: A**
    - ○ Task 3
    - ○ Description: There is no way to recover requests that you previously ignored, or undo immediately after you ignore someone's request.
    - ○ Rationale: Users might accidentally ignore someone's request and immediately regret it and there is no message helping them recognize their error or recover from it.
    - ○ Fix: After someone deletes a request from a friend a banner let's them know they just deleted a request and has an undo button

48. **H10: Help and Documentation / Severity: 2 / Found by: C**
    - ○ Task 3
    - ○ Description: The help text for when you request a recommendation asks the user to share about their experience, which doesn't align with the prompt for a request.
    - ○ Rationale: Confusing guiding text may confuse the user when they add information for the request.
    - ○ Fix: Change the prompt to say something more like "A few words on the specifics of your request"

49. **H10: Help and Documentation / Severity: 2 / Found by: C**
    - ○ All tasks
    - ○ Description: There is no tutorial or help screen on how to navigate the app and how it works.

- Rationale: Some of the tasks can be accessed through shortcuts that make the app easier to use but a new user might struggle to understand these features (it would also help with buttons that aren't as clear).
- Fix: Add a tutorial for when you sign up or a help button that users can refer to when they are confused.

50. **H11: Accessible Design / Severity: 3 / Found by: B, D**
- Task 2
- Description: post privacy settings above of photo attachment button
- Rationale: I feel like the privacy settings should be the last thing the users have to check before pressing the submit. Especially in terms of screen readers, it would be difficult to know that there is an option to attach a photo until it's already too late, and users could get frustrated.
- Fix: move the privacy settings below

51. **H11: Accessible Design / Severity: 2 / Found by: C**
- Task 3
- Description: The error message of the screen where you can't find a business has a small font and in general there is not a good usage of screen space and whitespace (too much on some screens, not enough on others)
- Rationale: If the error message is too small and in a light gray font that is similar to the background, it will be hard for users to read it.
- Fix: Make text sizes bigger and colors brighter on specifically error messages so they are easier to read.

52. **H12. Value alignment and inclusion / Severity: 3 / Found by: D**
- Task 1
- Description: When browsing through their feed of recommendations, users are not able to view any information about the actual service / business being recommended from the post except for their friend's recommendation blurb and if they chose to post a picture.
- Rationale: The lack of informative details about a service, such as who it is owned by (including if it is minority-owned, etc.), the location, general price range, etc. puts the burden on the user to either search for additional information online, or have to further navigate through the app.
- Fix: Display more basic information that is actually helpful to the user and helps them find services that align with their personal needs and values.

53. **H12: Value Alignment and Inclusion / Severity: 2 / Found by: C**
- Task 2
- Description: When leaving a recommendation for a new business, the category

of the business is in a dropdown menu.
- ○ Rationale: The categories for the business are highly specific, and if this were not hard-coded, it would be very difficult to account for every single type of specific service. The ones chosen to be on the dropdown and the way they are ranked can selectively prioritize some businesses over others.
- ○ Fix: Remove the dropdown and make it text-entry or you can standardize to bigger industries.

54. **H12. Value alignment and inclusion / Severity: 2 / Found by: B**
- ○ Task 1
- ○ Description: Users may have limitations when it comes to price ranges, location, etc.
- ○ Rationale: can tell you tried to encompass this in the requests, however could maybe have a filtering option on the search
- ○ Fix: add a filter option on the search page, or create recommendation page

55. **H12: Value alignment and inclusion / Severity: 3 / Found by: B**
- ○ Extra violation
- ○ Description: I'm not sure you've aligned to your "efficiency" value as best as you could've
- ○ Rationale: The app kind of has a lot going on which hides the more powerful functionality of Grapevine. There are lots of similar but slightly different ways to do things, but gives users maybe a bit too much power/ room for mistakes. Right now it kind of seems like Nextdoor meets Yelp meets Beli, but instead of taking the best aspects of all three, it kind of muddles the three.
- ○ Fix: I would combine some of the pages/functionality, and automate the process of requesting/getting recommendations. For example, I don't see a need for a search page and a request recommendation page. I also don't see a huge need for the Home page. The large amount of different functionalities just could make Grapevine less helpful/harder to learn to use. I went into specifics for some of these in the other heuristics!

3. Summary of Violations

A Google Sheet Template is provided here to help you calculate numbers.

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	0	3	2	0	**5**
H2: Match Sys & World	0	3	2	0	0	**5**
H3: User Control	0	1	0	1	0	**2**

H4: Consistency & Standards	0	4	7	4	0	**15**
H5: Error Prevention	0	0	3	0	0	**3**
H6: Recognition not Recall	0	0	3	1	0	**4**
H7: Efficiency of Use	0	1	0	2	0	**3**
H8: Minimalist Design	1	4	2	0	0	**7**
H9: Help Users with Errors	0	0	2	2	0	**4**
H10: Help & Documentation	0	0	3	0	0	**3**
H11: Accessible	0	0	1	1	0	**2**
H12: Value Alignment & Inclusion	0	0	3	2	0	**5**
Total Violations by Severity	**1**	**13**	**26**	**18**	**0**	**58**

Note: **check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)**

***THREE OF OUR VIOLATIONS WERE LISTED UNDER TWO HEURISTICS AND COUNTED TWICE

4. Evaluation Statistics (in %)

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D
Sev. 0 Ex: Eval A count / total sevs 0 in table #3	100%	100%	0%	100%
Sev. 1 Ex: Eval A count / total sevs 1 in table #3	62%	23%	38%	15%
Sev. 2 Ex: Eval A count / total sevs 2 in table #3	17%	31%	38%	21%
Sev. 3 Ex: Eval A count / total sevs 3 in table #3	32%	39%	26%	23%
Sev. 4** Ex: Eval A count / total sevs 4 in table #3	0%	0%	0%	0%
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3)	32%	39%	26%	23%
Total **(all severity levels)** Ex: Eval A total sev	31%	31%	33%	20%

count / total sevs (green cell) in table #3				

*Note that the bottom rows are *not* calculated by adding the numbers above it.

**Did not find any severity 4 violations

5. Summary Recommendations

The first thing I would recommend is **rethinking the home page**. I think the idea is super smart, especially for enforcing your value of community, however I feel like it draws away a bit from the core point of Grapevine. I feel like it makes Grapevine veer pretty far in the direction of a social app, rather than a functional app. It reminded me a lot of Venmo, where the activity page technically doesn't really have a huge purpose, but I felt that since you can have recommendations for infinite things (while Venmo it's just solely payments) it could become overwhelming. As a user, this page seemed to only be useful if I happened to be bored scrolling through this feed and saw a recommendation that I knew I would want to save/endorse for the future. But realistically, I don't see why anyone would be bored enough to scroll on this homepage for super long, especially since the recommendations can be in a bunch of different random realms with no trend. I could see this home page working if you simplified it drastically, but right now it seems to distract from your core functionality!

Generally our heuristic evaluation fell into 2 main categories, H4 and H8, with many of the main issues being the consistency of pathways and design in between each of the task flows. There were icons and features that we felt either detracted from the focus of the page or might have been unnecessary such as the star icon on the home screen as it generated additional confusion for multiple reviewers. Additionally, as mentioned previously, a lot of the taskflows could be simplified as there were many ways to reach a single screen which we felt did not create consistent actions across the entire task flow. For H8, honestly most of our comments were small design changes (think renaming certain titles or changing the layout so that it was less cluttered). These smaller things would really improve the overall cohesiveness and really contribute to the minimalist design that is already very present in your design. Solving these two heuristic categories would really eliminate many of the more major issues we noticed that made your screens harder to navigate and interact with and would greatly improve the clarity of your taskflows!

I also thought that many of the different pages of the prototype did pretty much the same thing. I felt it hid the main advantage of Grapevine. At least from my perspective, I feel Grapevine would be most successful if it automatically showed recommendations based off of friend endorsements. That's how I perceived the app to work when you talked about it in class. I think your search functionality really takes advantage of this, but for the other tasks the burden is almost completely on the users'. It made me think of Grapevine simply just as

Nextdoor but with a little more trust since it's your friend network. For example, I would recommend **connecting the search page with the request recommendation page.** I feel like since your app has so many user based interactions, there are a lot of small things in order to ensure that something that happens on one end (to one user) will happen on the other end (to another user). I felt that a lot of my comments surrounding that were really small things (like the wording might be slightly confusing for the friend's request or something along those lines) and if those things were fixed your app would be flawless. If a user is searching for a recommendation, and it's not found in their network already, they should only then be able to request a recommendation. This way there is less burden on the user to seek out and for other users to have to respond. As long as a user has "recommended" a business once, they shouldn't ever have to touch it again. Along the same reasoning, I think you **should only have to manually add a recommendation to answer a friend request if there is some recommendation that you have, but never inputted into the app prior**. This way it can simplify the friend request process greatly. At the same time, friends should never have to send out a request anyways if you already have a recommendation for that category. Essentially, Grapevine could just contain a huge database of data and give it to the user (as often as possible), rather than having users beg each other for more information.

I would perhaps try to increase the use of icons/symbols or images, as well as make the existing ones more clearly labeled / consistent. One specific page where I think that would help is when someone is creating a recommendation for a new business. It feels a little plain and text heavy as of now; I feel like adding a little symbol or image would help with this. I understand the purpose of you using a shortcut for adding recommendations and it makes sense on some pages but it's a bit confusing when it's under someone else's recommendation on the homepage. To me, it felt like I was liking their message in some way and it didn't help that sometimes the button wouldn't do anything but get filled in. Honestly, I wonder if you completely remove the shortcut, it might help if you link it to the page and have a shortcut on just the page for their business. In any other case, I think the navigation bar would be sufficient to help add the reviews.

Overall, great job on this prototype! We can't wait to see the final product :)

Severity Ratings

       0 - not a usability problem

       1 - cosmetic problem

       2 - minor usability problem

       3 - major usability problem; important to fix

       4 - usability catastrophe; imperative to fix

Heuristics

H1: Visibility of System Status
- Keep users informed about what is going on

H2: Match Between System & Real World
- Speak the users' language
- Follow real world conventions

H3: User Control & Freedom
- "Exits" for mistaken choices, undo, redo
- Don't force down fixed paths

H4: Consistency & Standards
- Words, actions, and UI elements should be consistent across the entire platform
- Follow platform and industry conventions

H5: Error Prevention
- Minimize error-prone conditions
- Remove memory burdens, support undoing, and warn your users when necessary

H6: Recognition Rather Than Recall
- Make objects, actions, options, & directions visible or easily retrievable

H7: Flexibility & Efficiency of Use
- Accelerators for experts (e.g., gestures, keyboard shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

H8: Aesthetic & Minimalist Design
- No irrelevant information. Focus on the essentials.

H9: Help Users Recognize, Diagnose, & Recover from Errors
- Error messages in plain language
- Precisely indicate the problem
- Constructively suggest a solution

H10: Help & Documentation
- Easy to search
- Focused on the user's task
- List concrete steps to carry out
- Not too large

H11: Accessible

- Users can interact with the system using alternative input methods.
- Content is legible with distinguishable contrast and text size.
- Key information is upfront and not nested for screen readers.
- Purely visual or auditory content has text-based alternatives for users with low vision and low hearing.

H12: Value Alignment and Inclusion

- The design should encode values that users can understand and relate to.
- It should make a diverse group of users feel included and respected.
- The design should prevent the reproduction of pre-existing inequities and not create additional burdens for members of disadvantaged populations.