

Heuristic Evaluation

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Device / Browser/ OS: Macbook Pro / Chrome / Catalina
Site / Date: Beauty and the Babes / December 12, 2021

SEVERITY RATING

- 0** = I don't agree that this is a usability problem at all
- 1** = Cosmetic problem only: fix if time is available
- 2** = Minor usability problem: fixing this should be given low priority
- 3** = Major usability problem: important to fix, given high priority
- 4** = Usability catastrophe: fix this before product can be released

HEURISTICS	VIOLATION	RECOMMENDATION	SEVERITY
1. Visibility of system status <i>Always keep users informed about what is going on, through appropriate feedback within reasonable time.</i>	<p>The active page state uses an accent color to indicate that the user is on this page; however, the accent color is light and does not have sufficient contrast. The active page link differentiation may be missed by users.</p> <p>When the user hovers over a navigation link, the link color changes to the accent color; however, the accent color is light and does not have sufficient contrast. The hover navigation link change may be missed by users.</p>	Update the look of the active page state and the navigation hover state to be a color that will have more contrast against the background.	1
2. Match between system and the real world <i>Follow real-world conventions, making information appear in a natural and logical order.</i>	No violations at this time	N/A	0
3. User control and freedom <i>Users should leave the unwanted state without having to go through an extended dialogue. undo and redo.</i>	Form does not have a “Reset” option. To remove information, users must manually delete their information or refresh the page to remove information that they have already entered into the form.	Add a “Reset” option to the form.	2
4. Consistency and standards <i>Users should not have to wonder whether different words, situations, or actions mean the same thing.</i>	Internal consistency is broken on the About page where the text does not have a white-ish background making the text slightly more difficult to read against the marbled background.	Add the white background behind this text as seen on Hair & Makeup, FAQ, and Testimonial pages.	1
5. Error prevention <i>Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.</i>	<p>Users may click on homepage photos expecting them to do something, but currently they do not do anything.</p> <p>Currently, on the Contact page, the form labels disappear once the user begins typing in the field. There is no help text available to the user at this point.</p> <p>Additionally, the user is able to type letters into the phone number field and non-real dates into the date field.</p>	<p>Look to add a lightbox or modal when users click on photos so that they can view the photos in a larger format. Alternately, clicking on a photo could bring the user to a gallery page.</p> <p>Add labels that stay on the page and then update or remove the input field placeholder text.</p> <p>Use the “tel” input type for the telephone field and consider adding additional validation so that users can only enter numbers in the field.</p> <p>Use the “date” input type for the date field so that users are prompted with a calendar to ensure they enter a complete date in a consistent manor.</p>	3

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6. Recognition rather than recall <i>Minimize the user’s memory load by making objects, actions, and options visible.</i>	On the Hair and Makeup page, the carousel photos have a hover state which displays a clickable heart. But when they leave the page, the clicked hearts go away. If the heart system is an attempt at helping users choose photos they like or that inspire them (for when they hire the business), the hearts disappearing will not actually help the user in the end.	Determine if the functionality is needed on the site. Because there is no “log in” for visitors, the system may not have a way to recognize a repeat visitor and display their favorite photos.	3
7. Flexibility and efficiency of use <i>Accelerators. Allow users to tailor frequent actions.</i>	No violations at this time	N/A	0
8. Aesthetic and minimalist design <i>Dialogues should not contain information which is irrelevant or rarely needed.</i>	Users may be clicking homepage photos expecting them to do something, but currently they do not do anything making them decorative rather than useful. These photos are important to users, but they are not getting any helpful information from them.	Update the homepage to prioritize the content to support user goals; more research is needed to determine how exactly to update the homepage.	3
9. Help users recognize, diagnose, and recover from errors <i>Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.</i>	On the Contact form, if users do not use the @ symbol in the email field and then submit, the email validation provides error message that says “Please enter a valid email address”, but does not explain what a “valid” email address is.	Offer additional support or information to show that a valid email address must include the @ symbol.	2
10. Help and documentation <i>Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.</i>	No violations at this time	N/A	0