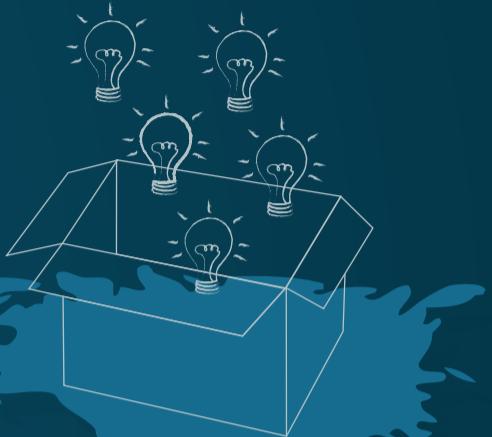


# Heuristic Evaluations

Scott Klemmer



Sit near your  
studio leader

# Quiz 2

- 7 mins for quiz
- Don't start quiz until instructed to

If it beeps,  
make it quiet

# Quiz 2

- 1. B
- 2. All are correct.
- 3. D
- 4. 3rd & 4th
- 5. A
- 6. False
- 7. D
- 8. 1st & 3rd
- 9. A
- 10. B

# A3 Examples

# POV Examples

- Point of view: “extensive course-related logistics are unavoidable, but feeling disorganized, unmotivated, and unproductive aren’t.” → with a proper interface, (1) no one should feel disoriented in class (2) people should be able to reflect on and improve their working habits.
  - How it relates to Quantify: we hope to help users stay motivated and organized by providing relevant statistics and feedback based on their self-tracked data (such as task completions)

## Point of View:

**It's difficult to remain focused while working, especially if the material is dull or there's an overwhelmingly large task that needs to be finished. Our solution's goal is to help people manage distractions and get work done by breaking down large tasks and providing a brief, healthy outlet to relieve boredom.**

their stories. Our point of view is that sharing stories is a fun thing to do, but often time people do not know how to make their expressions more empathetic to others and there needs to be a tool that can help them express their feeling more accurately and more easily.

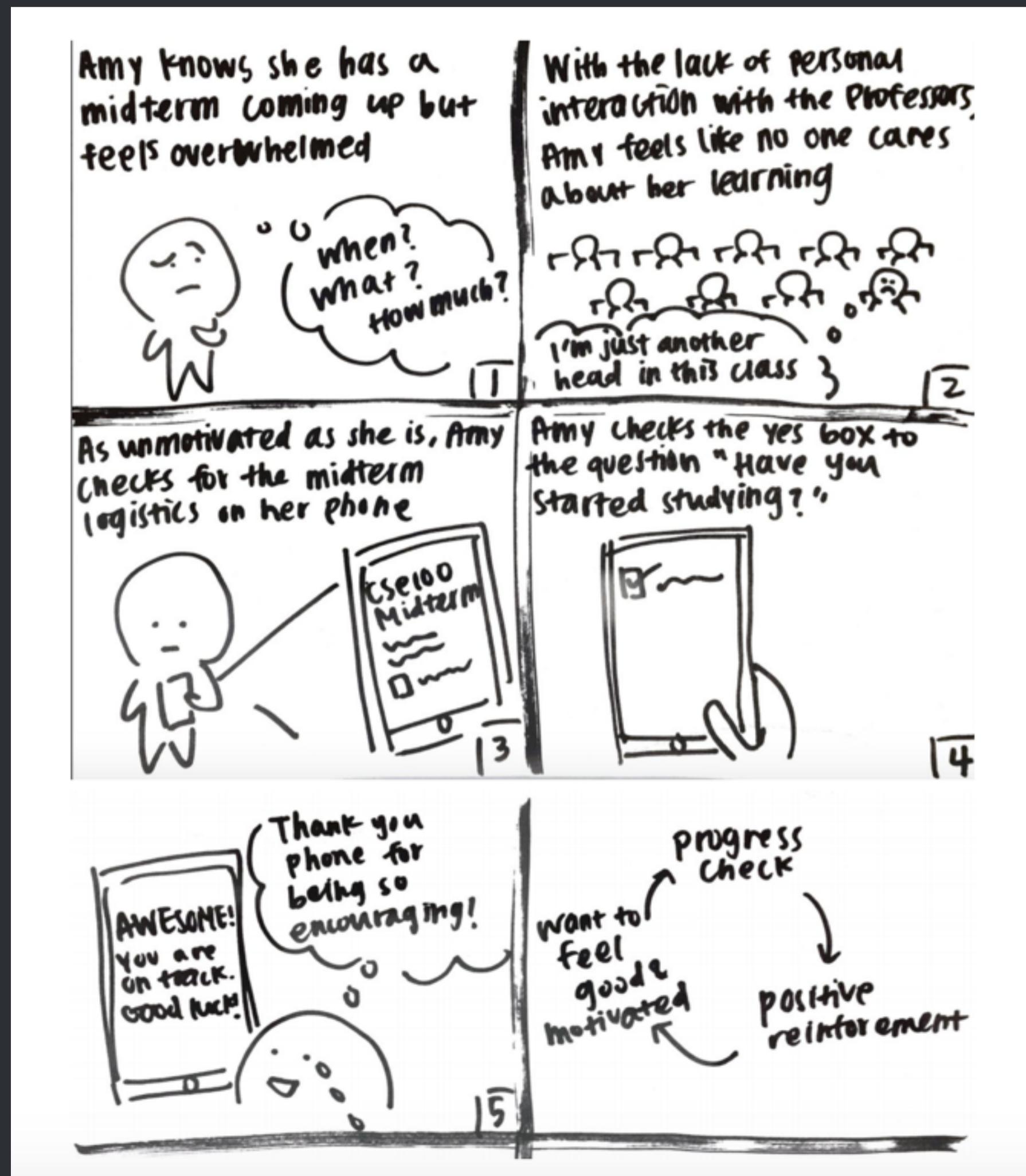
**resolve). They are stymied by the broad scope and deep investment of a full-effort project. With the right initial commitment, people will be able to take a project from inception to deployment.** If we can set people up on a proper springboard for starting their assignment, we will be helping users to pass the crucial starting hurdles that can make or break a resolution to complete a project.

# Andrew Jabasa, Mark Hwang, & Kanudarp Khandwala

3. **“Keyless” car entry/start:** Sometimes the best interface is no interface, or one that is not easily noticeable: Having an app to unlock your car may seem like a quick and helpful alternative to having to bring your car key around with you all the time, but actually is quite clunky, as you may have to navigate through a bunch of different screens every time you get inside your car. The solution modern cars have used is to simply have a “key” in your pocket, and a button for the ignition switch that allows you to turn on the car and press it if the “key” is in the car. We want our app to be as unobtrusive as possible.



# Rachel Chen, Janarthan Nadendla, & Sabryna Chang



Vincent Huang,  
Alexie Sousa, &  
Jordan  
Yoshihara



# Announcements

- If you're having group problems, let your TA know privately THIS WEEK
- Mid-quarter evaluations
- Design Tips:
  - Need finding never ends
  - All design is redesign

# 10 Heuristic Examples

# Ten Design Heuristics

## UNDERSTANDING

 Consistency

 Use Familiar  
Metaphors &  
Language

 Clean & Functional  
Design

## ACTION

 Freedom

 Flexibility

 Recognition  
Over Recall

## FEEDBACK

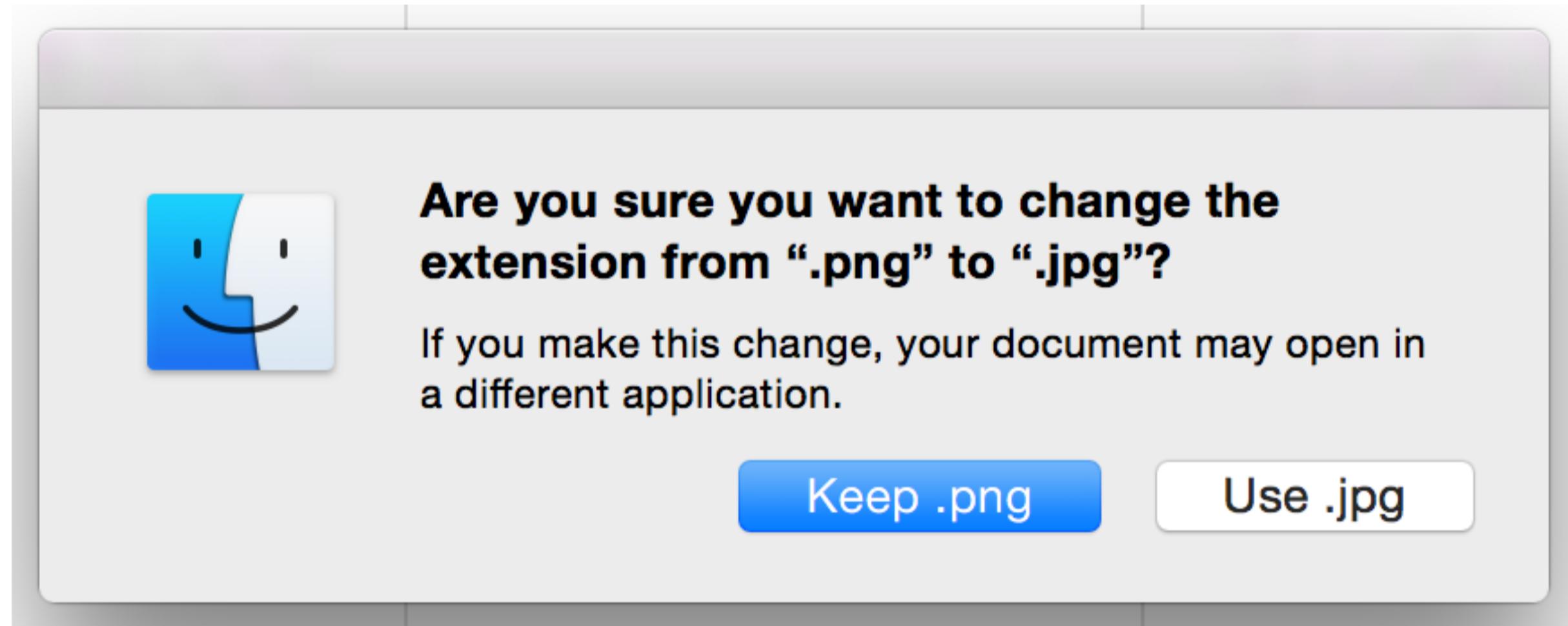
 Show Status

 Prevent Errors

 Support Error  
Recovery

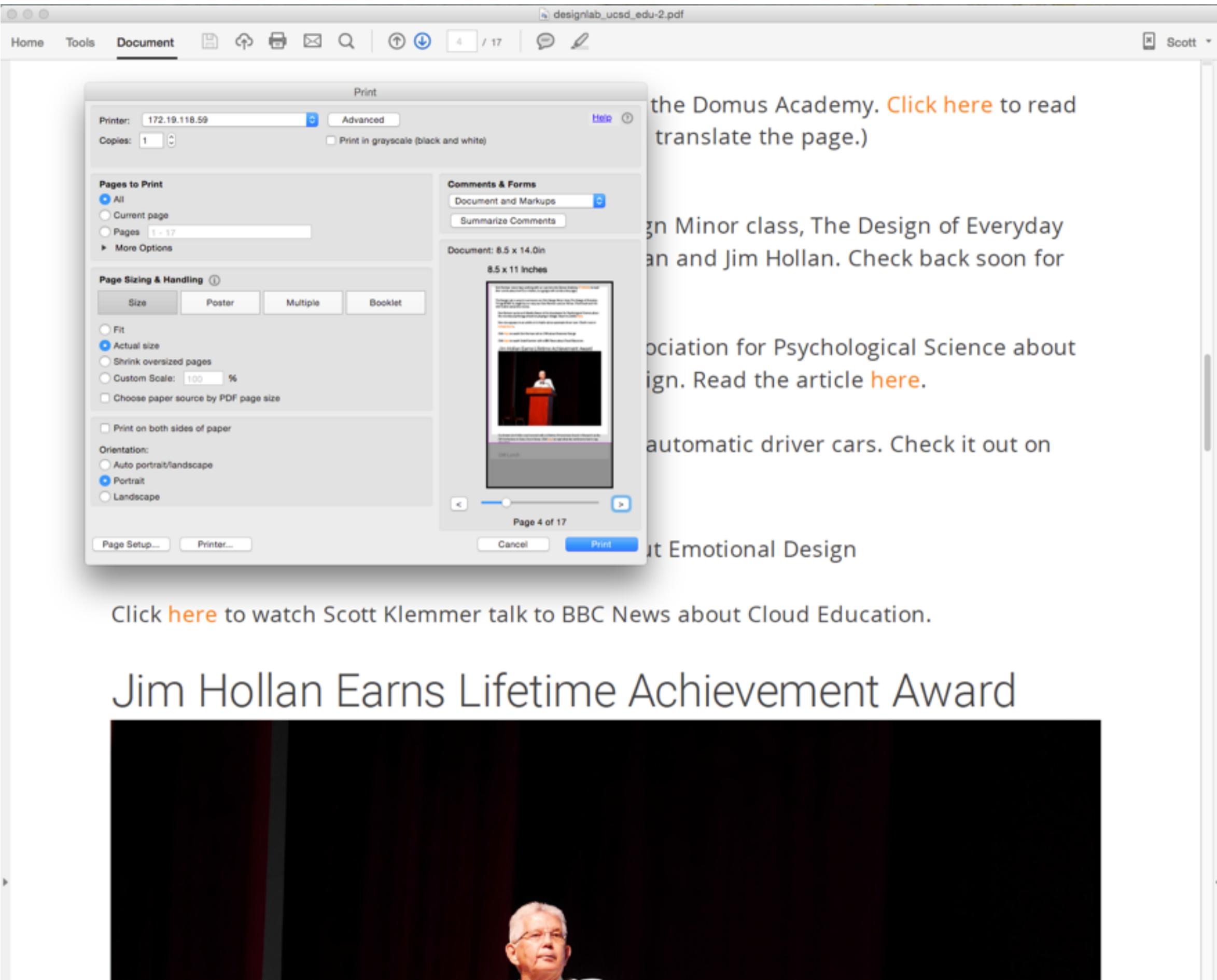
 Provide  
Help

My somewhat revised names for Jacob Nielsen's heuristics: <http://www.nngroup.com/articles/ten-usability-heuristics/>



# Clearer choices Consistency

Apple Mac OS X Finder



# Metaphors

## Familiar metaphors & language

Adobe Acrobat  
2015



Desktop



Folder



Cart

# Metaphors Familiar metaphors & language

Images courtesy of SAP



GAMES ▾

VIDEO ▾

COMMUNITY



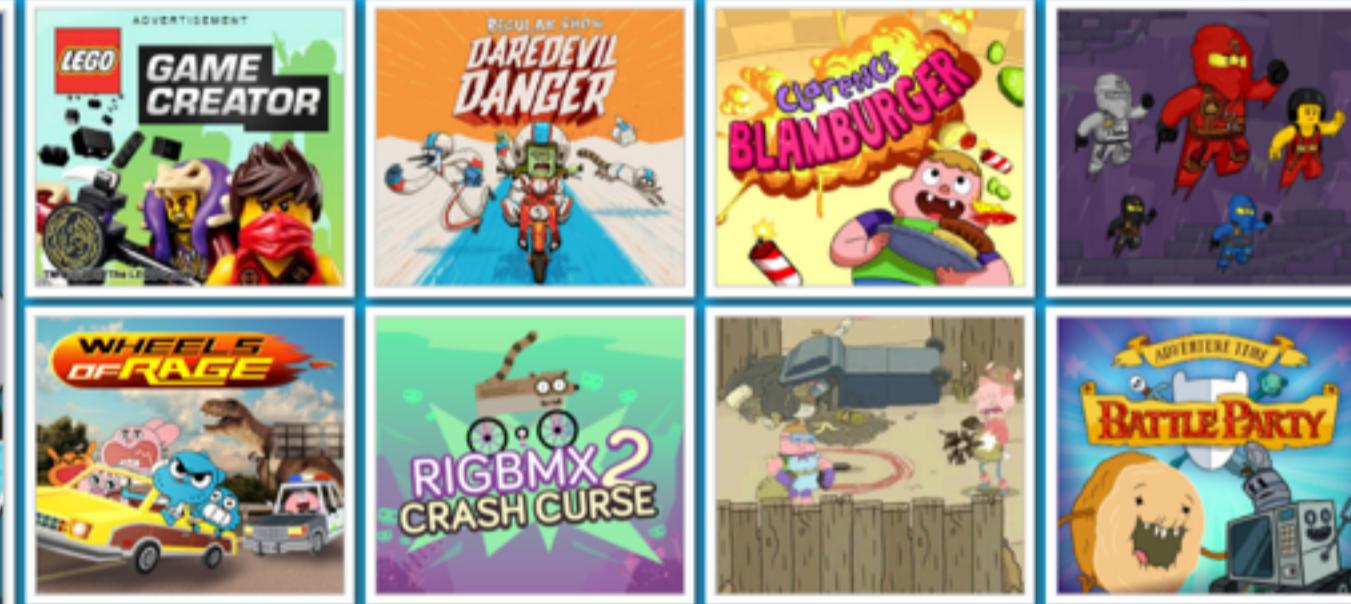
SEARCH



## 🎮 GAMES



TEEN TITANS GO!  
Last Villain Standing



TEEN TITANS GO! GAMES

PLAY ➤

GUMBALL GAMES

# Familiar metaphors Familiar metaphors & language

<http://www.cartoonnetwork.com/>



**CAR  
LEASING**  
*Want a cheap  
new lease car?  
Start HERE!*



  
My cheapest  
leasing deals!  
**Click to chat**  
*(is closed)*



500  
500 Convertible  
595  
595 Convertible



Giulietta  
Mito

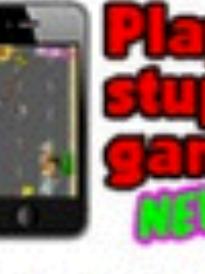


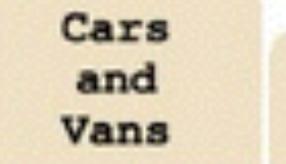
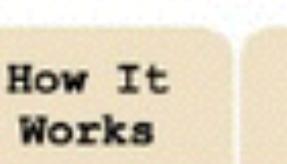
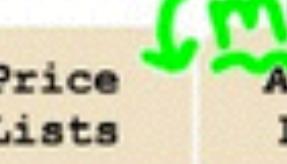
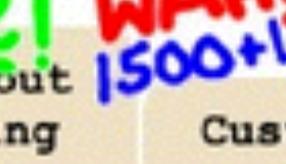
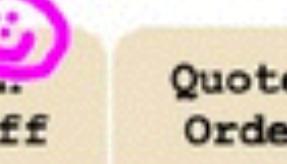
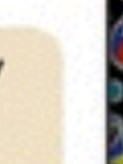
Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

**LINGS CARS.COM**  
UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1. You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP!) 

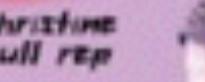
**CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS**

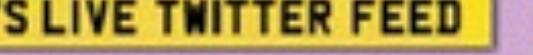
   

**Home**       



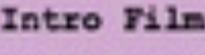
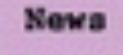
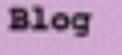
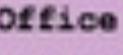
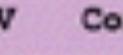
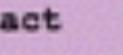
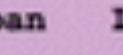
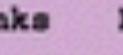
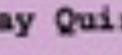
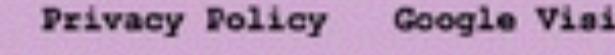
**Business Customer Pricing** **Personal Customer Pricing** **The Best FAQs in the World!**

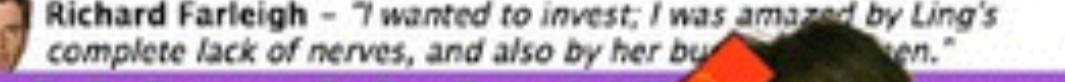
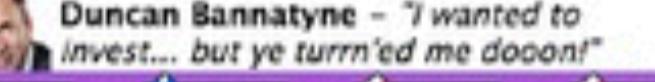
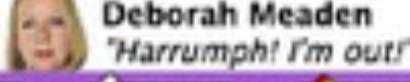
  
ruan\_edenraai: @LINGsCARS I do, commute via train into London and use the car evening & weekends only. I wouldn't buy a Fiesta though lol  
Kentmoto: @LINGsCARS @BuckinghamFord do think individuals sign to these cheap low mileage leases & clock the car before handing them back?  
LINGsCARS: I've hit last year's invoice target for July, with 1 week of invoicing still to go this month. Onwards and upwards!



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Amazon check out

Travel dates

2 JFK-PAR

3 PAR-JFK

4 Seat sele...

5 Options

6 Your details

7 Payment

## New York → Paris

Fri 31/07/2015  
from USD 4,326

Sat 01/08/2015  
from USD 1,364

Sun 02/08/2015  
from USD 566

Mon 03/08/2015  
from USD 566

JFK                    ZRH  
**21:00** → **10:50 +1**  
JFK Intl. Apt.

 Connection time: 1h 40m  
LX 15 Operated by SWISS

ZRH                    CDG  
**12:30** → **13:50 +1**

 Travel time: 10h 50m  
LX 638 Operated by SWISS GLOBAL AIR LINES

Economy  
not available

Business  
from USD

4,326

First  
from USD

6,448

JFK                    ZRH  
**21:00** → **10:50 +1**  
JFK Intl. Apt.

 Connection time: 6h 00m  
LX 15 Operated by SWISS

ZRH                    CDG  
**10:50** → **10:50 +1**

Economy  
not available

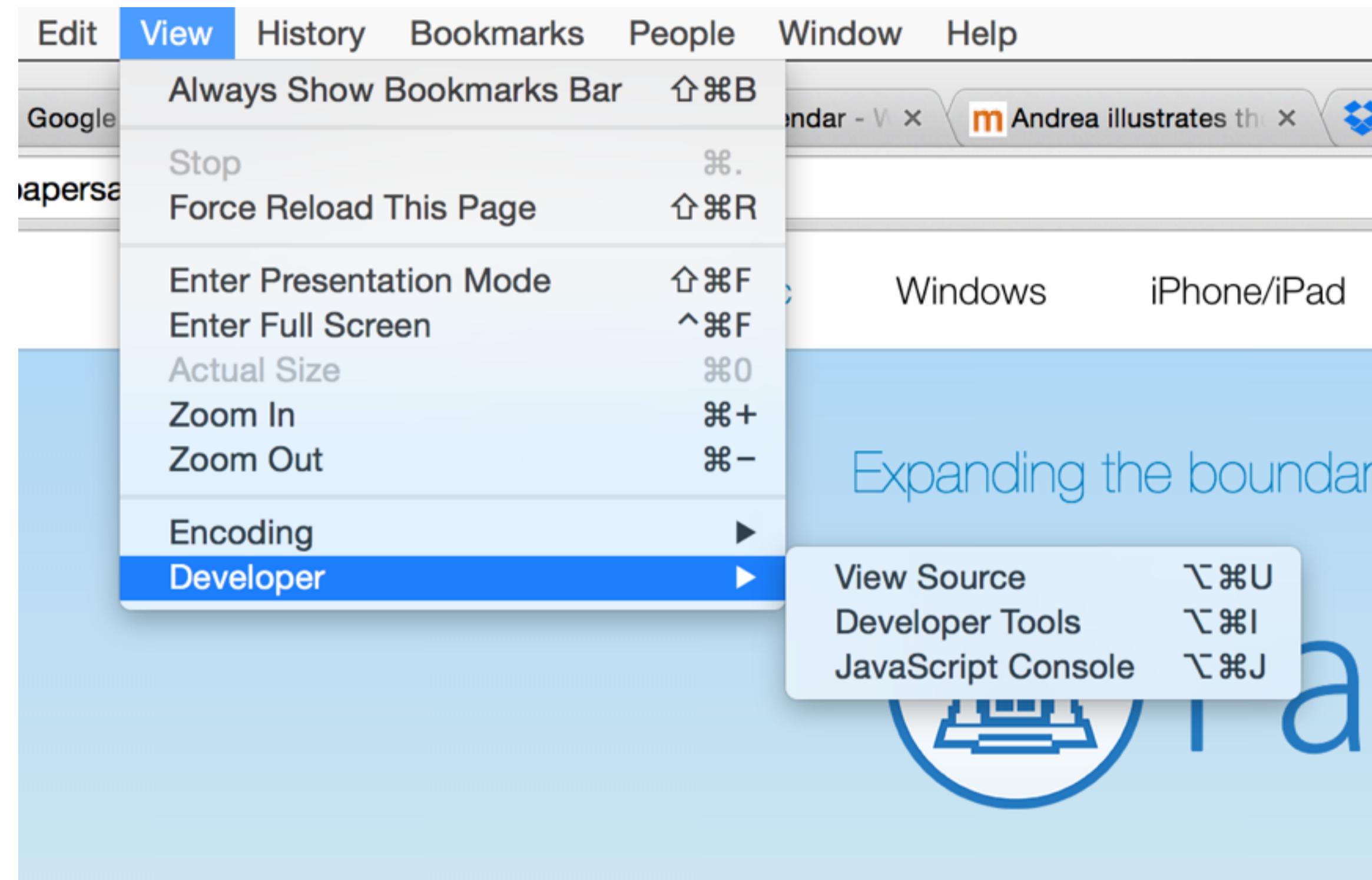
Business  
from USD

4,326

First  
from USD

6,448

Explore



# Flexible shortcuts

## Flexibility

Chrome view menu

< < Day Week Month Year List > >

Pacific Time ▾

Search

August 9 - 15, 2015

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

all-day



9



10



11



12



13



14



15

10 AM

10:00 AM  
Honcho Huddle —  
Garden room

11 AM

11:30 AM  
STAFF at UCSD Staff  
Association's Annual  
Picnic

Noon

1 PM

2:00 PM  
Design Summer Speaker  
Series: Norbert Streitz:

2 PM

3 PM

4:00 PM  
Matteo Visentini (noter)

4 PM

# Ambient information Flexibility

BusyCal Weather

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Content

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## Actions

- [Start a discussion](#)
- [Write a document](#)
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- [Create a poll](#)

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All discussions

Type to filter by text Sort by latest activity (descending) 1 2

## View the blog

## SAP for Professional Services

Title	Author	Like	Comment	Views	Latest activity	
<a href="#">EHP 6: Can't find Enterprise Extension EA-SAWE in SFW5</a>	Peter Meyer	0	0	2	168 June 9, 2015 4:11 AM	
<a href="#">Product Category Error in SRM</a>	Vishvas vs	0	0	0	70 April 21, 2015 3:00 AM	
<a href="#">HOW TO DELETE RSBKDATA IN BW SYSTEM</a>	RATHINA SENATHIPATHY	0	0	0	98 April 19, 2015 3:38 AM	
<a href="#">HOW TO DELETE RSBKDATA IN BW SYSTEM</a>	RATHINA SENATHIPATHY	0	0	0	83 April 19, 2015 3:26 AM	
<a href="#">SuccessFactors Migration limits</a>	Gonzalo Bas	1	0	1	144 April 16, 2015 3:49 PM	
<a href="#">Progress Bar for Z programs to avoid timeout dump</a>	Aditya Rathore	0	0	0	73 March 29, 2015 2:29 AM	
<a href="#">Commercial project inception - copy partner function</a>	Grégory Mathelot	0	0	0	94 January 29, 2015 2:26 AM	
<a href="#">WAD Template Issue</a>	Gagandeep Singh	0	0	0	68 January 19, 2015 6:30 AM	

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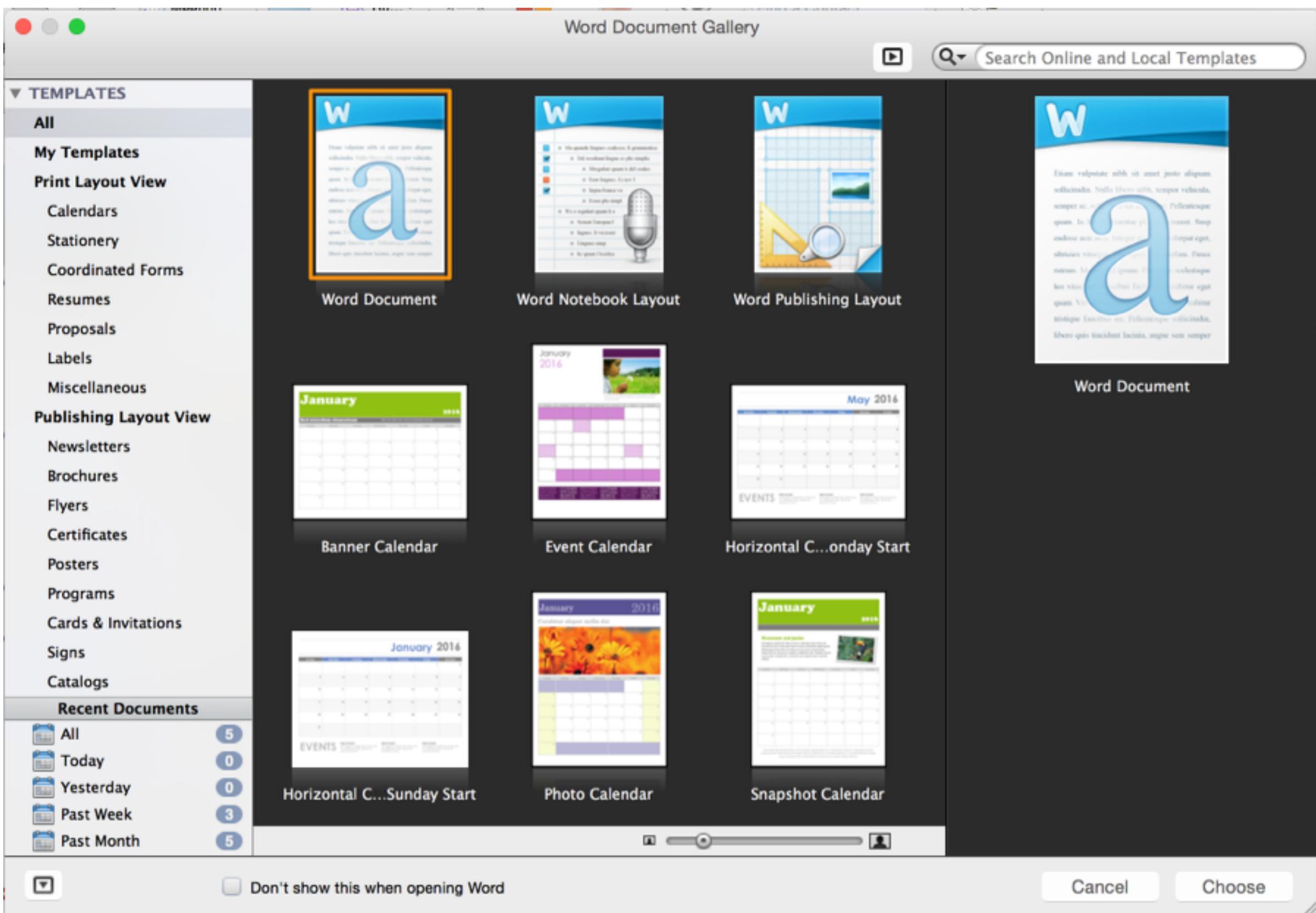


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# Proactivity Flexibility

White House Black Market



# Previews Recognition over Recall

Word for Mac

# Class HE

# Walkthrough

# HEs of Websites

- Google Form: [http://goo.gl/forms/  
yVoXJllsh6](http://goo.gl/forms/yVoXJllsh6)
- Go to each website instructed in the Google Form and conduct HEs based on the question asked

A4 HE Time

# A4 Heuristic Evaluation Steps

- **Step 1:** (Team) Practice walkthroughs of your prototype
- **Step 2:** (Team) Receive 3 HEs from your assigned evaluators
- **Step 3:** (Individual) Evaluate another group's prototypes
- **Step 4:** (Individual) Meet with the other evaluators of your evaluation group to make a joint usability statement

# A4 Heuristic Evaluations

- Use this time to either evaluate your assigned group's prototypes or meet with your other evaluators