

Sleepy Coffee Evaluation

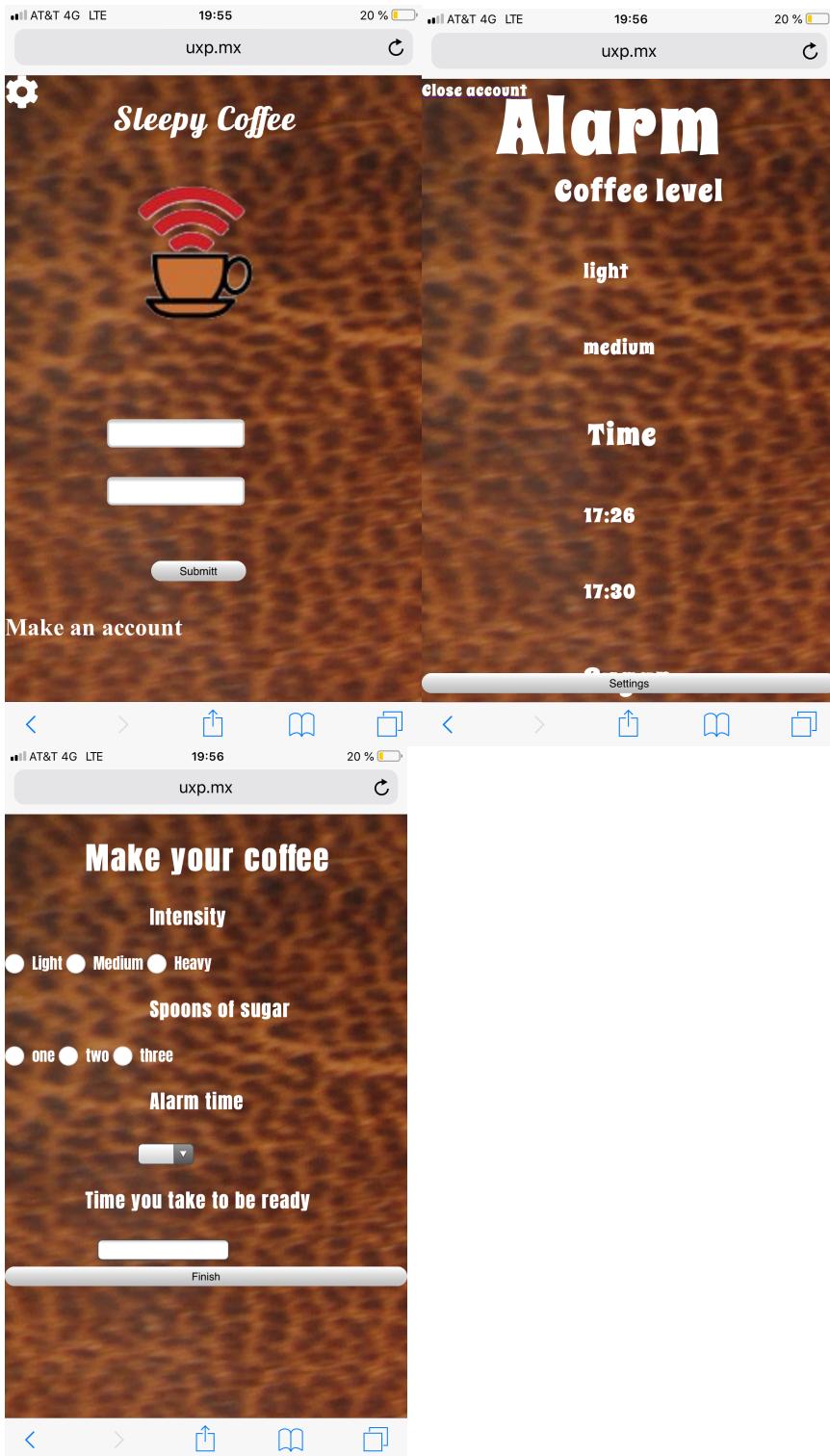
In order to improve the functionalities of our app, we applied two different evaluation techniques: Heuristic and Model extraction. The first one is done with no need of users or subjects testing the app, while the second one was tested with five different users.

Heuristic evaluation

This is a usability inspection method in which we (the designers and evaluators) examined the interface following 10 principles, known as the Norman Nielsen's Heuristic Rules. For this evaluation we used a scale from 1 to 3. 1 means that the app doesn't take into account the principle evaluated, 2 means that it does, but has to be improved, and 3 means it is correctly considered and doesn't need any improvements.

Principle	Grade	Comments
Visibility of system status	3	When you sync your coffee machine the app lets you know how's the thing going.
Match between the system and the real world	3	The app always speaks the user's language.
User control and freedom	0	Even though the app has "back" buttons, when you choose an alarm you can't undo it, you can only add new alarms, but you can't change the ones you already put.

Consistency and standards	1	“Create” an account instead of “make”. “Time you take to be ready (minutes)” instead of “Time you take to be ready”.
Error prevention	0	No double confirmation when setting an alarm you may not want to set.
Recognition rather than recall	2	It is clear enough, but the app doesn’t have any help section.
Flexibility and efficiency of use	3	The account remembers the alarms you set.
Aesthetic and minimalist design	2	The app doesn’t include extra words, but the design could be better.
Help users recognize, diagnose, and recover from errors	3	The app is clear when you write the correct info and alerts you if you’re wrong in something you typed.
Help and documentation	2	The app may not need extra documentation, but the “Time you take to be ready” needs to be improved or some documentation should be added.



Model Extraction

We used this qualitative evaluation technique in which we asked some questions to two users that matched with our personas profiles. For both of the users we

applied the same method. We showed them the landing page for only five seconds and then asked them a few questions. Then, we showed them the same landing page, but this time we gave them 30 seconds to navigate in it.

User 1: Alejandro Carcaño Cárdenas

From: Mexico City

Civil status: single

Kids: no

Occupation: student

(The landing page, already opened in the computer is shown to user 1 during almost 5 seconds)

- What did you see?

“Mmm.. I saw a webpage with a big cup of coffee I guess.”

- What else did you see?

“I think there was cream coming into the coffee. Mmm, I also saw the word “coffee” and another image, but can’t remember what it was exactly.

- What do you think the webpage is for?

“A coffee shop maybe.. Mmm I don’t know.”

Now we explain the user that he is going to see the webpage again,

(The landing page is shown to user 1 during almost 30 seconds, asking him to navigate in it)

- Now that you’ve seen the webpage for a while, what do you think it is for?

“Well, the explanation is clear. The page is about an app that prepares you the coffee.. Like an alarm that prepares you your drink so you are ready to go”.

- Would you change anything on the page design or something like that?

“Mmm maybe, the photos of the machines and the phones kinda didn’t let me see the info behind them.

User 2: Fernanda Sosa Lima

From: Mexico City

Age: 44

Civil status: married

Kids: 2 boys (13 and 17 years-old)

Occupation: Housewife

(The landing page, already opened in the computer is shown to user 2 during almost 5 seconds)

- What did you see?

“Mmm. It was a very short time. I don’t know. I read something about coffee, but I don’t know”.

- So this webpage we showed you, what do you think it is for?

“A coffee shop I believe”.

Now we explain the user that she is going to see the webpage again,

(The landing page is shown to user 1 during almost 30 seconds, asking her to navigate in it)

- Now that you’ve seen the webpage for a while, what do you think it is for?

“Well, this time at least I’ve got the chance to see a lot more. I think it is about a coffee machine that you control with the alarm in your phone, so that it prepares you your coffee.

- Any improvements you could suggest us?

“No, I think it is a nice product and page.”

NOTE:

Both evaluations were done in Spanish and then translated to English.