



The University of Texas at Austin  
**University Unions**  
*Division of Student Affairs*

**University Unions Heuristics Evaluation**

<https://universityunions.utexas.edu/events-entertainment>

**Claren Moyers**

**Nick Daniels**

**Zach Durbin**

Heuristics used: Nielsen's, textbook

Severity ranking used: Based off Nielsen's recommendations

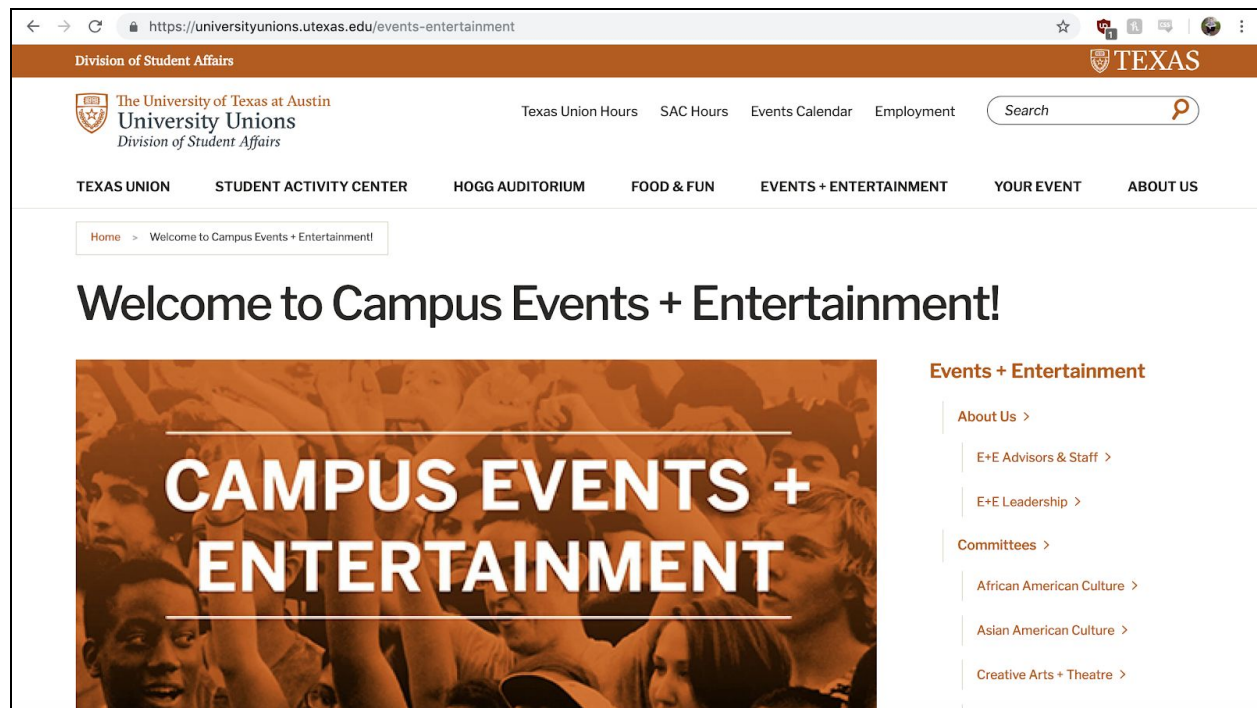
Severity Description	Severity Definition
Critical (4)	<ul style="list-style-type: none"><li>● User may not be able to complete the task</li><li>● User may not want to continue using the application</li></ul>
Major (3)	<ul style="list-style-type: none"><li>● Users can accomplish task but only with considerable frustration and/or performance of unnecessary steps</li><li>● User will have great difficulty in circumventing problem</li><li>● Users can overcome issue only after they have been shown how to perform the task</li></ul>
Moderate (2)	<ul style="list-style-type: none"><li>● User will be able to complete the task in most cases, but will undertake some moderate effort in getting around the problem</li><li>● User may need to investigate several links or pathways through the system to determine which option will allow them to accomplish the intended task</li><li>● Users will most likely remember how to perform the task on subsequent encounters with the system</li></ul>
Minor (1)	<ul style="list-style-type: none"><li>● Irritant</li><li>● Cosmetic problem</li><li>● Typographical error</li></ul>

Evaluation process:

1. Consider one of our enumerated goals
2. Take the steps to accomplish the goal
3. Note any mishaps or difficulties with respect to a specific intended heuristic
4. Note any potential flaws that could be revealed by other heuristic tests
5. Repeat using new heuristic or goal with acknowledgement to previous experience

This report will be used in preparation for testing by determining the specific pages or sections that need to be addressed. This will in turn allow for the formulation of strategies to test the issues in a focused manner rather than fishing for problems and their solutions. We will then create a plan to implement the strategies with respect to severity and approachability of potential solutions.

## Overview of site



URL: <https://universityunions.utexas.edu/events-entertainment>

**Scenario One:** I am a student who wants to find what movies the texas union will be playing next and where the movies are being played

**Scenario two:** I am a student who wants to find what speakers are coming to campus

**Scenario three:** I am a student who may be interested in getting involved in E&E and planning events, how do I do so.

**Scenario four:** I want to find a play on campus to go to and I want to know if I have to buy tickets or reserve them in advance

**Scenario five:** I am looking for information on an event I attended the week before

**User Type:** Student

## Critical Concerns

- There is no information for upcoming speakers which is confusing because a student does not know if that means they have no future plans or if they just have not updated the site to reflect the new speakers. Only recent speakers are listed, not upcoming speakers
  - **Heuristic violated:** Match between system and real world



Meetings: Mondays, 5:00pm - 6:00pm, Eastwoods Room (UNB 2.102)

[Upcoming DS Events >](#)

## Recent Speakers:



Tyler Oakley (November 2017)

[Photos >](#)



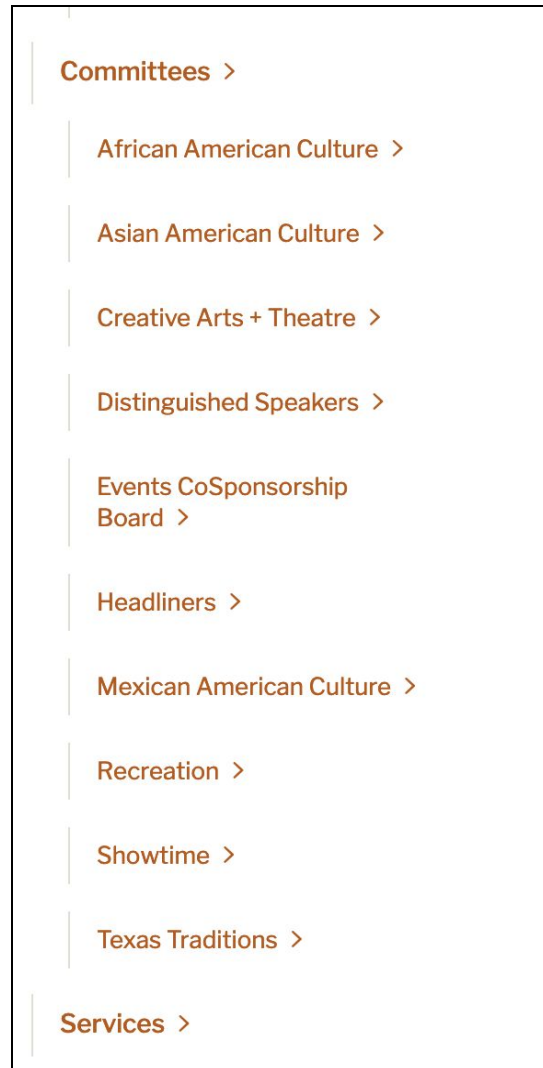
Steve Murphy and Javier Peña (September 2017)

[Photos >](#)

- There is not an organized past event history section which causes lapses in event timeline understanding
  - **Heuristic violated:** Match between system and real world

## Major Concerns

- The naming of committees such as “Showtime”, “Headliners”, “Distinguished Speakers” are somewhat vague so that it may be confusing to first-time users to understand what type of event each committee is referring to
  - **Heuristic violated:** consistency and standards



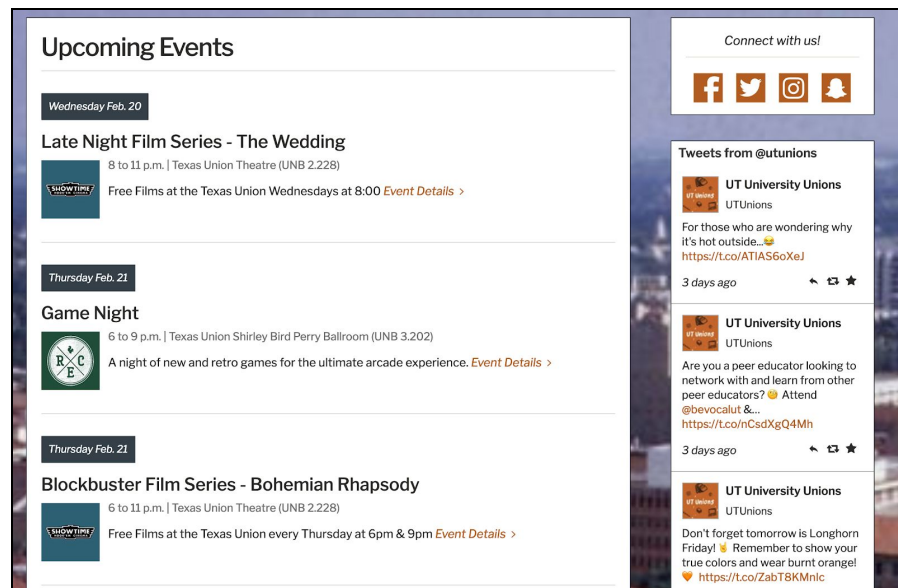
- Images should not be sometimes clickable in a way that takes them to a separate page with the title of the image file in huge text. This is clearly an error in the coding of the website.

- **Heuristic violated:** consistency and standards



- On the E&E homepage, there are “upcoming events” listed at the bottom that is an aggregated list from all of the committees together. The same list of events is found across all pages of the University Unions website and could cause confusion to student users who are attempting to find events within only one category.

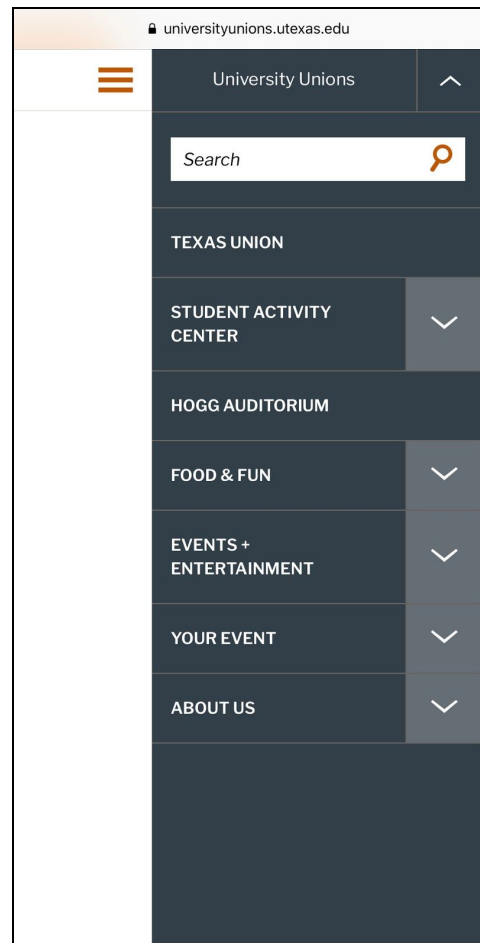
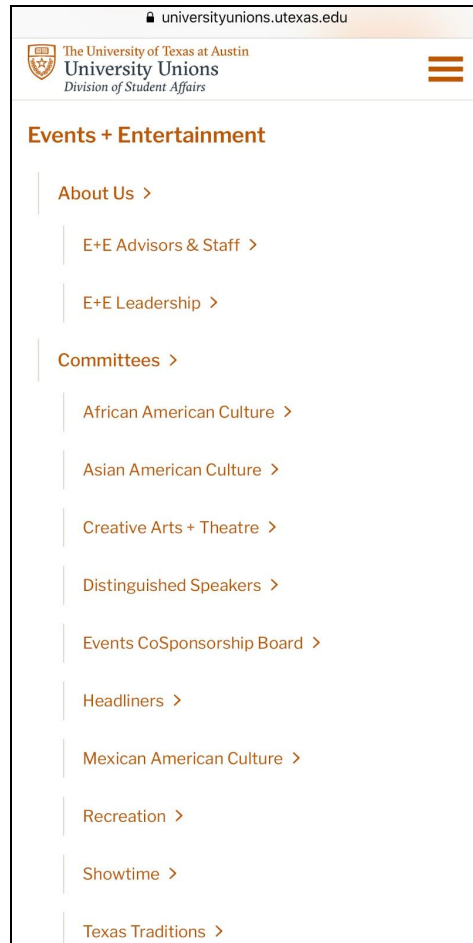
- **Heuristic violated:** flexibility and efficiency of use



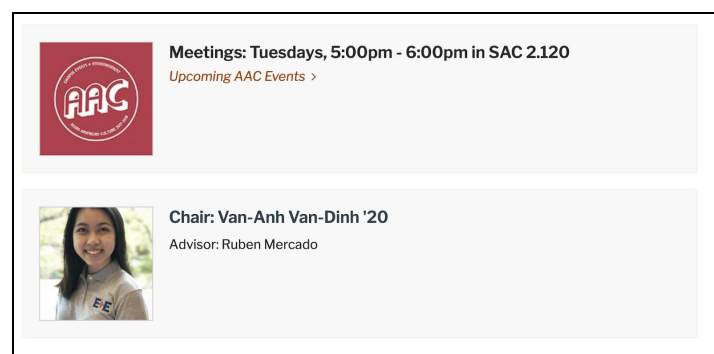
- Browsing for events consists primarily of scrolling down the main page list and there is no way to filter events by location, time or committee.
  - **Heuristic violated:** flexibility and efficiency of use

## Minor Concerns

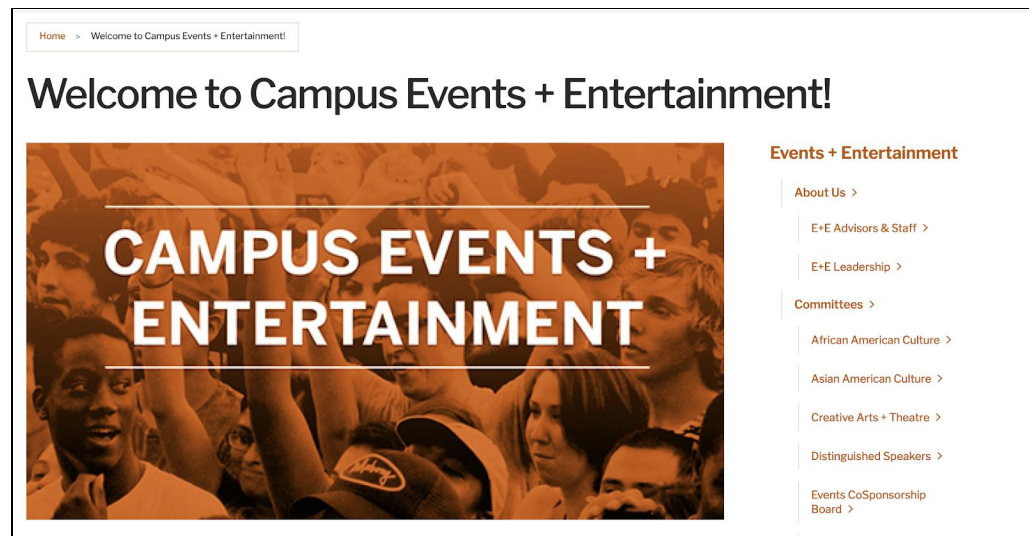
- Mobile layout of site is not consistent with desktop layout
  - **Heuristic violated:** Consistency and Standards



- Each committee page has a meeting time and place easily accessible at the bottom but does not say if interested members are welcome to show up or how one joins the committee
  - **Heuristic violated:** Error Prevention



- The consistent header and footer theme contains hotlinks to many of the pages of interest for events and entertainment and the browser natively supports undo and redo however these links do not encourage opportunistic navigation to event pages instead relying on user navigation from the default page.
  - **Heuristic violated:** Error Prevention
- The home page that lists events features a prominent banner at the top of the page with a text box that covers the entire screen with no indication that events are listed below. The events that are listed below are small and their banner images are reduced from their large size that is inside the individual pages.
  - **Heuristic violated:** Aesthetic and Minimal Design



- There is no collective University Unions call line or at the very least all the phone numbers for the different buildings/services aggregated into one location
  - **Heuristic violated:** Help and Documentation



## Cosmetic Concerns

- The contact information is not always present on each page
  - **Heuristic violated:** Help and Documentation
- The > symbol that they use in their navigation implies that it is an accordion menu but in reality, it is not so there is no hierarchy to their symbol systems since every h1 and h2 has the same > symbol
  - **Heuristic violated:** Consistency and Standards

