

10 Heuristic Evaluation:

1. Visibility of system status

Beginning 3 Introduction Pages - Dalphin gives a guidance on how the app will benefit the user and guide them throughout the way.

Sign Up Page - In my initial design I was missing a guidance or clear communication of what this page was all about. After conducting user testing I was pointed out to add a title/label for the page to be more clear.

2. Match between system and the real world

Throughout the App - I tried to use minimalistic yet highly representative visuals to match what they imply to inform. Meaning, for example, I designed simplified icons of representations such as a school for finding school matches or a diploma with a graduation cap for major matches and etc throughout the app.

Suggested Schools Page - In the initial design process, I was missing a clear representation of school/major suggestions and after communicating with user testers, the real time logos of each school was agreed upon to be the most representative of each section of information.

3. User control and freedom

Throughout the App - In this app I have used navigation systems such as Skip, Back, Next, Finish, Search, and many more to help users to use the app without intimidation to navigate through the pages.

Throughout the App - After almost every testers of the app mentioning the missing back or skip buttons, I integrated them to the updated design to avoid frustration or poor experience.

4. Consistency and standards

Throughout the App - Dalphin uses various ways of displaying information and navigation. Meaning, there are different representations of the buttons and choices to keep users engaged and interested by introducing new ways of navigation system on most of the pages.

However, all of the elements uses specific colors, no more than 4-5, and having the blue to be the dominant color of the whole app gives a cohesive connection between each elements. Not to mention each information field uses specific hierarchy of font sizes and thickness to match with the rest of the similar information.