Group Heuristic Evaluation

Allie, Camille, Elizabeth, Eric, Yong Seon

Overview

After signup, the split screen home page made it very clear to understand what it was possible to do in this app. The initial sign-up process seemed very streamlined - although it would be nice to see a way to skip this process if the user wanted. It was not clear whether any of these fields or the video could be revisited after registration.

It is very unclear if this is a online Yahoo Answers or a meetup app. Are people actually meeting in the real world? This needs to be clearer.

Major issues can be grouped into several major categories: unclear iconography, insufficient explanation for processes, and issues with the Question page. For example, none of us knew what checking people or x-ing people did. Do we never see them again? Do they have to check us too for it to be a match? There were also a lot of questions with features such as the system to assign stars. Finally, none of us knew if it was possible to ask more than one question (although we assume yes). The interface between Answers and Questions was different, which was disorienting.

Usability Violations

Heuristic is the heuristic number from "10 Usability Heuristics for User Interface Design" by Jakob Nielsen. **Num** is the number of people in our group of five evaluators that recognized this problem during their individual responses. **Description** is the details of the problem. **Sev** is the severity of listed problem.

Heuristic	Num	Description	Sev
1 - Visibility of the system status	2	Needing to go back to the home screen before being able to see the matches was jarring, and I wasn't sure whether it would show the results or would make me go through the matching process again.	3
	1	Home button was not obvious (did not pop)	2
	3	Can I ask more than one question? It doesn't explain what will happen when I ask another question.	3
	4	How can I check my question's status? It seems important.	3
	3	And every time someone's question comes to me, does it appear in my app to be accepted?	3
	3	How do I answer questions? With video?	4

	1	When first creating an account, there is no status to show that I need to ask/answer questions to get matches.	3
	3	The use of the menu in the top right to propose a meeting is not something I would have discovered without trial and error.	4
	1	Are the Bonus Info fields used anywhere?	2
	1	I completely missed the questions being asked on the Answers profiles.	3
2 - Match between system and the real world	2	When proposing a meeting time, there is no calendar/time system. Right now, it's just a check box which doesn't make sense in the real world.	3
	1	"Sign-up" is a noun, usually it's written "sign up" as a verb/instruction.	1
	1	What does the bullseye icon do in the Record screen?	2
	1	There was nowhere to choose a username or password.	3
3 - User control and freedom	1	The lack of a way to back out of the "propose a meeting time" screen is troubling. I understand if it isn't implemented yet, but I don't see how you are going to implement it....	4
	2	Back button doesn't work yet.	0
	3	After putting my information (likes, video, etc) in the app, is there any way to change that?	4
	1	What happens if I [x] out of the Record screen?	2
	1	Filling in the bottom Bonus Info fields is going to be weird once you add a keyboard.	2
	1	No confirmation when star is given/skipped. What if I bump the wrong button?	2
4 - Consistency and standards	2	After meeting with someone, there is the option to give them a gold star. What do these stars signify?	2
	1	When clicking on "Answer Questions" there are multiple matches to multiple questions. However, "Ask a Question" takes me to only one question. If there is an overview layer in Answers, there should be an overview layer for Questions.	3

	1	What's the difference between the "interests" field and the Bonus Info "Interests" field?	2
	1	Based on the professional tone of the Interests/Expertise examples, why do you want to know hobbies?	2
	1	Why do I need to hit the search button on the Answers page if I'm not searching anything? Why is it on the right if there's no text box?	1
	1	"Skipping" the gold star is confirmed as feedback, but going through the menu or closing the window isn't.	1
6 - Recognition rather than recall	1	I assume the option to give them a gold star occurs after the meeting, and not during. Therefore, it would be helpful to remind the user who they met, with a picture and name of the user they met.	3
7 - Flexibility and efficiency of use	1	Sign up button is far from (and so disassociated from) the Log in button	0
	1	These are a **lot** of text fields to be filling in on a phone.	3
8 - Aesthetic and minimalist design	1	Why is there another screen that I have to click out of to confirm that I sent another user a star.	1
	2	What are the three dots on the upper left side? I can never click on it.	0
	1	What am I doing with the Google maps pin? Do I need to set my address somewhere, too?	0-2
	1	Harsh rectangles are pretty ugly.	1
	1	There's too much white.	1
	1	During sign-up, it might look nicer if there was more space between the top text box and the bottom instruction.	1
	1	During sign-up, it might look better if the instructions were more differentiated from the examples.	1
	1	Why is the Record video screen so tiny?	1
	1	Inconsistently consistent color scheme. Seems odd that menu, questions, home button are all the same blue, but the other icons aren't.	0

	1	If the Star menu is a pop-up/needs a close button, it should be appearing on top of another menu.	0
9 - Error recovery	1	What if I have a typo in one of my interests/expertise? Will that make it harder to get matched?	3
10 - Help and documentation	1	During signup before recording the 30-sec video, some users might want to see example videos before recording theirs.	1
	1	It would be helpful to include a short introduction of the app during sign-up.	2
	1	What format should I give my interests/expertise? Comma delimited?	2
	1	Your examples interests/expertises are all serious/professional/etc. Is that deliberate? Do you want people also asking for relationship advice, jokes, fun board games?	1
	1	This video instructions are pretty serious-sounding for a 30s blurb.	1
	2	What is a Match?	4

Recommendations

We recommend leveraging existing systems in the Android and iPhone to clarify the user experience. For example, creating a calendar system for scheduling. Furthermore, using design elements in common with built-in apps might help make finding the desired next step easier.

It is confusing having the Meeting time interface be hidden in the Settings menu, since it isn't a setting. It's okay that the Settings menu isn't fully implemented, but it's confusing making that the interface for managing meetings. If the meeting menu isn't meant to be the Settings menu, its icon should not replace the Settings menu icon. In either case, putting this menu in the top right corner clearly dissociates it from the rest of the screen (i.e. the person you're scheduling a meeting with).

We recommend adding additional help information to explain the purpose and use of the app. It's not clear what is happening during the matching process, e.g. what is accomplished by accepting someone versus declining them.

While the flashing buttons were a part of Invision and not the prototype itself, imitating that functionality could make it easier to notice hard-to-see icons (like the home menu, which took

some finding). Unlike on Invision it would be impossible to tell the user exactly which button they wanted to press, but it could be useful to show them which ones could be pressed.

Without the full context of actual users (word of mouth descriptions, app store information, etc.), we found some of the registration fields (and the Q&A interface in general) sort of confusing. How much do the users care about hobbies versus professional experience? What sorts of interests are appropriate for this app? What are people hoping to get out of this experience?

Appendix 1: Yongseon

Name: Yongseon
What are you curious about?: software, badminton, singing
What do you know a lot about?: software, badminton, singing
Work Experience: Alticast(digital broadcasting software company),
KAIST Distributed Network Lab
Education Experience: KAIST Computer Science
Interests: Software, badminton, singing
Hobbies: computer games, badminton, singing

Asked: What is the best way to practice singing?

1. [H3 Visibility of system status] (Severity 3)
Can I ask more than one question?
How can I check my question's status? It seems important.
And everytime someone's question comes to me, does it appear in my app to be accepted?
It doesn't explain what will happen when I ask another question.
Also I don't know how to answer the questions. With video?

2. [H10 Help and documentation] (Severity 2)
It would be helpful to include a short introduction of the app.

3. [H3 User control and freedom] (Severity 0)
Back button doesn't work yet.

Appendix 2: Elizabeth

What are you curious about?
Water resource management

What do you know a lot about?
Pokémon

Question: What kind of experience do you usually look for in someone applying for a Water Resources Management job?

Um, I think you flipped the list of videos on the instructions page....

The home button was not obvious to me.

I thought having to go back to home after seeing the three videos for answer questions before seeing the matches was counter-inutitive. You probably know this, but thought I'd give you some more evidence anyway.

The menu bar was definitely not intuitive. As someone who doesn't use smartphones much, the triple lines symbol doesn't really intuitively mean menu to me yet. I know it is if I think about it, but....

AAHHHH how do I look for more matches after the first time????

Formal:
1. [H1 Visibility of System Status] (Severity 2)
The home button did not pop, so when I was instructed to use it I had to look around for a bit before I could find it.

2. [H1 Visibility of System Status] (Severity 3)
Needing to go back to the home screen before being able to see the matches was jarring, and I wasn't sure whether it would show the results or would make me go through the matching process again.

3. [H3 User Control and Freedom] (Severity 3)
The lack of a way to back out of the "propose a meeting time" screen is troubling. I understand if it isn't implemented yet, but I don't see how you are going to implement it....

4. [H3 Visibility of System Status] (Severity 2)
The use of the menu in the top right to propose a meeting is not something I would have discovered without trial and error.

Appendix 3: Eric

Eric Tappan's Individual report

what is the logo? Happy cyclops?

Flashy sign-up seems cheating

~~Not a huge fan of the harsh rectangles.~~

Frame within a frame is awkward, but w/e

~~Lots of whitespace below log-in, separates from sign-up~~

~~Sign-up is a noun, versus an instruction to "sign up"~~

~~What format should I be giving my interests/expertise? Comma delimited?~~

~~Do you really want people filling in this giant text fields on a phone? That just seems like they're going to be really brief/typo-filled.~~

~~It's so *white*~~

~~There's no actual loss of clarity, but it feels like there should be more spacing between the top box and the bottom instruction; likewise, changing the font/size/weight of the example to be smaller than the instruction seems aesthetically viable.~~

"I am interested in software, social justice, architecture, comics, music, technology, art, history, and animals."

~~Your examples are all serious/professional/etc. Is that deliberate? Do you want people asking about relationships or pets? Funny jokes?~~

"I know a lot about software, technology, trivai, social justice"

I feel like if I sought this out I would probably put in a lot more, but just coming at it like this I don't have a lot of investment in listing all of my expertise. Do experts get anything material for offering guidance? Or just knowledge of a job well done?

~~This video instructions are pretty serious-sounding for a 30s blurb.~~

~~What does the bullseye do on the Record screen?~~

~~Why is this video screen so tiny?~~

Do peoples' phones have cameras on the front or are these buttons going to be totally hidden? Or are they going to do this in the mirror?

Will there be a do-over? An option to edit? ~~Why have a check-mark if it's going to be exactly thirty seconds?~~ What if it's over 30s?

~~Check mark to finish the video is clear. What happens if I (x) out?~~

~~These are way too many text fields to fill out on a form. Just way too many, way too much. I'm not a mobile user, but even if this was on my iPad I would probably give this up and do it online on a PC. (which would be annoying if I had to redo all the previous steps)~~

~~Filling in the bottom text field (hobbies) is going to be weird once a keyboard is taking up 50% of the screen. Also: keyboard will need a submit button, or else you're not allowing people to use line breaks anywhere.~~

~~Are the Bonus Info fields used anywhere?~~

What sort of details are these supposed to be? comma delimited or dating-site style paragraphs?

~~Didn't I give my interests earlier?~~

"Three years summer programming jobs on working on small teams."

"BS in Electrical and Computer Engineering"

[I might leave interests blank, if I was feeling annoyed.]

"Music, programming, weird things, writing, baking"......

[I would definitely leave hobbies blank if I was feeling annoyed. Based on the interests/experience entries I have to wonder why you care about our hobbies. Is this a social app, too?]

~~There's no way to go back a screen? Can I edit these pages later?~~

Whitespace slab in top right is weirding me out a little.

~~I never set up a password. Or a username. Do I have to use my real name? Or my (perhaps unfortunate) apple, etc. ID?~~

Q: "What's the song that's sad and it's sweet, and I knew it complete?"

Q: "Can someone explain how harmony works? (musical)"

What do the vertical dots do?

~~What am I doing with the Google maps pin? These are profiles, they don't have addresses attached anywhere.~~

There's zero overlap between these people, which makes me suspicious of your matching algorithms. :P :D

Wait, what does selecting someone do? I thought they would be contact to answer my question or something, but now I'm just getting more faces! How do I stop, I want to get off the ride?

...I would probably have (x)'d people for a while rather than hitting the home button. What am I saying about the rest of the people if I stop here? What if I select more than one person?

...what did any of that do? I selected someone and then I left? How will I figure out what my song was called? Will I never know where birds go when it rains?

I feel like the options bar (with the oh-so-intriguing maps pin, etc.) should probably go on the main landing page.

What *is* a Match?

Can other people benefit from answers to my questions?

Who are these profiles you mention in the instructions?

Okay, looking at the profiles 30s is actually a pretty decent amount of time. Weird.

There's actually kind of a weird paradox where the longer you've been doing stuff the harder it will be to capture everything without being boring and vague.

Why do I need to hit the search button on the answers page if I don't have a text box?

Why is the search button all the way over if etc.?

Not a fan of the giant A, or all the blank whitespace.

...none of these people were asking questions? Do those just go into a void? What happens when I click yes or no? Is this just an interest-linked Vine type app?

The color scheme is nice, though I feel like you could have more uniformity if the home and options menus are blue, but nothing else is.

Tangents with the edge of the screen are really frustrating once you notice them.

Oh! There was a question on each of the profiles. I totally missed that, actually. I watched all the videos up front and...yeah, missed it. That's weird, I totally made up the existence of instructions appearing on the Question interaction.

Needs some kind of indication that I have a question? answer? From Vince.

How do I answer these questions?

Where am I supposed to propose a meeting time? How do I know we even live in the same area? How do I know when they work or w/e?

Okay, so I should be able to check people's locations with the map pin, I guess?

I feel like some kind of basic asynchronous chat would be nice for confirming meeting times. How do I know someone wants to meet with me? Is this like Tinder for questions where we have to independently swipe each other on the same question?

Why does Skipping the gold star count as feedback, but [x]ing out of the box doesn't? It's not a pop-up, why is there an [x]?

Gold star as interface element is pretty clear, but might be good if it was beveled/embossed: give it some depth to imply a button/or something to fill in?

Is this an app for answering questions or starting conversations?

I would not have expected the ellipses/options/setting menu to be "set a meeting". I would expect it to be filters or turning off sounds or effects or something. "set a meeting" is an action, not a setting. The other icon on that bar (the home menu) is unrelated to the content on the page. There's no strong connection between the current target and the settings icon, so I wouldn't have looked there.

I clicked the setting bar because you/the flashing button told me I should. But I also wasn't clear what I should be doing with these profiles, so that might have made it clearer.

How do I ask another/a new question? Or close an old one? If I want to keep a conversation open I should be able to have more than one, maybe?

Does Vince want to meet with me?

Yeah, still confused about why I'm confirming both Answerers and Questioners.

Why can't I go back to the Questions/etc. page without going through the landing page?

Where do I log-out if I set up meetings in the setting page?

The lightbulb is too detailed/has a shadow: everything else is iconic, not detailed.

What happens when I [x] someone? Do I ignore them from then on? What if I don't like them, versus just thinking they won't answer my question well?

Can I report someone if they have an offensive video?

Can I change my video?

Appendix 4: Allie

1. [Heuristic #10 Help and documentation] (Severity 2)
I really liked the log-in process and how you click the video icon to record your 30sec video. It was very streamlined. Some users might want to see example videos before recording theirs, however? Is it possible/okay to skip this step (in order to keep conversion rates high)?

2. [Heuristic #8 Aesthetic and minimalist design] (Severity 0)
What is the three dots on the upper left side? It doesn't look recognizable to me (as an icon). And I can't click on it in any of the screens.

3. [Heuristic #1 Visibility of the system status] (Severity 3)
When first creating an account, there is no status to show that I need to ask/answer questions to get matches. It would also be good to see how many Q or A matches I have before clicking to that particular page. Or a way of showing if there are any new matches.

4. [Heuristic #2 Match between system and real world] (Severity 3)
When proposing a meeting time, there is no calendar/time system. Right now, it's just a check box. What time has been proposed? On what date? It would be great if it could pull up my calendar and display that - using systems that the user is already familiar with.

5. [Heuristic #4 Consistency and standards] (Severity 2)
After meeting with someone, there is the option to give them a gold star. What do these stars signify? Where can I see my own stars? I never saw them on anyone else's profile - are these hidden to the public? There is a lot of questions surrounding this interaction.

6. [Heuristic #5 Recognition rather than recall] (Severity 3)
I assume the option to give them a gold star occurs after the meeting, and not during. Therefore, it would be helpful to remind the user who them met, with a picture and name of the user they met.

7. [Heuristic #8 Aesthetic and minimalist design] (Severity 1)
Why is there another screen that I have to click out of to confirm that I sent another user a star. If I click yes, it could do an animation and then disappear. As the user, I know what I click and don't need another screen stopping my progress through the app.

8. [Heuristic #4 Consistency and standards] (Severity 3)
When clicking on "Answer Questions" there are multiple matches to multiple questions. However, "Ask a Question" takes me to only one question (that I assume I've asked). Is there no way to have multiple questions at a time? It is confusing to see the detail page when I assume I'm going to see an overview of all the questions I've asked like in the "Answer Questions" section.

9. [Heuristic #3 User control and freedom] (Severity 2)

After putting my information (likes, video, etc) in the app, is there any way to change that? I don't see the ability to edit my information OR any questions that I've asked in the past. What if I want to clarify a question?

Appendix 5: Camille

H3 : Visibility of system status:
   They are no apparent way to log out of the account. (severity 3) Also, how can you edit your infos? (severity 2)
   How do you now that someone replied? (severity 1)
   Newsfeed from the ones you are connected with? (severity 1) Schedule a meet...?

H2 : Help and Documentation
   What exactly is the app's purpose? (severity 2)
   Where does the question lead? => No obvious notification center (severity 2) What is the purpose of the gold star? (severity 1)