

Hamza Qureshi
05-430 Programming Usable Interfaces
Hong
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Assignment 4: Implementing a Website with HTML and CSS – Heuristic Evaluation

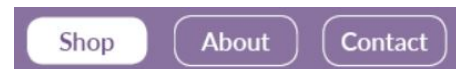
A heuristic evaluation dissects individual elements in a user interface to understand their compliance, or lack thereof, with standards set forth in 1990 by Jakob Nielsen in his book *Usability Engineering*. The heuristics focus on developing a sense of user autonomy while still providing enough guidance to prevent errors. Such evaluations provide designers with specific ways to address user issues in their designs.

Bobbie Soques:

H2-1: Visibility of System Status:

HOME PAGE: Does not comply; there is no indication that the user is currently on the home page.

BROWSE PAGE: Complies; there is a clear indication of the page a user is on.



H2-2: Match Between System and Real World:

HOME PAGE: Complies; using words like "browse" and "cart" allow users to envision similar experiences in a real store.

H2-3: User Control and Freedom:

PRODUCT PAGE: Does not comply; lack of a path demonstrated makes it difficult for a user to return to their previous position.

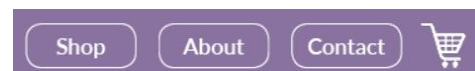
SHOPPING CART: Complies; The use of a "keep shopping" button makes it easy for customers to return to their previous page.



H2-4: Consistency and Standards:

HOME PAGE: Does not comply; the shopping cart icon is a nice break

from the buttons, but its deviation from button conventions looks rather inconsistent and makes it appear unclickable.



H2-8: Aesthetic and Minimalist Design:

PRODUCT PAGE: Does not comply; the use of different colored buttons on an already heavy page litters too much color on the page.

Leah Kim:

H2-1: Visibility of System Status:

HOME PAGE: Does not comply; there is no indication that the user is currently on the home page.

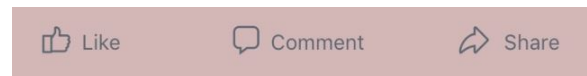
OUR BUNS: Does not comply; there is no indication that the user is currently on the product page.

H2-3: User Control and Freedom:

CHECKOUT: Complies; Complies by providing user with a way to securely return to the previous step.

H2-4: Consistency and Standards:

HOME PAGE: Does not comply; the "like" buttons et all do not seem clickable with button conventions, while other buttons on the page do.



OUR BUNS: Complies; the images are all similar sizes and they all use the same backdrop.

PRODUCT PAGE: Does not comply; using consistent tagmarking when the same actions are not applicable can get confusing. This makes it seem like the price can be edited.

A UI snippet for product customization. It features a 'FROSTING' dropdown menu with 'Select' as the current choice. Below this is a 'QUANTITY' section with minus, plus, and a central box containing the number '3'. To the right is a 'TOTAL PRICE' section with a box containing '\$9'.

H2-7: Flexibility and Efficiency of Use:

PRODUCT PAGE: Complies; provide auxiliary option to quickly access other products. Also complies by achieving a quick path to the shopping cart.

H2-8: Aesthetic and Minimalist Design:

OUR BUNS: Does not comply; overuse of headings and page tabs is rather redundant and unnecessary.

