

WATCHA



# Heuristic Evaluation

The Basic Checklist

09/25/2017

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## 1.0 Executive Summary

### 1.1 Product and Purpose

This report documents the results of the summative heuristic evaluation of Watcha Application. Watcha is a mobile application that provides a platform where users can discover and rate movies or TV series and receive personalized recommendations for movies and TV series. The purpose of this project is to evaluate the ease of using the features of this application to improve the overall application.

### 1.2 Methodology

Basic method we used for the evaluation was the most basic checklist from samples. We also referred to and modified some items from the Xerox evaluation checklists and mobile-specific usability checklist which Professor Kang recommended. The heuristic evaluation was completed by three members of the group. We went through seven benchmark tasks and rated the severities of usability problems using Jakob Nielson's 0-4 Severity Rating Scale.

The evaluation was mainly focused on carrying out the following benchmark tasks:

#### 1 Register (Sign up)

- Search for the movie *3 idiots*
- Rate and leave comments for a movie
- Make your own collection
- Browse through some movies similar to *Notebook*
- Get recommendations based on big data
- Search movies by tags

The following issues were rated as the most severe and it is recommended that they be given high priority:

- It is impossible to search movies using both keywords and tags at the same time.
- The application suddenly closes without any error message when the barcode is not recognizable.
- The location for "Searching with tags" menu and "Rankings" menu are not appropriate.

- The contents that appear on the home feed are randomly organized.
- It is not available to exclude tags while searching for movies.
- View by ratings or recently added movies when adding movies to a collection is not available.
- When a link takes you outside of the application, you have to click backspace twice to actually come back.
- It is impossible to remove recent searches separately.
- You can only view up to five recent search histories, even though there are a lot of empty spaces.
- Links do not clearly indicate where they take the users.
- Search box is slightly in a difficult place to reach.

## 2.0 Introduction

### 2.1 Product Description

Watcha is a mobile application that provides a platform where users can discover and rate movies or TV series and receive personalized recommendations for movies and TV series.

- Browse any movies or TV series by a multiple of options
- Rate any movies or TV series
- See ratings of any movies or TV series
- Make a collection for the movies or TV series
- Receive a personalized recommendation on movies and TV series using the big data
- Share a movie recommendation with others through the app
- Add friends and share a list of the movies, TV series, or rating with comments together

### 2.2 Target

Watcha targets a wide range of users: simply anyone who is interested in movies. To specify, it targets anyone who is interested in seeing the ratings of the movies and getting the personalized recommendations for movies. However, depending on the users' level of interests, the features they use may slightly vary. For the purpose of this report, we have identified three levels of expertise:

- Expert User: Professional movie critics such as 이동진. Although all users have an access to rating the movie and writing reviews, the comments that professional movie critics write are far more popular and influential. Professionals can share their own thoughts.

- Intermediate User: People who enjoy watching movies or TV series. For those people, the personalized recommendation feeds and ratings/reviews will be extremely helpful as they choose what movies to watch. Also, they can share their thoughts with other users, although it may not get so many views as the ones from the professional critics. The general range of the users belongs to this category.
- Novice User: People who watch movies from time to time. For these people, the personalization feature in Watcha will be very helpful. Watcha provides a personalized recommendation feeds and also offers an option to browse movies or TV series as to suit your preference by tagging options such as Comedy, 1990s, Romance, etc.

## **2.3 Methodology**

### **2.3.1 Heuristic Evaluation Set**

We developed our own heuristic evaluation set considering that our product is a mobile application. The main 10 categories are as follows:

- A. Errors - help diagnose, recognize and recover from them
- B. Errors prevention
- C. Help and documentation
- D. Consistency and Standards
- E. Recognition rather than recall
- F. User control and freedom
- G. Visibility of system status
- H. Flexibility and efficiency of use
- I. Presentation - Aesthetic and minimalist design
- J. Match between the system and the real world.

### **2.3.2 Evaluators**

**yein Kwon:** A 20 year old student at Underwood International College majoring in Information and Interaction Design and double-majoring in Clothing and textile.

**Jeeyae Lee:** A 21 year old student majoring in Creative Technology Management and

double-majoring in Information and Interaction Design.

**Hayoun Noh:** A 21 year old student attending Underwood International College while on leave of absence at Carnegie Mellon University

### **2.3.3. Benchmark Tasks**

- Browse any movies or TV series by a multiple of options
- Rate any movies or TV series
- See ratings of any movies or TV series
- Make a collection for the movies or TV series
- Receive a personalized recommendation on movies and TV series using the big data
- Share a movie recommendation with others through the app
- Add friends and share a list of the movies, TV series, or rating with comments together

## 3.0 Findings and Recommendations

### 3.1 Introduction

Legend - Severity

4	Usability catastrophe - imperative to fix before product can be released
3	Major usability problem - should be given priority
2	Minor usability problem
1	Cosmetic problem - need not be fixed unless time permits
0	Not a usability problem

#### 3.2.1. Summary of Findings

Severity	Problem	Violated Heuristic	Ease of Fix	Ref.
4	It is impossible to search movies using both keywords and tags at the same time.	H - Flexibility and efficiency	Difficult	H6
4	The application suddenly closes without any error message when the barcode is not recognizable.	A. Errors - help diagnose, recognize and recover from them	Easy	A1, A2
4	The location for “Searching with tags” menu and “Rankings” menu are not appropriate.	B. Error prevention	Medium	B4



4	The contents that appear on the home feed are randomly organized.	F. User control and freedom	Difficult	F12
3	It is not available to exclude tags while searching for movies	H. Flexibility and efficiency	Easy	H1, H6
3	View by ratings or recently added movies when adding movies to a collection is not available.	F. User control and freedom	Easy	F12
3	When a link takes you outside of the application, you have to click backspace twice to actually come back.	H. Flexibility and efficiency	Easy	
3	It is impossible to remove recent searches separately.	F. User control and freedom	Easy	
3	You can only view up to five recent search histories, even though there are a lot of empty spaces.	F. User control and freedom	Easy	H10
3	Links do not clearly indicate where they take the users.	H. Flexibility and efficiency	Medium	H13
3	Search box is slightly in a difficult place to reach.	H. Flexibility and efficiency	Medium	140

### 3.2.2. Discussion of Findings and Proposed Solutions

#### I. Issues that would be easiest to fix

**SR 4** The application suddenly closes without any error message when the barcode is not recognizable.

Heuristic category: A - Errors - help diagnose, recognize and recover from them

#### *Details*

The application does not provide any types of error messages when the barcode is not recognizable. Instead, the application suddenly quits itself which makes users to start over the entire application. This is very problematic because it not only fails to provide error messages but also shuts down the entire Watcha application that the users was using which can cause great frustration.

#### *Reason for Severity 4*

- Does not provide any error messages but the level of error is very severe because it shuts down the entire application that was in use
- When application gets shut down, any information that users were working on in the application gets lost
- Causes a severe confusion and frustration among users because users cannot understand what is going on because it just shuts down
- Barcode feature is completely useless because it doesn't work

#### *Proposed Solution*

- Provide any type of error message to let users know what is going on. For example, if there is no barcode, then the system should tell the users that there is no such barcode so that users can understand the situation.
- No matter what the situation is, the application should not automatically quit itself without any notifications.

### **SR3 It is not available to exclude tags while searching for movies.**

Heuristic Category: E - Recognition Rather than Recall

#### *Details*

When you are searching for movies with tags, you can only include the tags. For example, if you want to browse movies from all different countries but England, there is no way you can do that other than selecting all the choices except England. Or if you want to browse all movies but action movies, you cannot do it other than manually selecting all and unselecting the action.

#### *Reason for Severity 3*

- Tagging option is supposed to provide more freedom to users, but it is actually not fully serving its purpose because you cannot exclude the tag
- Let's say you want to browse all the movies

### *Proposed Solution*

- Inserting “Select all” button and pressing or double clicking should “exclude” the tags

**SR3 View by ratings or recently added movies when adding movies to a collection is not available.**

Heuristic Category: F - User control and freedom

### *Details*

- When making a new collection and you are trying to add movies, you can only add them by their names. For example, you cannot browse movies by ratings or recently added. You only see the title of the movies in the section where you add movies to your collection.

### *Reason for Severity 3*

- The whole purpose of making a collection is because you want to categorize them into certain orders. However, if you cannot see the ratings you’ve done or what movies you’ve recently added, it will be very difficult to add movies just with the titles. The search engine should be more specific here so that you can make a collection which is very personalized way of organizing the movies.

### *Proposed Solution*

- On the upper left corner or upper right corner, add “listing option” which allows users to see movies in certain listings or orders when adding movies to a collection.

**SR3 When a link takes you outside of the application, you have to click backspace twice to actually come back.**

Heuristic Category: H - Flexibility and efficiency

### *Details*

When any embedded links take you outside of the application, you can only come back to where you were at the application by actually exiting out twice. This can confuse users because application is clearly miscommunicating with the users. You can exit out the link, but then you get a plain white page on the application page with a button to exit out again on the upper left corner.

### *Reason for Severity 3*

- “Exit” is a very crucial button in the application because it sometimes loses the information on the page if you were working on something. Therefore, when it comes to “exit”, the application should communicate well with the users without making them confused. However, in this situation, it is confusing users because it doesn’t clearly exit out from the link and take you to the page on the application by clicking the exit button once. You have to click exit to exit out from the link, then it takes you back to a plain page with a “exit” button on the application as if it is asking you to exit out the application. Once you click that, then you get to where you were in the application.

#### *Proposed Solution*

- Users should be able to reach the page they were on by exiting out from the link once. So get rid of the plain white page on the application that is making users to exit out twice.

### **SR3 It is impossible to remove recent searches separately.**

Heuristic Category: F - User control and freedom

#### *Details*

Watcha saves up to five recent searches. However, it does not allow you to delete one by one from the recent searches. The only way you can delete a specific search, you have to delete the entire five recent searches.

#### *Reason for Severity 3*

- For the most of the time, users do not want to delete all the recent searches they’ve done. Sometimes they want to remember some searches to remind themselves later. However, the application only provides one option which is to delete all. This is very problematic because it is giving users no freedom or control to manage their own recent searches.

#### *Proposed Solution*

- Inserting a small X icon on the each search on the right
- Insert “swipe to delete” option

### **SR3 You can only view up to five recent search histories, even though there are a lot of empty spaces.**

Heuristic Category: F - User control and freedom

#### *Details*

You can only view up to five recent search histories although there is a lot of empty space at the bottom. Since one of the biggest features Watcha has is “browsing” movies, it should allow users to see recent search histories more than five. There is a lot of empty space just doing nothing for almost half of that specific search page where recent search histories are located. Since there is still a lot of room, it should save more recent search histories for the users. Users should be able to see more recent searches especially because browsing is a huge feature in the application.

#### *Reason for Severity 3*

- Browsing option is one of the biggest feature but it only saves up to five recent searches which means users are very restricted.
- It doesn't fully serve the purpose of having the recently searched feature if it only shows five.

#### *Proposed Solution*

- Use the empty space to show more of the recent searches.
- Add an option to “Scroll down to see more”
- Add “see more” button

## **II. Issues that would be moderately difficult to fix**

**SR4 The location for “Searching with tags” menu and “Rankings” menu are not appropriate.**

Heuristic Category: B - Error prevention

#### *Details*

Currently, “Searching with tags” menu is located under the Recommendation menu. At the same time, the menu for “Ranking” is located under the Search menu. They are inappropriately placed. “Searching with tags” should be under the Search menu because that is more relevant, and “Ranking” should be under the Recommendation menu because this menu for “Ranking” is providing different kinds of rankings to the users which is basically recommendations.

#### *Reason for Severity 4*

- “Searching with tags” and “Ranking” are huge features in the application but they are misplaced which can cause a severe confusion among users.
- It is distracting users from doing important tasks such as Search or Recommendations.

### *Proposed Solution*

- Ranking should be placed under the Recommendation section rather than search
- Searching with tag should be placed under the category of “Search”

### **SR3 Links do not clearly indicate where they take the users.**

Heuristic Category: H - Flexibility and efficiency

### *Details*

Links take you outside of the application, which means it makes users stop from what they are doing on the application. However, the embedded links in Watch application does not currently tell you where the links will take you. You are automatically taken to some websites by clicking some announcements in Watcha. This could be very frustrating to users because it is taking users outside of the application without any notices. It is giving users no choice but to stop whatever they are doing in the application and be taken to the external links.

### *Reason for Severity 3*

- Users have the right to know the performances of each feature and menu on the application. Users should never be surprised or unexpected by any performances in the application especially when it's something severe as taking users outside of the application.

### *Proposed Solution*

- Make sure to state that it is a link that will take users to an external website
- Accurately state and inform the users where the links will lead to

### **SR3 Search box is slightly in a difficult place to reach.**

Heuristic Category: H - Flexibility and efficiency

### *Details*

In order to go to the search bar, you have to click “Search” at the bottom of the menu on the application. However, the search bar that you see once you get to the page is relatively very small. Search option is a very important option so users should not be confused.

### *Reason for Severity 3*

- Users should not be confused to find a search bar

#### *Proposed Solution*

- If you double click the search button at the bottom of your page, it takes you directly to the search bar. However, this option is hidden. So instructing users this option can solve the problem to a certain extent.
- Bold magnifying glass in the search bar so that it is more visible
- Have a magnifying glass (that takes users directly to the search bar) at every menu (not just search menu) including home page, recommendations etc., so that users always have the option to search.

### **III. Issues that would be most difficult to fix**

**SR4 It is impossible to search movies using both keywords and tags at the same time.**

Heuristic Category: H - Flexibility and efficiency

#### *Details*

- There are two types of search: by keywords or by tags. But both cannot be used at the same time (e.g. "Nolan", "2010s", "Action").

#### *Reason for Severity 4*

- Browsing is a key feature of the app Watcha but it is extremely restricted which does not fully serve the purpose of the browsing feature.

#### *Proposed Solution*

- Combine two separate menus
- Add a variety of options

**SR4 The contents that appear on the home feed are randomly organized.**

Heuristic Category: F - User control and freedom

#### *Details*

On home feed menu, the contents are very randomly organized. It suggests a movie, then the ads pop up, then it suggests a TV series, etc. It is very random and confusing. Therefore, the users will most likely not receive much information from this menu. Users should have the option to category the contents into their preferences so that they can use this menu more usefully.

#### *Reason for Severity 4*

- Right now it is just a cluster of random information. It should be categorized into certain orders such as by actors, producers, or tags so that users can fully use this menu.
- Users should be able to customize this feed by, for example, TV series only, or Movies only.

#### *Proposed Solution*

- Let the users categorize their own home feed at the settings
- By actively clicking at the home you can personalize
- UX -> make it more visible / indicate the categories (same director/same actor/same tag/sim.movies etc.)



## 4.0 Conclusion

Overall, Watcha is a useful product for browsing movies and sharing ratings/reviews with others. Despite some of weak features such as misplacement of the important features or lack of freedom, Watcha successfully accomplished its goals to browse movies, rate them, write reviews, make a collection, and share with a friend.

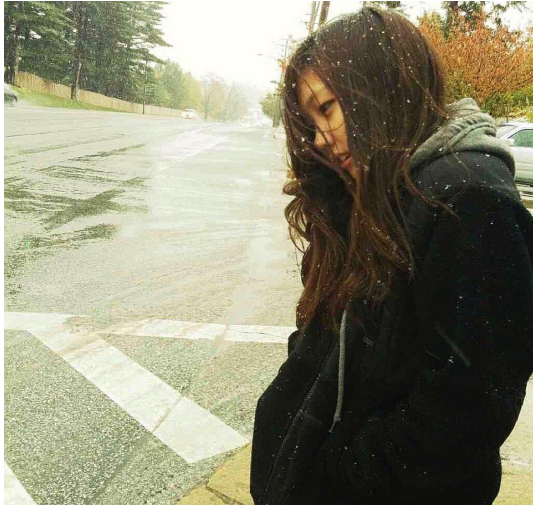
From our evaluations, we identified four usability problems that we considered to be severely problematic:

- The application suddenly closes without any error message when the barcode is not recognizable.
- The location for “Searching with tags” menu and “Rankings” menu are not appropriate.
- It is impossible to search movies using both keywords and tags at the same time.
- The contents that appear on the home feed are randomly organized.

In addition, the following were rated as major usability problems that are necessary to fix:

- It is not available to exclude tags while searching for movies
- View by ratings or recently added when adding movies to a collection is not available.
- When a link takes you to the outside of the application, you have to click backspace twice to actually come back.
- It is impossible to remove recent searches separately.
- You can only view up to five recent search histories, even though there are a lot of empty spaces.
- Links do not clearly indicate where they take the users.
- Search box is slightly in a difficult place to reach.

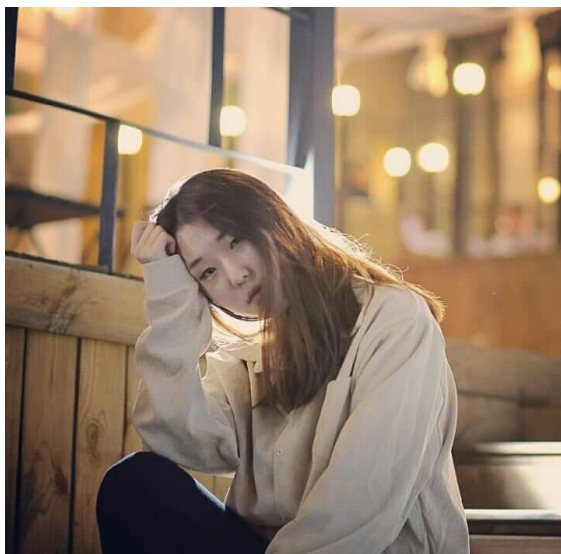
## 5.0 Appendix A – Personas and Scenarios



### Ha Youn Noh

Ha Youn Noh is a 21 years old student at Yonsei University in Korea. She lives about 20 min from the campus. She is very obsessively compulsive about time. She personally cannot handling any sort of waiting. She always gets up around 5 am to start her day. She usually spends most of her time indoors, usually at home watching movies. She loves watching movies but she doesn't enjoy going to the theatre to watch movies because it's usually crowded and very time consuming which she hates.

Also she doesn't necessary like watching recent movies all the time because they are usually very trendy but she enjoys old, classic movies. Whenever she chooses what movies to watch, she always refers to the reviews. However, she doesn't like to get spoiled while reading reviews so she is very careful about that.



### Jeeyae Lee

Jeeyae Lee is a 21 years old student at Yonsei University in Korea. She was born and raised in Daegu, Korea but she moved to Seoul for college. Therefore, she was very homesick when she first moved to Korea so she has spent a lot of time with her friends who reside in the dorm in Songdo campus. In Songdo, there are not many things to do. So people usually go shopping or go to the movie theatres. She prefers watching movies over shopping because she is more of an introvert who enjoys staying indoors. Whenever Ji-ye goes to watch movies, she usually watches what her friends want

to watch. She usually trusts her friends' taste of movies so she goes with them without looking up movies herself. However, sometimes, when she happens to see a trailer that looks interesting, she suggests to go watch the specific movie with her friends. So for Ji-ye, her friends' recommendations or interesting trailers affect her very much when choosing what to watch.

### **Hyein Kwon**



Hyein is a 20 years old student at Yonsei University. She was born and raised in Gumi all her life. However, she moved to Seoul to attend Yonsei University. She is a very outgoing person who loves spending time outside. She loves to go on spontaneous walks whenever she has free time. On those spontaneous walks, she gets drawn to the movie theatre because she is a huge movie lover. For her, movies are best to be seen in the movie theatres because of its amazing screen and sound quality. Therefore, she is an expert in the field of movies, in general, always following up what is to come. She looks up posters, trailers, and reviews if there are any. However, although some movies sometimes have bad reviews overall, she

usually still goes to see all the movies that are out because she believes that everyone could have different opinions.

## 6.0 Appendix B - Heuristics

### **A. Errors - help diagnose, recognize and recover from them**

- A1 Are error messages clear and in plain language?
- A2 Are error messages useful (suggest the cause of the error)?
- A3 Do error messages provide a clear exit point?
- A4 Do error messages provide contact details for assistance?
- A5 It is easy to contact support through email or a web form?

### **B. Errors prevention**

- B1 Are potential errors recognized before becoming a problem?
- B2 Does the system prevent users from making errors whenever possible?
- B3 Does the system warn users if they are about to make a potentially serious error?
- B4 Are menu choices logical, distinctive, and mutually exclusive?
- B5 Are data inputs case-blind whenever possible?
- B6 Does the system warn users if they are about to make a potentially serious error?
- B7 Are touchable areas sufficiently big? (Research has shown that the best target size for widgets is 1cmx1cm for touch devices)
- B8 Is crowding targets avoided? (When targets are placed too close to each other, users can easily hit the wrong one)
- B9 Although the visible part of the target may be small, is there some invisible target space that if a user hits that space, their tap will still count?
- B10 Are the function keys that can cause the most serious consequences in hard-to-reach positions?
- B11 Are the function keys that can cause the most serious consequences located far away from low-consequence and high-use keys?

### **C. Help and documentation**

- C1 Is there online help?
- C2 Is the available help useful?
- C3 A site map or other navigational assistance is always readily available?
- C4 Is the available documentation too large?
- C5 If it exists, is the help information accurate, complete and understandable?
- C6 Presentation: Is the visual layout well designed?

C7 Do the instructions follow the sequence of user actions?

#### **D. Consistency and Standards**

D1 Does the system follow conventions and expectations?

D2 Is a legend provided if colour codes are numerous or not obvious in meaning?

D3 Are commands used the same way and do they mean the same thing in all parts of the system?

D4 Are attention-getting techniques used with care?

D5 Is intensity maintained in two levels only?

D6 Is the number of colour used constrained up to four? Are additional colours saved for occasional use only?

D7 Are the colour far apart along the visible spectrum?

D8 Are soft tones used for regular positive feedback and harsh for rare critical conditions?

D9 If the system has multi-page data entry screens, do all pages have the same title?

D10 Do on-line instructions appear in a consistent location across screens?

D11 Have industry or company standards been established for menu design, and are they applied consistently on all menu screens in the system?

D12 Are there no more than twelve to twenty icon types?

D13 Are menu choice names consistent, both within each menu and across the system, in grammatical style and terminology?

D14 Does the structure of menu choice names match their corresponding menu titles?

D15 Does the menu structure match the task structure?

D16 When prompts imply a necessary action, are the words in the message consistent with that action?

D17 Does the look & feel correspond with goals, characteristics, contents and services of the web site?

#### **E. Recognition rather than recall**

E1 Have items been grouped into logical zones, and have headings been used to distinguish between zones?

E2 Is colour coding consistent throughout the system?

E3 Are inactive menu items greyed out or omitted?

E4 Are available options always clearly presented? Are labels and links described clearly?

E5 Are high levels of concentration not required and remembering information doesn't take more than two to fifteen seconds?

E6 Are all data a user needs on display at each step in a transaction sequence?

- E7 If users have to navigate between multiple screens, does the system use context labels, menu maps, and place markers as navigational aids?
- E8 After the user completes an action (or group of actions), does the feedback indicate that the next group of actions can be started?
- E9 Are optional data entry fields clearly marked?
- E10 Do data entry screens and dialog boxes indicate when fields are optional?
- E11 Is page length controlled?
- E12 Do the task flow should start with actions that are essential to the main task? And can the users start the task as soon as possible?
- E13 Are the controls that are related to a task grouped together and reflect the sequence of actions in the task?
- E14 For question and answer interfaces, are visual cues and white space used to distinguish questions, prompts, instructions, and user input?
- E15 Does the data display start in the upper-left corner of the screen?
- E16 Have prompts been formatted using white space, justification, and visual cues for easy scanning?
- E17 Do text areas have "breathing space" around them?
- E18 Are there "white" areas between informational objects for visual relaxation?
- E19 Does the system provide visibility: that is, by looking, can the user tell the state of the system and the alternatives for action?
- E20 Are size, boldface, underlining, colour, shading, or typography used to show relative quantity or importance of different screen items?
- E21 Is colour used in conjunction with some other redundant cue?
- E22 Is there good colour and brightness contrast between image and background colours?
- E23 Have light, bright, saturated colours been used to emphasize data and have darker, duller, and desaturated colours been used to de-emphasize data?

## **F. User control and freedom**

- F1 When a user's task is complete, does the system waits for a signal from the user before processing?
- F2 Is there an "undo" function at the level of a single action, a data entry, and a complete group of actions?
- F3 Can users cancel out operations in progress?
- F4 Are menus broad (many menu items) rather than deep (many menu levels)?
- F5 f the system has multiple menu levels, is there a mechanism that allows users to go back to previous menus?
- F6 Is there any way to inform user about where they are and how to undo their navigation?
- F7 When a user's task is complete, does the system wait for a signal from the user before

processing?

F8 Can users easily reverse their actions?

F9 Can users cancel out of operations in progress?

F10 Are menus broad (many items on a menu) rather than deep (many menu levels)?

F11 If users can go back to a previous menu, can they change their earlier menu choice?

F12 Can users set their own system, session, file, and screen defaults?

F13 Can users move forward and backward between fields or dialog box options?

F14 If users can go back to a previous menu, can they change their earlier menu choice?

F15 Are exits clearly marked?

### **G. Visibility of system status**

G1 Is it clear what information is available at the current location?

G2 The current information matches the expected?

G3 Is it clear where you can go from the current location?

G4 Is it always clear what is happening from each action you perform?

G5 Do menu instructions, prompts, and error messages appear in the same place(s) on each page?

G6 Is there some form of system feedback for every operator action?

G7 Is there visual feedback in menus or dialogue boxes about which choices are selectable?

G8 Is there visual feedback in menus or dialogue boxes about which choice the cursor is on now?

G9 If multiple options can be selected in a menu or dialogue box is there visual feedback about which options are already selected?

G10 If there are observable delays (greater than 15s) is the system's response time, is the user kept informed of the system's progress?

G11 If the list contains only one item, is the user taken directly to that item?

G12 Are high informative contents placed in high hierarchy areas?

G13 Do all the items on a list are on the same page? Are they sorted in an order that matches the needs of the task?

G14 If a list of items can be sorted according to different criteria, does it provide the option to sort them according to all those criteria?

G15 If a list contains items that belong to different categories, are there filters for users to narrow down the number of elements that they need to inspect?

G16 Is the logo meaningful, identifiable and sufficiently visible?

G17 Is there any link to detailed information about the enterprise, web site, webmaster...?

G18 In articles, news, reports... Are the author, sources, dates and review information shown clearly?

G19 Are response times appropriate for the users cognitive processing?

G20 Are response times appropriate for the task?

G21 If there are observable delays (greater than fifteen seconds) in the system's response time, is the user kept informed of the system progress?

G22 Is there visual feedback in menus or dialog boxes about which choices are selectable?

G23 Are links recognizable? Is there any characterization according to the state (visited, active,...)?

G24 When swiping gesture is possible, is a visible clue offered to users? Is swiping used with a unique meaning in the same screen?

## **H. Flexibility and efficiency of use**

H1 Does the system allows novice users to enter the simplest, most common form of each command, and allows expert users to add parameters?

H2 If the system uses a pointing device, do users have the option of either clicking on fields or using a keyboard shortcut?

H3 On menus, do users have the option of either clicking directly on a dialogue box option or using a keyboard shortcut?

H4 Is the searching box easily accessible?

H5 Is the searching box easily recognizable?

H6 Is there any advanced search option?

H7 Are search results shown in a comprehensive manner to the user?

H8 Is the box width appropriated?

H9 Is the length of the search box at least the size of the average search string? Or better, is it the largest possible size that will fit on the screen?

H10 Are search strings preserved between searches? Are there auto-completion and suggestions?

H11 Are several search boxes with different functionalities on the same page avoided?

H12 If the search returns zero results, is some alternative searches offered or a link to the search results on the full page?

H13 Are links with good information scent (that is, links which clearly indicate where they take the users)?

H14 Does the system allow novice to use a keyword grammar and experts to use a positional grammar?

## **I. Presentation - Aesthetic and minimalist design**

I1 Is the site structure simple and clean?

I2 Do colour choices allow for easy readability?

I3 Is the site aesthetically pleasing?

I4 Are field labels brief, familiar and descriptive?



I5 Are menu titles brief, yet long enough to communicate?

**J. Match between the system and the real world**

J1 Are icons concrete and familiar?

J2 Are menu choices ordered in the most logical way?

J3 Do the selected colours correspond to common expectations about colour codes?

J4 Are input data codes meaningful?

J5 Is the vocabulary appropriate for the intended audience?

## 7.0 Appendix C - Other Issues (Severity ratings 2 - 0)

### A. Errors - help diagnose, recognize and recover from them

Severity	Problem	Ref.
0	Error messages are very clear and written in a very plain language.	A1
0	There is an option to email the customer service within the application. However, you cannot receive a reply within the application.	A5

### B. Errors prevention

Severity	Problem	Ref.
2	It is difficult to rate because rating icons are very small.	B7
0	The option for deleting an account is far away from other frequently used buttons and the system asks you twice when you click the option for deleting an account.	B10, B11

### C. Help and documentation

Severity	Problem	Ref.
2	The FAQ is very difficult to find and the questions in FAQ are not categorized in certain orders.	C1
1	There is no site map.	C3
1	The visual layout of FAQ is very clear and plain, but it states unnecessary dates.	C6
0	Instructions for the applications are very well guided for the novice. (Ex. detailed explanations on different menus)	C7
0	Search instruction ("You can search movies or TV series by titles, actors,	C7

	producers, or users”) is well written right inside the search box itself.	
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#### **D. Consistency and Standards**

Severity	Problem	Ref.
1	Design: too many colors being used for ambiguous options. For example, tags are randomly colorized. (Main colors: hot pink, white, black, and mint)	D2, D6
1	Look & Feel does not correspond. Should provoke more feelings and emotions as this application is a movie application.	D17
0	There is only a few kinds of icons and they are very clear.	D12
0	Important informations are highlighted in color hot pink.	D8

#### **E. Recognition rather than recall**

Severity	Problem	Ref.
2	When adding movies to your collection, you cannot see the ratings you have given to the specific movies.	E5
2	There is no “done” button when rating the movies that you have watched previously. You just have to exit out because it is automatically saved. (memory load reduction)	E6
1	The colors for tags are very randomly organized.	E21
0	You can easily see all of your selected tags at the bottom of the page.	E6
0	Colors, Bold, Underlines are very clearly used.	E20

#### **F. User control and freedom**

Severity	Problem	Ref.
2	There is only a backward option; the forward option is not available	F13

1	The only thing you can personalize to your preference is the order of the main menus: Movies, TV, Books	F12
0	There is an option to do certain features later such as rating movies or leaving a review	F14
0	Exit buttons are clearly marked	F15

#### **G. Visibility of system status**

Severity	Problem	Ref.
2	It is possible to see the movies you have watched in a few different categories such as Recently Added, Alphabetical, Newest movies or Oldest movies, or Average Ratings) However, if you want to see the list based on your ratings, you need to move on to a complete different section.	G14
2	When adding movies to a collection, you cannot see the movies in certain categories such as ratings, recently added, etc.	G14
1	There is no sign indicating links you have previously selected.	G23
0	Logos are always visible, clear, and appropriately placed.	G16

#### **H. Flexibility and efficiency of use**

Severity	Problem	Ref.
2	There is no suggestion of alternatives when there is no result.	H12
0	The width and length of the search box is appropriate and it is easily recognizable.	H5, H10
0	Auto suggestion is available while auto completion is not.	H10
0	By double clicking the search button in the bottom menu bar, it directly takes you to the search engine.	H14

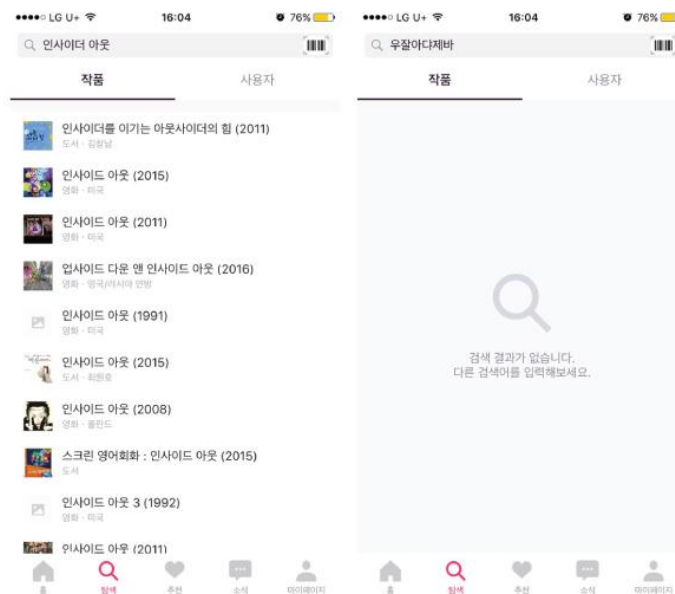
#### **I. Presentation - Aesthetic and minimalist design**

#### **J. Match between the system and the real world**

## 8.0 Appendix D - Screenshots

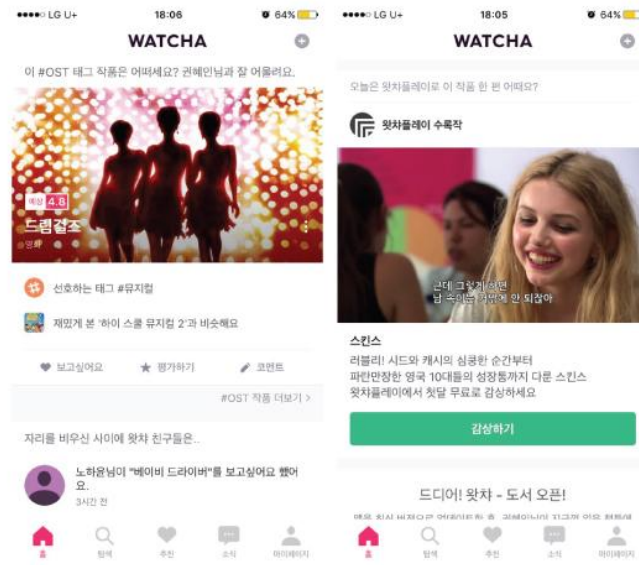


You can easily see all of your selected tags at the bottom of the page (E6).



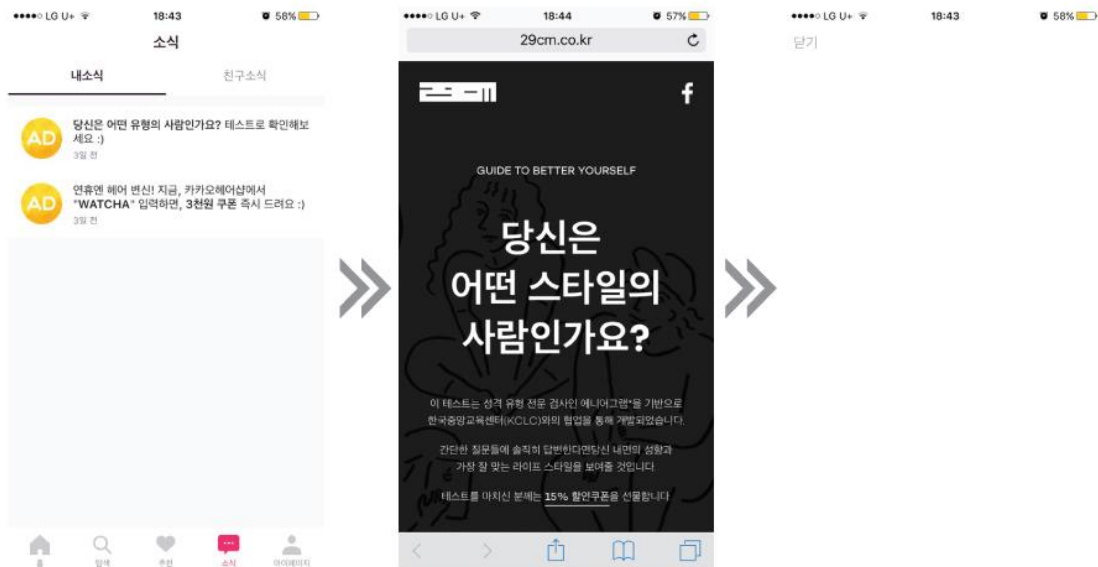
There is no suggestion of alternatives when there is no result (H12).

If there are more than two typos in the searching keyword, the search returns no results.



It is not obvious which one is clickable or not. There is no visual difference.

Clicking the picture on the left one leads to detailed information of a movie, but nothing happens when clicking the picture on the right one .



Links do not clearly indicate where they take the users (H13).

When the application takes you to a separate link, you have to click backward twice to actually come back (have to click 닫기 in the last screen).