**Heuristic Evaluation #1 (60 points)**

**Due: 2/14/22**

**Q1 Product Walkthrough (40 points)** For this section we will walk through an example use-case of the product. In this assignment, I will start you off by assigning a well design product. As you walk through the basic steps, write down what steps you took and how the system responded. Once you note how the system responded, tell me your thoughts and feelings as things are happening. Do the actions you are taking seem natural, is the system responding in a way you expected?

Today’s product walkthrough is of Chipotle’s mobile ordering system ([www.chipotle.com](http://www.chipotle.com/)), the website not the app.

**Perform the following tasks:**

1. Reminder, we are testing the mobile interface:
   1. During Business hours! (The ordering section closes when store hours end)
   2. With your phone, open a new Private Window on your web-browser. (This is to ensure that the system does not instantly know your location. Especially, if you have previously ordered from Chipotle.) Go to [www.chipotle.com.](http://www.chipotle.com/)
   3. If you are ever asked to input a location, type 46815 zip code and choose any of the Fort Wayne locations.
2. Create three different orders. – Not the Catering Section
   1. The contents of the three orders are up to you. (Don’t worry, you will not actually need to order/pay anything for this assignment)
3. Once you have the three different orders created go to the check-out page.
   1. **Do not actually purchase the meal** but look at the checkout page and see if the design fits your expectations.

**Q2 (20 points)** For this assignment you will get your first look at a Heuristic Evaluation. I mentioned Chipotle’s ordering system is well designed. Yet, improvements can always be made. Take a look at ([www.chipotle.com](http://www.chipotle.com/)) and provide feedback.Consider Nielsen’s heuristics of user experience design, provided below:

* Visibility of system status.
* Match between system and real world.
* User control and freedom.
* Consistency and standards.
* Error prevention.
* Recognition rather than recall.
* Flexibility and efficiency of use.
* Aesthetic and minimalist design.
* Help users recognize, diagnose, recover from errors.
* Help and documentation.

Check out this link for a full explanation of the different heuristics. (<https://www.nngroup.com/articles/ten-usability-heuristics/>) List all the issues you found and describe how the issue goes against the heuristics.

Don’t worry too much about the way you format any findings. Mainly state what you found, and which of the Heuristics the issue violates. Please take screenshots.

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| Question and Portion | Points |
| Q2 Heuristic issues found | 10/10 |
| Q2 Explanation of the issues | 10/10 |