

Nielsen Norman Group

Heuristic Evaluation

For each of Jakob's 10 Usability Heuristics, look for specific places where the interface fails to adhere to the guideline. Write your recommendations for how to fix those usability issues.

<https://www.nngroup.com/articles/ten-usability-heuristics/>

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Product: Figma prototype Obero

Task: Design evaluation

1

Visibility of System Status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

- Does the design clearly communicate its state?
- Is feedback presented quickly after user actions?

Issues

No issues.

Recommendations

2

Match Between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

- Will user be familiar with the terminology used in the design?
- Do the design's controls follow real-world conventions?

Issues

The ingredients are in English, not everyone might be able to understand it.

When viewing a menu item, you see the words [caption] and [description]. This does not follow real-world conventions.

I'm not sure how clear 'open tab' is.

Recommendations

Ask the thoughts of Dutch speaking people of different ages.

Remove these words.

Ask different people of different ages if they understand this.

3

User Control and Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

- Does the design allow users to go back a step in the process?
- Are exit links easily discoverable?
- Can users easily cancel an action?
- Is *Undo* and *Redo* supported?

Issues

No cancel button after 'add note' was clicked.

The 'return to menu' button might need to be a bigger font size.

Recommendations

Perform usertests to see if this is needed.

A/B testing

4

Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

Follow platform and industry conventions.

- Does the design follow industry conventions?
- Are visual treatments used consistently throughout the design?

Issues

The 'our best sellers' element is visually inconsistent: cocktails with more ingredients take up more space

There are 5 different font sizes. This might be inconsistent according to standards.

Recommendations

A/B test how to best solve this issue.

Perform literature study into this subject.

5

Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

- Does the design prevent slips by using helpful constraints?
- Does the design warn users before they perform risky actions?

Issues

No issues

Recommendations

6

Recognition Rather Than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

- Does the design keep important information visible, so that users do not have to memorize it?
- Does the design offer help in-context?

Issues

When items get added via the menu page, and afterwards the menu item is viewed, there will be an 'add to cart' button, even though they might have already added it to the cart.

Recommendations

A/B test if other text would make more sense. Possibly 'currently in cart' or removing the button unless the amount changes.

7

Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- Does the design provide accelerators like keyboard shortcuts and touch gestures?
- Is content and functionality personalized or customized for individual users?

Issues

Content might need to get personalized for individual users with a food allergy or dietary wishes.

Recommendations

Interview people with food allergies and dietary wishes.

8

Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

- Is the visual design and content focused on the essentials?
- Have all distracting, unnecessary elements been removed?

Issues

If a menu item has a lot of ingredients it can get crowded.

Recommendations

Do A/B testing into how to display this. Should only allergen information be displayed, the main ingredients or no ingredients at all?

9

Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

- Does the design use traditional error message visuals, like bold, red text?
- Does the design offer a solution that solves the error immediately?

Issues

Possibly not applicable.

Recommendations

Short brainstorm session which errors could arise to determine if a design needs to be made for these situations.

10

Help and Documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

- Is help documentation easy to search?
- Is help provided in context right at the moment when the user requires it?

Issues

No issues

Recommendations