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YAHOO!

COURSE: HUMAN COMPUTER INTERACTION

UNIVERSITY OF AVEIRO

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# CONTENT

01

Explain our choice of the product

02

Briefly describe the product, its objectives, target users and main UI aspects

03

Briefly describe how the evaluation method was used (Heuristic Evaluation (HE) with which set of heuristics and severity scale, and Streamlined Cognitive Walkthrough (if used))

04

Describe the main potential usability issues found with Heuristic Evaluation

05

Describe the main potential usability issues found with Cognitive Walkthrough

06

Show a summary of the problems found with HE by each evaluator in a table

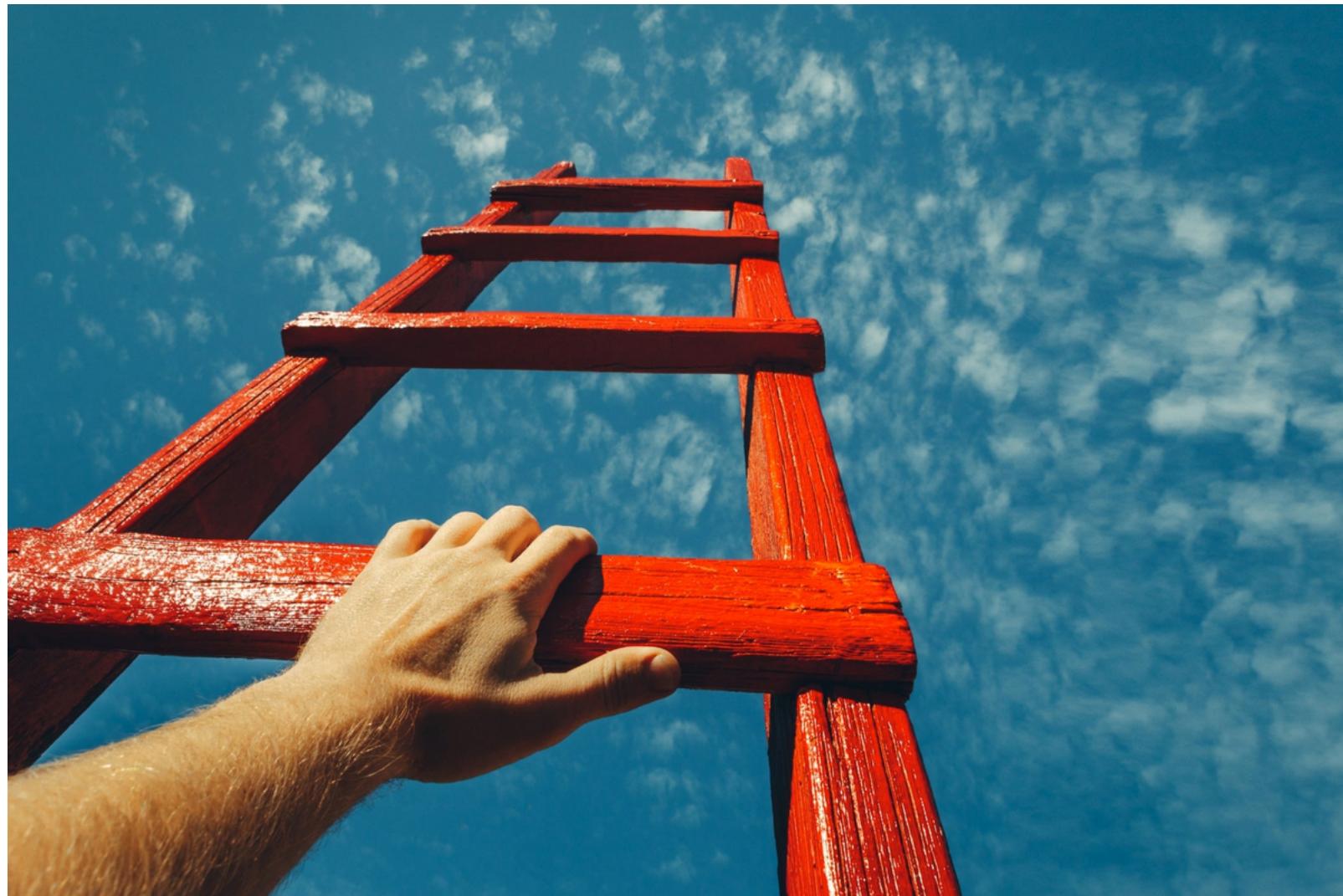
07

Make a general appreciation of the product usability

08

Other Considerations

# MOTIVATION



- Historical significance
- Our Past personal experience with this WebSite
- With our experience, we acknowledged some UI/UX system problems

# YAHOO!

## What is it?

Yahoo is an historical WebSite and one of the most famous Websites, firstly found in 1994 on the internet and It provides users with online utilities, information, and access to other web sites, a web portal, a search engine related to mail, news, finance, entertainment and sports.

## Target Users

Casual internet users who want to stay up to date on present events, check their emails, watch, for example, what happened this week on football champions league.



## HEURISTIC EVALUATION (HE)

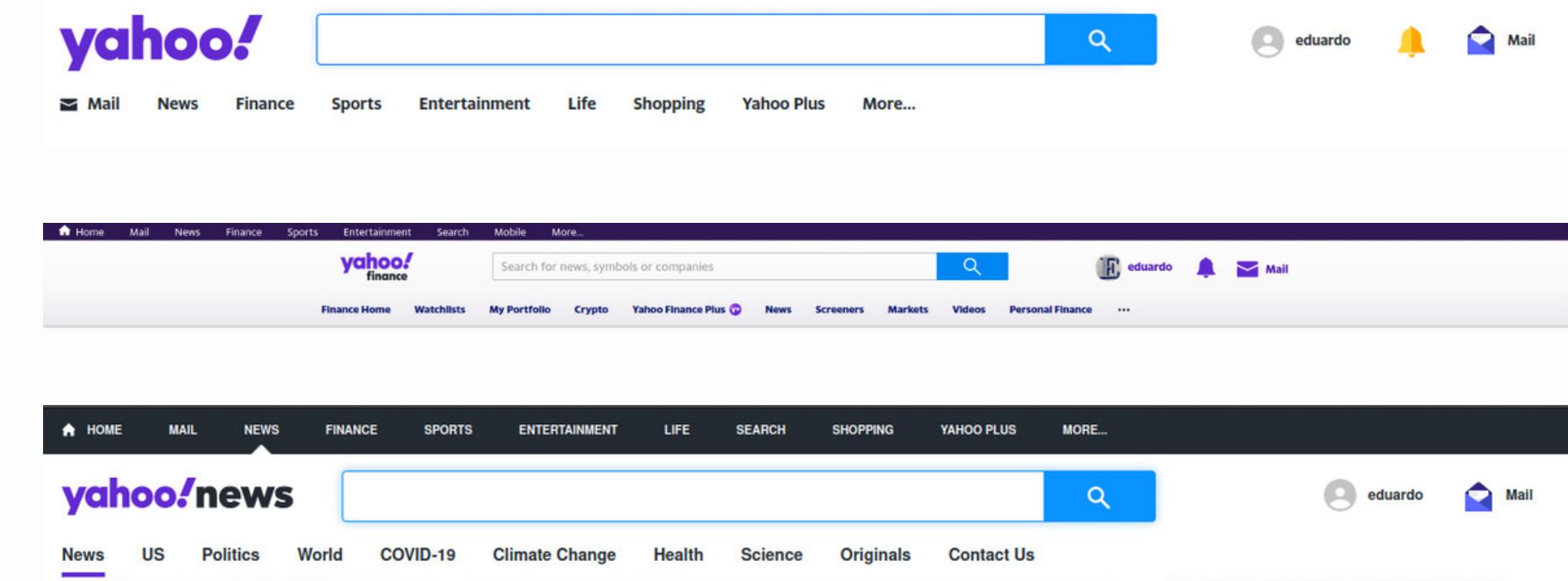
Severity Rating	Description
0	I don't agree that this is a usability problem at all
1	Cosmetic problem only: need not be fixed unless extra time is available on project
2	Minor usability problem: fixing this should be given low priority
3	Major usability problem: important to fix, so should be given high priority
4	Usability catastrophe: imperative to fix this before product can be released

- **Severity Ratings for Usability Problems** can be used to allocate the most resources to fix the most serious problem, therefore, o Better evaluate Yahoo's WebSite we used Jakob Nielsen's Severity Scale presented in the table on the left

# GUI PROBLEMS

## HEURISTIC EVALUATION

- **PROBLEM:** Different Pages, Different UI's
- **HEURISTIC:** Consistency and standards & Recognition rather than recall
- **SEVERITY:** 2
- **Description:** UI's WebSite differs a lot from page to page making it difficult for the user to find the different possible ways to their desirable action/page

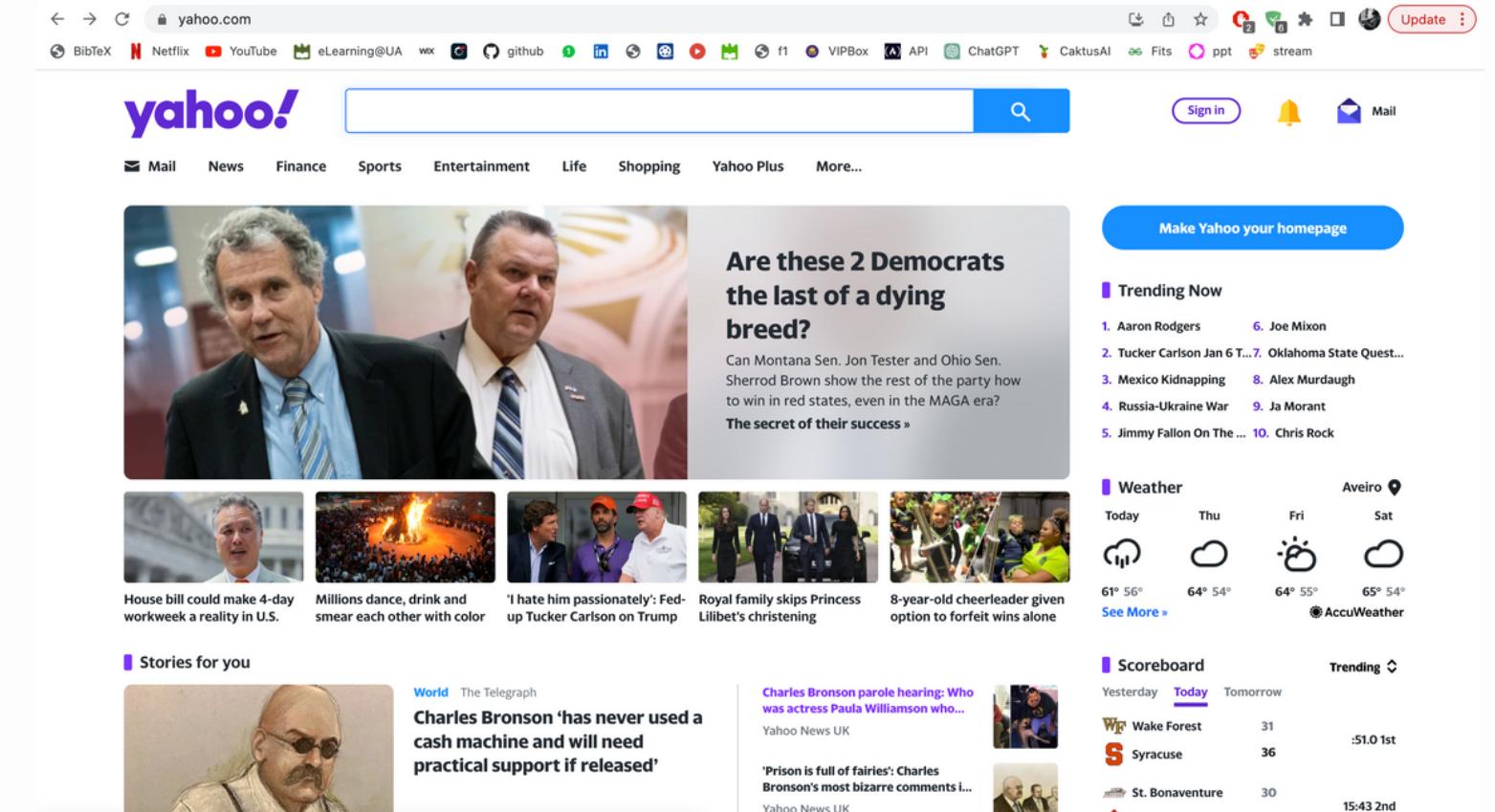


Google Chrome

# GUI PROBLEMS

## HEURISTIC EVALUATION

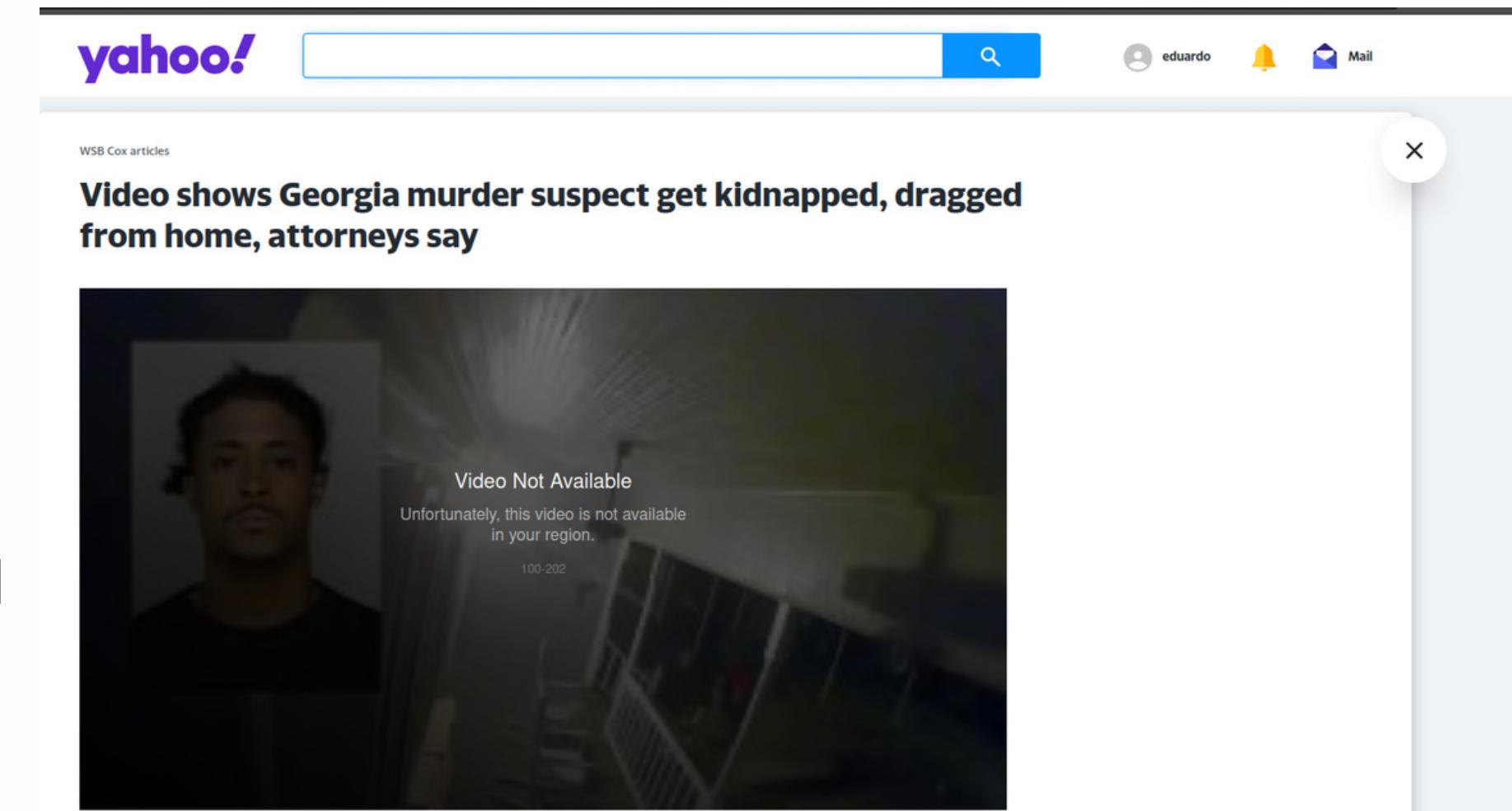
- **PROBLEM:** Too much and undesirable information
- **HEURISTIC:** Aesthetic and minimalist design
- **SEVERITY:** 3
- **Description:** Yahoo's WebSite contains information that is irrelevant or rarely needed for users along side with too much information



# GUI PROBLEMS

## HEURISTIC EVALUATION

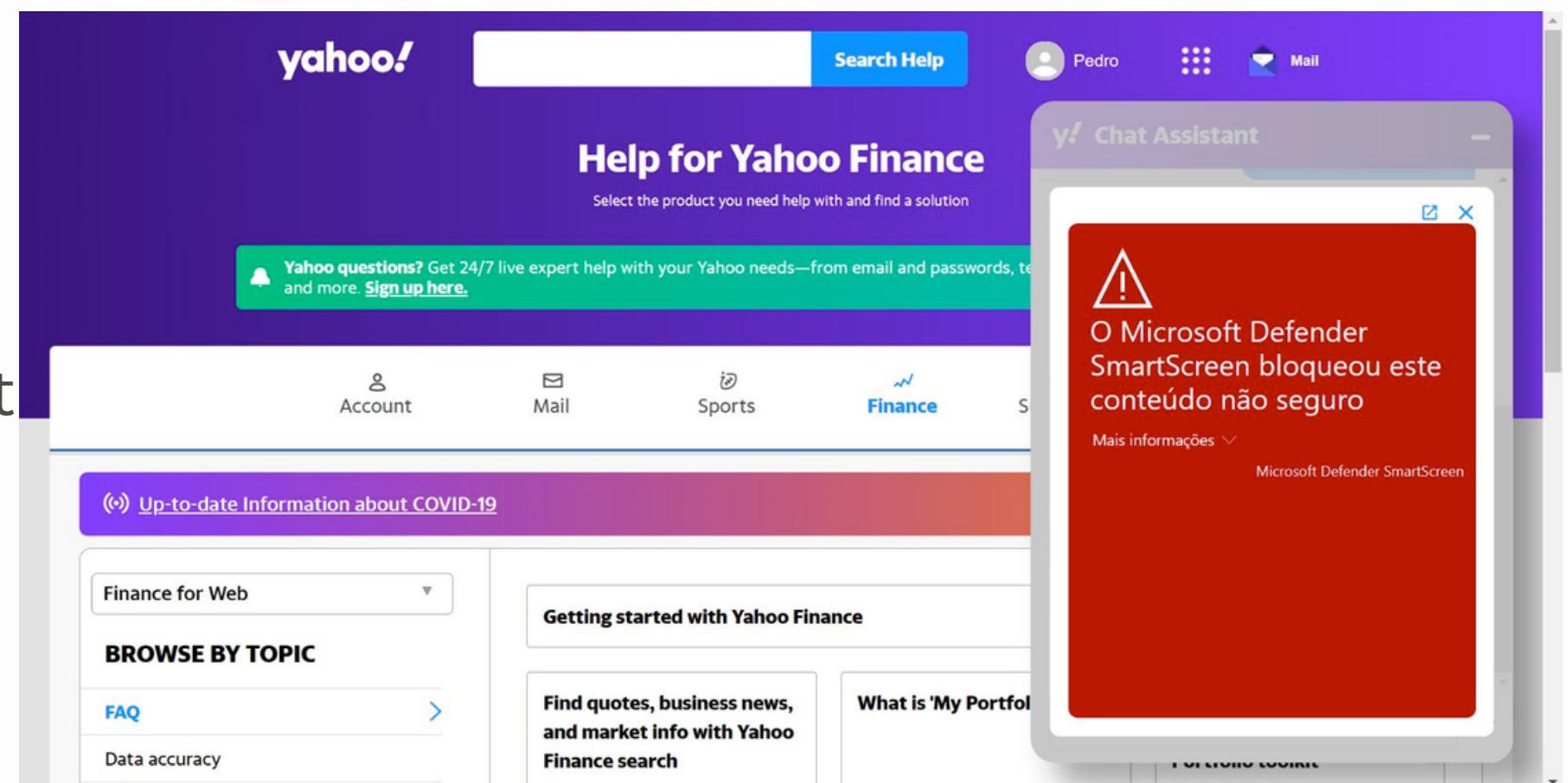
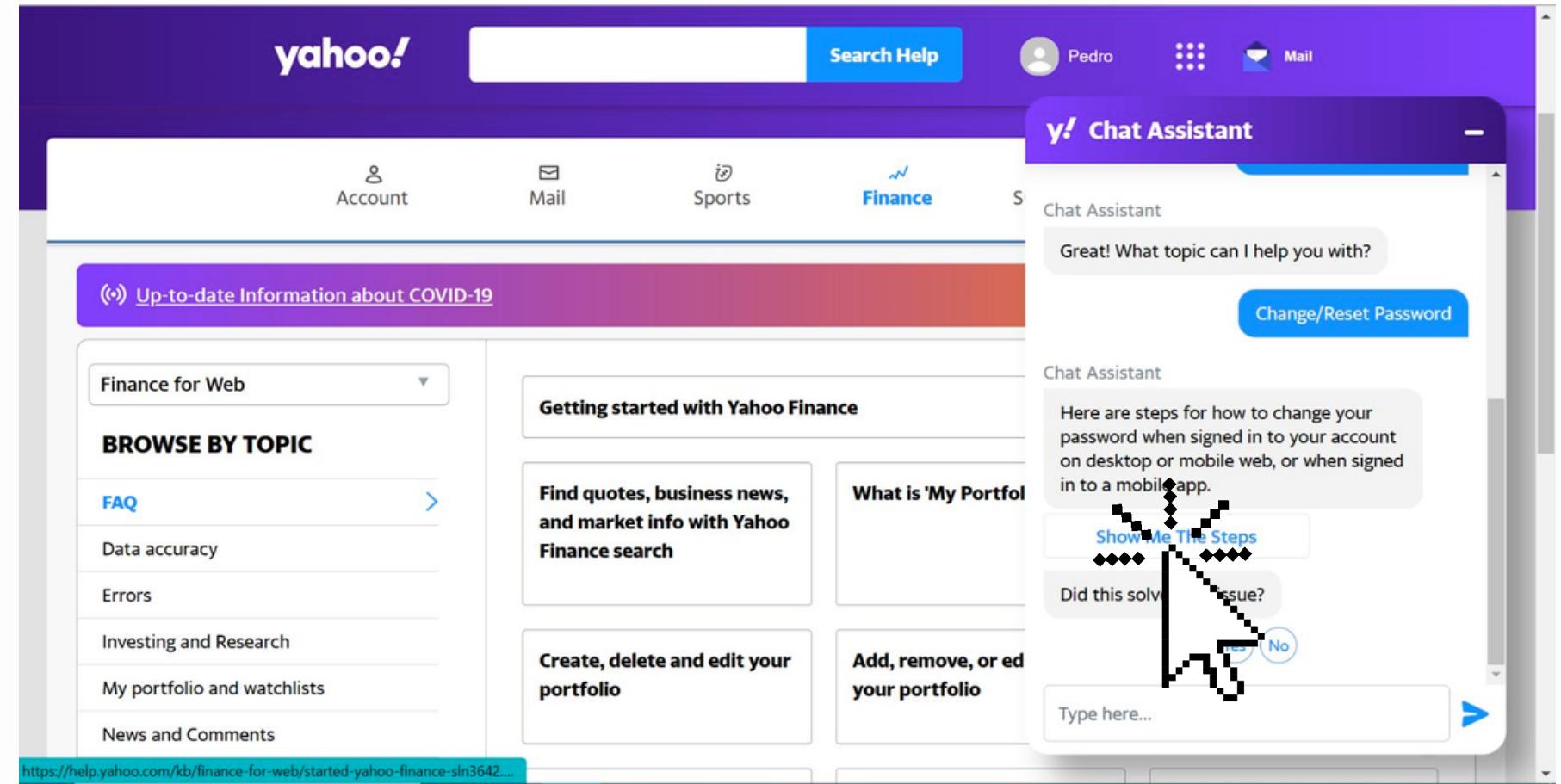
- **PROBLEM:** Censorship
- **HEURISTIC:** Help users recognize, diagnose, and recover from errors
- **SEVERITY:** 2
- **Description:** This news is associated with a video, but this one is not available in our region, which shouldn't happen in a news WebSite, what makes the user not receive the information he wanted



# GUI PROBLEMS

## HEURISTIC EVALUATION

- **PROBLEM:** No solution to an error message
- **HEURISTIC:** Help users recognize, diagnose, and recover from errors
- **SEVERITY:** 4
- **Description:** With Yahoo's chat assistant, when user asks to change/reset password the assistant provides with a button/link with the steps to do it, but when clicked on it there's an error message that pops up and doesn't provide a real solution

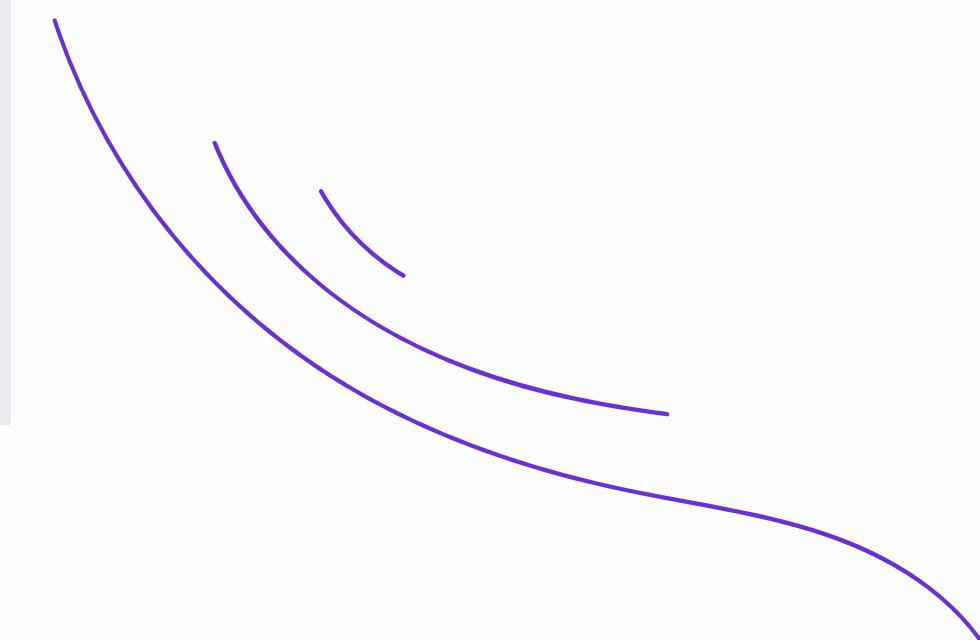


## HE BY EACH EVALUATOR IN A TABLE

Heuristics	João Ferreira	Eduardo Fernandes	Pedro Durval
<b><i>Different Pages, Different UI's</i></b>	2	2	2
<b><i>Too much and undesirable information</i></b>	3	3	3
<b><i>Censorship</i></b>	2	3	2
<b><i>No solution to an error message</i></b>	4	4	4

# GUI SOLUTIONS

- Simplify the interface (it might induce users in error)
- Improve navigation
- Use responsive design
- Improve page load times
- Provide clear calls-to-action
- Use whitespace effectively
- Direct links to the subject's link/section

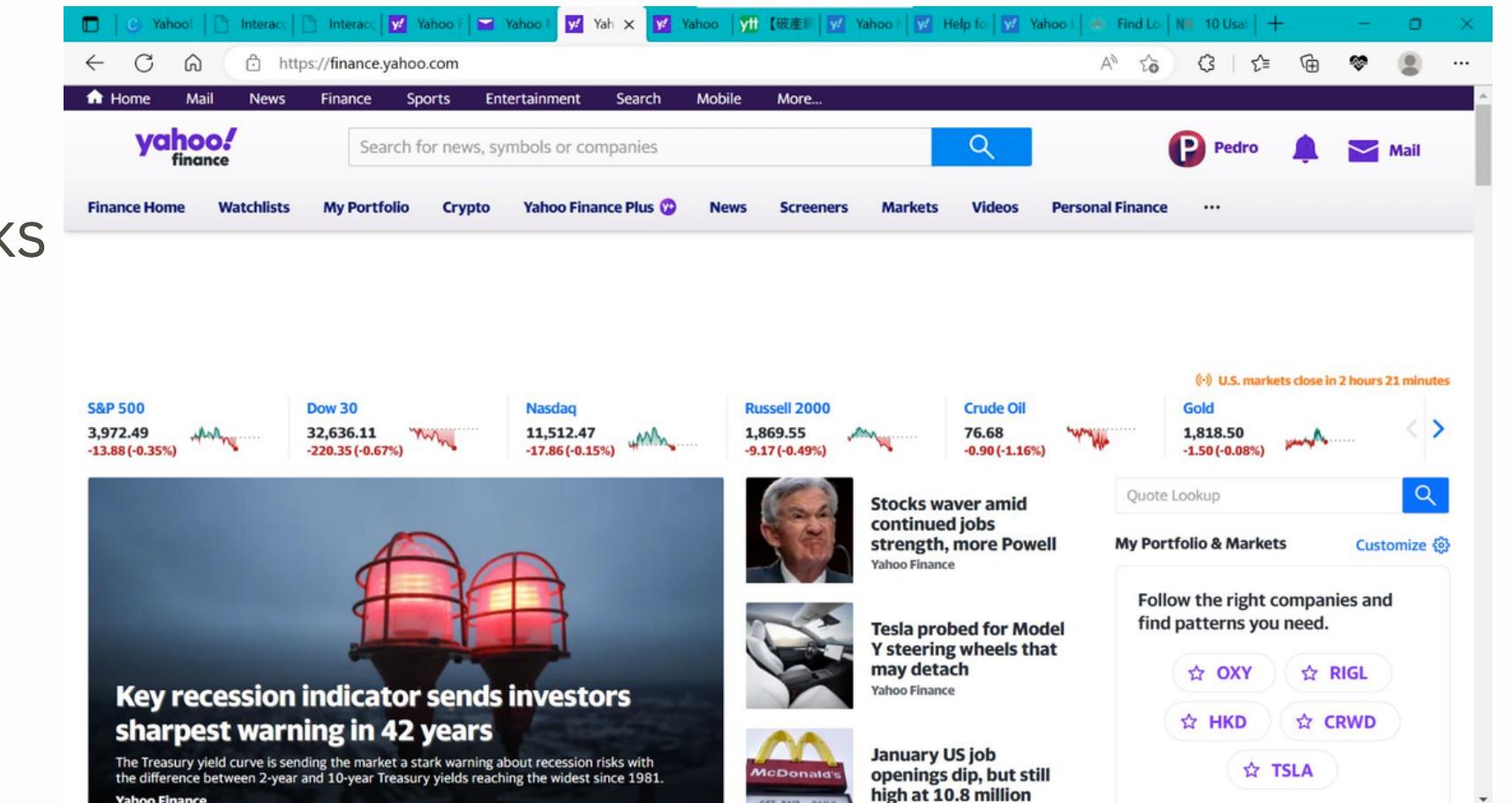


# COGNITIVE WALKTHROUGH

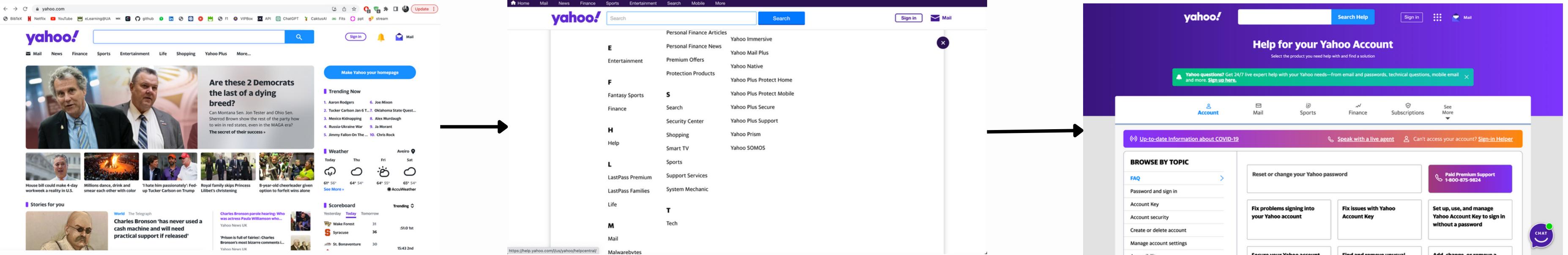
- **Task:** Go to Finance Page, look for Apple's Stocks and then return to Home Page

- **User:** Stock investors

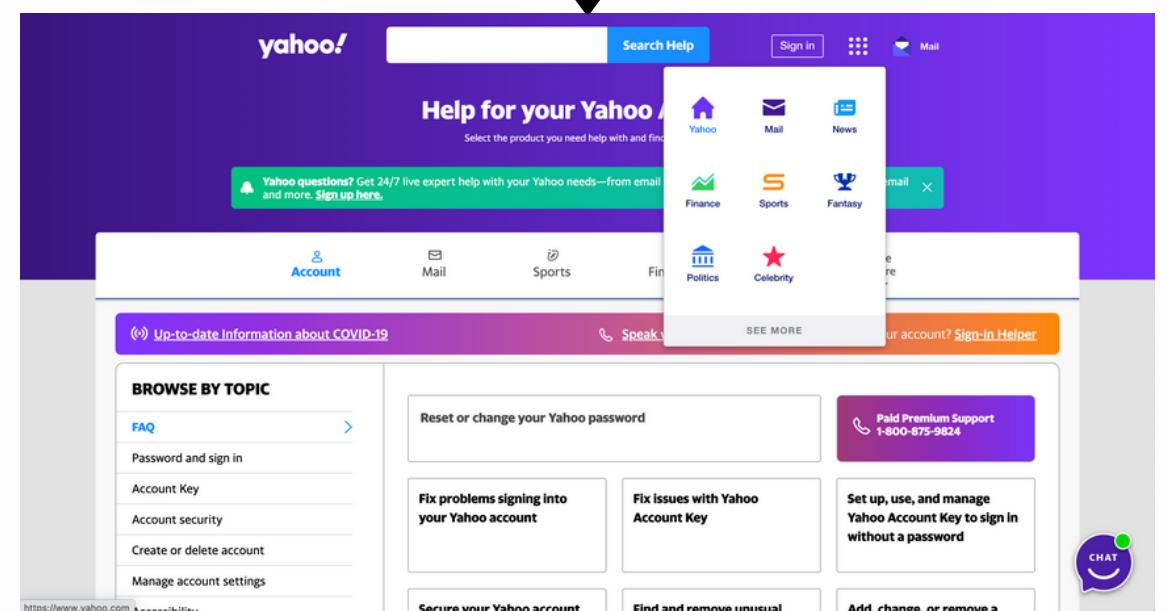
- **Q1:** Will the user know what and how to do?
- **Q2:** Can the user find Apple's Stocks? After this can he return to Home Page? Is it ambiguous



# COGNITIVE WALKTHROUGH



- Task: Go to Help Page and go back to Home Page
- Q1: Can the user look for Help Page?
- Q2: In the Help Page can the user return to Home Page without concerns?



# GENERAL APPRECIATION OF THE YAHOO'S WEBSITE USABILITY



This illustration represents Yahoo's WebSite

By Chris Leavens

## CONCLUSION

### ACCESSIBILITY/ USABILITY

For the basic tasks, this platform has proven suitable. However as the specificity increases the flaws start accumulating

### PERFORMANCE

In terms of content, this website performs accordingly to the expectations. Although the use of more distinguishing features lacks in comparison to other browsers

### REFINEMENTS

Activities such as returning to the home page or resetting the password with help of chatbot need several bug fixes and accessibility improvements