# P3: Heuristic Evaluation
# Case: Pet Adoption Website

1. **Visibility of System Status**
   *The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.E.g.: color change, loader, sound (twitter).*

   After a user is logged in, the name of the logged in user is not displayed. There is no way for a user to know who is logged into the account. This can very easily cause issues in the future. A profile picture is present and can be used as an indicator but many users will not bother including a picture and will most likely have a the default user image.

2. **Match Between System and Real World**
   *The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.E.g.: iBooksapplication using the appearance of bookshelf*

   One factor that many pet owners would consider is the size of the animal they adopting. Dogs of different sizes require varying amounts of food, attention, commitment, and environment from the owner. The Pet Info page provides information about the pets, It has a filter for Age, Species, and Location, but lacks one that filters for pet size and information about the sizes of the dogs in general. Adding in this filter could help users that are less informed about dog species more easily find a match. Users could more easily accommodate an adopted dog if they know their size.

3. **User Control and Freedom**
   *Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo. E.g.: Google undo delete email, cancel the upload of a file before its fully uploaded*

   The lack of confirmation dialogues could cause the user to make errors in inputting or submitting information. Since adopting a pet requires the exchange of information, the process should have safety nets to avoid misinput. To avoid having to restart a process due to an error, it is important to give the user second chances before they commit.

4. **Consistency and Standards**
   *Users should not have to wonder whether different words, situations, or actions mean the same thing.E.g.: Submit button should look the same across the site.*

   The Email for the service is petadoptioncontact while the twitter and youtube names are petadoptionofficial. The difference in the contact info here could potentially confuse a user. Alternatively, a person could create the email under the name petadoptionofficial and harm users by sending malicious or fake emails using a seemingly “legitimate” email domain for the site. Appending the word “official” to the end of a youtube or twitter username could cause a user to question the integrity of the accounts. Many company twitter and youtube channels never include the words “official” in their name or description.

5. **Error Prevention**
   *Even better than good error messages is a careful design which prevents a problem 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.E.g.: Google Search trying to correct my spelling, validate password as the user types*

   Search bar was implemented at the upper right hand corner. However, search bar did not implement any autocorrection or try to validate it as the user types. Sign in page was missing validation process where users could potentially create the emails that does not exist or does not belong to that specific users. The potential outcome of this is producing spam that no users would like to see.
   The sign in page does not restrict the users in terms of the size of the passwords or characters it could have. This may potentially leads the users to lose it’s passwords and there is a risk of users passwords to be hacked.

6. **Recognition Rather Than Recall**
   *Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate. E.g.: amazon list of recently viewed items, suggestions by your browsing history.*

   Navigation controls are visible throughout every page included within the website. Along the side, the top and the bottom of the page are different links

to other pages to navigate the website. Through constant visibility, the user does little to remember how to access certain areas within the website. This is done cleanly through remaining in the defined areas and not leaking into the main content of the pages.

The ability to change the profile and edit pets is placed onto an administration page that could be hard to navigate to for some users. A drop down menu from the profile icon at the top of the page could be implemented to include these actions so that they can be accessed from every page.

7. **Flexibility and Efficiency of Use**
   *Accelerators —unseen by the novice user —may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.E.g.: default installation or custom installation.*

   The website includes a login page that could be phased out completely to accelerate the process. To improve the flow of control, a drop down sign in can be implemented to the top right of the website. Through doing this, the user does not have to navigate to an entirely new page to login to their account.

   A filter for the articles on the home page is not implemented. Through doing so, the users could customize what they see and remove the screen clutter. This would add to the goal of minimalist design as well as speed up the process for experienced users.

8. **Aesthetic and Minimalist Design**
   *Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.E.g.: Google search page.*

   The main page of the website is misleading and does not focus on the main purpose of the website, adopting pets. The main page should display pet profiles available for adoption. Instead, it focuses on 3 categories: News, Events and Learn. Things under ‘News’ do not contain information relevant to pet owners or pet adoption. ‘Events’ shows a variety of events that are not related to pet adoption. Ironically, it focuses on pet owners rather than people considering pet adoption. ‘Learn’ provides interesting articles that are intriguing for pet owners which is a nice touch. Under each one of those tabs is a short description outlining its contents. This is done well but I suggest they add a link or line of text that tells the user to click/tap for more details.

The main page displays “Newest Members” on the side of the page which is nice and serves regular visitors looking to adopt by allowing them to take a quick look at the newly added pets rather than going through the same list over and over and guessing which pets have been newly added, if any.

9. **Help Users Recognize, Diagnose, and Recover From Errors**
   *Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. E.g.: exception handling is done with relevant messages.*

   Switching between tabs is very easy and straightforward. Prompts have a “cancel” or “back” button, making it easy to cancel and go back to previous page.

10. **Help and Documentation**
    *Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large. E.g.: help page from gmail*

    Website does not require any help documentation. Although they have included a help section that should outline how the pet adoption process works, they have not implemented it in their prototype.