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**Bs InfoTech 3C**

**Activity 7: Heuristic Evaluation**

**Pinterest**

**Visibility of the System Status**

* There is a notification showing any updates about your interest.
* Keeping track on what the user is interested in.
* Provides feedback on a reasonable time, and allows user to find error and fix it as soon as it made.

**Match Between the System and the Real World**

* The use of icons and navigations are very easy to understand, with one look, users can clearly understand what the icons means and where does it lead.
* The supporting design elements have been purposely kept simple so that the spotlight remains on the user content.
* Offers a great solution to businesses that sell products that can be photographed.

**User Control and Freedom**

* Provides images based on what users interests or what the users what to see.
* Users has the flexibility to edit or undo something that isn’t working from them.
* Instead of merely liking something, by saving (pinning) it, you have the ability to place it within a defined board thus allowing for a much more organized and complete experience.

**Consistency and Standards**

* Can block unnecessary feeds.
* Pinterest utilizes the bottom part of the two-tier masthead for both its filtering and branding features. This allows the user to get down to business in their quest to search for things without the site compromising wasting any space.
* The grid-like gallery auto refreshes every time you open the app or scroll for more ideas.
* Right beneath the global search navigation are the labels that carousels more ideas for the user to narrow down during their search. This really helps especially if the user is indecisive.

**Error Prevention**

* Suggests keyword on search when users mistakenly or misspelled an inputted keyword.
* Has autocomplete feature for the keyword search that makes it faster to complete searches that the users beginning to type.
* Provides feedback on a reasonable time, and allows user to find error and fix it as soon as it made.

**Recognition rather than Recall**

* Provides feature that remembers personalized information for each user rather than the user having to recall certain aspects of the platform.
* Able to see what time is the new feed is being sent.
* Shows images that are common to the user’s interest and searches. For example, if the user searched an image that interest him/her, the next time the user visited the page, it will suggest images that are common to the user’s recent searches.

**Flexibility and Efficiency of Use**

* Utilizes ‘infinite scrolling’ to display additional content as the user scrolls down. Because of this rolling effect, a user is far more likely to spend more time viewing and engaging with the content than if they had to click to view the ‘next page’ and wait for it to load. It also makes finding an image you previously liked easier- you don’t have to backtrack through page after page to get to it. The web design lesson here is that you should not wait for your visitors to make a concerted effort to get more information and content from you.

**Aesthetic and Minimalist Design**

* Pinterest is built mainly around sticky-note sized blocks that serve as mini web pages complete with their own ‘like’ and ‘re-pin’ buttons, and comments space.
* The website has vivid eye candy on full display, the supporting design elements have been purposely kept simple so that the spotlight remains on the user content.
* Presents its content in a scrolling collage that clearly deemphasizes text.

**Help Users Recognize, Diagnose, and Recover some Errors**

* When users do error inputs, Pinterest immediately notify the user with an error message to prevent the user in making further errors.
* Uses unique error messages to let the user know if something goes wrong in the bulk editor.

**Help and Documentation**

* Provides a well detailed instructions in help / FAQs pages but not all are useful.
* The help and FAQs link can be found inside a dropdown menu which is pretty common to other websites and easy to find.