

Activity 12B: Rapid Heuristic Evaluation

This week we will practice conducting a basic heuristic evaluation. You will select a product to evaluate. This is not related to the group project, and the subject of your evaluation could be a website, application, physical device, kiosk, etc. You will need to identify the subject of the evaluation, develop the heuristics you will be evaluating for, and then produce a “mini-report” clearly detailing at least three findings following the template from the slides on Tuesday.

This activity will require a combination of group and individual work. The group should collaborate on Steps 1 – 3 to plan participation, identify a subject for the evaluation, and select suitable heuristics. Each individual should then complete their own heuristic evaluation of the selected product and record their notes and potential findings in Step 4. The group should then come back together and identify areas of overlapping concern to report on in Step 5. You should aim to identify your product and heuristics quickly at first and then devote most of your time to conducting the evaluation and reporting.

Step 1: Group Members

Modifications for Remote Team Members

We are working to develop activities conducive to remote participation for this semester. If your team members cannot attend class today for whatever reason, here are some tips:

- Create a meeting in your group Teams channel and invite remote team members to attend virtually. They can participate in your group’s discussion and actively contribute to your Google doc during class time
- Delegate tasks you cannot finish in class to your absent team members. If you are unable to collaborate on all sections in real time, you may assign out remaining work
- Please use the table in the following section to let us know how each team member will be participating in this activity today
- Note: The GTAs will review your notes in this worksheet regarding team member participation as well as user activity on the Google Doc. If team members are not contributing, they will be docked points. If there is a pattern of lack of contribution to the project reflected in activities and TMEs, non-participating team members will also be docked on project deliverables, up to and including receiving no marks if warranted. Please surface concerns about collaboration with your UTA coach or during office hours

Team Member Participation

Please list the members of your group and whether or not each group member was present today in the classroom for the activity.

Group member name	Present? (Yes/No)	If absent, active remote participation? (Yes/No)
Harrison Gagnon	Yes	
Campbell Dalen	Yes	
Kashan Raza	Yes	
Jordan Rudman	Yes	
Karthik Nair	Yes	

Step 2: Subject of Evaluation

Brainstorm several options for your evaluation, and then select the resource you feel is best suited for this assignment. A good subject will be easily accessible and limited in scope. Identify the subject here, provide a link if feasible, and then describe at least three tasks you can walk through during the evaluation activity today. Since we want to turn up some findings, it is in your interest to identify something you think has room for improvement in terms of design.

Subject of evaluation: [Marvel](#)

Task 1: Create a screen

Task 2: Connect created screen to prototype

Task 3: Editing existing screens

Step 3: Develop your Heuristics

Reference Nielsen's heuristics from the supplementary reading assignment as well as the textbook chapter on design guidelines that was assigned as optional reading. Identify ten heuristics based on these sources that are relevant to the subject of your evaluation. Your list should include selections both from Nielsen and from the textbook that are adapted to your specific evaluation and what you want to look for.

1. User control and freedom (Nielsen)
2. Help users know/learn what actions are needed to carry out intentions
3. Error prevention (Nielsen)
4. Help users recognize, diagnose, and recover from errors (Nielsen)
5. Help users plan tasks by providing a clear model of how users should view the system in terms of tasks
6. Help and documentation (Nielsen)
7. Flexibility and efficiency of use (Nielsen)
8. Consistency and standards (Nielsen)
9. Visibility of system status (Nielsen)
10. Aesthetic and minimalist design (Nielsen)

Step 4: Conduct the Evaluation

All evaluators should walk through the tasks identified and note any findings associated with the ten heuristics selected by the team. Each evaluator should work independently in this section and document their notes in their own section.

Evaluator #4: Jordan

1. User control and freedom (Nielsen)
 - a. User has a lot of control over their actions
 - b. Restricted to one person editing a page at a time
 - c. Sensitive snapping feature restricts freedom to move things on a page
2. Help users know/learn what actions are needed to carry out intentions
 - a. Tutorial helps users to get started
 - b. Most features are obvious when they are needed
 - c. Fine control of these tools to do more detailed tasks is difficult to achieve
3. Error prevention (Nielsen)
 - a. Most common cause of error (trying to access a page that somebody is on) has no indication of happening
 - b. Does not explain why the error occurs to stop it from happening again
4. Help users recognize, diagnose, and recover from errors (Nielsen)
 - a. Most error screens are informative
 - b. Ways to potentially fix error are provided
 - c. Provides ways to seek additional help if needed
5. Help users plan tasks by providing a clear model of how users should view the system in terms of tasks
 - a. Sequence of tasks not well-defined
 - b. Users left to guess and check to find what flow works best for them
6. Help and documentation (Nielsen)
 - a. Tutorial video after account creation is helpful
 - b. "?" popup indicates help feature, adapts to page you're on (works well)
 - c. Larger help page very in-depth
7. Flexibility and efficiency of use (Nielsen)
 - a. Software is very flexible in usage
 - b. Efficiency takes a hit due to some odd design that takes time to learn
 - c. Efficient to use once learning curve is surpassed
8. Consistency and standards (Nielsen)
 - a. Most items very consistent between pages
 - b. Some features not in line with standards
 - c. Impacts usability
9. Visibility of system status (Nielsen)
 - a. Good indications of when a page is updating
 - b. Feature to show if somebody is editing a page would be great
10. Aesthetic and minimalist design (Nielsen)
 - a. Nice aesthetic, well-designed pages
 - b. Minimal enough to not have distractions
 - c. Some areas so minimal that they're harder to use than they should be

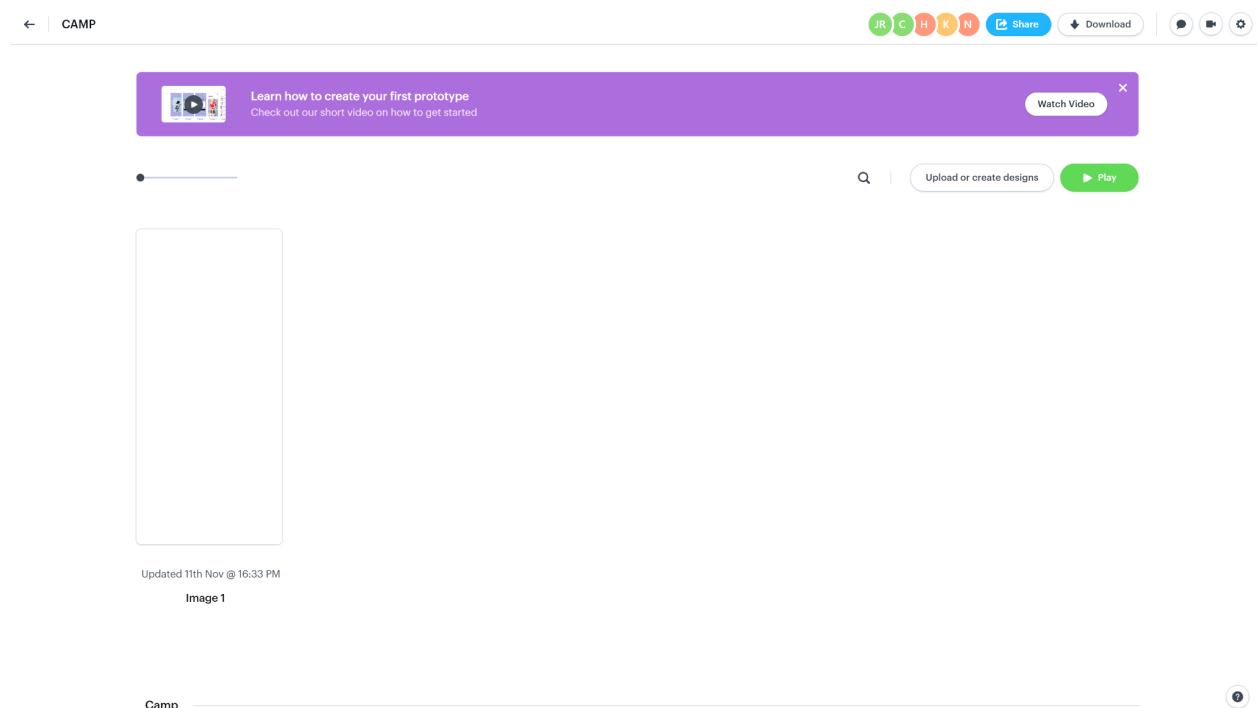
Step 5: Heuristic Evaluation Report

In this section, you need to report in detail at least three findings based on your evaluations. The team should get back together, compare their notes from above, identify areas of overlap, and focus on those findings reported by most evaluators. The findings you report on should be negative findings, in the sense that they reflect violations of the heuristics identified that require remediation.

Finding #1

Heuristic number and name: #2 - Help users know/learn what actions are needed to carry out intentions

Location of problem:



Reason for reporting: Firstly, and the biggest reason is there are actually buttons that are invisible to the user until they hover their mouse over the spot on the screen. Next, there is a lack of description as to what sliders/buttons on the screen actually do. Many buttons on other screens are also simply icons without any explanation.

Severity of problem (high/medium/low): high

Justification for severity: There are several features throughout the website that make it difficult for users to see what to do without watching a tutorial video.

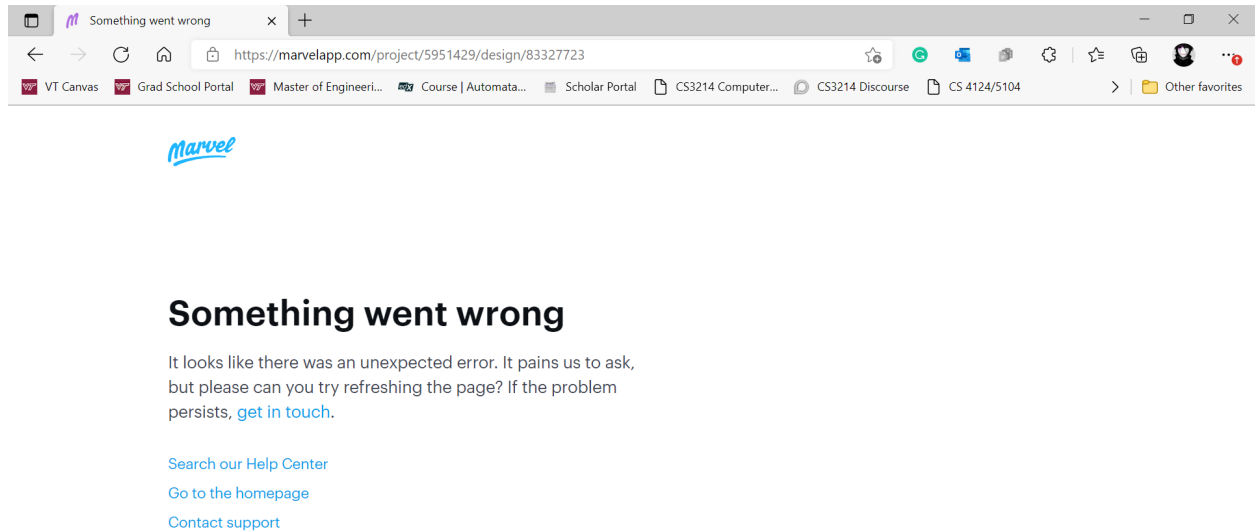
Suggestion to fix: Including labels to icon buttons or slider bars would make it much more obvious what they are intended to be used for.

Possible drawbacks of implementing a fix: This would make the design less aesthetically pleasing and less minimalist

Finding #2

Heuristic number and name: #7 - Flexibility and efficiency of use

Location of problem: Site-wide



Reason for reporting: Multiple users aren't allowed to edit the same page at the same time, limiting productivity, flexibility, and efficiency.

Severity of problem (high/medium/low): medium

Justification for severity: Although it limits our productivity, it also secures one user's changes from others.

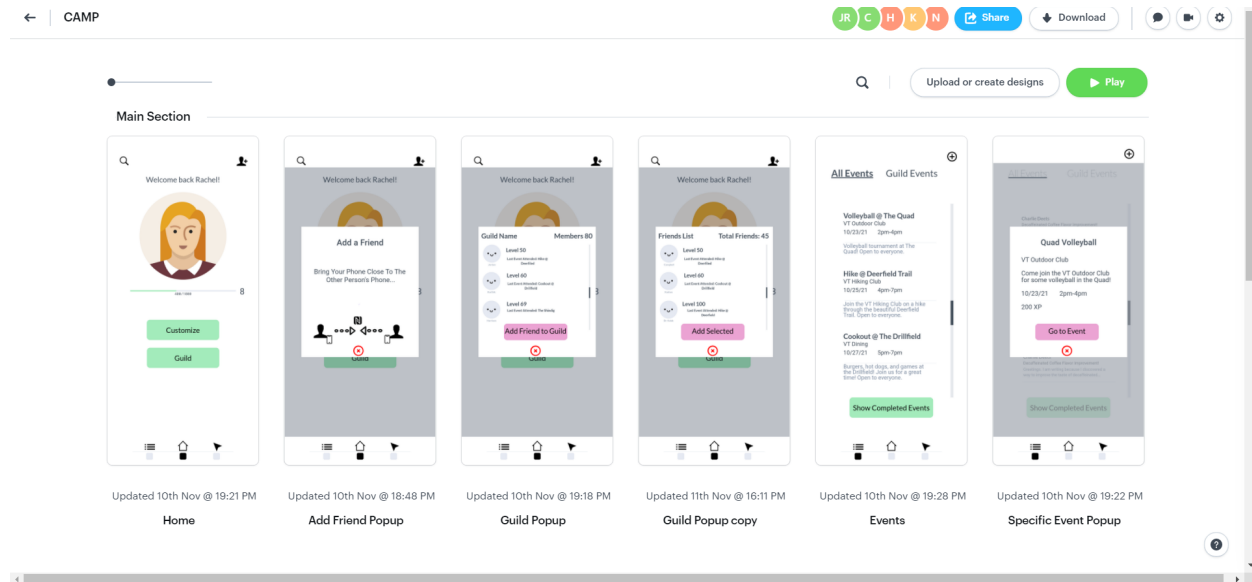
Suggestion to fix: Add the ability to allow multiple users to edit the same page

Possible drawbacks of implementing a fix: This can cause delays in the site and overriding issues if multiple users are editing the same page

Finding #3

Heuristic number and name: #10 - Aesthetic and minimalist design

Location of problem: Site-wide



Note: Very few buttons to help users decide what to do

Reason for reporting: Design was too minimal and it impacted our use

Severity of problem (high/medium/low): Medium

Justification for severity: Problem made the software hard to use, but using it was still possible (bad not broken)

Suggestion to fix: A more user-friendly redesign of the interface

Possible drawbacks of implementing a fix: Would take a lot of time and would require existing users to relearn how to use the site