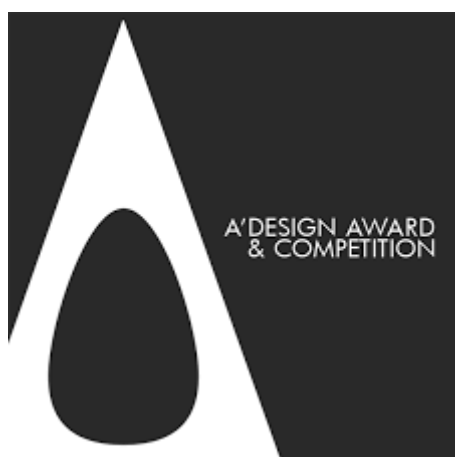


Avaliação Heurística

A Design Award

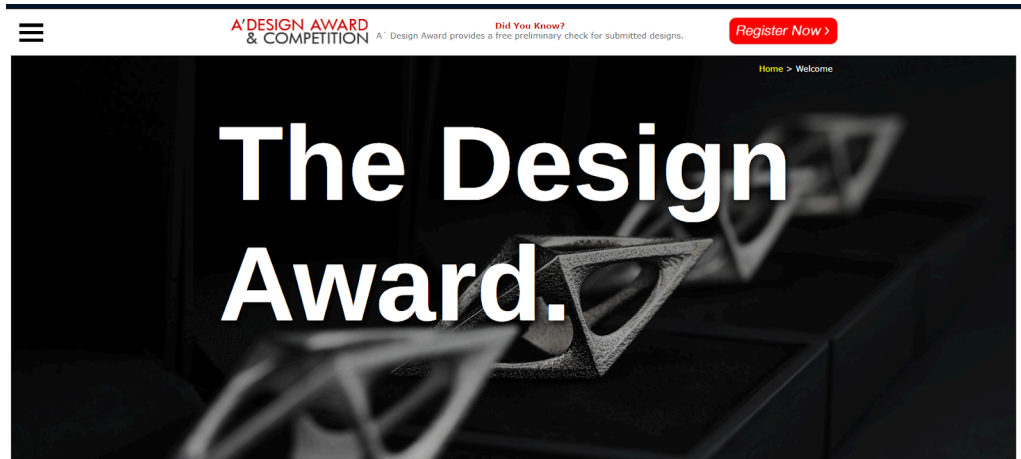


Disciplina: Interação Humano Computador

Alunos: Júlia Sales, Lucas Nóbrega e Luís Costa

Preparação:

- Vamos avaliar o site do A'Design Award usando o conjunto de Heurísticas de Nielsen.



- Link para a página: [A' Design Award](#)
- Os perfis de usuário desse site são designers atuantes que desejam inscrever seu trabalho em diversas categorias, com a finalidade de receber uma premiação.
- O que vamos avaliar do site:
 - Página de cadastro(Register Now)
 - Página de login(Login)
 - Página de usuário(Control Panel)
 - Página de Submissão(+New Design)
- Critérios de avaliação:
 - Compatibilidade entre o sistema e o mundo real
 - Controle e liberdade pro usuário
 - Consistência e padronização

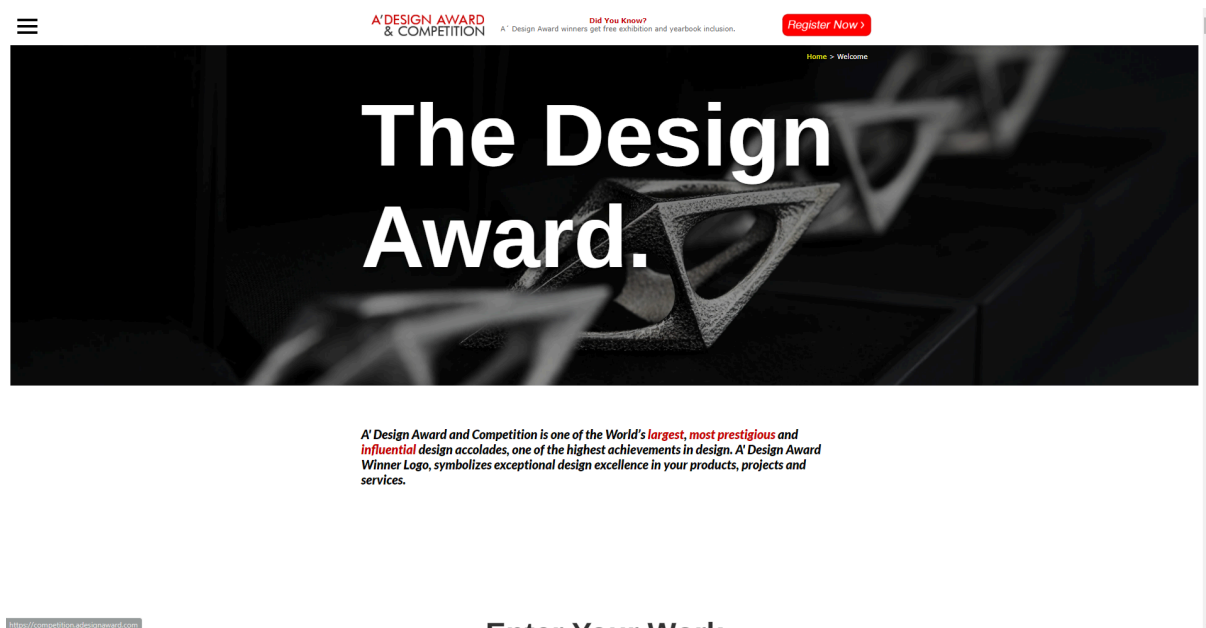
Inspeção individual:

1. Compatibilidade entre o Sistema e o Mundo Real

Luís:

Observações sobre a interface:

- Página de cadastro (Register now): Avalia positivamente pela simplicidade e efetividade, mas a ainda existem problemas estéticos que serão abordados mais à frente
- Página de login (login): Acessibilidade difícil para membros já inscritos.



- Página do usuário (Control Panel): Superlotada com várias categorias e opções.

THE AWARD
CATEGORIES
REGISTRATION
SUBMIT YOUR WORK
ENTRY INSTRUCTIONS
TERMS & CONDITIONS
PUBLICATIONS
DATES & FEES
METHODOLOGY
CONTACT
WINNERS
PRESS ROOM
GET INVOLVED
DESIGN PRIZE
DESIGN STORE

[ABOUT: SUBMISSION](#) | [PRIZES](#) | [CORPORATE & SERVICES & LENSES](#) | [COMPETITION](#)
[Post-Competition](#) | [Prize Clubs](#) | [Account](#)

[+ New Design](#)

[Control Panel](#)

[THE AWARD](#) | [JURY](#) | [CATEGORIES](#) | [REGISTRATION](#) | [PRESS](#) | [WINNERS](#) | [PUBLICATIONS](#) | [ENTRY INSTRUCTIONS](#)

Academic Control Panel [Home > Control Panel](#)

Hello, Luis Augusto Costa, This is your control panel, you may change your settings, update your profile, upload a design and nominate a design here.

Profile Score: 0%

Please remember to first **Update** and **View Your Profile** to get a profile score. Filling profile details is easy and a higher profile score will get you one step ahead for publicity. Learn more about [profile scores](#).

WELCOME

Upload Your Design

Upload your designs to the competition here. You can also submit videos and documentation.

Thank you for registration. We noticed you did not upload any designs yet, so we prepared this tip box to help you get started. Basically, the first thing you would like to do now is to **download submission and presentation guidelines here**, and upload your design based on the guidelines. "Upload Your Designs" function is available from the Submission Tab. The designs you uploaded will be available in the "Uploaded Designs" section, and you will be able to edit or modify them after uploading. Once you upload your first design, this tip will disappear.

SUBMISSION

Upload a New Design

Upload your designs to the design competition here. You can also submit more images, videos and documentation. You will be able to edit your designs after uploading them.

My Designs

Hidden Cabinet: View or manage your uploaded designs here. From this page you can view the designs you uploaded and edit details of your uploaded designs.

Nominate a Design for A' Award

View and nominate your projects here. You can make changes to your design after nomination until jury voting starts. From this page you can also view uploaded designs.

Submission Guidelines

Download the Submission Guidelines to learn how to improve your submission presentation quality for visuals, text fields and other details...

Submission Optimization

Improve the quality of your submissions by following the automatically generated suggestions.

Judging & PR Preferences

For each of your designs, you can select your preferred judging dates to learn results earlier if possible.

Convert to Pro-Edition / Get Pro

Upgrade, Migrate or Convert your Digital Edition entries to Pro-Edition Participation.

Free Preliminary Score

Learn more about A' Design Award's preliminary design score and presentation feedback service.

[Return to: Top](#)

PERSONAL / DESIGNER PROFILE

Edit your personal profile

Edit your profile information that appears on your public profile, and that would be shared with press members.


Change profile image

Update your profile that appears on your public profile, and that would be shared with press members.

View public profile

View your profile as it is displayed to public. Please note that press-members can access more information.

- Página de submissão (+new design): Confusa e contraintuitiva.



THE AWARD

CATEGORIES

REGISTRATION

SUBMIT YOUR WORK

ENTRY INSTRUCTIONS

TERMS & CONDITIONS

PUBLICATIONS

DATES & FEES

METHODOLOGY

CONTACT

WINNERS

PRESS ROOM

GET INVOLVED

DESIGN PRIZE

DESIGN STORE

[Control Panel](#)

THE AWARD | JURY | CATEGORIES | REGISTRATION | PRESS | WINNERS | PUBLICATIONS | ENTRY INSTRUCTIONS

Upload Designs [Home > Control Panel > Hidden Cabinet > Upload Designs](#)

Before you can upload images or send your designs, please fill in design details. By filling this form, you are starting a new project, [if you want to update / change your existing designs click here.](#)

DESIGN DETAILS - REQUIRED FIELDS

DESIGN/PROJECT NAME:

How do you call this design? When typing the name of your design please do not include the function of your design within the name: for instance if your design is "X Lamp", write only "X" for this field, especially do not write "X Lamp". Simply enter the unique name you come up for the design such as "X". The name is not the description of your design or project, it is a simple name, without the function. Examples Names: X, Excalibur, Fray, Triton. The following are not names: X Lamp, Excalibur Chair, Fray Table, Triton Toy as they have additional information such as function which should not be indicated. You will be able to input function of your design later in a separate input field called "Function" but for the design name field input only the core name and do not type function. .

PRIMARY FUNCTION:

What is the core function of your design? What type of project or what kind of product is it? Is your design a Chair, Umbrella or Toy? Do not write a sentence "It is a chair", "A Chair" etc, but rather please simply write in one or two words the basic function of your design, simply: "Chair", or "Folding Chair" etc. Do not explain the project here but simply type its function. If your design has multiple functions, please type "Multifunctional X" where X is the main function; for multifunctional designs you should replace "X" with the core function of your design for example: "Multifunctional Chair" or "Multifunctional Umbrella" or you could simply state the main side function such as "Messaging Chair" or "Folding Umbrella" etc. Do not list all the functions of your design, it is best to state the most dominant i.e. the primary function only. Also please do not add "Prototype, Design or Concept" to the name, please add this information to the project explanation later. When writing an adjective, please add it to the front i.e. for instance do not write "House - Residential" but write "Residential House" instead. If your project is composed of several elements, write the main category instead, i.e. rather than "Letterhead, Logo, Symbol" use "Corporate Identity".

UNIQUE PROPERTIES / PROJECT EXPLANATION:

Design Details - Required Fields

Please enter key details about your design. Please note that the information you enter here could appear in press releases and publications.

Please Carefully Read the Gray Texts (Instructions) to ensure what you type is correct. Please do not use ALLCAPS at any point. Only use English language. Do not use special characters in your text.

When filling the information, please DO NOT use ALL CAPITALS but use "Title Case".

Use standard latin alphabet and please do not add extra separation characters such as "/", ".", ":", " " to name or function.

Use a word processor software to spellcheck your texts in English before typing them here.

It is best to also fill-in the optional information fields below to provide a better understanding of your design to the jury.

Need Further Help?
[Download Presentation Guidelines](#)

Recomendação geral: Avaliação negativa; sugere redução do escopo do site e melhor organização dos elementos.

Julia:

Observações sobre a interface:

- Na página Register Now faltam símbolos para guiar o usuário, pois apenas dois [?] presentes para tirar dúvidas sobre preenchimento básico.

- Severidade: 3 (problema grande)

A' DESIGN AWARD
& COMPETITION

Registration
Please complete all fields below and click register.

Registration

Login

Quick Registration

[Home](#) > Quick Registration

REQUIRED INFORMATION

NAME: given name [?]

Please type your first name here

SURNAME: family name [?]

Please type your surname here

EMAIL: will be your username.

Please type your email address here

EMAIL CONFIRMATION: re-write email to confirm correct entry.

Please re-type your email address here

PASSWORD: we will salt and encrypt it with SHA.

Please type your password here

PASSWORD CONFIRMATION: re-write password to confirm correct entry.

Please type your password here

REGISTER

Full Registration

You may also use the "Complete Registration Page with Profile Details" to fill all the details during registration. All details should be filled, password must be 8 characters long.

Learn More:

✚ [Choosing a Name](#)

Terms and Agreements

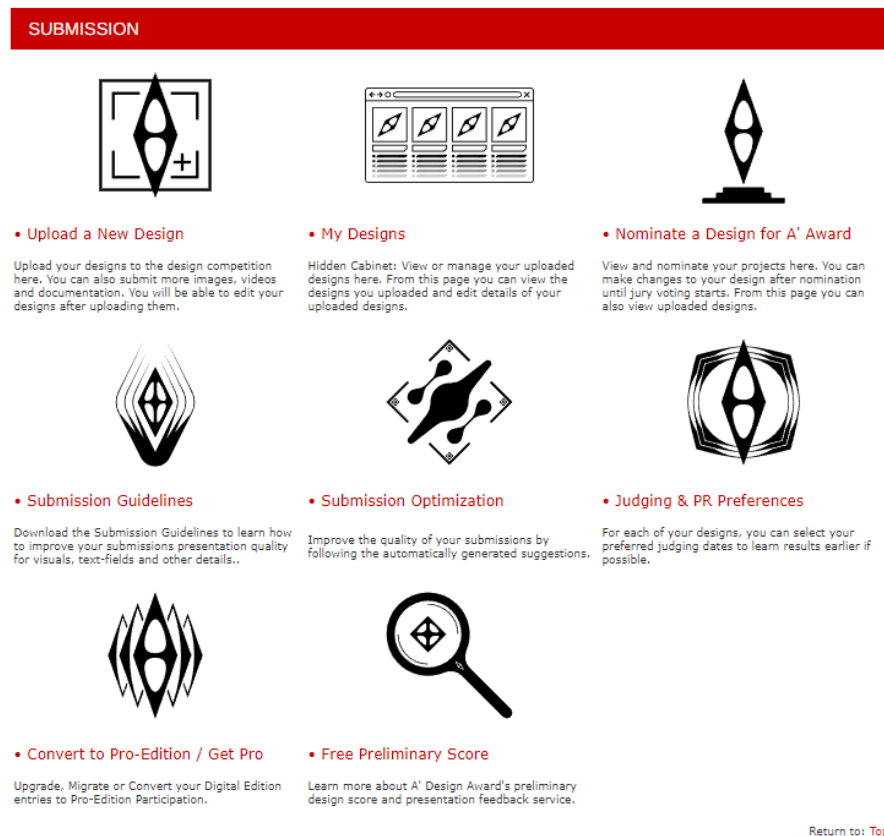
By registering an account, you agree to [terms & conditions](#) as well as our [privacy policy](#).

♣ **Good to Know:** If you are already registered, please [click here to login](#) or you may also [click here to reset your password](#) if you forget it.

✚ **Do you need help?** Feel free to [contact us](#) if you need help during your entry or registration. If you are not able to register an account, please simply send us an email with your Name, Surname and Email.

- Na página Control Panel o usuário é bombardeado de informações, que muitas vezes poderiam estar em uma outra página que fosse facilmente acessada pelo usuário através do perfil. O usuário precisa descer tanto a página que para cada seção de informações foi preciso colocar um “Return to top”, Porém até ele não tem ícone e é minúsculo.

- Severidade: 3 (problema grande)



- Em +New Design, a página é pouco intuitiva com informações que deveriam estar em outra página que poderia ser acessada caso o usuário esteja com dúvida.
 - Severidade: 4 (problema catastrófico)

Lucas:

Observações sobre a interface:

- A falta de ícones confunde o usuário sobre a função de cada botão pois não utiliza nenhum ícone; barra de opções duplicada (vertical e horizontal) na mesma tela. Esse problema é representativo de todo o site.
 - Severidade: 3 (problema grande)

A'DESIGN AWARD & COMPETITION



THE AWARD
CATEGORIES
REGISTRATION
SUBMIT YOUR WORK
ENTRY INSTRUCTIONS
TERMS & CONDITIONS
PUBLICATIONS
DATES & FEES
METHODOLOGY

Application
Please complete all fields below.

Application

[Control Panel](#)

[THE AWARD](#) | [JURY](#) | [CATEGORIES](#) | [REGISTRATION](#) | [PRESS](#) | [WINNERS](#) | [PUBLICATIONS](#) | [ENTRY INSTRUCTIONS](#)

Upload Designs

[Home](#) > [Control Panel](#) > [Hidden Cabinet](#) > [Upload Designs](#)

Before you can upload images or send your designs, please fill in design details. By filling this form, you are starting a new project, [if you want to update / change your existing designs click here.](#)

DESIGN DETAILS - REQUIRED FIELDS

DESIGN/PROJECT NAME:

How do you call this design? When typing the name of your design please do not include the function of your design within the name: for instance if your design is "X Lamp", write only "X" for this field, especially do not write "X Lamp". Simply enter the unique name you come up for the design such as "X". The name is not the description of your design or project, it is a simple name, without the function. Examples Names: X, Excalibur, Fray, Triton. The following are not names: X Lamp, Excalibur Chair, Fray Table, Triton Toy as they have additional information such as function which should not be indicated. You will be able to input function of your design later in a separate input field called "Function" but for the design name field input only the core name and do not type function. .

PRIMARY FUNCTION:

What is the core function of your design? What type of project or what kind of product is it; Is your design a Chair, Umbrella or Toy? Do not

Design Details - Required Fields

Please enter key details about your design. Please note that the information you enter here could appear in press releases and publications.

Please Carefully Read the Gray Texts (Instructions) to ensure what you type is correct. Please do not use ALLCAPS at any point. Only use English language. Do not use special characters in your text.

When filling the information, please DO NOT use ALL CAPITALS but use "Title Case".

Use standard latin alphabet and please do not add extra separation characters such as "/", " ", ":" to name or function.

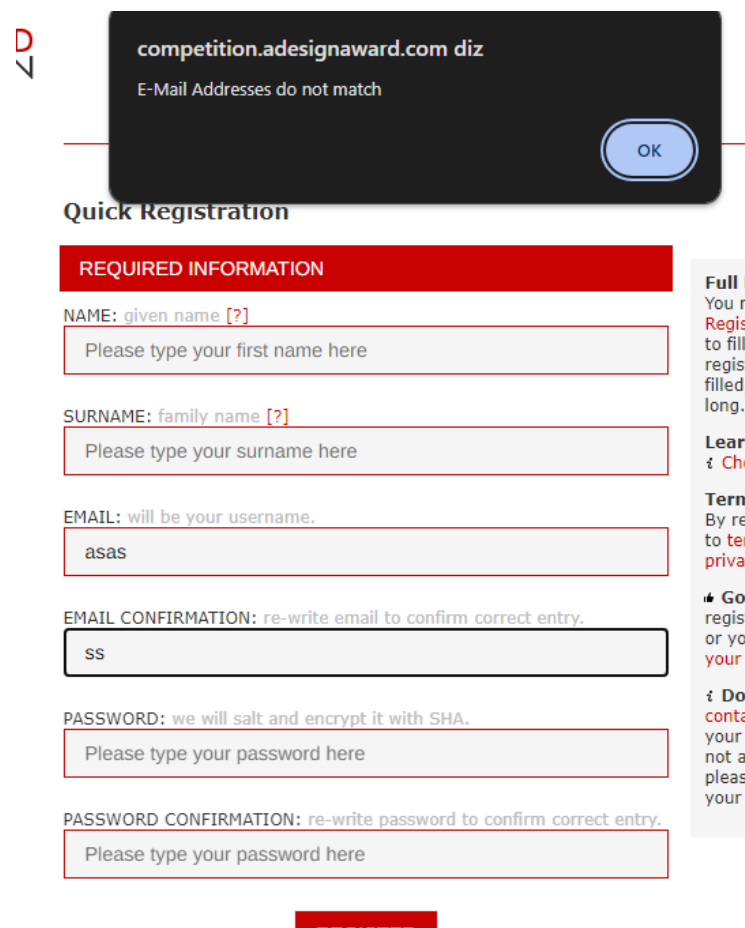
Use a word processor software to

2. Controle e Liberdade do Usuário

Luís:

Geral: Avalia positivamente a liberdade do usuário de navegar entre páginas.

Problema específico: Na página de cadastro, há um problema ao adicionar o email, causando travamento e necessidade de refresh.



The screenshot shows a registration form titled "Quick Registration" with a red header "REQUIRED INFORMATION". The form fields are:

- NAME: given name [?]**: Input field with placeholder "Please type your first name here".
- SURNAME: family name [?]**: Input field with placeholder "Please type your surname here".
- EMAIL: will be your username.**: Input field with placeholder "asas".
- EMAIL CONFIRMATION: re-write email to confirm correct entry.**: Input field with placeholder "ss".
- PASSWORD: we will salt and encrypt it with SHA.**: Input field with placeholder "Please type your password here".
- PASSWORD CONFIRMATION: re-write password to confirm correct entry.**: Input field with placeholder "Please type your password here".

Below the form is a red button labeled "REGISTER". An error message is displayed in a black box at the top: "competition.adesignaward.com diz E-Mail Addresses do not match" with an "OK" button. To the right of the form is a sidebar with links: "Full f", "You n", "Regis", "to fill", "regist", "filled,", "long.", "Learn", "i Cho", "Term", "By re", "to ter", "privat", "Go", "regist", "or yo", "your", "Do", "conta", "your", "not al", "pleas", "your".

Julia:

Observações sobre a interface:

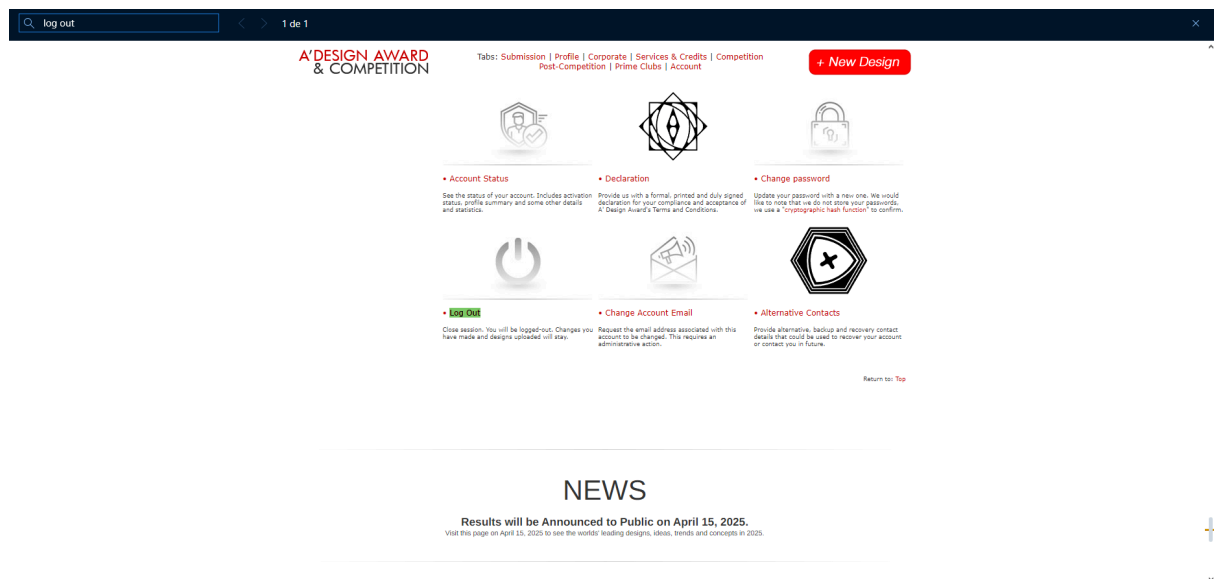
- Em Register Now há uma validação inadequada do email; mensagem de erro confusa e desnecessária para a administração.
 - Severidade: 3 (problema grande)

Form Processing Error[Home](#) > [Errors](#) > [Form](#)

Registration Process: Invalid email address. We have logged the issue through sending our administration an email with your IP address and timestamp. Please do not retry registration.

“ LOGIC WILL GET YOU FROM A TO B. IMAGINATION WILL TAKE YOU EVERYWHERE. ”
- ALBERT EINSTEIN

- Em Control Panel a parte de Logout é no final da página, tanto que só foi possível achar ao realizar uma busca na página , levando o usuário a potencialmente não conseguir deslogar da própria conta.
 - Severidade: 3 (problema grande)



Lucas:

Observações sobre a interface:

- Ausência da opção "esqueci minha senha"; usuários devem enviar email para recuperação, e recebem senha aleatória em vez de redefinir senha.
 - Severidade: 4 (problema catastrófico)

Login

[Home](#) > [Login](#)

Please type the E-Mail Address and your A' Design Award Password to form below to proceed with login.

PLEASE LOGIN TO PROCEED

✉ EMAIL: the email address that you registered with us.

Email

? PASSWORD: your password for A'Design Award & Competitions.

Password

LOGIN



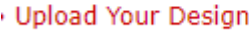
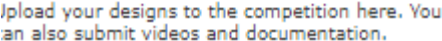

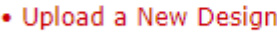
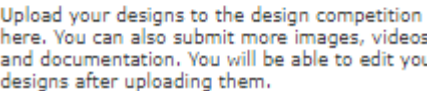
- Comentário adicional: Representativo de um grande problema na usabilidade do site devido a inconveniência.

3. Consistência e Padronização

Luís:

Geral: Avaliação negativa devido à falta de padronização nos botões e ícones.

Problema específico: Diferença na apresentação de botões importantes como "login" e "register"; dificuldade em acessar "NEW DESIGN".

1. 



2. 


- 3.

Recomendação geral: Sugere a diminuição do escopo do site e padronização dos formulários para reduzir o custo de aprendizado.

Julia:

Observações sobre a interface:

- Em Control Panel e Login dá para ver que os botões são dispostos de maneiras diferentes, o que causa confusão no usuário, na imagem abaixo dá para ver a diferença entre as disposições dos botões em uma mesma página. Isso é possível ver em todas as outras páginas.
 - Severidade: 3 (Problema grande)

Tabs: [Submission](#) | [Profile](#) | [Corporate](#) | [Services & Credits](#) | [Competition](#)
[Post-Competition](#) | [Prime Clubs](#) | [Account](#)

+ *New Design*

[Control Panel](#)

Lucas:

Observações sobre a interface:

- Falta de consistência visual nos botões de maior relevância; "register now" com destaque excessivo, enquanto "login" é pouco visível.
 - Severidade: 4 (problema catastrófico)

Did You Know?

A´ Design Award is one of the World´s Largest Design Competition.

Register Now >

[Login](#)

[THE AWARD](#) | [JURY](#) | [CATEGORIES](#) | [REGISTRATION](#) | [PRESS](#) | [WINNERS](#) | [PUBLICATIONS](#) | [ENTRY INSTRUCTIONS](#)

- Comentário adicional: Esse problema afeta significativamente a usabilidade e a experiência do usuário.

\

4. Prevenção de erros (extra)

Júlia

- Permissão de senhas inseguras e com menos de 8 caracteres como "1234" em Register Now.
 - Severidade: 4 (problema catastrófico)

A'DESIGN AWARD & COMPETITION

PRELIMINARY DEADLINE **02:04:40:50** [Register Now >](#)

[Login](#)

[THE AWARD](#) | [JURY](#) | [CATEGORIES](#) | [REGISTRATION](#) | [PRESS](#) | [WINNERS](#) | [PUBLICATIONS](#) | [ENTRY INSTRUCTIONS](#)

Registration [Home > Registration](#)

abracadabra yomp yomp. Thank you for registering to A' Design Award & Competition, please check your email for the confirmation link and confirm your account. Your Account ID is **#355873** for future reference. Due to high amount of email traffic we generate, please remember to check your spam folder as well and please kindly add support@adesignaward.com to your contacts in your e-mail provider, adding our email to your contacts will ensure that you get all notifications, updates and jury feedbacks timely.

LOGIN

■ EMAIL: the email address that you registered with us.
Email

? PASSWORD: your password for A'Design Award & Competitions.
Password

LOGIN

After login, Proceed To:
Upload Designs

THE AWARD
CATEGORIES
REGISTRATION
SUBMIT YOUR WORK
ENTRY INSTRUCTIONS
TERMS & CONDITIONS
PUBLICATIONS
DATES & FEES
METHODOLOGY
CONTACT

Do you need help? Feel free to [contact us](#) if you need help during your entry or registration. If you are not able to register an account, please simply send us an email with your Name, Surname and Email.

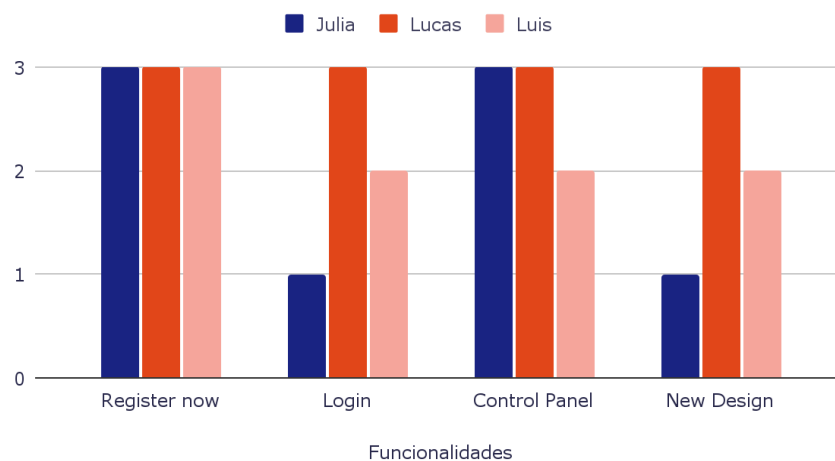
Interpretação e consolidação dos relatos:

- Baseando-se nas análises heurísticas individuais, foi feita uma coleta de dados para fins de contrastar e comparar os resultados obtidos pelo avaliadores.
- Link para das tabelas: [📄 tabela site](#) [📄 tabela 2](#)

1. Tabela de análise individual das Heurísticas por severidade

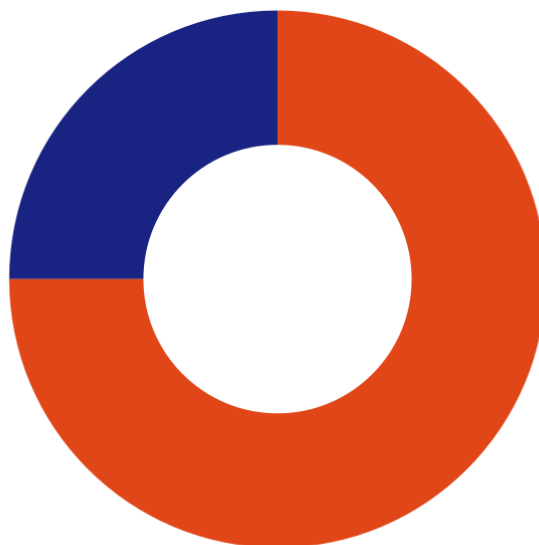
Júlia	Compatibilidade S vs. MR	Controle e liberdade	Consistência e padronização
Register now	3	3	4
Login	0	0	3
Control panel	3	3	3
" +New design	4	0	0
Lucas	Compatibilidade S vs. MR	Controle e liberdade	Consistência e padronização
Register now	3	4	4
Login	3	4	4
Control panel	3	4	4
" +New design	3	4	4
Luís	Compatibilidade S vs. MR	Controle e liberdade	Consistência e padronização
Register now	1	4	3
Login	3	0	3
Control panel	4	0	3
" +New design	4	0	4

2. Gráfico da quantidade de heurísticas violadas por atividade



3. Gráfico da severidade dos problemas encontrados em cada atividade

● Problema grande ● Problema catastrófico



Relato dos Resultados:

1. Conclusão

- A avaliação do site A'Design Award segundo as Heurísticas de Nielsen revelou diversos problemas significativos, especialmente relacionados à compatibilidade com o mundo real, controle e liberdade do usuário, e consistência e padronização, o que é no mínimo irônico já que se trata de um site focado em premiar e avaliar trabalhos feitos por designers. A falta de ícones e a superlotação de informações nas páginas são problemas comuns, juntamente com validações inadequadas e inconsistências visuais.

Por isso, recomenda-se uma revisão completa do design e da organização das páginas, além da padronização dos elementos de interface e melhoria na prevenção de erros.

2. Possíveis soluções

- Compatibilidade com o mundo real: Simplificar e reorganizar as páginas para serem mais intuitivas e reduzir a superlotação de informações.
- Controle e liberdade: Implementar validações de entrada adequadas e melhorias voltadas à navegação, especialmente nas funcionalidades de recuperação de senha.
- Consistência e padronização: Estabelecer um padrão visual consistente para botões e ícones importantes, garantir a presença de elementos essenciais e minimizar a duplicidade e a confusão visual.