



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

FACULTY OF COMPUTING
UTM Johor Bahru

GROUP ASSIGNMENT (5%)

Subject : Human-Computer Interaction (SECV2113)
Session : 2024/2025 Semester 2
Task : Heuristic Evaluation and User Journey Map
Title : Evaluation Report and Journey Map Suggestion
Duration : 1 Week (Wk12 – 8th JUNE 2025 before 12.00 pm)
Submission : This is a **TEAM ASSIGNMENT** and must be submitted
(1) To the team that has been assigned for evaluation
(2) Upload the report in .PDF format via UTM E-learning

Part 1

To experience how inspection is conducted, in this assignment your team will take up the role of usability expert to inspect using Heuristic Evaluation (HE) onto another team's prototype*, as assigned by your lecturer.

**each group is to provide their prototype link, persona + scenario (of one type of target user only) and user tasks to the evaluators*

Based on Table 1, your team will apply Nielsen's heuristics to evaluate the designed user interfaces and rate the severity of each issue found.

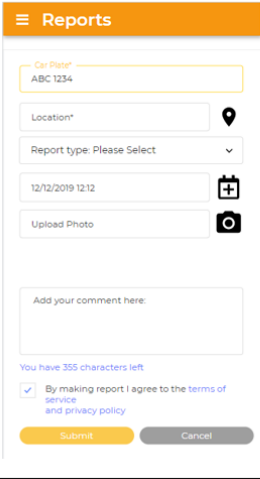
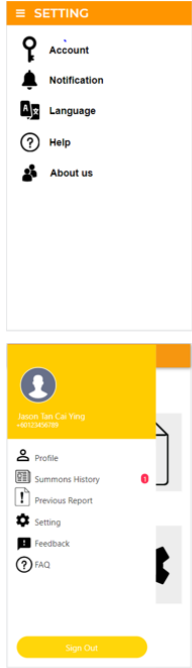
Table 1: The 10 Heuristics and the Severity Rating

Heuristics	Severity Rating (1-low, 4-high)
1. Visibility of system status.	1. Cosmetic issue – affects the appearance and should be fixed only if time permits
2. Match between system and real world.	2. Minor issue – hinders the user's ability to navigate and should be fixed when possible
3. User control and freedom.	3. Major issue – Frustrates or confuses users and requires repair as soon as possible
4. Consistency and standards.	4. Catastrophic issue – prohibits users from performing their given task and requires an immediate modification
5. Error prevention.	
6. Recognition rather than recall.	
7. Flexibility and efficiency of use.	
8. Aesthetic and minimalist design.	
9. Help users recognize, diagnose, recover from errors.	
10. Help and documentation.	

Evaluate the prototype based on the given persona, scenario and user tasks. Take note of where an issue was found, label the heuristic that it has violated and its severity rating, and take a screenshot of the issue.

For each heuristic, you would probably find more than 1 instance of violation (on different pages/screens/interface/etc.), or none at all. List all you can find in a Heuristic Evaluation (HE) Table (refer to Table 2). Please ensure that your HE table consists of at least 8 of these instances.

Table 2: Example of HE Table

Prototype Image	Identified Issue	Heuristic and Severity
	<p>After pressing “submit” button, there is no feedback to let the user know whether the report is submitted or not.</p>	<p>H1: Visibility of system status. S3: Major issue</p>
	<p>There are 2 similar question mark icons with different functions, one is FAQ and another one is Help.</p>	<p>H4: Consistency and standards. S1: Cosmetic issue</p>

Add at least another 6 more violations...

Part 2

Your team will now change hats from being usability experts to designer team. You will incorporate the heuristic findings into a user journey map.

Recreate the template shown in Figure 1. Complete each section of the map:

- Section A – The provided persona + scenario
- Section B – Journey phases based on the user tasks
- Section C – List the actions taken by the user in each phase

- Section D – Emotion plots and quotes on the user’s thoughts and feelings in each phase.
- Section E – Highlight the issues found during heuristic evaluation as pain points. Identify the opportunities (provide recommendations for improvements).

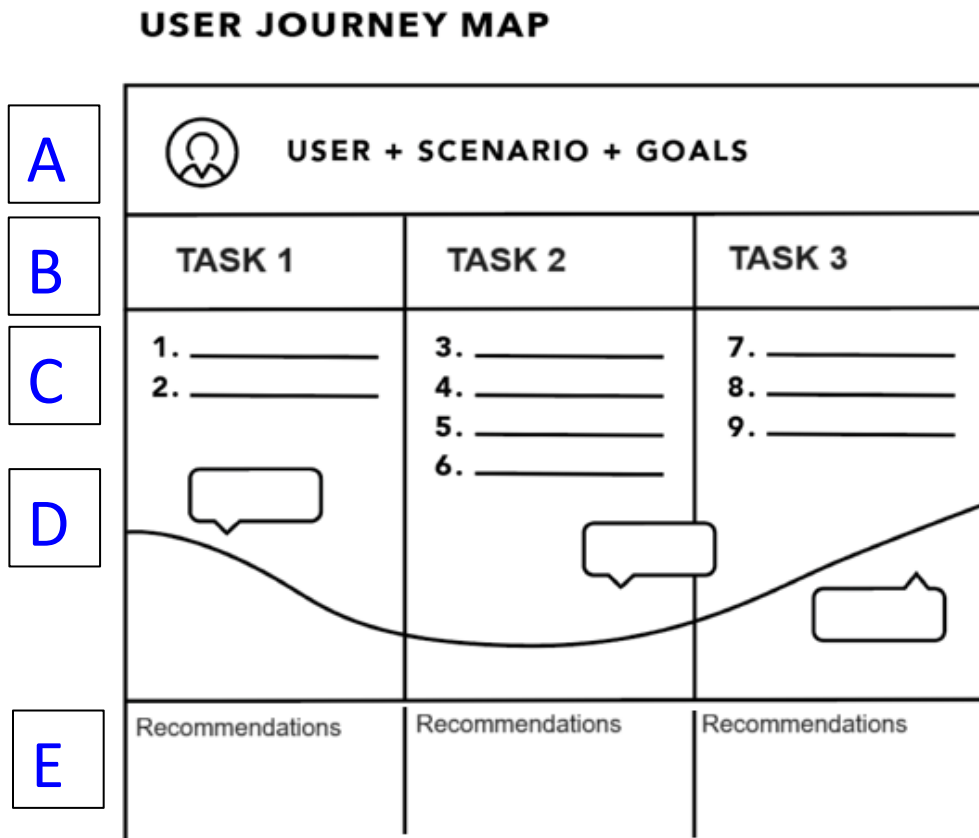


Figure 1: Example of a User Journey Map

Write an introduction of your evaluation report and place the HE Table and User Journey Map together in the report (refer to the scoring rubric on what needs to be included). Submit through e-learning.

References:

1. TOPIC 06b – Journey Mapping
2. TOPIC 08 – Other evaluation types
3. [How to run a heuristic evaluation](#)
4. [Nielsen’s 10 heuristics](#)

Scoring rubric:

Item no. / CLO / Taxonomy	Absent (0)	Minimal (1)	Standard (2)	Good (3)	Excellent (4)	Weight	Score
Introduction	none provided	Explain the evaluation process	Explain the evaluation process and the prototype	-	Explain the evaluation process and the prototype and the description of persona, scenario and the three user tasks that was used	1	/4
HE Results	None provided	Violations are too little (2 or less)	Violations are not enough (3~5) and not all are correctly categorized and/or some ratings are not logical	At least 6~8 violations were found with images but not all are correctly categorized and/or some ratings are not logical	At least 8 violations (or more) found with images and all are correctly categorized and No inaccuracies and clear, logical rating	3	/12
User journey map	None provided	-	Incomplete sections	All sections were filled in but not all followed the criteria of user journey mapping	All sections are filled in by following the criteria of user journey mapping	1	/4
Recommendation (in the user journey map)	None provided	Recommend potential solutions to some problems only	-	Recommend potential solutions to all problems but only some are based on principles and guidelines	Recommend potential solutions to all problems and all are correctly based on principles and guidelines	2	/8

28/28 = 5%