# Usability evaluation

The subject of this usability evaluation is the Shelf Awareness Bookstore website, which can be found at:

The purpose of this document is to measure "the effectiveness, efficiency and satisfaction with which specified users can achieve specified goals in particular environments", or, to put it simply, to evaluate the easiness of the use of the website which is the subject of this report.

This will be done in two ways, by producing the usability heuristics and by completing user testing.

## Usability heuristics

Inspection methods for usability have achieved widespread use in idustrial environments, and the most popular of them is the method of Heursitic evaluation. Heuristics is a set of principles that guide in the discovery of usability flaws by using checklists and usability principles.

Bellow, all the heuristics used for the evaluation, with an overview of the comments of the evaluators. Afterwards the inspection sheets are given organized by pages evaluated.

### Navigation

1. Interaction consistency

Consistency meets the requirements in the sense that all of the pages of the same type have the same links and interaction capability. For example, pages /all\_books.html and /all\_authors.html have the same structure and the same interaction capability. The user can access a single book by clicking the book title on the all\_books page and they can access a single author by clicking on the author's name on the all\_authors page.

<screenshot ovde>

Moreover, as we can tell, links for the both of the pages have the same structure.

1. Group navigation

The group introductory page is located on the navigation bar of the website and it is easily accessible from every page. Furthermore, it is quite simple to navigate to the other way around, and between all the different groups.

<screenshot navbara sa razlicitim opcijama>

1. Structural navigation

Taking the example of a single book page, it is quite simple to navigate between its semantic components. More precisely, the general descriptive information about the book (the author, price, abstract of the book and so on) can be found and the top of the page, followed by the reviews of the book on the same page.

<screenshot ovde>

Other components, such as the books similar to the given one, and the book signing events for this particular book are also easily accessible by following the appropriately named links at the bottom of the page.

<screenshot ovde>

1. Semantic navigation

is it easy to navigate from a Topic to a related one?

1. Landmarks

are landmarks useful to reach the key parts of the web site?

### Content

The application website has just the right amount of information in order to not overwhelm the user, giving them just enough relevenant information about the requested entity, with clear links to further information. For example, if the users wishes to see all of the authors, he will be able to see them only by explicitly asking for such information, by going to the page devoted to all the authors. He won't be overwhelmed by all the types of information on any single page, most importantly on the webpage. On the other hand, this does make navigating the website a bit more difficult, so another refactoring of the pages content may be useful.

### Layout

1. Text layout

All of the same types of components have the same font and font size. The most important information is written in the largest and most highlighted font, followed a smaller font for less important information.

1. Interaction placeholder

All the interaction labels with the user, directions when logging in or registering are clearly stated. The directions about inserting credentials for logging in are clearly visually expressed, and the user unified of any mistakes made textually.

1. Spatial allocation

For most of the application, the on-screen allocation of contents is visual appropriate for their relevance. For example, the buttons for user identification (Login/Register) are grouped together in the top right corner of the screen. The link to a user's cart is also in this area, as it is relevant to the logged in user.

However, one notable exception is the carousel used to represent the users' reviews of the book, although appropriately positioned bellow the information about the book. The arrows to navigate between the different reviews are too far from the actual reviews.

1. Consistency of page structure

The whole website has a consistent layout. Furthermore, all the topic groups have the same components and same lay-out marking them clearly as the groups of topics pages. Every topic has a similar feel, taking into account the differences between the actual information needed to represent on the pages.

### Inspection sheets

#### Home page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 5 | Access to the same types of pages is the is the same |
|  | H2 | 5 | Navigation bar is present and makes it easy to access pages |
|  | H3 | 5 | Everything is structurally well grouped |
|  | H4 | 4 | Yes, for example it is easy to navigate from sign in button to the sign up button |
|  | H5 | 3 | Not particularly, haven’t noticed any landmarks, but also haven’t had the need for them |
| Mean |  | 4.4 |  |
| Content |  | 4 | Yes, but I wish there was more information on the home page and I didn’t access everything manually |
| Layout | H6 | 5 | Yes, all the components in the navigation bar have the same font as well as commands concerning the user |
|  | H7 | 3 | Have not seen any notifications about mistakes |
|  | H8 | 5 | Yes, components are very well grouped |
|  | H9 | 4 | Similar pages are shown in a similar way |
| Mean |  | 4.2 |  |

#### Login/Register page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 3 | Don’t have access to any other pages |
|  | H2 | 4 | Navigation easy, but don’t have access to any other pages |
|  | H3 | 5 | Very easy to navigate through the components |
|  | H4 | 5 | Quite easy navigation |
|  | H5 | 4 | Haven’t noticed any landmarks, but also haven’t had the need for them |
| Mean |  | 4.2 |  |
| Content |  | 5 | The page has just the right amount of information |
| Layout | H6 | 5 | The same groups of components are of the same font, very easy to understand |
|  | H7 | 5 | Mistakes clearly stated as well as guidance for providing required information |
|  | H8 | 5 | Visually components well structured |
|  | H9 | 4 | Yes, pages have the same feel, similar in the way they ask for information |
| Mean |  | 4.8 |  |

#### Cart page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 5 | Access to the same types of pages is the is the same |
|  | H2 | 5 | Yes, navigation bar present and easily accessible |
|  | H3 | 5 | Very good semantic navigation |
|  | H4 | N/A | Doesn’t have related |
|  | H5 | 5 | Present |
| Mean |  | 5 |  |
| Content |  | 5 | The page has just the right amount of information |
| Layout | H6 | 5 | Good font distribution |
|  | H7 | 4 | On purchase page reacts visually |
|  | H8 | 5 | Good spatial allocation |
|  | H9 | 4 | Yes, page has the same feel as the rest of the website |
| Mean |  | 4.6 |  |

#### All Books/Authors/Events/Themes/Genres page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 5 | Access to the same types of pages is the is the same |
|  | H2 | 5 | Yes, navigation bar present and easily accessible |
|  | H3 | 5 | Very good structural navigation |
|  | H4 | 5 | Yes, all the page links are located in the navigation bar |
|  | H5 | 5 | Present |
| Mean |  | 5 |  |
| Content |  | 5 | Every page has just the right amount of information |
| Layout | H6 | 4 | Some of the text is a little small |
|  | H7 | N/A |  |
|  | H8 | 5 | Good spatial allocation |
|  | H9 | 5 | Yes, all of the pages has the same feel as the rest of the website |
| Mean |  | 4.7 |  |

#### Single Book page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 4 | Doesn’t have similar pages but acceptably similar to other pages |
|  | H2 | 5 | Yes, navigation bar present and easily accessible |
|  | H3 | 5 | Very good structural navigation |
|  | H4 | 5 | Yes, all the page links are located in the navigation bar |
|  | H5 | 5 | Present |
| Mean |  | 4.8 |  |
| Content |  | 5 | Every page has just the right amount of information |
| Layout | H6 | 4 | Some of the text is a little small |
|  | H7 | 3 | Doesn’t notify on cart additions |
|  | H8 | 4 | Carousels on the same side |
|  | H9 | 5 | Yes, page has the same feel as the rest of the website |
| Mean |  | 4.2 |  |

#### Single Author/Event page

|  |  |  |  |
| --- | --- | --- | --- |
| CATEGORY | Heuristics | Score | Comment |
| Navigation | H1 | 5 | Access to the same types of pages is the is the same |
|  | H2 | 5 | Yes, navigation bar present and easily accessible |
|  | H3 | 5 | Very good structural navigation |
|  | H4 | 5 | Yes, all the page links are located in the navigation bar |
|  | H5 | 5 | Present |
| Mean |  | 5 |  |
| Content |  | 5 | Every page has just the right amount of information |
| Layout | H6 | 4 | Some of the text is a little small |
|  | H7 | N/A |  |
|  | H8 | 5 | Good spatial allocation |
|  | H9 | 5 | Yes, pages have the same feel as the rest of the website |
| Mean |  | 4.7 |  |

## User testing

### Preparation

The study was designed to show a realistic opinion of users of the given website. The users in the study were chosen to represent people with different amount of experience with using this type of websites.

### Execution

### Analysis of the results

## Final section