TicketPicket Online

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TicketPicket Online stands as the pinnacle platform for securing tickets to an extensive array of live events, spanning concerts, sports matches, theatrical performances, and more. As an esteemed authority in the ticketing realm, it is dedicated to furnishing users with an all-encompassing and user-friendly interface for discovering and procuring tickets to their preferred events.

For seamless functionality, the platform must boast robust search capabilities, allowing users to effortlessly peruse and refine events based on parameters such as location, date, genre, and performer. Furthermore, it must furnish a seamless seat selection and booking process, ensuring an expedient and hassle-free ticket purchasing journey.

Necessitating the secure retention of user data, encompassing transaction history and payment particulars, TicketPicket Online aims to facilitate subsequent transactions and deliver personalized recommendations. Integration with external databases and APIs is imperative to ensure the availability of real-time event information and seat availability updates.

Accessibility is paramount across a plethora of devices, encompassing desktops, tablets, and smartphones, to cater to user preferences and deliver a uniform experience across platforms. The platform's performance must be optimized to furnish rapid loading and smooth navigation, even on slower internet connections.

With a user base spanning various demographics, TicketPicket Online caters to users with differing levels of technological proficiency. Implementing accessibility features, such as adjustable font sizes and screen reader compatibility, is essential to accommodate users with disabilities.

TicketPicket Online aims to offer a user-friendly interface with intuitive navigation and clear instructions, guiding users through the ticket booking process effortlessly. Error messages and feedback should be presented in a user-friendly manner, helping users troubleshoot any issues they encounter.

Striving to deliver a seamless and enjoyable experience, TicketPicket Online endeavors to simplify the ticket booking process from start to finish. Personalization features, such as recommended events based on past purchases or favorite genres, aim to enhance user engagement and satisfaction. Integration with social media platforms enables users to share their event plans with friends and family, fostering a sense of excitement and community.

Our first persona is Jackie Jones, a 25 year old who is fresh out of college with a master's degree in marketing. She is a busy professional marketer who enjoys attending concerts and sporting events in her free time. Jackie likes to constantly stay updated on all the latest events happening in her city and often plans big outings with her friends. She is definitely pretty tech-savvy, capable of using many different online platforms for both work and leisure activities.

Jackie recently heard about a popular band she likes coming to town for a concert next month and is eager to secure some tickets for her and her friends. She visits TicketPicket Online on her laptop during her lunch break to browse current events that are going on. Using the search filters, she narrows down the options to concerts happening locally in her city within the next few months. She then selects the desired concert she is looking for and scans the available seating options to find the best fit for them. After deciding on seats, Jackie proceeds to the booking process, where she inputs her payment details and confirms the purchase. She receives a confirmation email with her tickets and shares the event details with her friends.

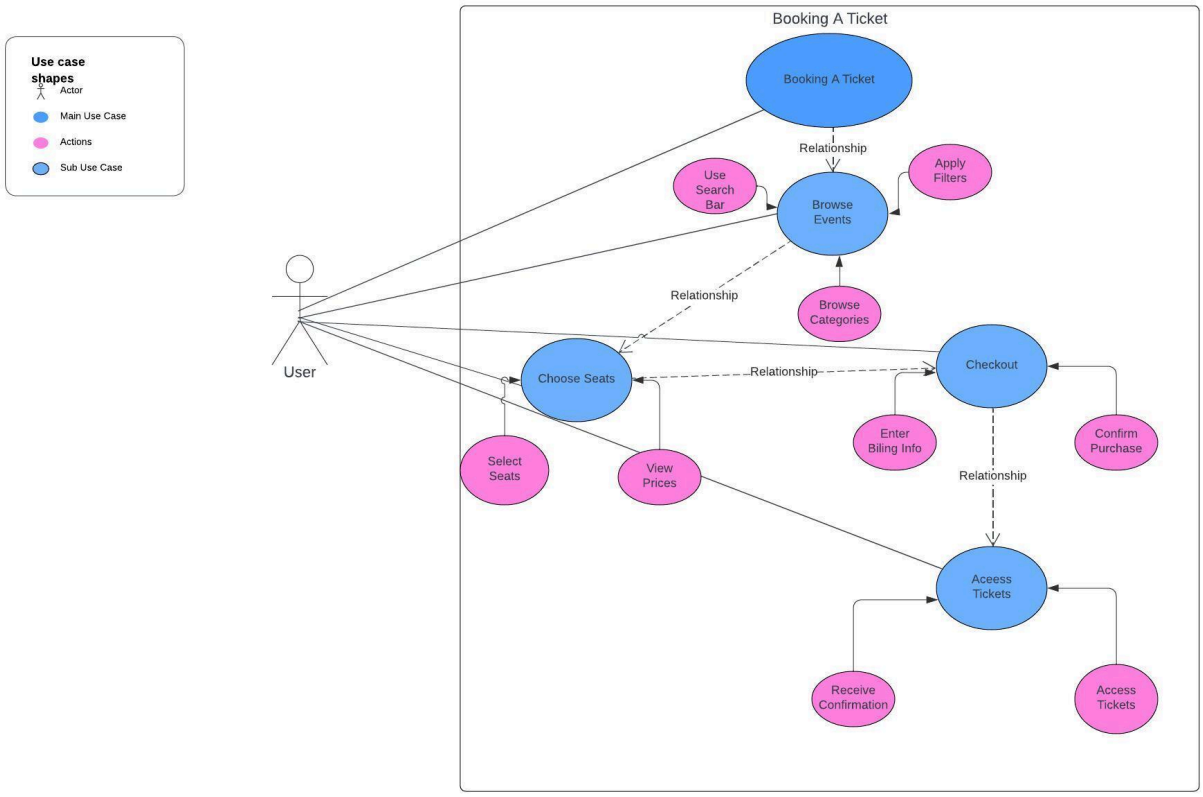
Jimmy Johnson is another persona who is a 50 year old general contractor that renovates homes. Jimmy is a passionate sports fan who enjoys attending games live with his family once in a while. He values simplicity and convenience when it comes to online platforms and prefers the process to be as straightforward as possible without many nuances or complications that can cause headaches. While he might not be super good with technology compared to others, he's still pretty comfortable using his smartphone for basic tasks like browsing, emailing/texting, and checking the scores of his favorite teams.

Jimmy's son has been begging him to take him to an Indiana Pacers game for his birthday, so he decides to surprise him with tickets. One evening after coming home from work, John pulls out his smartphone and opens TicketPicket Online. He uses the search function to find upcoming Pacers games and filters the results by date to find one that aligns with his son's birthday weekend. Once he finds one that works, he selects the best seating section for the price and proceeds to checkout. He enters his payment information and completes the purchase with ease. John receives a confirmation text with the tickets, which he is easily able to save to his phone. Later that evening, he simply pulls up the tickets and shows his son, and they both get excited for the upcoming game.

When performing a Hierarchical Task Analysis of the process of booking a ticket on our website, you must first of course open the web application on either your computer or smartphone by performing a simple search in your desired web browser. Once you find it, simply click the link and you are ready to start browsing tickets. If you are looking for a specific event, use the search bar and apply filters that will help narrow it down for you. If you are not sure exactly what you want yet, just browse through our different categories until something catches your eye. Once you choose an event and click on it, you will see all the available seating options

and be able to click certain sections or individual seats to see the prices and decide which ones work best for you. Once you have made a decision, simply add the selected seats to your cart and check out. You will then be prompted to enter your billing information and confirm the purchase. You will then receive a confirmation email and/or text message with additional details along with the tickets themselves that you will use to get in when you arrive at the event. These are easily able to be saved to your smartphone for your utmost convenience. If you would rather print a physical copy of the tickets to bring, you are certainly able to do that as well.

Use Case



Requirements

Category: Functional

Description: The website must be able to allow users to search for events based on things like location, date, genre, and performer.

Rational: Optimize users experience by enabling efficient discovery of events based on an individuals preferences. By allowing users to to filter search results based on location, date, genre, and performer, the website will ensure convenience. This feature will ensure customer satisfaction an offer a competitive edge.

Evaluation Criteria: Is it possible for a user to search for events based on location, date, genre, and performer? (Yes/No?)

Category: Functional

Description: Users should be able to easily select seats or sections and go through the booking process without any errors or delays.

Rational: Streamline the user journey, by ensuring a smooth experience that users will be able to navigate throughout the booking process, this will lead to high conversion rates and high customer satisfaction.

Evaluation Criteria: Is it possible for the User to select seats without any glitches or errors? (Yes/No?)

Category: Functional

Description: The platform must able to integrate with external databases and PI's in order to ensure real time updates on seat availability and event information.

Rational: Provide users with accurate information on seating options and events that is up to date. By connecting to external sources, the platform will be able to update listings, ensuring that users have access to real time information. This will enhance user confidence in the platform. Leading to more tickets bought successfully.

Evaluation Criteria: Are event information updated in real time? (Yes/No?)

Category: Data

Description: User data must be securely retained to facilitate transactions and deliver personalized recommendations.

Rational: Safeguard user privacy and maintain trust with the platform. Securly storing user data can ensure confidentiality and protect sensitive information from misuse. This enhances user trust in the platform and also enables personalized services such as transaction history.

Evaluation Criteria: Is user data protected against tampering and cyber threats? (Yes/No?)

Category: Data

Description: The website should ensure real time updates and seat availability by integrating external databases.

Rational: Provide users with up to date information, thus increasing the likelihood of successfully bought tickets. Integrating external databases and API's ensures that users have access to information such as scheduled events and available seats. This will allow users to plan accordingly and effectively.

Evaluation Criteria: Are updates on event information and available seats shown in real time or with very minimal delay? (Yes/No?)

Category: Data

Description: Strict measures must be implemented in order to make sure the privacy and security of all user data.

Rational: Protect user confidentiality and maintain trust with the platform. Implementing security measures like encryption, access controls, and compliance with regulations, allows the platform to ensure the data is safe and secure. These security measures help protect against possible breaches or cyber threats.

Evaluation Criteria: Is user data encrypted in order to prevent unauthorized access? (Yes/No?)

Category: Context

Description: The website must be able accessible across a plethora of devices.

Rational: By providing compatibility amongst a plethora of devices, it will maximize the platforms reach and convenience for users. Allowing users to engage with the platform seamlessly no matter their device of choice.

Evaluation Criteria: Is the user experience consistent across all devices? (Yes/No?)

Category: Context

Description: The platform should be optimized to provide rapid loading and smooth navigation, even with slow internet connection.

Rational: Ensure a positive user experience, even with users accesses the platform on slower connections. By prioritizing rapid loading times the platform minimizes frustrations amongst users. This will allow for high user satisfaction.

Evaluation Criteria: Is the server response time optimized to minimize any delays in showing the context of the platform to the users?v(Yes/No?)

Category: User

Description: The platform should cater to people with varying levels of technical expertise.

Rational: By accommodating users of all technical backgrounds, it ensures that inclusivity is achieved. This allows the platform to maximize its user base and promote equal access. A user friendly interface will allow users to easily navigate through the platform no matter the users level of technical knowledge.

Evaluation Criteria: Is the user interface easy to navigate? (Yes/No?)

Category: User

Description: The booking process should be easy and straightforward in order to be convenient for the users.

Rational: Catering to users who prefer simple and convenient platforms, enhances user satisfaction as well as makes the booking process easier. Making sure the user interface is friendly and easy promotes a positive user experience.

Evaluation Criteria: Is the booking process simple and easy in order to navigate through the platform without much effort? (Yes/No?)

Category: Context

Description: Accessibility features such as changes available to font sizes, screen readers, etc.

Rational: Ensure inclusivity for people with disabilities. Remove any barriers in order to give all people equal opportunity access.

Evaluation Criteria: Is the website compatible with accessibility features? (Yes/No?)

Category: User

Description: The website should be designed to accommodate users of all diverse backgrounds.

Rational: Designing a platform that reaches all demographics ensures inclusivity, broadening of rhea, and maximizing user engagement. By creating a platform that meets the needs of all people no matter their culture or preferences it allows for the platform to have a high number of users.

Evaluation Criteria: Does the website promote content such as imagery and language options in order to accommodate a diverse demographic? (Yes/No?)

Category: Useability

Description: The website should have clear instructions on how to navigate the platform, guiding users through the booking process.

Rational: Intuitive navigation and clear instructions are vital in order to ensure that users have no problems navigating throughout the website and the booking process. This will enhance customer satisfaction and reduce people leaving the platform for other alternatives.

Evaluation Criteria: Is the website navigation organized and easy to understand, allowing users to locate their desired tickets? (Yes/No?)

Category: Useability

Description: Feedback and error messages should be prompted in a user friendly way in order to help users troubleshoot and possible problems.

Rational: User friendly error messages are essential in order to maintain positive experience for the user. Without this the process can become very frustrating for the user. By providing error messages in a helpful manner, users will be more likely to solve any possible issues, this leads to more people staying and using our platform.

Evaluation Criteria: Are error messages written clear and concisely, and provide users with an explanation on any given issue? (Yes/No?)

Category: User Experience

Description: The website should offer recommendations based on previous purchases and behaviors in order to enhance satisfaction.

Rational: Personalization will improve user engagement, because users will see offers and events based on their previous behaviors. This will allow users to see events that are relevant to them. The platform can target user preferences and showcase them to the user, ultimately increasing user satisfaction.

Evaluation Criteria: How accurate are the personalized recommendations based on the user's previous behaviors and preferences? (Yes/No?)

Category: User Experience

Description: The website should offer a simple process of booking a ticket from start to finish.

Rational: Simplifying the booking process reduces user frustrations as well as enhance customer satisfaction. Making the process simple allows users to efficiently and easily make transactions.

Evaluation Criteria: How many steps are involved in the booking process, and can any steps be reduced? (Yes/No?)

Category: Useability

Description: No matter the device used, the users should experience a consistent and easy booking process.

Rational: Ensuring that the booking process in consistent throughout devices increases user satisfaction and reduces any issues if the users decide to transition from devices while booking tickets. Consistency will make users loyal to our platform and offer a seamless transaction as well.

Evaluation Criteria: Do all features and functions work consistently throughout all devices? (Yes/No?)

Category: User Experience

Description: The platform should be integrated with social media in order to allow users to share their events with family and friends.

Rational: Social integration will enhance the user experience and allow users to share events with their family and friends. This will bring a sense of community that not only brings excitement but also promotes the platform via word of mouth.

Evaluation Criteria: How easy is it for users to share their tickets or events on social media via our website? (Yes/No?)

Based on the requirements listed above, we designed two different conceptual models for TicketPicket Online's booking process. The interface metaphor for the first design model would resemble a map of the world where each country, state or city could be clicked on and expanded in order to show what is happening near that specific location. The interaction style in this case would of course be exploratory because the user is literally exploring the world to find fun things to do. The interface style would be as minimalistic as possible so that it does not look too crowded and overwhelm the user. There would be many helpful filters and a search bar function available that takes you straight to where you wanna be if you already know what you are looking for. The interface would support other activities such as being able to easily view all the details related to any event the user is interested in, selecting seats for the desired event, and the ability to share a cool picture of the event they are going to in relation to the map on social media to let friends know about it in a unique way. There are several relationships between these functions as well. A search leads to further filtered results, and filtering results helps narrow down what comes up in search results. The user determines which seats to buy based on what they read in the event details section and the different pricing ranges available. Also, sharing purchased events on social media is beneficial for the user while also promoting our platform at the same time. Some of the information that would be required for this model to work includes event location, date, genre, performer(s), etc. and seat availability, pricing and view.

Our second conceptual model would have an interface design similar to a concierge or personal assistant that helps the user with the ticket booking process the old fashioned way with a modern twist. This would be a conversational interaction style, where the user responds to certain questions and prompts provided by the "concierge" in a back and forth styled approach. The interface style would be pretty basic and straight to the point, similar to what a texting

conversation would look like with maybe a few more design elements to make the experience more interesting and unique. The assistant would help users find desired events, provide personalized recommendations and guide them through the whole process until they are booked and ready to go. We would make use of artificial intelligence to achieve this feel of a face to face conversation that takes everything the user says into account and makes them feel like we are listening to their preferences and needs. There would not be many relationships between functions in this case because AI is kind of an all in one type of deal. This would require information such as the user's personal preferences, details about every event in the database, and of course an AI assistant software such as IBM Watsonx or OpenAI.

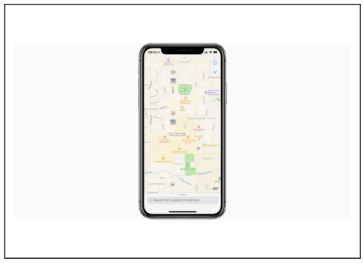
Based on our assessment of the requirements and our different designs, our first conceptual model seems like the better and more appropriate option. It aligns well with the requirement of allowing users to search for events based on various criteria such as location, date, genre, and performer. The model emphasizes exploration and navigation, which fits the user's need for efficiently finding and discovering events. Additionally, it supports functions like viewing seats and sharing events on social media, fulfilling the requirements for a smooth and enjoyable booking process. While the concierge idea sounds like a more personable experience, we understand that it could maybe lead to wasted time and potential headaches in some cases if it does not go exactly as planned. Overall, the map approach provides a more clear and intuitive interface for users to find and book tickets as quickly as possible if they already know what they want, while still providing an enjoyable experience to someone who just wants to look around and browse events that are happening around the world.

Updated Task Analysis

1. User searches for events based on location, date, genre, and performer.
2. User filters search results to narrow down options.
3. The user explores events by clicking on locations on the map interface.
4. User views event details including location, date, genre, performer(s), etc.
5. The user selects seats for the desired event.
6. User shares events on social media.

Storyboard

USER OPENS THE TICKETPICKET ONLINE PLATFORM ON THEIR DEVICE.

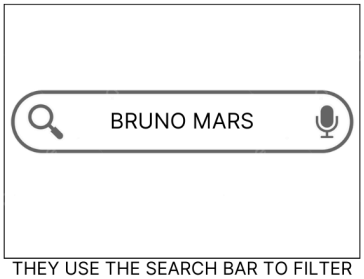


USERS ARE GREETED WITH A MAP INTERFACE SHOWING VARIOUS LOCATIONS AROUND THE WORLD.

USER CLICKS ON A LOCATION THEY ARE INTERESTED IN EXPLORING.

THE MAP ZOOMS IN TO SHOW MORE DETAILS ABOUT EVENTS IN THAT LOCATION.

USER SEES A LIST OF EVENTS HAPPENING IN THE SELECTED LOCATION.

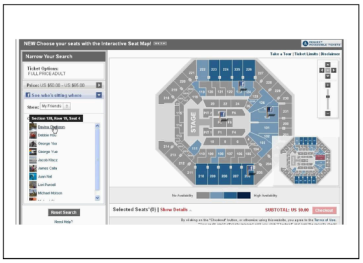


THEY USE THE SEARCH BAR TO FILTER EVENTS BY GENRE, DATE, OR PERFORMER.

USER CLICKS ON A SPECIFIC EVENT TO VIEW MORE DETAILS.

THEY SEE INFORMATION SUCH AS LOCATION, DATE, GENRE, AND PERFORMER

USER DECIDES TO PURCHASE TICKETS FOR THE EVENT.



THEY SELECT THEIR DESIRED SEATS FROM THE SEATING CHART DISPLAYED ON THE SCREEN.

AFTER COMPLETING THE PURCHASE, THE USER IS GIVEN THE OPTION TO SHARE THE EVENT ON SOCIAL MEDIA.

THEY CHOOSE TO SHARE A POST WITH A PICTURE OF THE EVENT LOCATION ON THEIR PREFERRED SOCIAL MEDIA PLATFORM.

Feedback

Users had an overall great experience while using the TicketPicket platform. They had a bunch of positive feedback over the platform's map interface, finding it intuitive and quite enjoyable for finding events all over the world. Users also seemed to enjoy the search and filtering options. Users stated that these tools helped them quickly find events that match their preferences. Furthermore, users found it easy to view all the event details and select seats with the platform. Lastly, users stated that they enjoyed the feature to allow them to share the events on social media, it was seen as fun and a pretty convenient way to spread the news about any upcoming events. In conclusion, users believed that the storyboard created would be an accurate representation of what they would expect to go through while using TicketPicket. This shows users' satisfaction with this platform.

Updated Use Case

In order to book a ticket, the user must first open the TicketPicket platform on their device. They then are able to search for events using the search bar function. They can also filter search results to further narrow down their options. The user explores events by clicking on different locations on the map interface. They are able to view many details about the event including location, date, genre, performer(s), etc. The user finally selects seats for the desired event and can share their experience on social media.

Feedback

Users found our prototype to be very intuitive and easy to navigate. They liked the idea of a map interface for exploring events. They also liked how simplistic and straightforward everything seems and the ability to search and filter results right away. Suggestions included adding a feature to save favorite events for future reference and also the option to receive reminders about an upcoming event that you are either attending or just interested in.

Screen Design : Seat Selection

In creating the Seat Selection screen, we aimed to make it easy for users to pick their seats when booking tickets on TicketPicket Online. We split the screen into two parts: one for the seating map and one for booking details. This setup helps users see available seats and important booking information without feeling confused. We put clear buttons on the screen to help users move forward in the booking process easily.

For colors, we chose ones that make it simple for users to understand. The seating map uses colors to show which seats are free, picked, or already reserved. This makes it quick for users to see where they can sit. We kept the colors calm for the booking details section so users can focus on the important information without distractions.

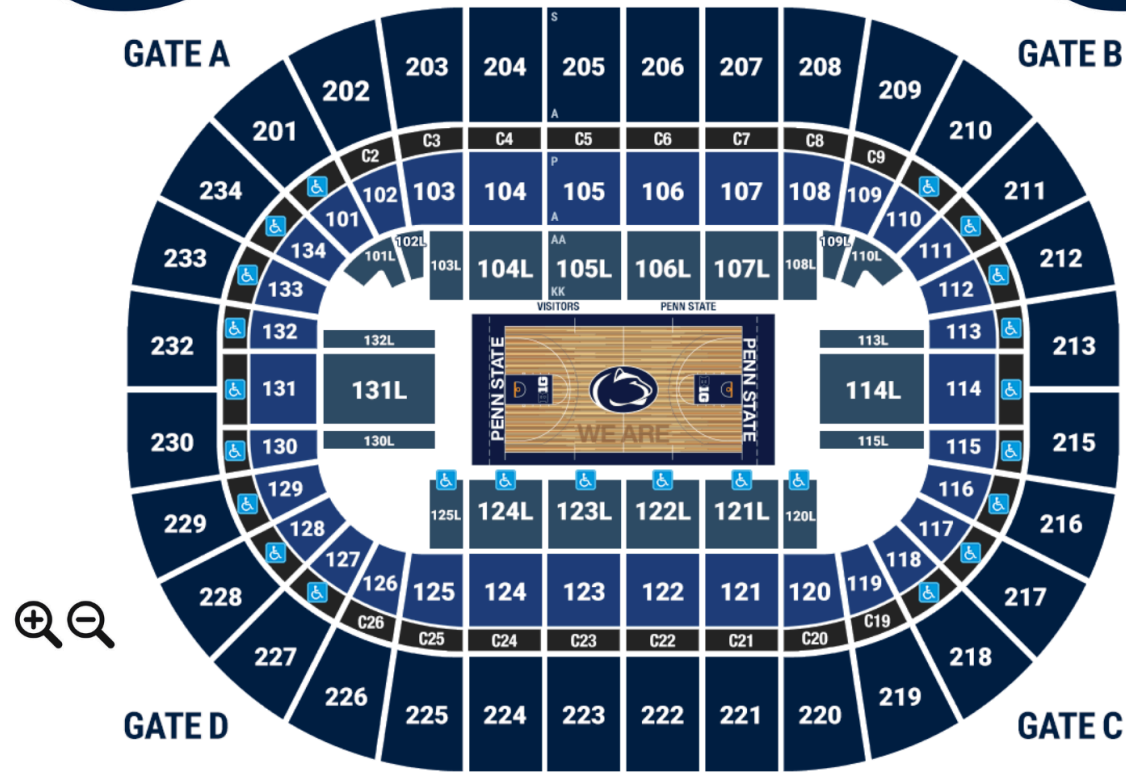
To make the experience more interesting, we added nice pictures like a zoomable seating map and small images of performers or event posters. These visuals help users get a better feel for the event they're booking tickets for.

We made sure all the buttons on the screen are labeled clearly so users know what each button does. Buttons like "Select Seats" and "Proceed to Checkout" are easy to see and understand. We also added links that say things like "Back to Event Details" and "Browse More Events" to give users more options for moving around the site.

In short, our Seat Selection screen is designed to be easy to use and understand, with clear buttons and helpful visuals to enhance the booking experience for users.

TicketPicket

Search For Events | Select Seats | FAQ's



Back to Event Details | Browse More Events | Checkout

Task Instructions

1. Open TicketPicket on your device
2. Use search bar to find upcoming concerts in your area
3. Explore different events on the map interface
4. Select event of your choice to view more details
5. Review location, date, genre, performer(s), etc.
6. Decide the number of tickets you want to purchase
7. Choose preferred seats from available options
8. Filter results to narrow down your options (e.g., balcony seats, best view, price, etc.)
9. Proceed to checkout when ready
10. Complete payment process using one of the provided payment options
11. If you have an existing account, log in with username and password. If not, create account or continue as guest
12. Enter contact information and payment details
13. Review order summary and confirm purchase
14. Share experience on social media
15. Continue to browse more events

Informed Consent Form

You are being invited to participate in a study to evaluate the user experience of the TicketPicket platform. Before you decide whether to participate, it is important for you to understand the nature of the study and what your participation will involve. Please take the time to read the following information carefully and ask any questions you may have before deciding whether to participate or not.

The purpose of this study is to gather feedback on the TicketPicket platform's usability and functionality, specifically regarding the ticket booking process. If you agree to participate, you will be asked to complete a series of tasks related to booking tickets for an event on the TicketPicket platform. These tasks may include searching for events, selecting tickets, and completing a simulated purchase. Your interactions with the platform will be observed and recorded for analysis. No actual transactions will be made.

There are no known risks associated with participating in this study. However, you may benefit from contributing to the improvement of the TicketPicket platform by providing valuable feedback, and will receive compensation for doing so, no matter if it is good or bad. Any information collected during the study will be kept confidential and will only be used for research purposes. Your identity will be anonymous in any reports or publications resulting from this study.

Your participation in this study is completely voluntary, and you may choose to withdraw at any time without penalty. Your decision to participate or not will not affect your relationship with TicketPicket or any associated organizations. If you have any questions about the study or your rights as a participant, you may contact Lucas Tetrault using his email address: luc@tp.com.

I have read the above information and understand the nature of this study. I voluntarily agree to participate in the study and consent to the collection and use of my data as described.

Participant's Name (print): _____

Participant's Signature: _____ Date: _____

We believe an informed consent form is necessary for this study and pretty much any study of this nature. Since participants will be interacting with the TicketPicket platform and

their actions will be observed and recorded, it's important to obtain their informed consent first. The form provides participants with all the information they would need to know about the study as well as the risks or benefits that might come with it. It also confirms their confidentiality and all their rights as participants. We also make sure that participants understand they have the option to withdraw from the study at any time without penalty and can contact us with further questions at any time. This helps uphold ethical standards and allows participants to make an informed decision about whether or not they would like to be involved in our research.

Usability Testing

After the three users completed the task they were able to give some feedback and recommendations on how to improve the application. User 1 who is 24 years old took about 8 mins to complete the process, which we feel is pretty good for our application. User 1 did state that the search bar was easy to ding and use but it took a little longer then expected to use the filter options when narrowing down ticket choices. He also stated that there was some difficulty when selecting the quantity of tickets to purchase. There was not a clear and concise place to adjust the quantity. Lastly, while they did state that the checkout process was smooth, they recommended that we add a feature that can save their payment information, that way they dont have to put it in every time they want to purchase tickets with our application. User 2 who is 46 years old spent a little longer with this process at 10 mins. She had some difficulties using the map interface to explore different events. It wasn't clear how to zoom in and out within our map interface. She stated that the seat selection process was pretty straightforward but she did have a hard time figuring out which seats were taken already. Overall, she had a good experience with the task. Lastly, user 3 who is 22 years old took around 10 mins to complete. One recommendation that they had was having an option to increase the font size for people who

have a harder time with their eyesight. One error that they ran into was the order summary. He had some issues reviewing his order summary before confirming the purchase because it was not clear on how to go back and double check their selections for seats. He also stated that the option to share the events on social media comes up too soon for his liking. He would like to purchase the tickets first before sharing the experience on social media.

Heuristic Evaluation

1. Visibility of system status

- Justification

This heuristic ensures that users are informed about what's happening within the system, such as loading times or progress indicators during tasks.

- Discussion

The prototype provides clear feedback to their users about their actions, such as loading times, ticket selection, and the checkout process

2. Match between system and the real world

- Justification

This heuristic emphasizes using language and concepts familiar to the users, making the system intuitive to navigate.

- Discussion

The prototype uses familiar language and navigation patterns for buying tickets. These also line up with the users behaviors and expectations.

3. User control and freedom

- Justification

Users should have the freedom to easily navigate back and forth between screens, correct mistakes, and exit the task without penalty.

- Discussion

Users are able to navigate through all the screens, this includes edit seats selections and canceling or exiting a task.This provides the users with freedom to navigate throughout the application, throughout the whole process.

4. Consistency and standards

- Justification

Consistency in design elements, terminology, and layout throughout the app enhances usability and reduces cognitive load for users.

- Discussion

The prototype does in fact remain constant when it comes to the design elements and terminology used throughout the app. Things such as button placement and color schemes are consistent. This allows for a cohesive and enjoyable experience with our prototype.

5. Error prevention

- Justification

Designing the system to prevent errors or providing clear error messages helps users avoid mistakes and reduces frustration.

- Discussion

Our application does in fact have features like confirmation dialogs and validation checks for user input, however I don't believe we have informative error messages in order to guide users when they are making mistakes. This was an issue throughout the testing phase, so this could be improved.

6. Flexibility and efficiency of use

- Justification

Experienced users should be able to perform tasks efficiently, while novice users should be able to learn the system easily.

- Discussion

Our prototype does not have advanced features and shortcuts for experienced users. Things like payment information being saved, are not present in our application and could definitely use some work. Although the prototype is simple for beginners it does not have the features needed for the experienced users.

Redesign

To address the usability issues uncovered during testing and the heuristic evaluation, several adjustments will be made to our prototype. Clear loading indicators and progress bars will be added to provide users with better visibility of system status during tasks such as ticket selection and checkout. Intuitive navigation elements, like zoom in and zoom out buttons or pinch gestures will be incorporated into the map interface to improve user interaction and make it easier to navigate. Additionally, more clear navigation options and an "Edit Selections" button during checkout will provide users with more control and freedom to review and adjust their orders. Consistency in design elements and our terminology will be clear throughout the entire application, along with informative error messages to guide users through potential mistakes. Finally, advanced features such as saving payment information will be introduced to streamline the experience for both novice and experienced TicketPicket users, enhancing the usability of our website and overall user satisfaction.

Comparing Evaluation Methods

Usability studies and heuristic evaluations serve as valuable and efficient methods for assessing how effective our application really was. It can also assess how user friendly the application is as well. Both of these approaches have their own focus. Usability studies involve observing users as they interact with our prototype in real time, this gives us insight on the users behaviors, preferences, and pain points. This type of study focuses on the direct feedback from the user in order to offer us deeper understanding on how users navigate through our application. It also tells us if the application is running smoothly and achieving the goals we set out to due when creating the application. Heuristic evaluations however, involve experts analyzing the application based on the principles that are already established. This gives us insight on the design principles and guidelines in a cost effective manner. Heuristic evaluation offers a systematic evaluation based on criteria that is established while usability studies offer deep insight and knowledge of user experience. Usability studies require a lot more resources, while heuristic evaluations are much quicker but may not show us the perspective of the users. Overall, while we do believe that both approaches offer a lot of value, usability studies provide a better understanding of the user needs and their behaviors. In our eyes this seems more valuable because at the end of the day we want to know how the average user feels about the application and making it user friendly for all. However, we also believe that a combination of both methods offer the best evaluation of an application, because these approaches are limited to what they do best and not a one stop shop.