

# Heuristic Evaluation: DOCs Website

[docs.com.miami.edu](http://docs.com.miami.edu)

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CIM 622 UX Research Final Report  
February 29, 2016

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- Data Analysis
- Results
- Conclusions
- Recommended Design

# EXECUTIVE SUMMARY

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Five individual heuristic evaluations were performed on the DOCS website and data was later aggregated to make overall recommendations. The team identified both positive elements *and* opportunities for improvement. In total, we recommend keeping the multimedia interactivity of the site. Specifically, items like the interactive map and pyramid tooltip are effective visual elements.

The main issues identified included an unclear main navigation bar which lacked sub-navigation, icons which lacked affordance, inconsistent use of clickable site icons, and a mobile layout which is poorly organized and optimized. Next steps include conducting a usability evaluation on the site to test these issues and find other opportunities for improvement that make the site as user friendly as possible

# INTRODUCTION

# INTRODUCTION

The DOCS website (Department of Community Services) from the University of Miami is a single page scroll site that provides information to other organizations about how to start their own DOCS program or partner with the DOCS organization. DOCS is a philanthropic program developed by the medical school that allows students to gain experience while serving under privileged communities. According to the site DOCS, “serves as an opportunity for students and institutions to provide necessary healthcare to underserved patients in local communities”.

5 total individuals conducted a heuristic evaluation to identify problematic areas of the DOCS website which afford opportunities for improvement. Overall project objectives were to provide a list of specific problem areas sorted by category and severity, list site features which should be kept, and provide a sample redesign based on problems and recommendations.

# METHODS

# TARGET USERS

Targets users include researchers and communities interested in partnering with or starting their own DOCs program.



# EVALUATORS & ROLES

In order to complete the heuristic evaluation of the DOCs website, the evaluators individually examined the website using a data entry tool to record issues. Each one of us had an evaluator role and we meet to address final conclusions as a group.

1. David Anderson
2. Lina Angel
3. Rafael Baldwin
4. Sarah Kasiske
5. Louise Whitaker

# TOOLS / EQUIPMENT

To achieve the heuristic evaluation we used the following tools:

- Google Chrome, Safari and Firefox
  - Used to perform heuristic evaluation
- Google Docs
  - Used to summarize data and aggregate findings
- Google Sheets
  - Used to summarize data and aggregate findings
- Google Slides
  - Used to prepare presentation
- Excel
  - Used to compile raw data and aggregate overall findings

# TOOLS / EQUIPMENT, pt 2

To achieve the heuristic evaluation we used the following tools:

- Laptops
  - Used for heuristic evaluation and data/report preparations
- Docs Website
- Nielsen's 10 Usability Heuristics
  - Used to identify areas for improvement on DOCs website
- Nielsen's four-step severity scale
  - Used to rate the impact of areas for improvement

# SCHEDULES

- **First Meeting:**

Wednesday, February 24th.

During this meeting we created tasks, spreadsheet template and following procedure for the project.

- **Individual Evaluations:**

Thursday through Saturday, February 25th - 27th.

We conducted the individual heuristic evaluation the same spreadsheet.

- **Group Evaluation, Results & Conclusions:**

Sunday, February 28th and Wednesday, March 2nd.

We met to organize results, remove any duplicates and combine similar issues. Addressed problems and commented. Analyze data, created conclusions and recommendations.

# PROCEDURES

1. Visted <http://udocs.med.miami.edu/> and made notes on the content of the site and became familiar with it
2. Defined the Tasks a user could perform on the site, defined names for the locations (panels) on the site, identified problem types (Problems type I: Persistency, Problems type II: Categories), and selected the severity rating to use for the evaluation.
3. Developed a spreadsheet to organize data entry for evaluations.
4. Each evaluator individually evaluated the interface, identified usability issues and recorded their results on a spreadsheet. They also identified a list of keepers for the developers to keep in mind.
  - a. Evaluators used 10 Heuristics developed by Jakob Nielson to develop a list of usability issues.
  - b. Evaluators used the severity scale developed Jakob Nielson to rate how severe the issues were.  
Usability problems are combination of frequency, impact and persistence rated on a scale of 0-4.
5. Conducted a meeting to analyze results and generate a combined list of problems based on individual findings.
  - a. Created a combined list of usability issues that need to be fixed.
  - b. Developed a list of positive aspects (keepers) from the website.
  - c. Addressed recommendations or ways to improve the sites usability.
6. Developed a report to communicate the findings for the evaluations.

# DATA ENTRY TOOL: Spreadsheet Template

Problem #	Location	Task	Problem Title	Heuristics Violated	Problem Description	Problem Type 1 (Global or local)	Problem Type 2	Severity	Recommendations to Fix

LOCATIONS	TASKS	HEURISTICS	PROBLEM TYPE 2	SEVERITY
Home Page	Watch Videos	Visibility of system status	Category	0 = I don't agree that this is a usability problem at all
Docs Provides Meaningful Opportunities	Click if you already watched the video	Match between system and the real world	Navigation	1 = Cosmetic problem only: need not be fixed unless extra time is available on project
Healthcare Access: Bridging The Gap	Press button to Read more	User control and freedom	Content	2 = Minor usability problem: fixing this should be given low priority
Documentaries: Watch Docs in Action	Enlarge Images	Consistency and standards	Icon	3 = Major usability problem: important to fix, so should be given high priority
The Lasting Impact of Docs	Contact the DOCS team	Error prevention	Interaction	4 = Usability catastrophe: imperative to fix this before product can be released)
Docs Strives for Healthcare Equity	Share this site	Recognition rather than recall	Layout	
The Student Experience	Select location to view Docs in Action	Flexibility and efficiency of use	Visual Design	
The Value Docs Provides to Communities	Fill out form	Aesthetic and minimalist design		
Professionalism from Integrated Community Service	Read Content	Help users recognize, diagnose, and recover from errors		
Opportunities for Medical Leadership	View Images	Help and documentation		
Volunteer Physicians as Community Leaders	Select Navigational Section			
The Invaluable Support of Donors				
The Docs Model: Getting Started				
Identify A Local Community in Need				
Establish an Organizational Framework				
Recruit Volunteers				
Plan What Health Services to Provide				
Health Fair Stations Overview				
Sample Station: Glucose				
Develop A Budget				
Prepare to Launch Your First Event				
Join Us in Building a National Docs Network				
Contact Our Docs Team				
Share This Docs Model with Others				
Acknowledgments				

Keepers #	Location	Task	Title	Description

# SITE SECTIONS

1. Home Page
2. Docs Provides Meaningful Opportunities
3. Healthcare Access: Bridging The Gap
4. Documentaries: Watch Docs in Action
5. The Lasting Impact of Docs
6. Docs Strives for Healthcare Equity
7. The Student Experience
8. The Value Docs Provides to Communities
9. Professionalism from Integrated Community Service
10. Opportunities for Medical Leadership
11. Volunteer Physicians as Community Leaders
12. The Invaluable Support of Donors
13. The Docs Model: Getting Started
14. Identify A Local Community in Need
15. Establish an Organizational Framework
16. Recruit Volunteers
17. Plan What Health Services to Provide
18. Health Fair Stations Overview
19. Sample Station: Glucose
20. Develop A Budget
21. Prepare to Launch Your First Event
22. Join Us in Building a National Docs Network
23. Contact Our Docs Team
24. Share This Docs Model with Others
25. Acknowledgments

# TASKS

1. Click to Watch Videos included on the website
2. Click button if you already watched the video
3. Click buttons with the option to Read more
4. Click to zoom in the Images
5. Section with information to Contact the DOCS team
6. Section with options to Share the site
7. Map Navigation to Select sections to view Docs in Action
8. Option to Fill out form for Contact
9. Text and visual elements you can read
10. Use of Images as backgrounds



# PROBLEMS: Persistency & Categories

## Problem by Persistency

- Local
- Global

## Problem by Design

- Navigation
- Content
- Icon
- Interaction
- Layout
- Visual design

# NIELSEN'S HEURISTICS

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

# NIELSEN'S SEVERITY SCALE

**0** = I don't agree that this is a usability problem at all

**1** = Cosmetic problem only: need not be fixed unless extra time is available on project

**2** = Minor usability problem: fixing this should be given low priority

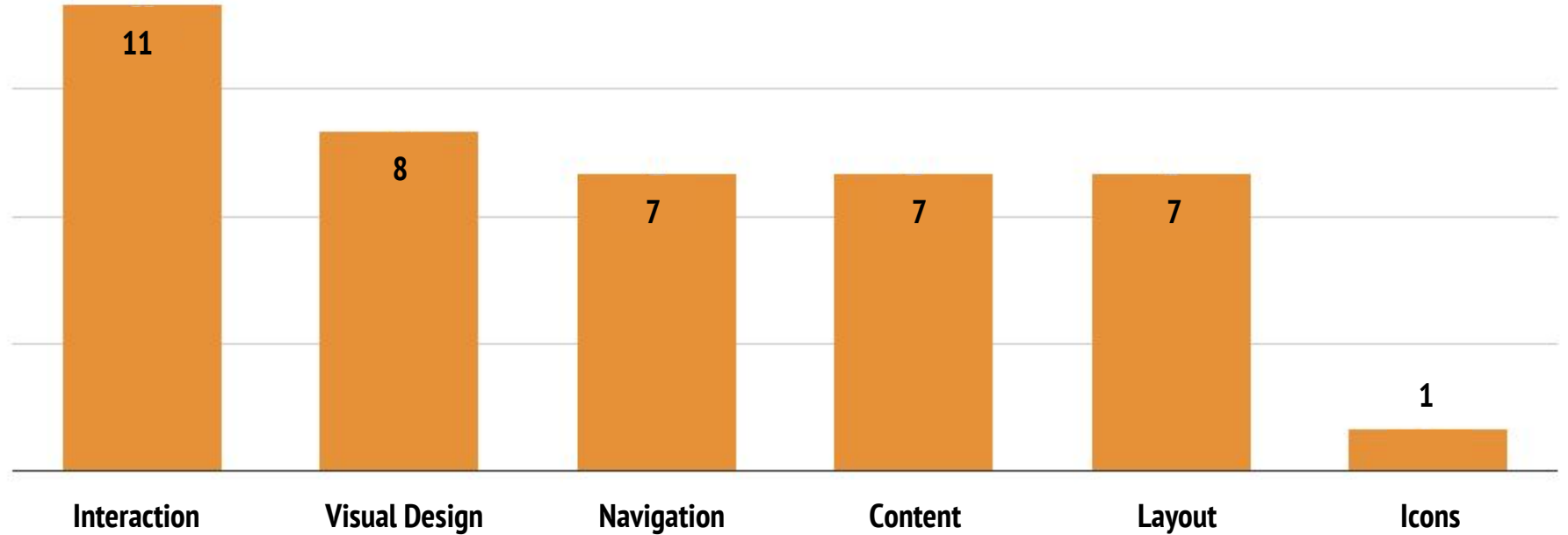
**3** = Major usability problem: important to fix, so should be given high priority

**4** = Usability catastrophe: imperative to fix this before product can be released)

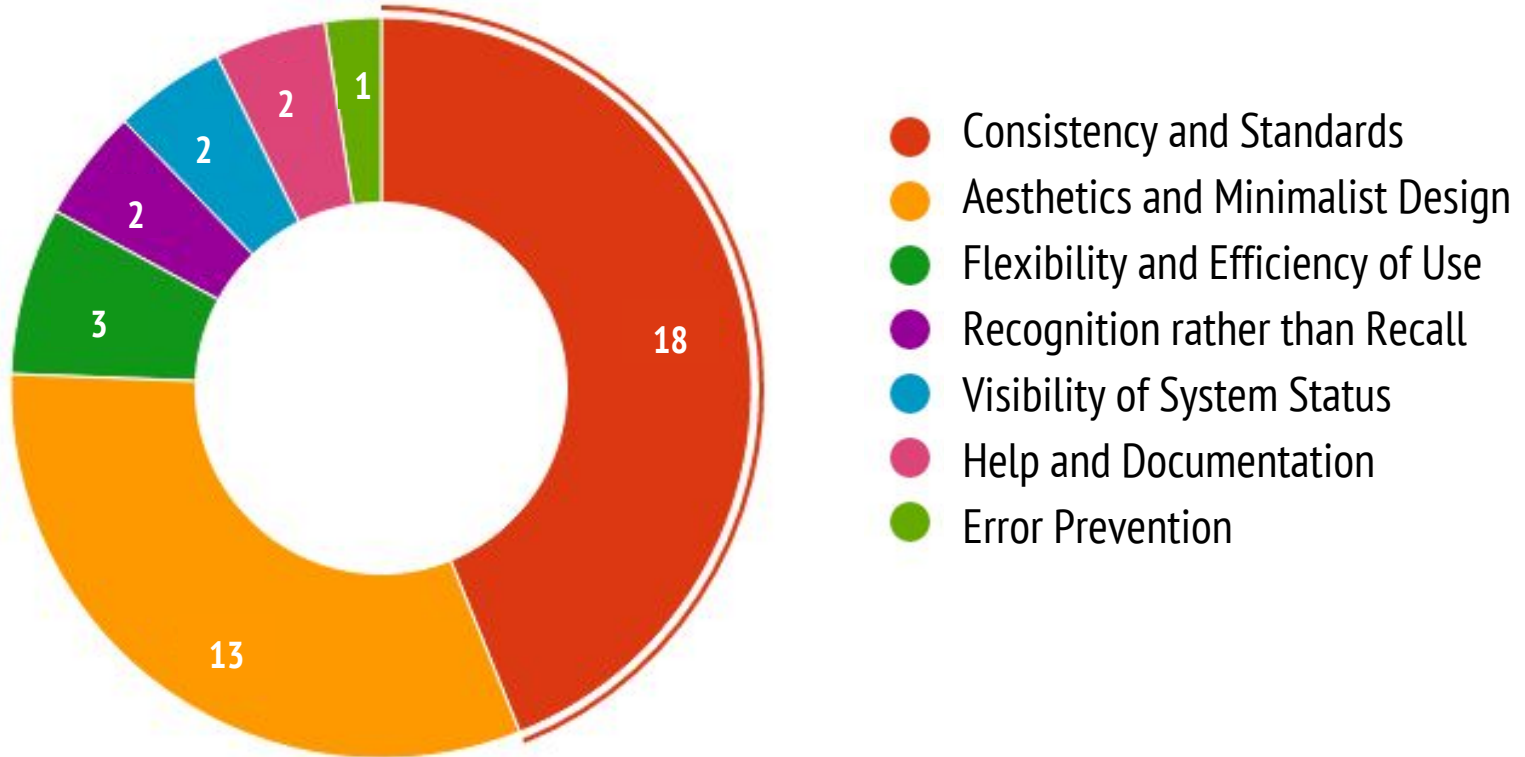
# DATA ANALYSIS

# FREQUENCY OF ISSUES BY PROBLEM TYPE

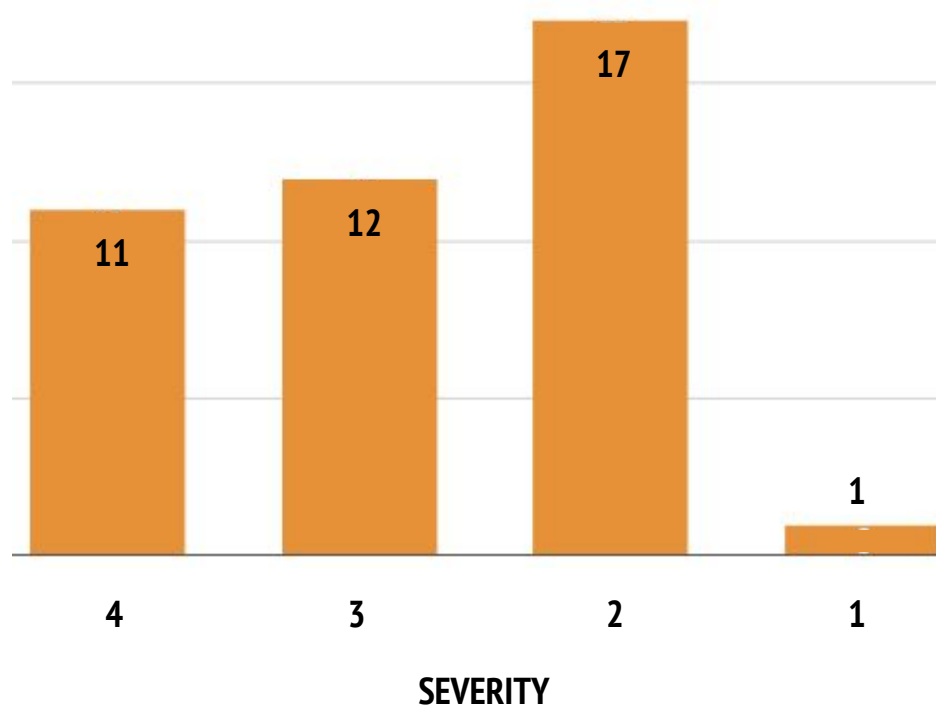
## (Design Categories)



# PROBLEMS BY HEURISTICS VIOLATED

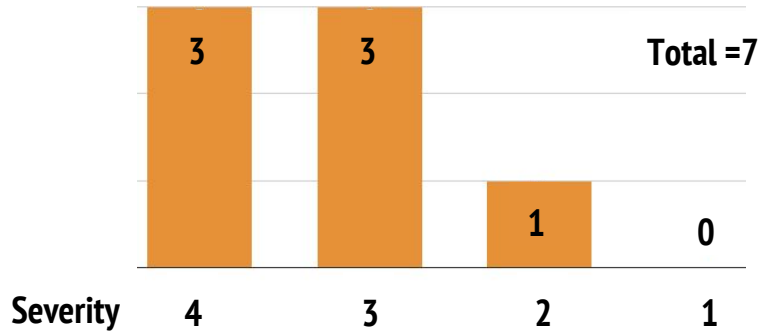


# PROBLEMS BY SEVERITY

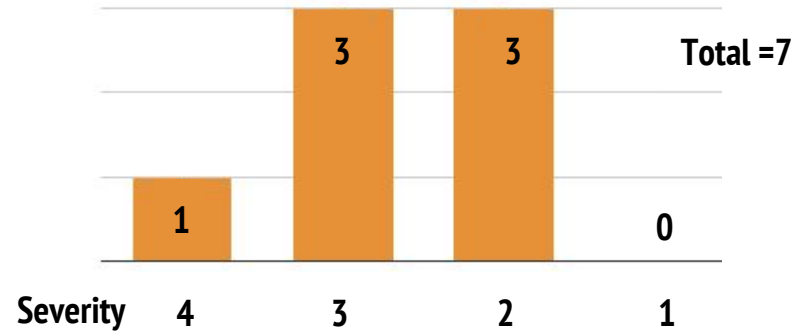


# PROBLEM SEVERITY BY PROBLEM CATEGORY

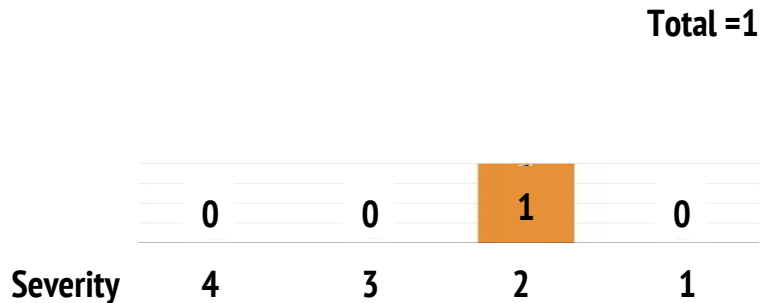
## Navigation



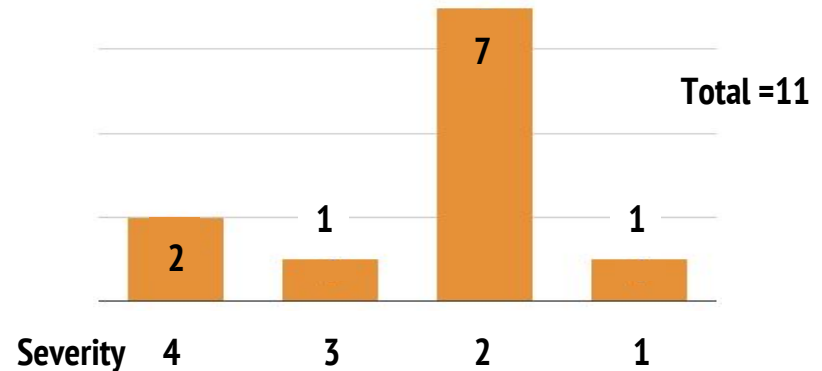
## Content



## Icons



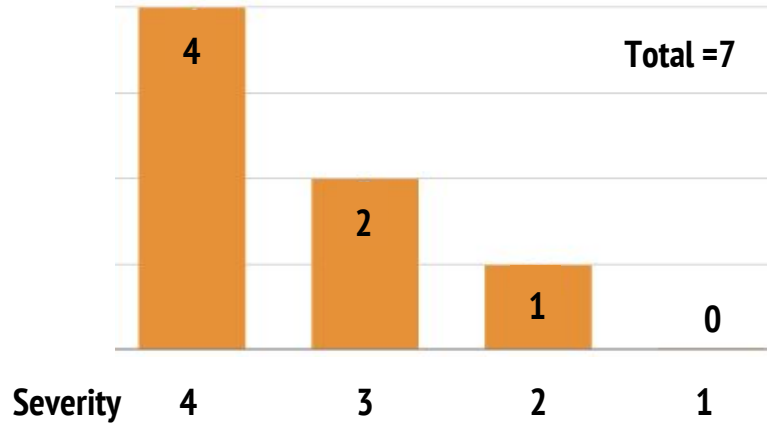
## Interaction



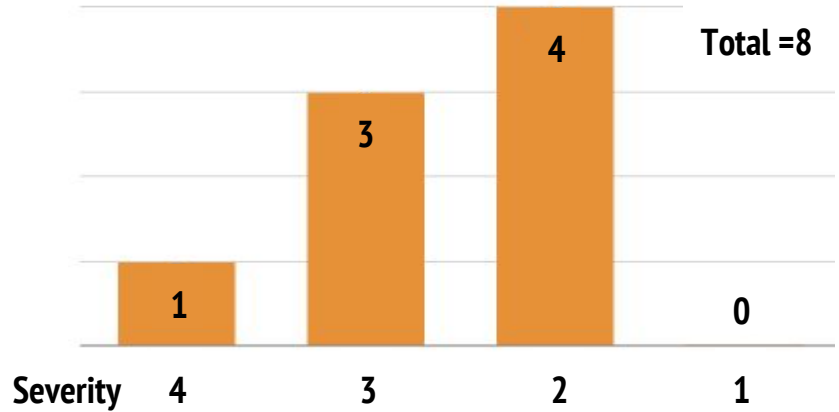


# continue... PROBLEM SEVERITY BY PROBLEM CATEGORY

**Layout**



**Visual Design**



# RESULTS

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Positive  
— Aspects —  
(Keepers)

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# KEEPERS: DIAGRAMS AND VISUAL ELEMENTS

The site use images, diagrams, videos and other visual elements that can replace the amount of text, making the website more interactive and readable.

# KEEPERS: PYRAMID TOOLTIP

The pyramid tooltip aids understanding of the organizational framework.

In our recommendations, we suggest using more visuals such as the pyramid tooltip to avoid use of a lot of text or crowded content.

# KEEPERS: MAP INTERACTIVITY

The map is an efficient visual tool for showing locations of projects. We only suggested some style changes.

# KEEPERS: VIDEOS INSTEAD OF TEXT

The DOCS Videos is a better way to replace the amount of text. We suggest to use a reduce amount of videos, no more than 5 on a website. Also we recommend to improve the quality of the videos and content to achieve the goal.

# KEEPERS: MOBILE VERSION AMOUNT OF CONTENT

The mobile version of DOCS website use a reduced amount of content/text which make it clear and easy to read. Other mobile versions should keep the same content used in the mobile version.



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# Usability Issues: Navigation

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# USABILITY ISSUES: NAVIGATION

## Lack of Sub Navigation

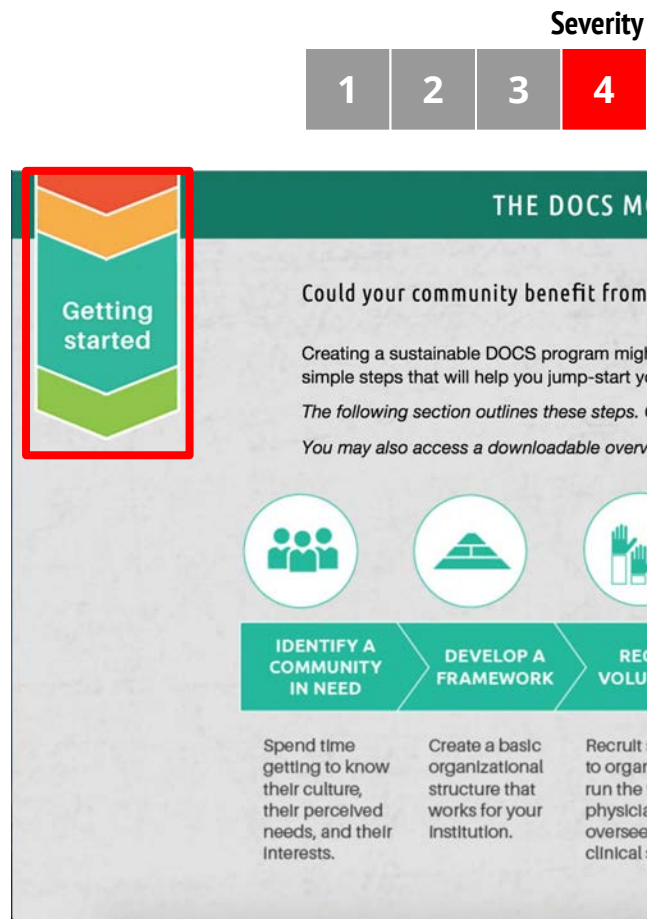
There is a lack of sub navigation throughout the website. The main navigation, (pictured on the right) is broken down into 4 main categories. Within these categories there are sub pages that are not represented in the menu. This makes it challenging to navigate through the website.

**Recommendation:** Sub Navigational elements should be added to the main menu. This could be done by having the sub page titles display beneath the main categories such as getting started when the main category is selected.

**Persistence:** Global

**Location:** Menu on All Pages - <http://udocs.med.miami.edu/#what>

**Heuristic Violated:** Flexibility and Ease of Use



# USABILITY ISSUES: NAVIGATION

## No Indication to Scroll

The homepage of the website does not have any affordance indicating that the website is a scrolling page. When the user lands on the first page of the website they see a video but have no indication of where to go next on the website. The only clear navigational item on the page is the “Already seen video? Click here” button. If this button is clicked the user is taken to a different page (pictured on the lower right image). This leaves users unsure of where they are on the website.

**Recommendation:** There are two options for solving this problem. One would be creating a standardized menu on the page either at the top or side. The second would be adding an arrow or another affordance to indicate that the user should scroll down to see the main content of the webpage.

**Persistence:** Local

**Location:** Home Page- <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Help and Documentation



# USABILITY ISSUES: NAVIGATION

1

2

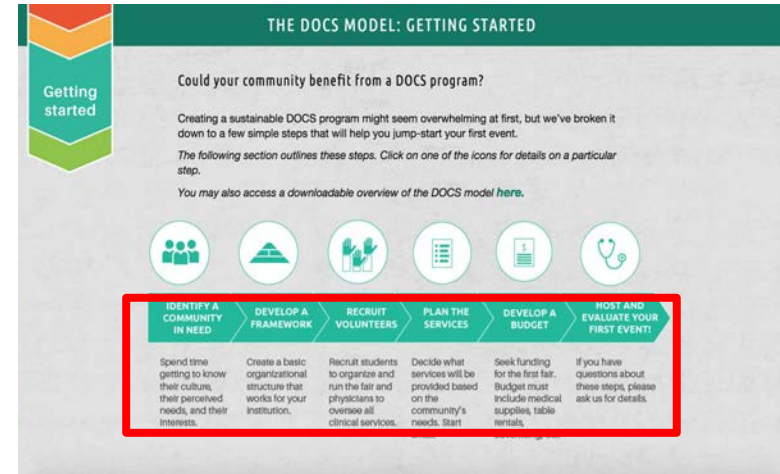
3

4

## Broken Links

If the Icon “Develop a Budget” is clicked it takes the user to “Plan What Health Services to Provide” rather than develop a budget. If the icon “Host and Evaluate your First Event!” is selected the user is taken to “Develop a Budget” rather than “Host and Evaluate your First Event!”.

**Recommendation:** The links on the icons should be updated so they take the user to the correct page.



**Persistence:** Local

**Location:** The Docs Model: Getting Started- <http://udocs.med.miami.edu/#getting-started>

**Heuristic Violated:** Consistency and standards

# USABILITY ISSUES: NAVIGATION

Severity

1 2 3 4

## There are two different homepages

When users click on the “Already seen video? Click here” button they are taken to another homepage (pictured on the lower right). This page includes more information about the site and shows the main navigation in the middle of the page. This problem causes the user to lose sense of space on the website leaving them unsure of where they are within the website.

**Recommendation:** These two pages should be combined into one cohesive page. The elements on the pages should be combined to give users more information about the website. Both the video and description of the website should remain on the combined page .

**Persistence:** Local

**Location:** Home page <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Visibility of system status



# USABILITY ISSUES: NAVIGATION

## Icons used as navigational elements

The icons do not have any affordances indicating that they are clickable buttons. Because they closely resemble the graphic images on the other pages can enlarge on other pages they are easy to overlook.

**Recommendation:** Icons should not be used as navigational elements if they are not consistently used across website. If the icons remain they should have affordances such as a hover effect to indicate that they are clickable elements.

**Persistence:** Local

**Location:** The Docs Model: Getting Started, The Lasting Impact of Docs <http://udocs.med.miami.edu/#getting-started>

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: NAVIGATION

Severity

1

2

3

4

## Lack of global scroll bar

The lack of a global scroll bar means there is no feedback to the user about where they are on the single page scrollable site. This causes confusion because users do not know how many "slides" there are in each section.

**Recommendation:** A global scrollbar should be added or enabled to allow users to have a clearer idea of where they are on the website.



**Persistence:** Global

**Location:** All site <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Visibility of system status



# USABILITY ISSUES: NAVIGATION

## Buttons contradict the navigation

On some pages there are buttons that take the user to other parts of the website. This causes problems for users because when the buttons are clicked the the users are taken to a different area of the page causing them to lose their sense of place. It is also challenging for users to get back to where they previously were because there is no back option.

**Recommendation:** There are a few solutions to this problem. One would be creating a better sub navigation system to give users a better sense of place throughout the website. Another option would be to incorporate a back button so the user can easily return to their previous location on the page.

**Persistence:** Global

**Location:** All site <http://udocs.med.miami.edu/#what>

**Heuristic Violated:** Consistency and standards





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# Usability Issues: Content

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# USABILITY ISSUES: CONTENT

## Website conveys no clear message

The content of the page is not clear. It does not make sense that there is a page about who benefits from Docs before there is even any clear description on what DOCS is. This leaves users confused about the purpose of the website and prevents them from learning from the information on the website.

**Recommendation:** The audience of the site should be defined earlier on. The purpose of the site should be clear as soon as someone opens the page



**Persistence:** Global

**Location:** All site <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Consistency and Standards

# USABILITY ISSUES: CONTENT

1

2

3

4

## Documentaries looks like a typo

Documentaries is a specific term but the item appears to users as a typo. This causes users to question the reliability of the information on the website.

**Recommendation:** There are two options we would suggest to fix this problem. One would be to keep Documentaries as a main page title and add the word documentaries next to it in quotes. The second option would be to change page title and define the word documentaries below.

**Persistence:** Local

**Location:** Documentaries: Watch Docs in Action <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: CONTENT

1

2

3

4

## Lack of captions on images

Images lack captions that explain what the user is looking at. This is confusing, especially on the mobile version of the website when there is no other content to explain the image.

**Recommendation:** Captions should be added to images to give them context on the page.



**Persistence:** Global

**Location:** All site <http://udocs.med.miami.edu/#why2>

**Heuristic Violated:** Help and documentation

# USABILITY ISSUES: CONTENT

## Docs Model uses the navigation for the entire site

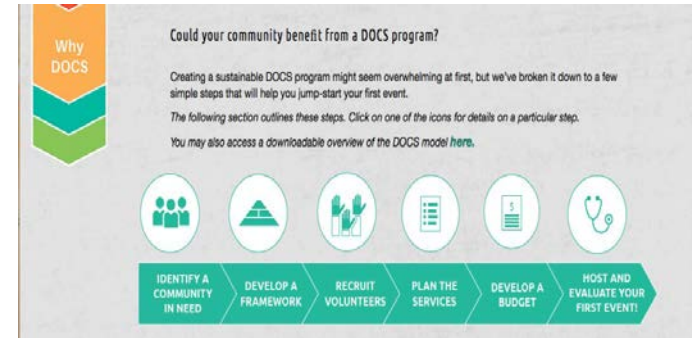
There is a process within the scroll site which is confusing and makes it difficult for a user to understand. The process isn't treated any differently than other parts of the site in the way you navigate through it.

**Recommendation:** The pages contained within the the building your own DOCS program need to be treated differently than the rest of the site. The different sections could be displayed as a modal window or hover effects when the user clicks/hovers on that part of the process.

**Persistence:** Local

**Location:** Docs Model: Getting Started <http://udocs.med.miami.edu/#getting-started>

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: CONTENT

1

2

3

4

**Text does not enhance the message of the website**

The information on pages does not offer enough depth or is irrelevant

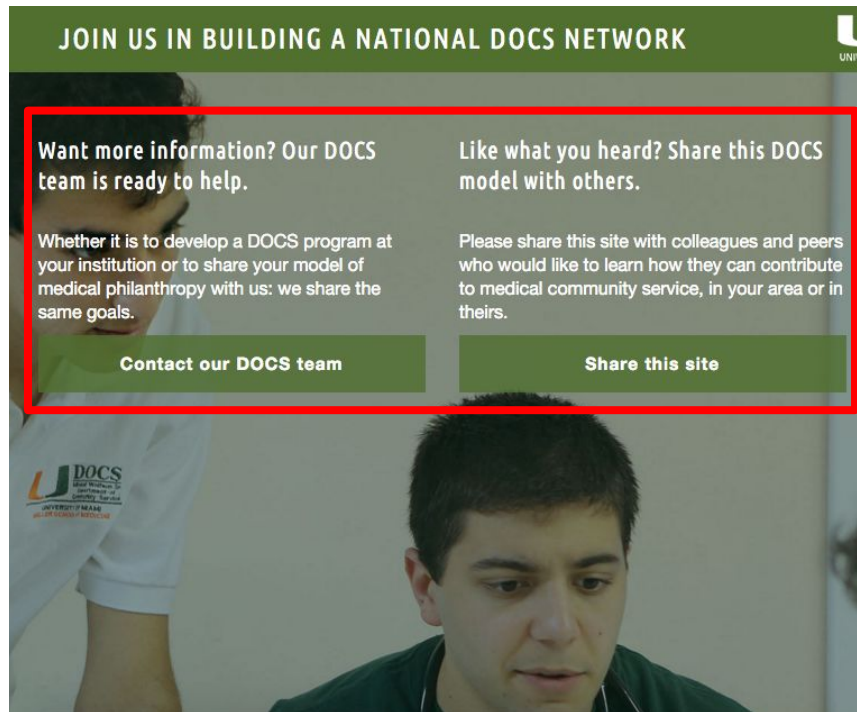
## Recommendation:

Work with copy editors and DOCS representatives to ensure content matches the goal of site

**Persistence:** Global

**Location:** All site

**Heuristic Violated:** Aesthetics



# USABILITY ISSUES: CONTENT

Images chosen match poorly with page content

Images are not relevant to the content on the page

**Recommendation:** Make sure images used on the pages add value to the content on the page

**Persistence:** Global

**Location:** The Lasting Impact of Docs, Docs Strives for Healthcare Equity, The Student Experience, The Value Docs Provides to Communities

**Heuristic Violated:** Aesthetic and Minimalist Design





# USABILITY ISSUES: CONTENT

## Distracting background pictures

Background pictures in many places are distracting and make it difficult to focus on the text on the page

### Recommendation:

Ensure that background pictures enhance rather than distract from page content



**Persistence:** Global

**Location:** All site

**Heuristic Violated:** Aesthetics and minimalist design



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# Usability Issues: Icon

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# USABILITY ISSUES: ICON

Icons are repeated from other sections but used for different purposes

The icons used on the website have a different meaning on different pages which makes their use and meaning unclear.

**Recommendation:** Remove icons where they are not necessary-- ensure icons are used meaningfully.

**Persistence:** Global

**Location:** The Docs Model: Getting Started and Lasting Impact of Docs <http://udocs.med.miami.edu/#getting-started>

**Heuristic Violated:** Consistency and standards



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# Usability Issues: Interaction

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# USABILITY ISSUES: INTERACTION

## Lack of affordance for clickable items across the site

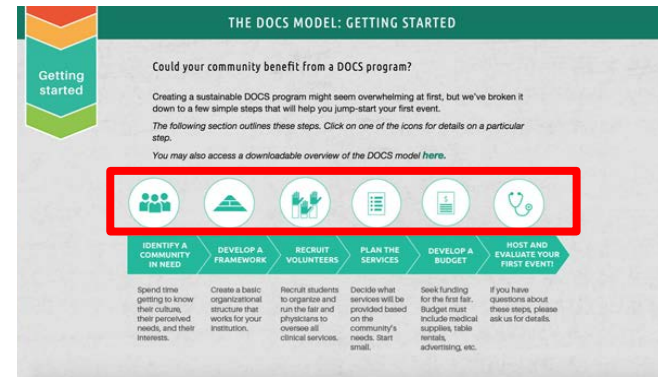
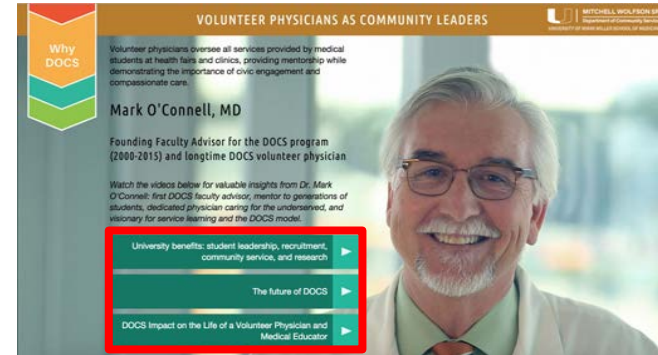
It is difficult to tell what elements on the page are clickable and which elements are not. There is a lack of affordance for clickable items across the site.

**Recommendation:** Similar clickable elements should share characteristics

**Persistence:** Global

**Location:** All site

**Heuristic Violated:** Consistency and Standards



# USABILITY ISSUES: INTERACTION

## Stepper scroll slows user down

The stepper type scroll the site uses makes it difficult to scroll through the site if a user is trying to find a specific page. The stepping is frustrating and inefficient.

**Recommendation:** Remove the stepper-like scrolling, make a smooth scrolling site.



**Persistence:** Global

**Location:** All site

**Heuristic Violated:** Flexibility and Efficiency of Use

# USABILITY ISSUES: INTERACTION

1

2

3

4

## Videos look like images

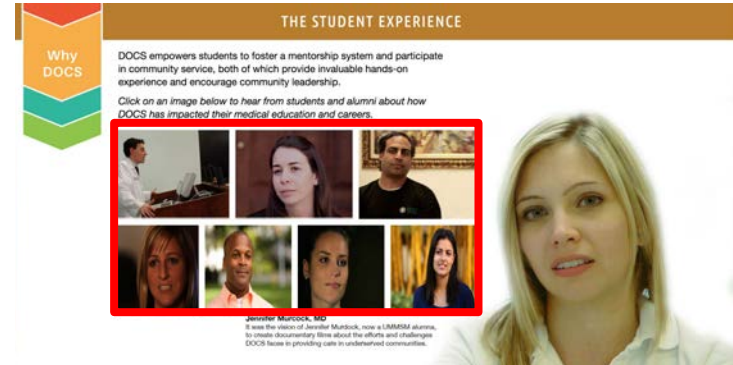
The videos have no affordance on them that indicates they are any different than the images on the page.

**Recommendation:** The videos need a play icon somewhere on them to indicate they are clickable elements that contain a video.

**Persistence:** Global

**Location:** Docs Strives for Healthcare Equity, The Student Experience, The Value Docs Provides to Communities, Professionalism From Integrated Community Service, Opportunities For Medical Leadership, Volunteer Physicians as Community Leaders, The Invaluable Support of Donors

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: INTERACTION

1

2

3

4

## Interactivity of Map doesn't match

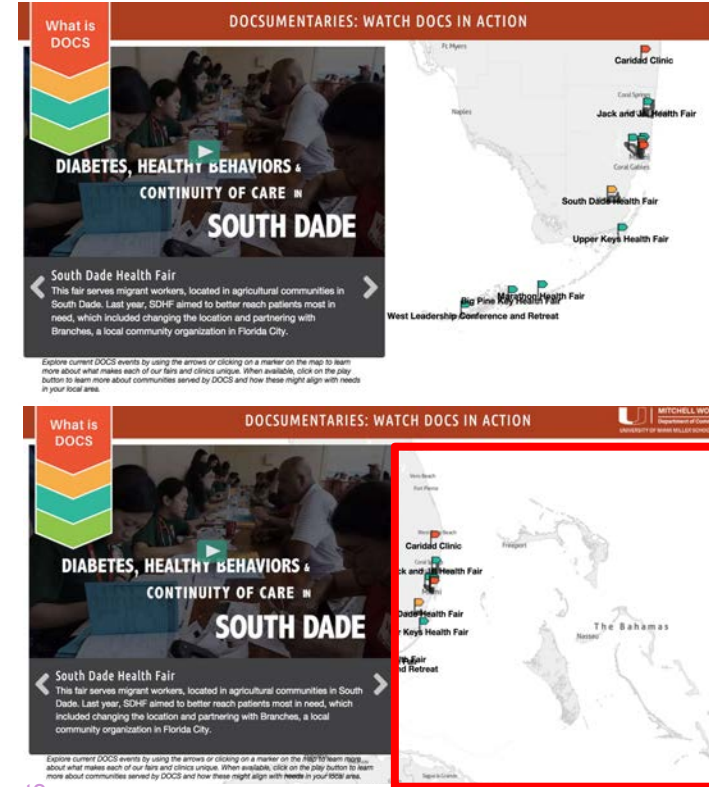
The map is movable(draggable) there are only DOCS events in South Florida, but for some reason

**Recommendation:** Remove movability of map. Add zoom functions.

**Persistence:** Local

**Location:** DOCSumentaries: Watch DOCS in action <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Error prevention





# USABILITY ISSUES: INTERACTION

1

2

3

4

**Must click on the green arrow but whole image should be clickable**

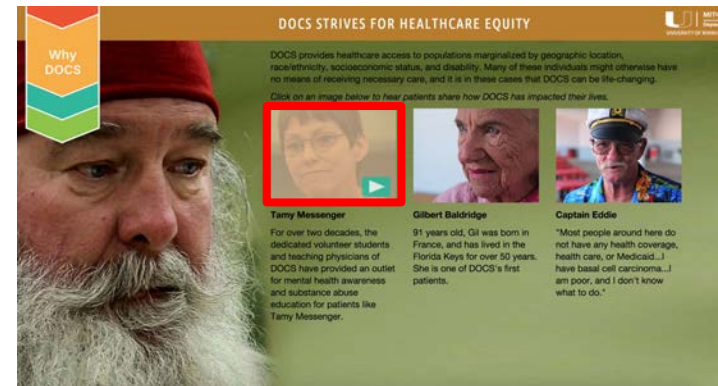
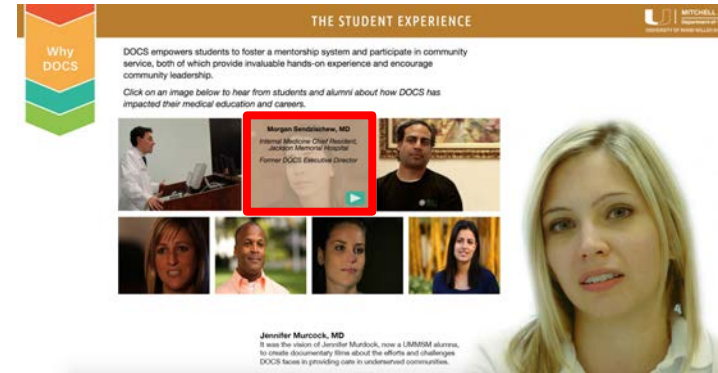
Only the actual play button plays the video, not the whole picture even though the page text says "Click on an image".

**Recommendation:** The entire image should be clickable for the user to watch the video.

**Persistence:** Global

**Location:** The Docs Model: Getting Started and Lasting Impact of Docs <http://udocs.med.miami.edu/#getting-started>

**Heuristic Violated:** Consistency and standards





# USABILITY ISSUES: INTERACTION

1

2

3

4

## Green boxes do not look like videos

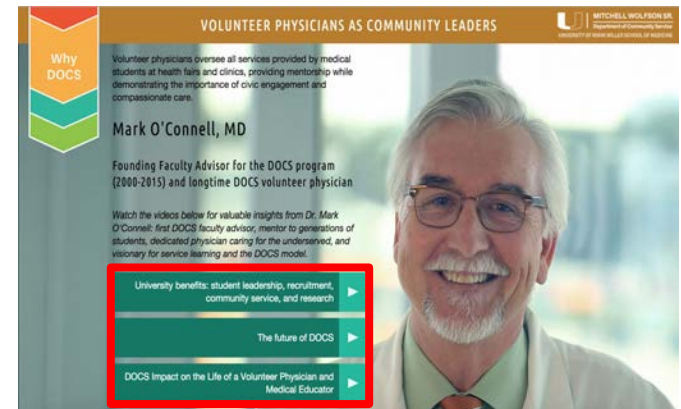
Green boxes do not recall videos because they were used as Callouts before.

**Recommendation:** Use consistent styles to identify functionality

**Persistence:** Global

**Location:** All site, Professionalism Integrated Community service

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: INTERACTION

1	2	3	4
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When you're trying to fill out the form and you press more than expected it goes to another section

If you have an error while filling the form and you scroll you are in a new section

**Recommendation:** Avoid the step-scrolling navigation on the site.

**Persistence:** Global

**Location:** Contact Our Docs Team & Share This Docs Model with Others

<http://udocs.med.miami.edu/#connect2> <http://udocs.med.miami.edu/#connect3>

**Heuristic Violated:** Consistency and standards

ward to hearing from you.

importance of providing medical students with community service opportunities and hands-on clinical experience. We are a consortium of medical schools with the common goal of providing quality care to the underserved community. If you have any questions about starting a DOCS program at your institution. If you think something is wrong with our current DOCS model, please share your suggestions.

✖

- What do you want to contact the DOCS team about? field is required.
- Your name field is required.
- Your email address field is required.
- Your message to the DOCS team field is required.

**What do you want to contact the DOCS team about? \*** - Select -

**Your name \*** Your name

**Your email address \*** Your email address

**Your message to the DOCS team \*** Your message to the DOCS team

# USABILITY ISSUES: INTERACTION

**A form is not the standard way to share information**

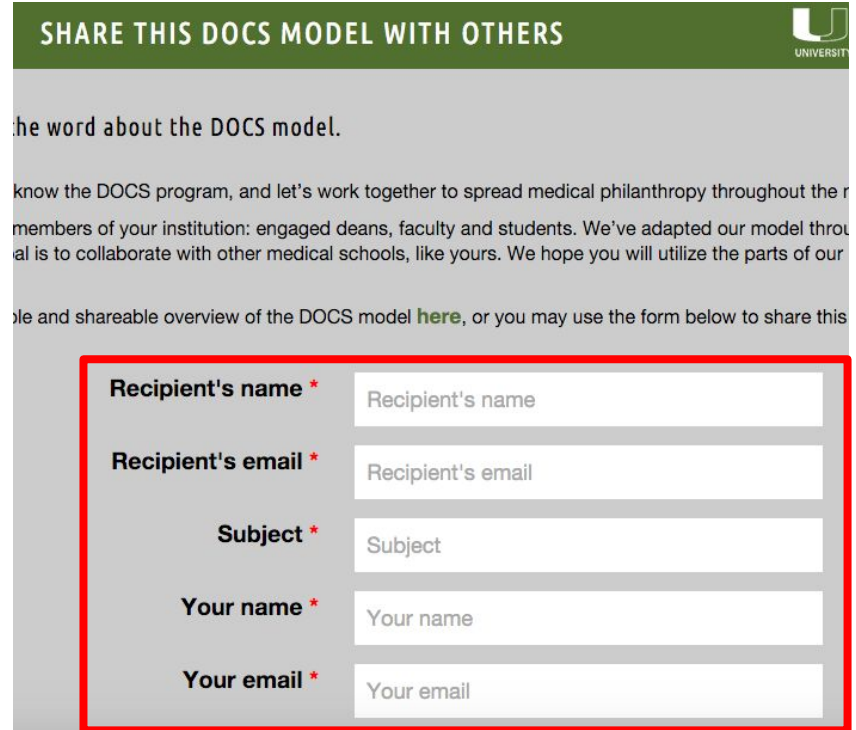
The user must fill out a form to send an email to the person they want to share the website with.

**Recommendation:** Use social media or email icons

**Persistence:** Local

**Location:** Share This Docs Model with Others <http://udocs.med.miami.edu/#connect3>

**Heuristic Violated:** Consistency and standards



The screenshot shows a web form titled "SHARE THIS DOCS MODEL WITH OTHERS" with the University of Miami logo. The form contains several paragraphs of text and a form section with five input fields, each with a red asterisk indicating a required field. The form section is highlighted with a red border. The input fields are:

- Recipient's name \*
- Recipient's email \*
- Subject \*
- Your name \*
- Your email \*

# USABILITY ISSUES: INTERACTION

**No back if user presses "Already seen video? Click here."**

If the user accidentally clicks on the "Already Seen Video" there is no way for them to get back to the main home page that includes the video. If a user would like to go back and watch the video they have to refresh the page.

**Recommendation:** Incorporate a clearly visible back button for home page. Another solution would be to combine both of the pages would and remove the button that takes the user to a different page.

**Persistence:** Global

**Location:** Home page <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** User Control and Freedom



# USABILITY ISSUES: INTERACTION

## Video Enlarges on Page and Creates Another Step for the User

The video enlarges as a layover. this adds an extra, unnecessary step to the process of watching a video. The user must click the video to view it and then click out of the video to get back to the website.

**Recommendation:** Videos should be large enough on the website to enable the video to play without needing to be enlarged.

**Persistence:** Global

**Location:** All site <http://udocs.med.miami.edu/#why2>

**Heuristic Violated:** Consistency and standards



# USABILITY ISSUES: INTERACTION

1

2

3

4

## The menu has an animation where it moves location

The main menu on Join Our Docs Community animates as you scroll down the page. The animation is confusing to users because it moves the menu which does not really appear to be a menu at first to the side of the page.

**Recommendation:** The animation should be removed from the menu. Once the animation is removed the navigation should assume a stationary position on the left side of the screen.

**Persistence:** Global

**Location:** Join Our Docs Community <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Consistency and standards



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# Usability Issues: Layout

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# USABILITY ISSUES: LAYOUT

**On the Home Page the user should not be obligated to watch a video without further information**

The homepage has no text on it, it is just a video. This makes it unclear to users what the page is about unless they watch the video. This is a problem if the user does not take the time to watch the four and a half minute video before scrolling down the page.

**Recommendation:** Pages require better introduction. Users should not have to watch the video to understand what the website is about. An introductory description about the page should be added before the video on the page.



**Persistence:** Local

**Location:** Home Page <http://udocs.med.miami.edu/#what>

**Heuristic Violated:** User Control and Freedom

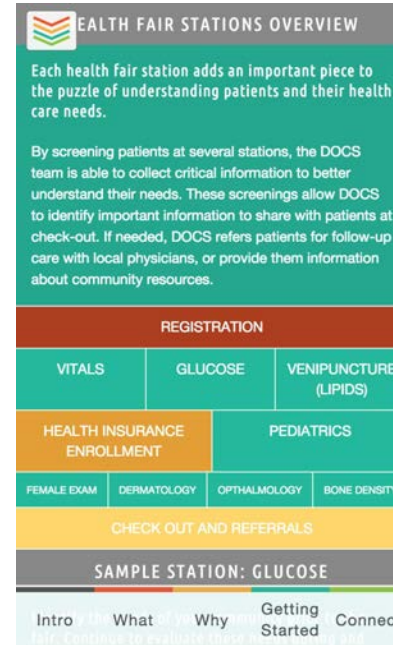


# USABILITY ISSUES: LAYOUT

## Lack of hierarchy on the mobile site

There is a lack of hierarchy and clarity of sections on the mobile site

**Recommendation:** The sections should have clear headers and more spacing



**Persistence:** Global

**Location:** Mobile - Whole Site

**Heuristic Violated:** Aesthetic and minimalist

# USABILITY ISSUES: LAYOUT

## Images become table blocks on mobile

The images on the mobile site as blocks are difficult to read, lack context, and look unorganized.

**Recommendation:** Design images for mobile functionality. Images should not become blocks where they lose their meaning.

**Persistence:** Global

**Location:** Mobile - Whole Site

**Heuristic Violated:** Aesthetic and minimalist design



# USABILITY ISSUES: LAYOUT

1

2

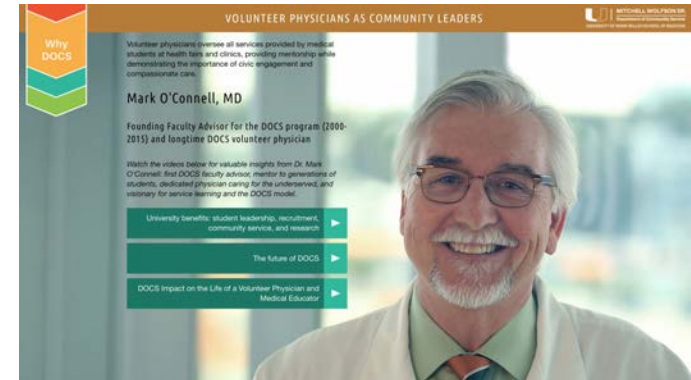
3

4

## Page Hierarchy Is Not Clear

Lack of hierarchy on page layouts. Nothing stands out on the pages so the user has too many things to look at and the eye doesn't naturally go anywhere.

**Recommendation:** Use another hierarchy to organize content according to relevance.



**Persistence:** Global

**Location:** DOCsumentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Aesthetic and minimalist design

# USABILITY ISSUES: LAYOUT

1	2	3	4
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## Navigation Covers Content on Page

The navigation bar covers content on pages. This could cause users to miss important information on the page. The larger navigation (pictured on the bottom right) covers important content on videos on some pages, frustrating users.

**Recommendation:** There are two clear solutions for this problem. One would be to create standard navigation bar on top or side of page away from content. Another option would be to leave the navigation where it is and move all of the content away from the navigation.

**Persistence:** Global

**Location:** DOCsumentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Aesthetic and minimalist design

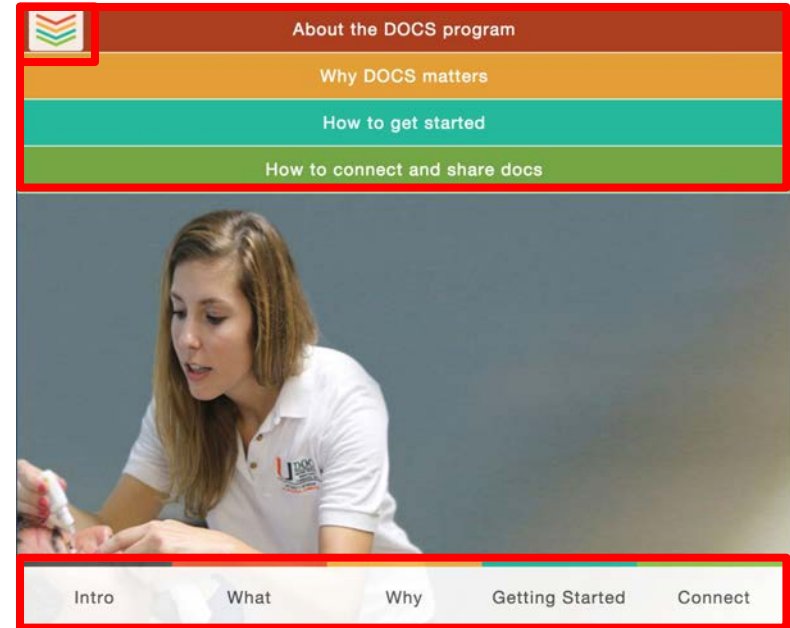


# USABILITY ISSUES: LAYOUT

## Repetitive Menu

Main menu is repeated multiple times on mobile version of website.

**Recommendation:** Choose one menu and remove the others.



**Persistence:** Global

**Location:** Docs Provides Meaningful Opportunities - <http://udocs.med.miami.edu/#what>

**Heuristic Violated:** Aesthetic and minimalist design

# USABILITY ISSUES: VISUAL DESIGN

Severity

1

2

3

4

## Text on Map is Unreadable

Text on the overlaps rendering it unreadable.

**Recommendation:** Use mouse over Callouts for information and also include the zoom option.



**Persistence:** Local

**Location:** DOCsummentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Aesthetic and minimalist design

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# Usability Issues: Visual Design

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# USABILITY ISSUES: VISUAL DESIGN

1

2

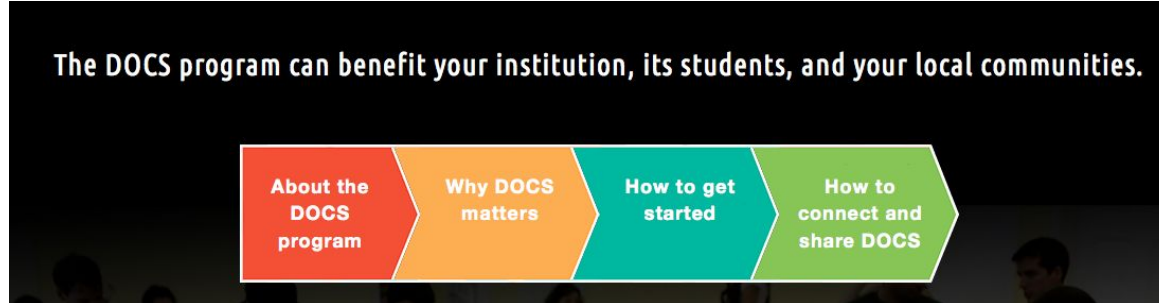
3

4

## Menu Does Not Look Like a Menu

The navigational menu on the alternate homepage does not read like a menu. It is a flow and doesn't suggest that the user should click it to go to a part of the site.

**Recommendation:** Follow standard guidelines for menu creation.



**Persistence:** Global

**Location:** Join Out Docs Community - <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Consistency and Standards



# USABILITY ISSUES: VISUAL DESIGN

1

2

3

4

## Page sizes are different

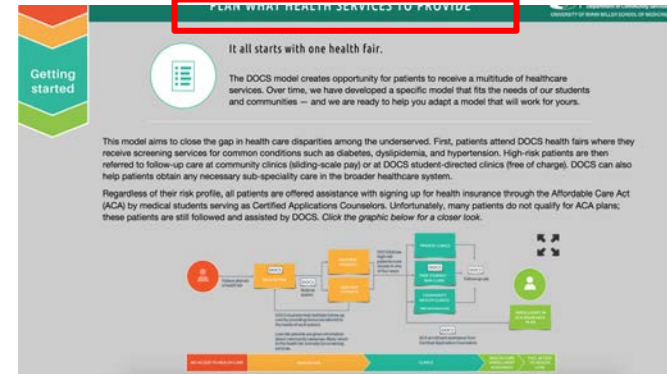
The pages are different sizes so when the user scrolls on the page it jumps to the next section. Users also will find that they part of a page will be cut off at the top or bottom.

**Recommendation:** Standardize page sizes across site.

**Persistence:** Global

**Location:** Establish An Organizational Framework - <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Consistency and Standards



# USABILITY ISSUES: VISUAL DESIGN

1

2

3

4

## Lead-in Text Lacks of Presence and Clarity

The lead-in text is too small and too similar to the body text, offering no contrast or differentiation.

**Recommendation:** Use a larger font style to denote that the lead-in text is more important and represents a relevant idea.



**Persistence:** Global

**Location:** Healthcare Access: Bridging the Gap - <http://udocs.med.miami.edu/#what2>

**Heuristic Violated:** Aesthetic and Minimalist Design

# USABILITY ISSUES: VISUAL DESIGN

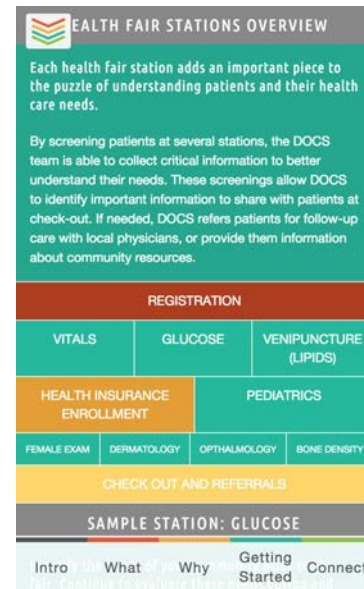
Severity

1 2 3 4

## Color and Style Consistency

The style and design across the whole site is not consistent, hence confusing and misleading the visitor's attention.

**Recommendation:** Create a constant visual layout that enhances intuitiveness across the site (navigation bar, section grouping, text location, etc) and allows quick visual recognition.



**Persistence:** Global

**Location:** Establish An Organizational Framework -<http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Recognition Rather Than Recall

# USABILITY ISSUES: VISUAL DESIGN

1

2

3

4

## Use Of Too Many Colors

The color criteria is inconsistent, having many different bright colors all over the site, and several background images adding even more colors to this mixture.

**Recommendation:** Stick to 3 colors and standardize the purpose/roll of each one of them.

**Persistence:** Global

**Location:** Establish An Organizational Framework - <http://udocs.med.miami.edu/#intro>

**Heuristic Violated:** Aesthetic and minimalistic design



# USABILITY ISSUES: VISUAL DESIGN

1

2

3

4

## Audiovisual inconsistency

Quality consistency among videos needs to be enhanced: Some videos have better image quality than others, some of them have better audio quality than others.

**Recommendation:** Unify the production standard (lighting framing composition and sound recording) among the videos.



**Persistence:** Global

**Location:** DOCsumentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Aesthetic and minimalistic design

# USABILITY ISSUES: VISUAL DESIGN

Severity

1

2

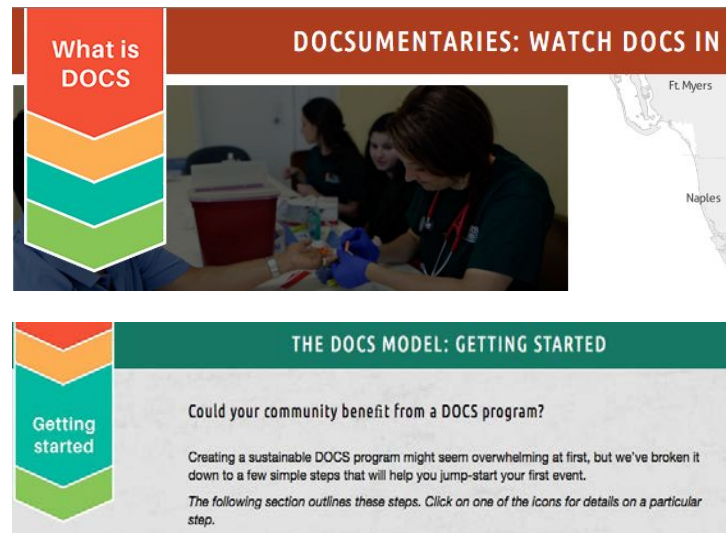
3

4

## Inconsistent Use of Colors

The color scheme used for the menu is not consistent with the color scheme used for page headers.

**Recommendation:** Ensure that color on page headers matches the color on the specific section



**Persistence:** Global

**Location:** DOCsumentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Consistency and standards

# USABILITY ISSUES: VISUAL DESIGN

Severity

1

2

3

4

## No Legends For Flag Elements

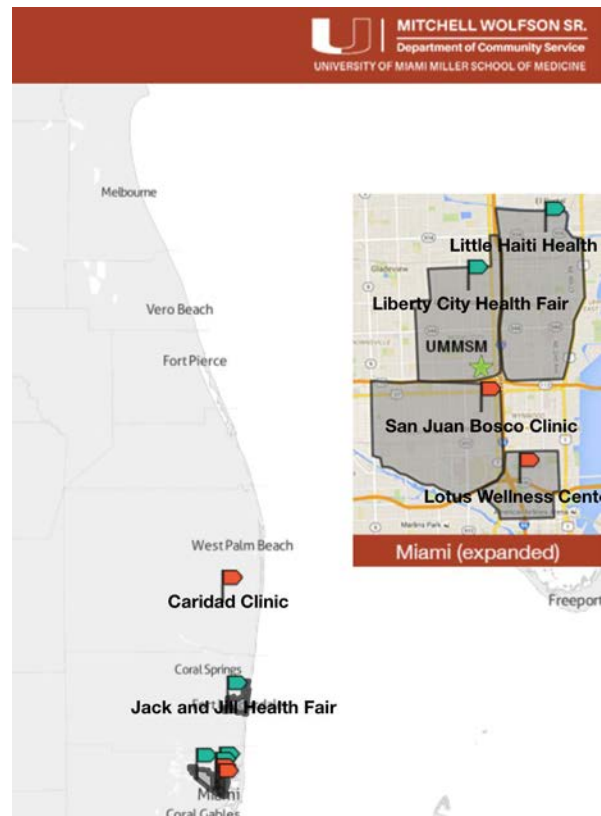
The map uses two different colors for the flags but there's no indication about what they mean or why they are different.

**Recommendation:** The map must have a table with values, in case the colors have a different meaning. Otherwise, just remove the color difference: similar things should look alike.

**Persistence:** Local

**Location:** DOCSumentaries: watch DOCS in action - <http://udocs.med.miami.edu/#what3>

**Heuristic Violated:** Recognition not Recall

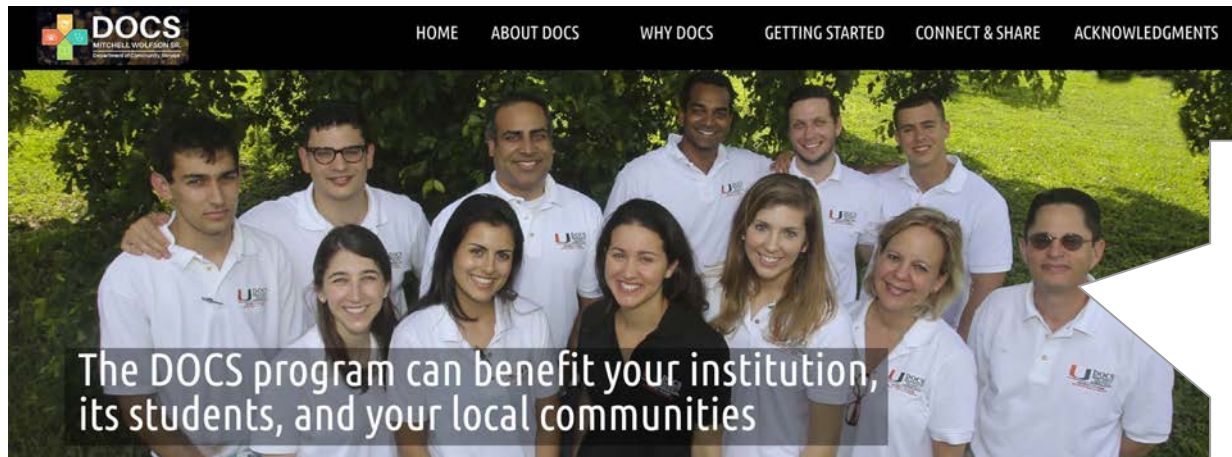




# RECOMMENDATIONS



# Recommendations: Redesign



1. Use of an static navigation bar.
2. Make obvious that you must scroll down to read more.
3. We included the option to watch the video and/or read an intro about them.
4. Suggested a new style and consistency of colors, font, etc.
5. We suggest to use maximum 5 subsections on the Home page and other sections should be on the Sub-Navigation  
(Please see Slide 87)



The **DOCS** (Department of Community Services) from the University of Miami is an organizations about how to start a Community Service program. "Serves as an opportunity for students and institutions to provide necessary healthcare to underserved patients in local communities."

Scroll Down

# Recommendations: Navigation & Sub-Navigation



# CONCLUSIONS

# CONCLUSIONS

After performing the Heuristic Evaluation, we conclude that the website has a lot of opportunities for redesign. From our results, we identified issues mainly related to Consistency and Standards and Aesthetic and Minimalist Design.

By category, we identified issues related to interactions and site navigation. Users are not able to find content they are looking for because the sub navigation is missing from the site. Without a sub navigation the user is stuck scrolling through many pages to find the content they are looking for and there are no shortcuts. The single scroll format of the site does not work for the number of sections contained on the site-- 25 individual sections in a stepper scroll format.

There also is a lack of style consistency regarding interactions, colors, and use of icons. Across the site it is difficult to tell what is clickable and what is not clickable. Some images have roll-over effects and others do not. Users also face places where they must click to expand site functionality.

We also identified opportunities for improvement of the mobile site. Overall, the mobile layout is unorganized and the interface is visually overwhelming. The content on the mobile site is reduced and there is a lack of hierarchy on important elements. The content runs together and it difficult to tell where the content from one section starts and another begins. The mobile site needs cleaning up and the images need to be organized in a more functional way.