

## Heuristic Evaluation

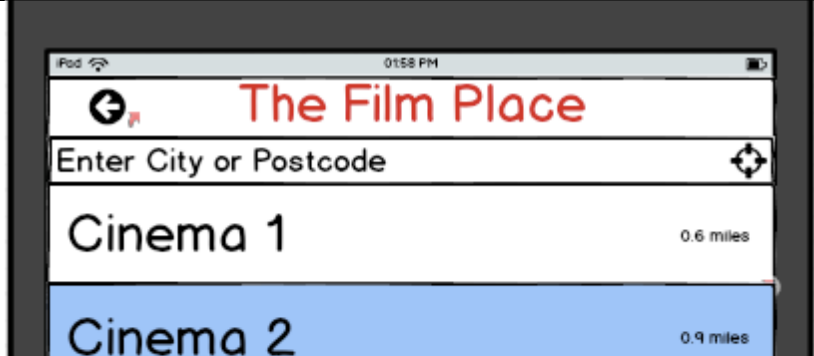
I will be performing a heuristic evaluation of the basic flow of the application prototype presented to me. The app in question is a cinema booking tool that provides a search function of venues, movie titles and times and further information about movies.

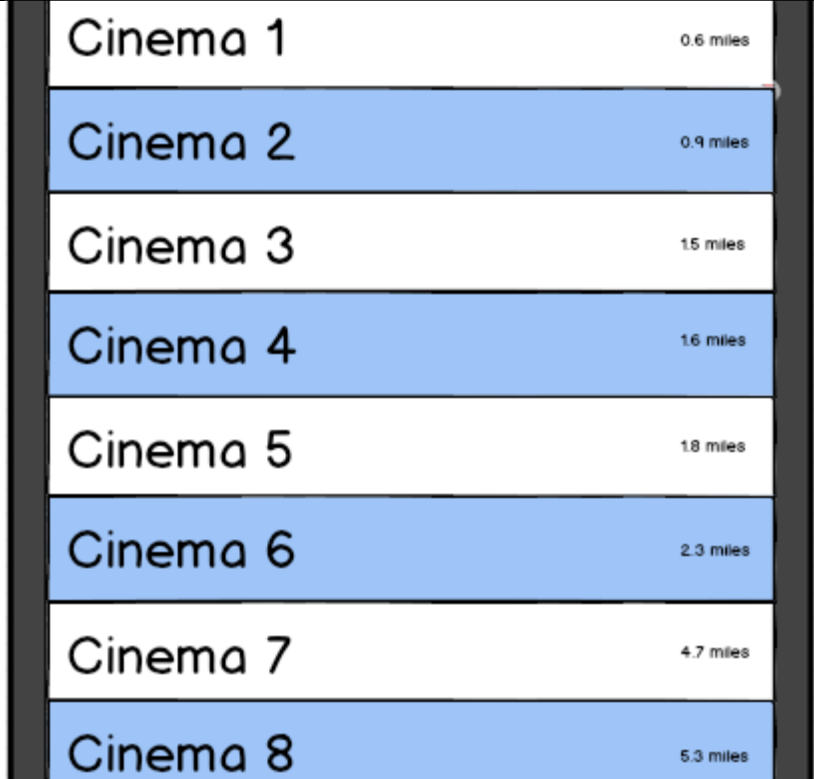
The home page of the application is designed well. The interface is clear and provides the user with three simple choices. These three buttons are large enough that the text is clear and readable but not so large that they are overwhelming, the colour scheme is simple and effective.

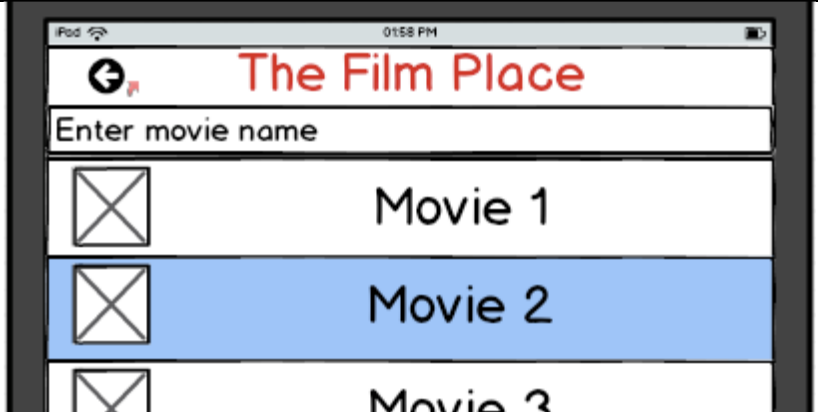
The next page in the basic flow is the 'Find Cinema Screen.' The usability of this page is not as clear as the home screen. At the top is a very narrow search bar that could be easily overlooked and may be hard to select when using touch sensitive devices such as smart phones or tablets. There is a list of cinemas ordered by distance with nearest first. This is a sensible approach but would require access to gps and other information on the mobile device. The list itself is coloured with alternating bars of blue and white, in my opinion this makes the interface look bland and unappealing and reminiscent of data tables. The list looks like it should be scrollable but there is no scrollbar present in the prototype. At the top of the page the app title can be seen next to a back button to return to the home screen allowing for simple navigation.

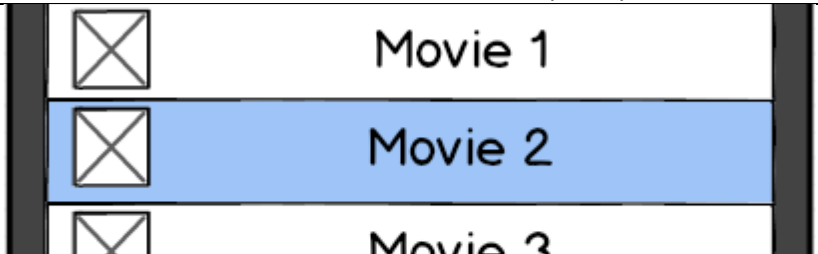
Once a preferred cinema is selected you move to the 'Find movie screen.' This screen is identical in styling to the previous screen. While this is good for consistency of design it suffers from the same issues previously highlighted, i.e. data table styling and understated search bar. It is not clear how the movies are ordered in the list or if the user can change how they are ordered. It could be useful to order movies by release date or by rating etc. It also may be useful to add filters such as genre or classification. There is a space on the left hand side of each movie name that appears to be for a thumbnail, the size of the bars restricts the size of this thumbnail significantly to the point where I don't believe the thumbnail will add any value to the application.


Once a movie is selected we move to the final page of the basic flow, 'movie information screen.' This screen as the name suggests shows you more detailed information about the movie, as well as providing a link to the trailer and a table for the movie times and days of the week. While I appreciate this page tries to deliver as much helpful information as possible I believe that it looks cluttered. I believe this screen would be better split into two parts, the information and trailer and then scroll down or click a button to reveal the times. The other issue I find is the times and days being presented in a table, this is an outdated and inefficient method to display data. Every movie is not played at all times every day so space is inevitable wasted, most similar applications would use the day of the week as a header and then the times would be in a horizontal ordered list underneath.

Problem 1: Search Bar	Guideline: Usability	Severity: 3
Description:	Search bar is very small and doesn't stand out to the user, difficult to select on touch operated devices	
Recommendation:	Increase size of search bar or use button to bring up search interface on page	
Evidence:		

Problem 2: Colour Scheme	Guideline: Design	Severity: 2
Description:	Colour Scheme is not aesthetically pleasing	
Recommendation:	Avoid use of alternating colour bars	
Evidence:		

Problem 3: Ordering/Filtering Results	Guideline: Usability	Severity: 3
Description:	No obvious ordering or filtering of results available	
Recommendation:	Add a criteria to order by and options for filtering	
Evidence:		

Problem 4: Thumbnails	Guideline: Design	Severity: 2
Description:	Thumbnails are too small	
Recommendation:	Increase size of thumbnails or omit them completely	
Evidence:		

Problem 4: Wasted Space	Guideline: Design	Severity: 2																																																								
Description:	Table layout of movie times is inefficient																																																									
Recommendation:	Display data differently or on separate page																																																									
Evidence:	<div><div></div><div><h1>Movie 1</h1><div><p>Age rating: U Duration: 112 minutes &lt;&lt;Description about the movie&gt;&gt;</p></div></div></div> <div><h2>Viewing times</h2><table><tr><th></th><th>09:00</th><th>11:00</th><th>13:30</th><th>16:00</th><th>19:00</th><th>23:00</th></tr><tr><td>Monday</td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr><tr><td>Tuesday</td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr><tr><td>Wednesday</td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr><tr><td>Thursday</td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr><tr><td>Friday</td><td></td><td>X</td><td></td><td>X</td><td></td><td>X</td></tr><tr><td>Saturday</td><td>X</td><td>X</td><td></td><td>X</td><td></td><td>X</td></tr><tr><td>Sunday</td><td>X</td><td></td><td>X</td><td></td><td>X</td><td></td></tr></table></div>			09:00	11:00	13:30	16:00	19:00	23:00	Monday		X		X	X		Tuesday		X		X	X		Wednesday		X		X	X		Thursday		X		X	X		Friday		X		X		X	Saturday	X	X		X		X	Sunday	X		X		X	
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