

MEIISB DPI.3

MELINDA, JENSEN, + MALAIKA

evaluated by Koi

Nielsen's Heuristics		Nielsen's Severity Ratings
1.	Visibility of system status	1. Cosmetic problem only, does not hinder use, can be addressed in update if time allows
2.	Match between system and real world	2. Minor usability problem: fixing this should be given low priority
3.	User control and freedom	3. Major usability problem: important to fix, so should be given high priority
4.	Consistency and standards	4. Usability catastrophe: Should have been fixed before this product was released
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	
N.	Non-heuristic issue	

most important insights for:

PROTOTYPE ONE: STEP THROUGH

Usability Issue 1	<p>Top of screen there are forward + back buttons for all steps, good BUT on first step page its the same, but back button would bring you home.</p> <p>→ suggestion: Just for first step page make home button instead of back button, use forward/back arrows later</p>	
Heuristic #		
Rating		
Usability Issue 2	<p>unclear how to exit keyboard – recognition vs recall issue because would have to try out and learn how to do this – hard for new users</p> <p>→ option of clicking “done” or unhighlighted area. Something to think about: would this be different if we took away keyboard placement on separate page?</p>	
Heuristic #		
Rating		
Usability Issue 3	<p>LACK OF CONTROL! cannot change layout from captioning step, this is a major issue because one of the best parts of a journal is the creative freedom you get as opposed to other social media websites</p> <p>→ suggestion: allow layout changes from caption step or “photo wiggle” movement approach</p>	
Heuristic #		
Rating		
Usability Issue 4	<p>Lack of control, cannot edit photos from the preview stage, this may add a level of complexity, but would also be so helpful</p> <p>→ suggestion: tap on photos, edit icon comes up and can change edits on photo. Something to think about → would this editing capacity be limited/simplified? could you save this new version to your gallery?</p>	
Heuristic #		
Rating		
Usability Issue 5	<p>Not extremely easy to use – lots of “back and forth” between steps</p> <p>→ suggestion: numbered bar at the top of the page (maybe 3 or 4 steps?) that allows for back and forth movement and clarity. Maybe when you click on the number, a small description of the page pops up?</p>	
Heuristic #		
Rating		

most important insights for:

PROTOTYPE 2: ONE SCREEN BUILDING

Usability Issue 6		Relation to the real world - no clarity about the cover photo. What is the significance? What will it look like on my feed?
Heuristic #	2	→ suggestion: a) show preview of what the cover photo would look like on your feed b) put cover photo in top section of Journal preview
Rating	2	
Usability Issue 7		No way to preview what type looks like in your Journal - what will it look like size/font/color - wise?
Heuristic #	1	→ suggestion: instead of moving to different screen with pop-up keyboard, have keyboard pop up on same screen on which you are creating the Journal.
Rating	2	
Usability Issue 8		visibility - "Journal" not clear on add Journal button, not clear how to add a collection of photos, our prototype 1 had a much more clear layout for this.
Heuristic #	1	extremely important because could limit <i>entire</i> functionality
Rating	4	→ suggestion: change to "+JOURNAL" button
Usability Issue 9		visibility - not clear how to add a caption. There is no prompt for this, merely a blank space.
Heuristic #	1	→ suggestion: a) could there be a "+" button under the photo that would prompt the user? b) better to add caption then layout
Rating	3	
Usability Issue 10		Error prevention/checking: unclear how to add more photos/ add captions to the photos.
Heuristic #	5	→ suggestion: add grey areas where photos can be added. add "+" icon where captions can be added.
Rating	3	

Design Changes

Prototype 1: Step-Through

1. Issue 1 - On the top of the screen there are forward and back buttons for all steps, good BUT on the first step page it is the same, but back button would bring you to home
 - a. Suggestion: just for first step page make a home button instead of back, then use forward and back arrows for later steps

Our Changes: Once you click on the plus symbol to add a journal a small home button will be on the top left of the screen. You may click on it if you want to go back to your studio.

2. Issue 2 - Unclear as how to exit keyboard
 - a. Suggestion: Option of clicking unhighlighted area or clicking done

Our Changes: User just has to click anywhere on the screen to exit the keyboard. There will be no cancel or back or done button for the keyboard. It will automatically save your typed work.

3. Issue 3 - Lack of control: cannot change layout from captioning step, would have to go back to previous step after captioning
 - a. Suggestion: allow layout changes from caption step OR incorporate the drag and drop format of prototype 2

Our Changes: We decided not to implement this suggestion because we wanted to keep the two steps of layout and captioning separate to avoid crowding a single function/step. We are incorporating the layout format of prototype 2 so we do not need to consider this format.

4. Issue 4 - Lack of control: wants to edit photos from preview
 - a. Suggestion: tap to edit/change photo from preview

Our Changes: Now you may click on a photo in preview and you will be able to edit a photo.

5. Issue 5 - Ease of use - too much back and forth between steps
 - a. Suggestion: progress bar to click between steps

Our Changes: Changed this by limiting the steps instead of making a progress bar for many steps.

Prototype 2: One screen building

6. Issue - User freedom - can't edit photo once photo is put in the journal
 - a. Suggestion: give option of editing a photo from the journal or as they add it to the journal.

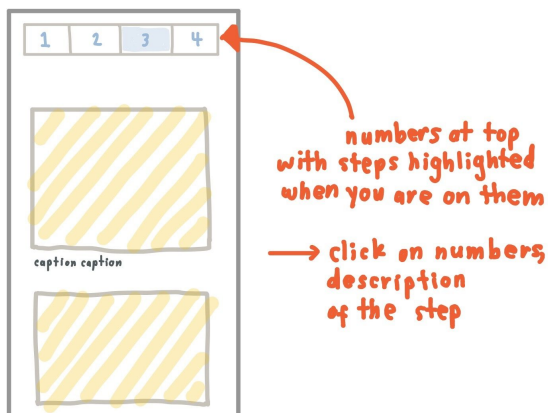
Our Changes: Once photo is in the journal you may click on a photo to edit it. You may update the photo and save the original one as a copy.

7. Issue 6 - Relation to real world - unclear as to significance of “cover photo” and where it goes
 - a. Suggestion: show preview of cover photo in context
 - b. Put cover photo at top of preview

Our Changes: We decided not to implement a cover photo in context because our user will be able to review their journal at the end of the steps seeing their cover photo above it.

8. Issue 5 - System status unclear - doesn't know where he is within process
 - a. Suggestion: Steps that explain how to create a journal
 - b. This could come in the form of three or four steps on the top of the screen, highlighted when the user is on that specific step. Clicking on the number would bring you back to that step, and include a message about what the step is

Our Changes: Changed this by limiting the steps, didn't use top bar with numbers.



9. Efficiency - Too many steps - too much back and forth
 - a. Suggestion: (Solved by #8)
10. Issue 7- System status - Can't preview what typing in your journal looks like?
 - a. Suggestion: Instead of going to a different screen with a keyboard. Put the keyboard right on the journal and edit text on it.

Our Changes: Our keyboard just pops up once you have dragged the “add text” button onto some space in the journal.

11. Issue 8 - Visibility - “journal” on add journal button not clear functionality, wasn't sure how to actually add a collection of photos, prototype 1 had much clearer layout here

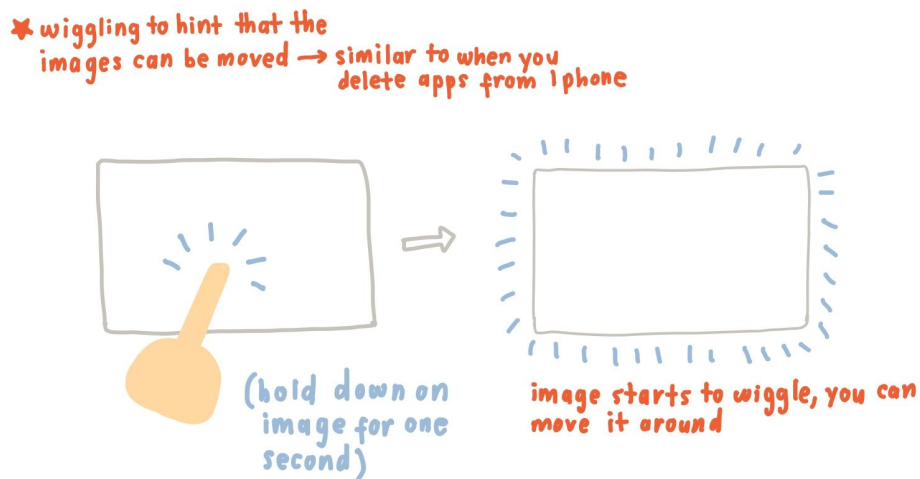
- a. Suggestion: make it a “+journal”

Our Changes: In your studio there are two tabs called photos and journal. If you click on the journal tab you will see all of your previously made journals and the first square will be a button with a plus sign that will symbolize adding a journal.

12. Issue 10 - Clarity surrounding the ability to move the photos in the journal around

- a. Movement of photos to add this clarity

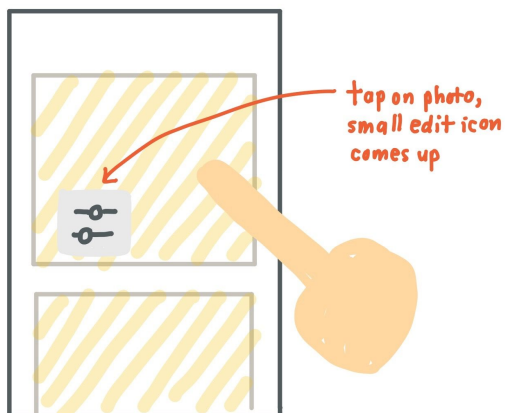
Our Changes: When you click on a photo it will start to shake/wiggle which will tell the user you will be able to hold down on it and move it around the screen.



13. Issue 4 - Unclear sliding functionality on photos and captions to edit

- a. Suggestion: tap to edit

Our Changes: Instead of sliding on a photo to bring up its editing options you will just have to click on the photo once to bring up the editing or deleting options. And then click on the edit icon to edit the photo.



14. Issue 9 - Visibility - Not clear they can add a caption

- a. Suggestion: It might be better to add caption and then layout.

Our Changes: People will be able to drag text straight onto the photo and they will be guided to do so by fading out places they cannot add text. (Solved with #15)

15. Issue 10 - Error prevention/checking - doesn't know where he can add photos or text

- a. Suggestion: grey out areas where photos cannot be
- b. Added

Our Changes: The layout screen will have highlight places where you can drag text or photos. The rest of the screen will be grayed out so it will be obvious where the user cannot put something.

Statement about Wire Frame Direction:

We found that people like the initial photo and journal separation from prototype one and the freedom of drag and drop creation from prototype 2, so we decided to join both while improving the editing captioning and publishing interactions. It was prototype 1 that had too many steps but it was very clear to the evaluator how to add a journal. Whereas in prototype 2, the user couldn't find, or was confused about, how to start journal creation. They did enjoy the drag and drop, which made it usable, with less steps.

Wireframe

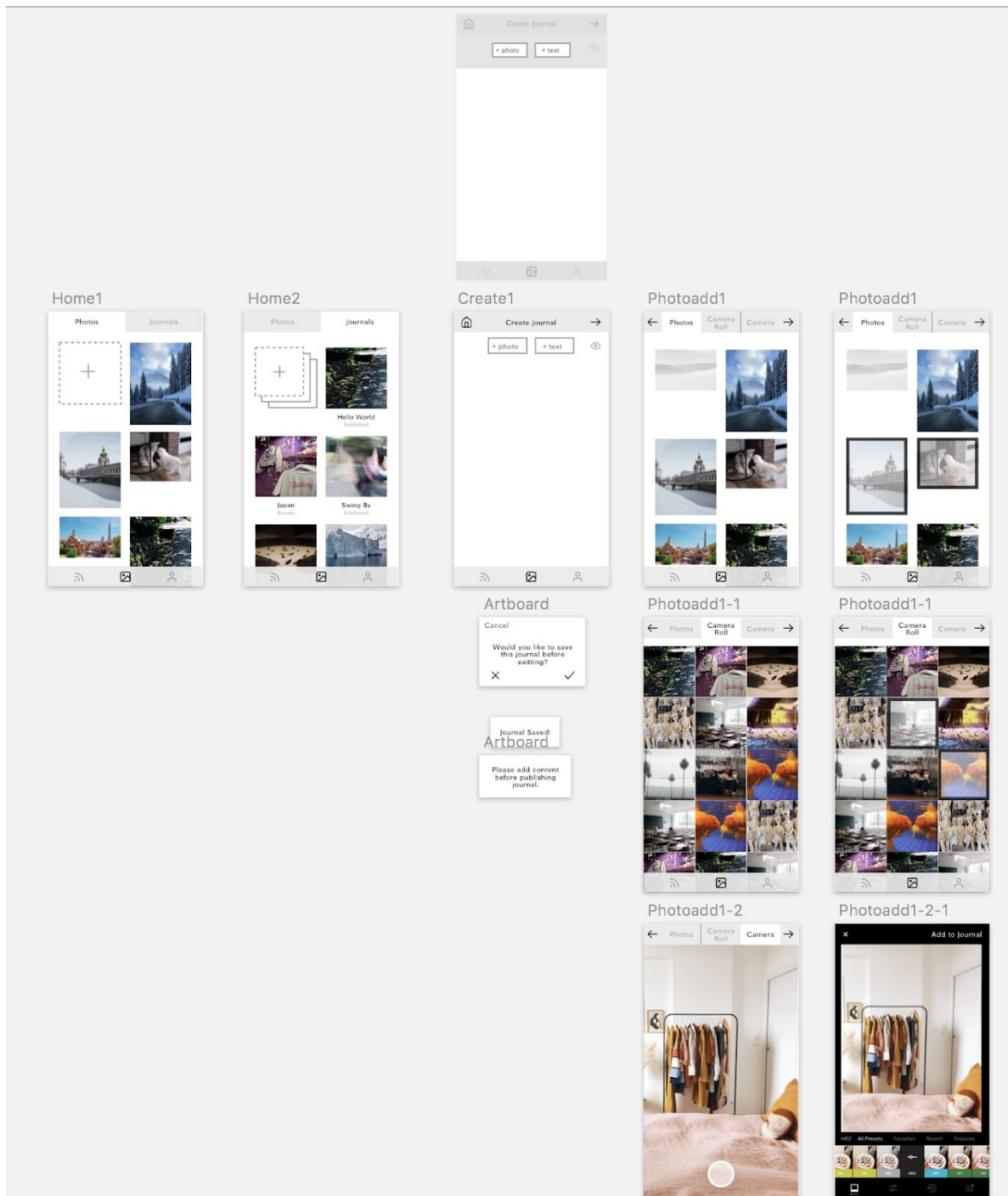
Folder with detailed screens:

https://drive.google.com/open?id=1-GGcBz7OPRsNzvS9jpl9oxn_2Jt1odtr

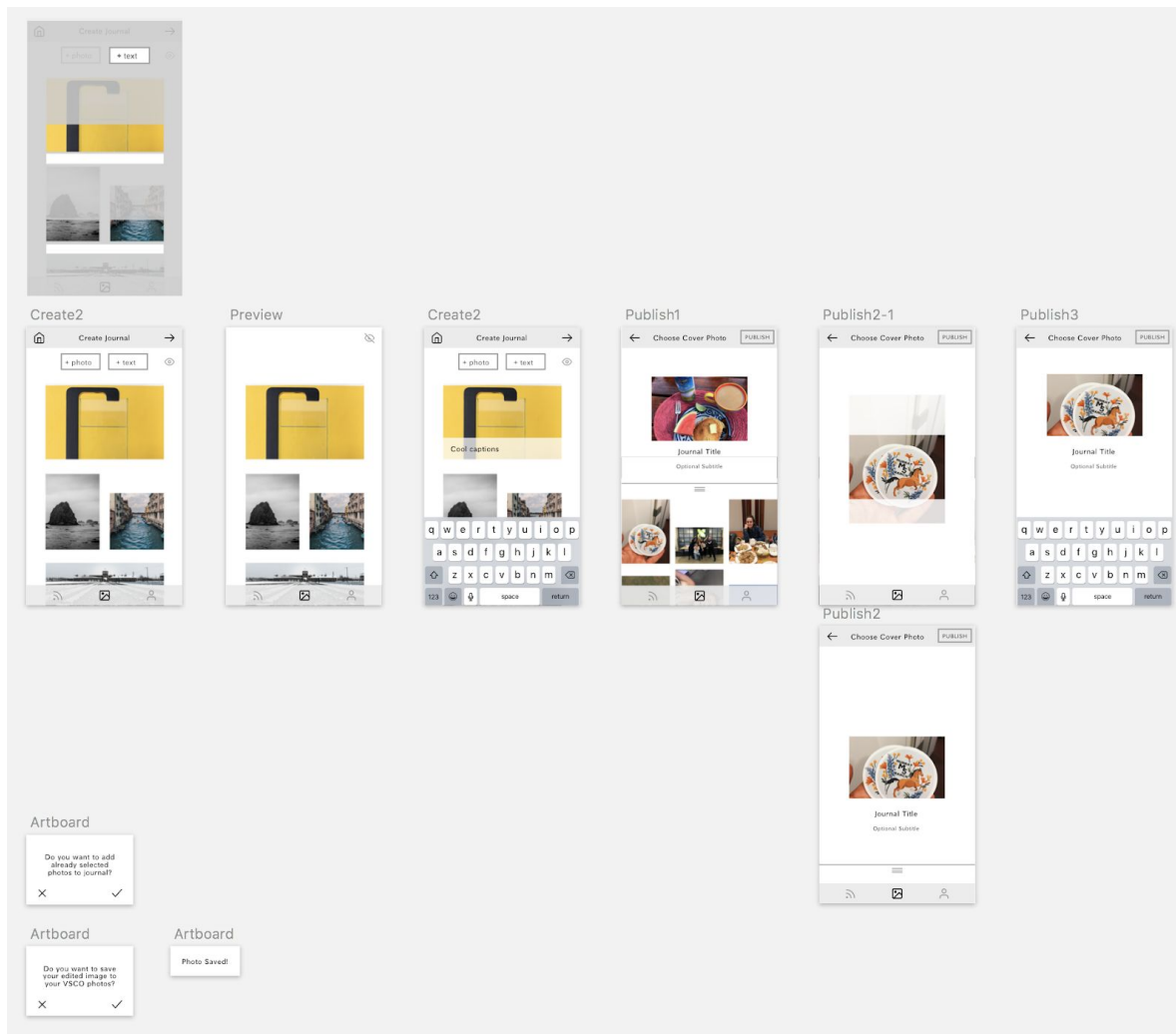
Quick video walkthrough:

https://drive.google.com/open?id=1Bs5NJw_ID43YN1f_N_wE4bmkMyWq1LjE

Framer Studio file: <https://drive.google.com/open?id=1yq0j5xKMSvsF53SEgE6Q1N61uglvouj7>



Pictured: going from singular photo studio to creating a journal,
adding a photo with 3 methods



Pictured above: addition of captions and picking of cover photo

Below: completing journal publishing

