
Agenda

- Poster PR checkin
- GiveBackHack
<https://givebackhack.com/baltimore/events/2018/>
- Share heuristic evaluations
- Project collaboration
 - Greater understanding of goals
 - Definition and Prioritization of issues

Share and read evaluations

Finished early?

- Look at the site yourself
- Don't forget to look at its mobile view

Discuss the evaluation

Ask your stakeholder:

- What do you like most about your current site?
- What's the problem you're trying to solve?
- What does your target audience want?
- What will success look like to you?

Identify + discuss issues

An issue describes:

- something about the site as is
- a user goal

Issues \neq Solutions

Identify + discuss issues

Stay strict

Don't let your issues become too broad

homepage is in need of redesign

Identify + discuss issues

Stay strict



homepage is in need of red sign

Identify + discuss issues

Example issues

navigation overlaps on mobile

menu is too dense/crowded with info

navigation is hard to find

navigation elements are repeated haphazardly

Identify + discuss issues

Example issues

nav layout is confusing/broken

navigation overlaps on mobile

navigation is hard to find

nav content is unstructured

menu is too dense/crowded with info

navigation elements are repeated haphazardly

Identify + discuss issues

Remember

- something about the site as-is or a user goal
- not too generic or broad, stay actionable

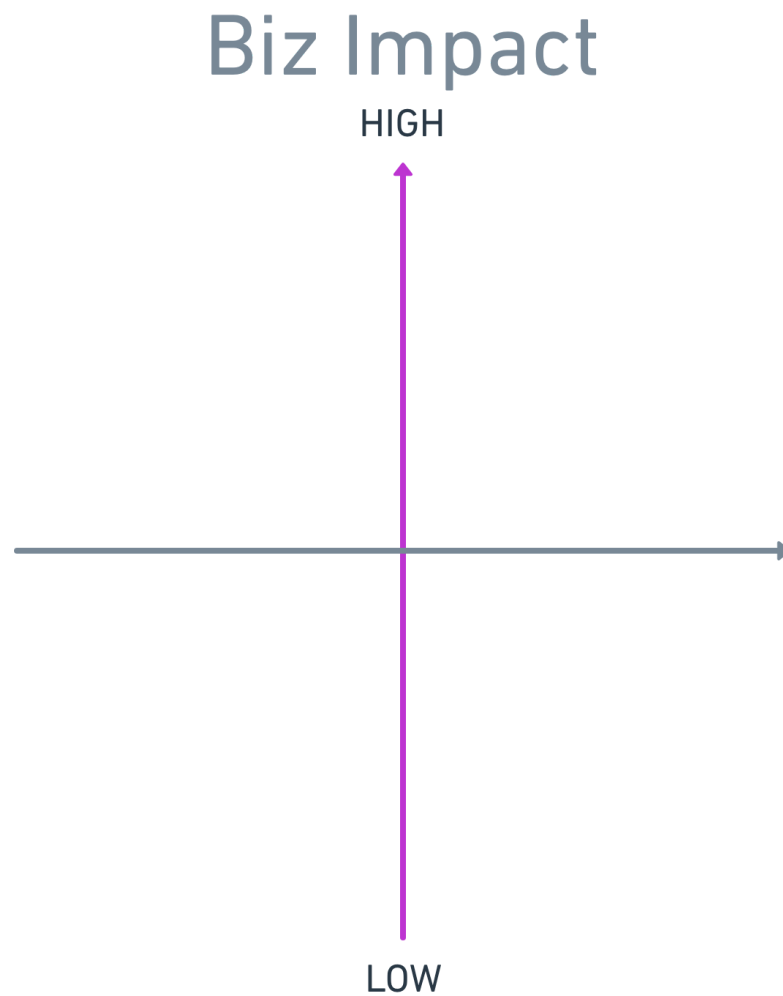
Finished early?

- Count up your total issues
- Combine where appropriate
 - Remember to make an actionable title card for them

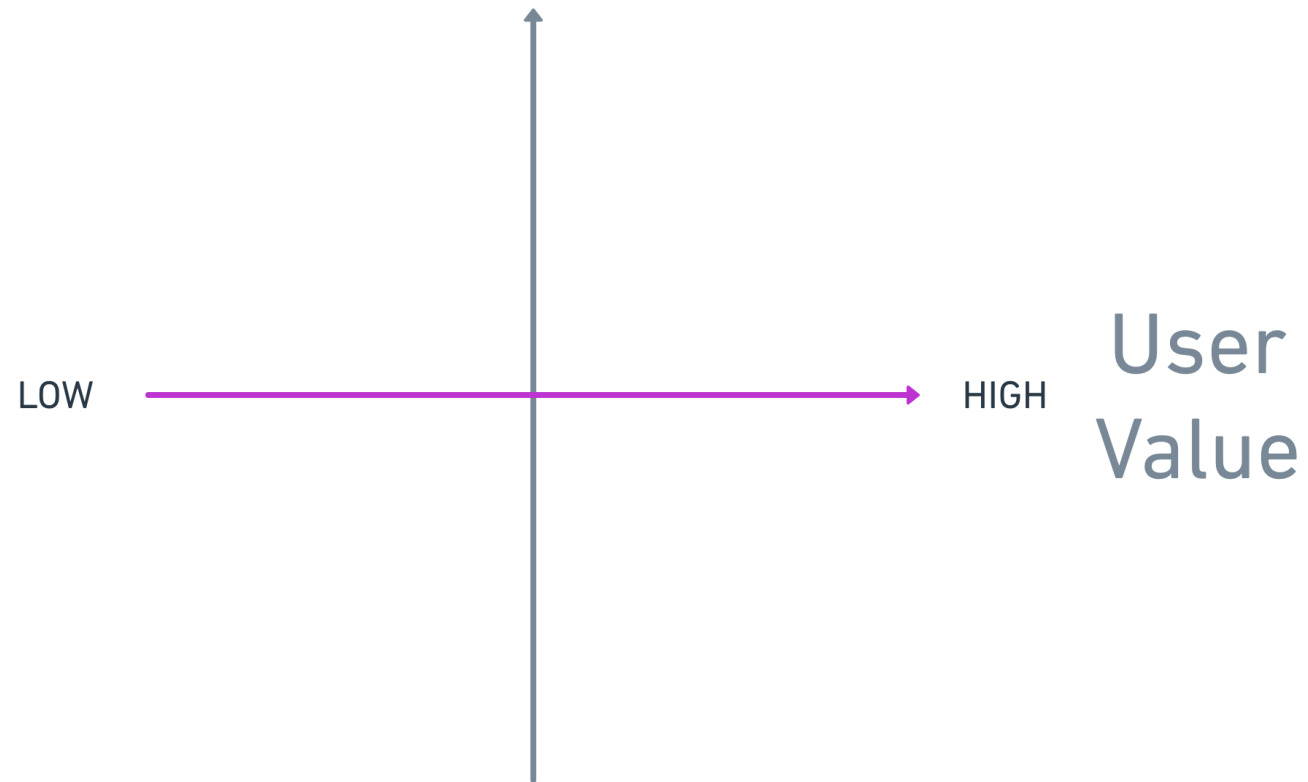
Priority matrixes



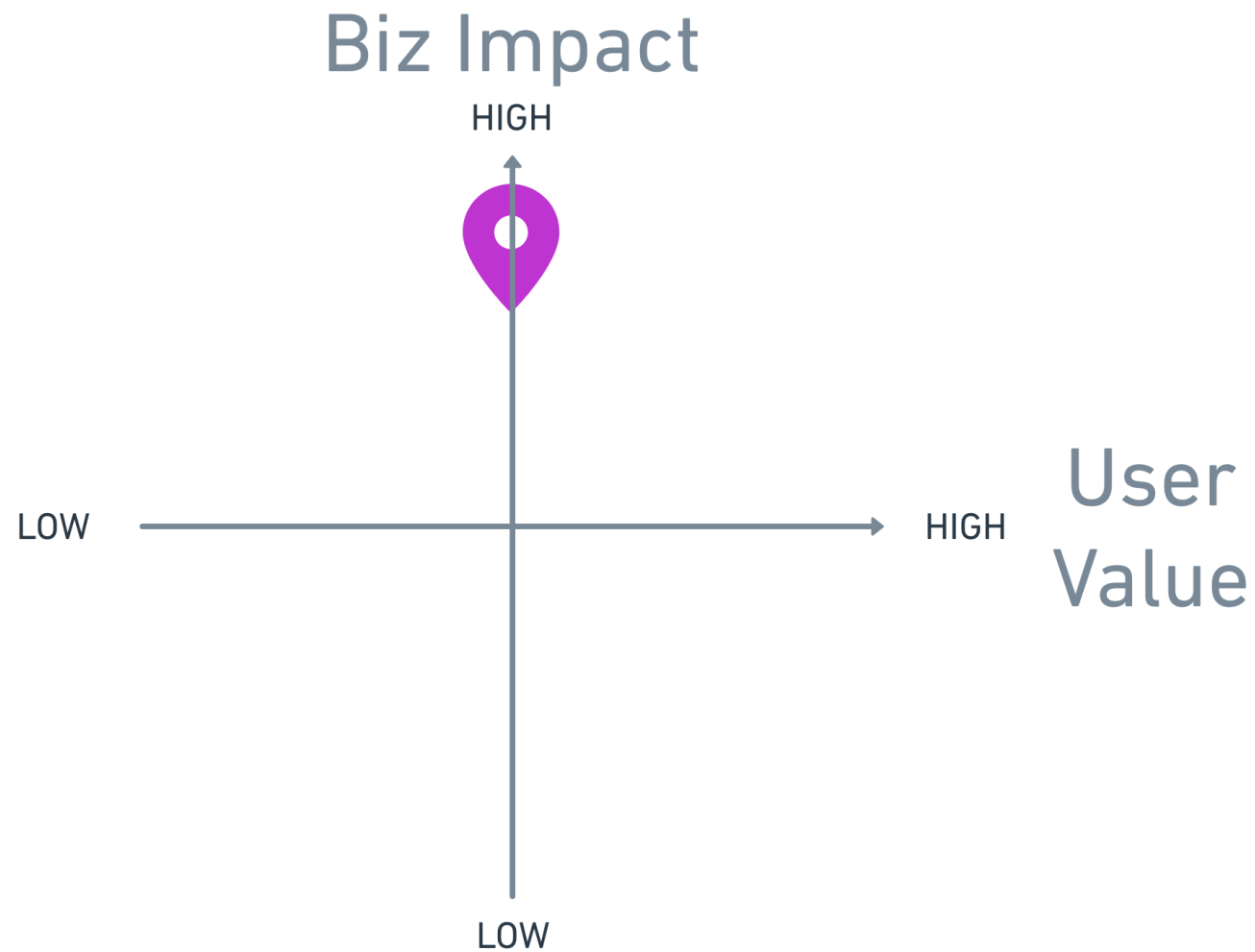
Priority matrixes



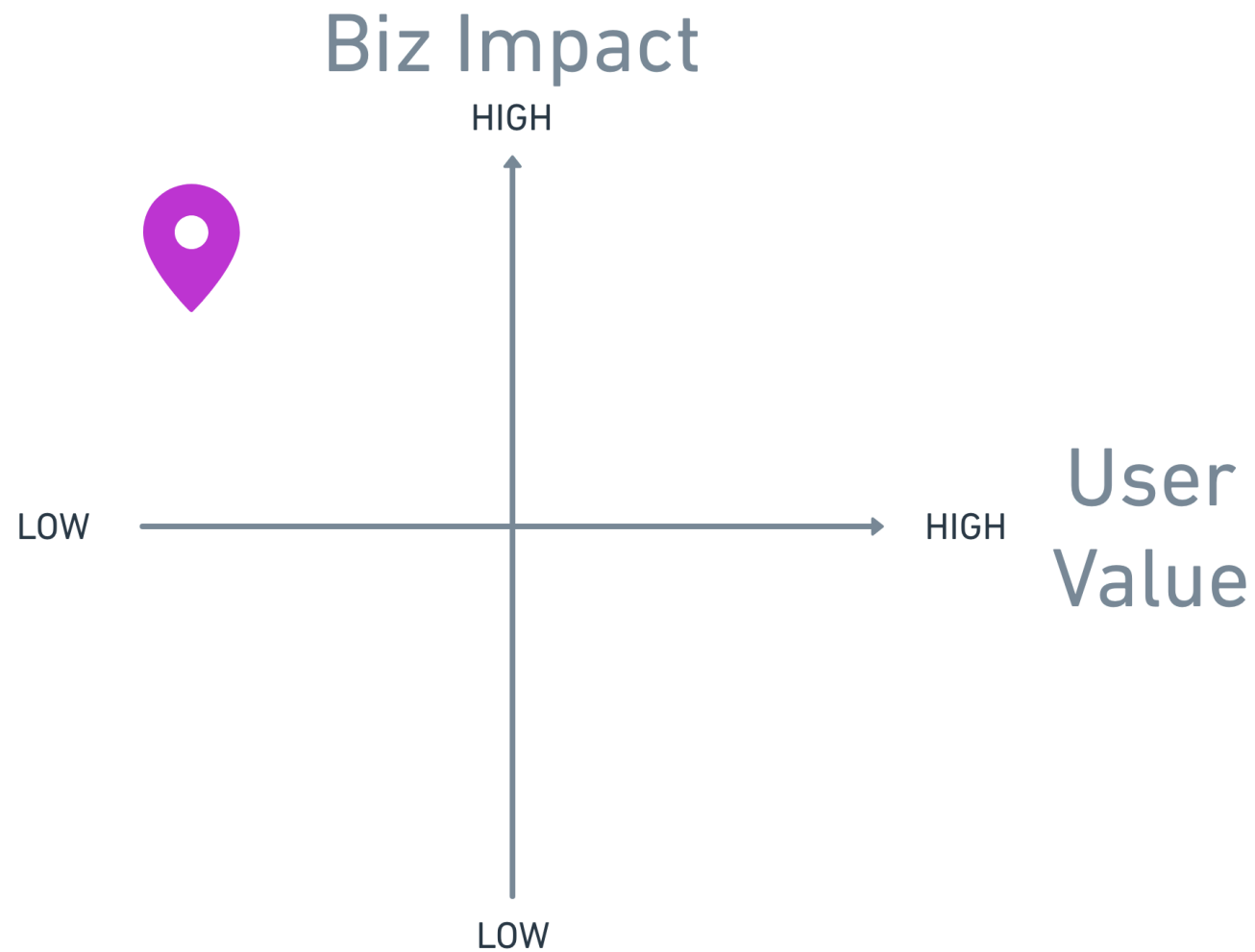
Priority matrixes



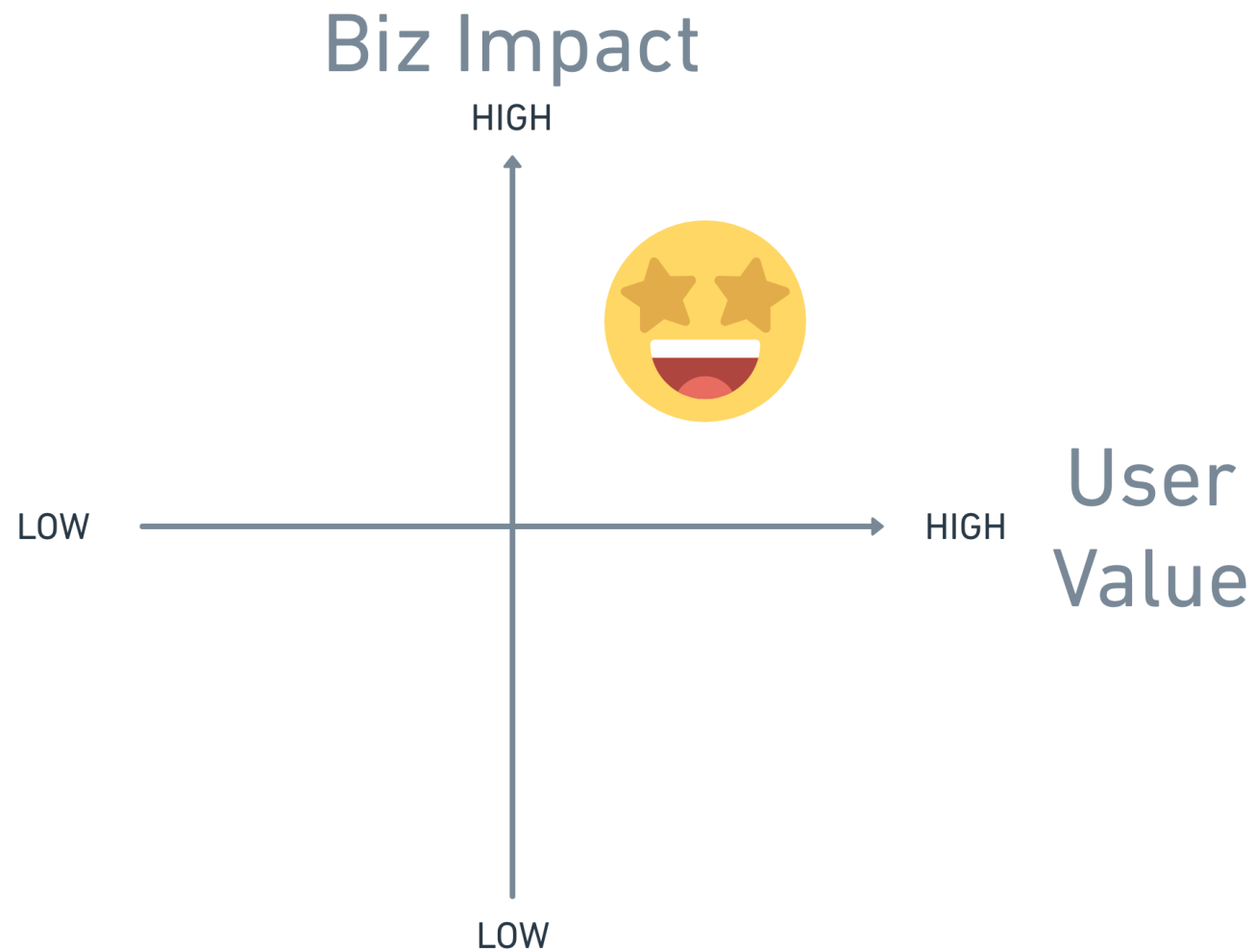
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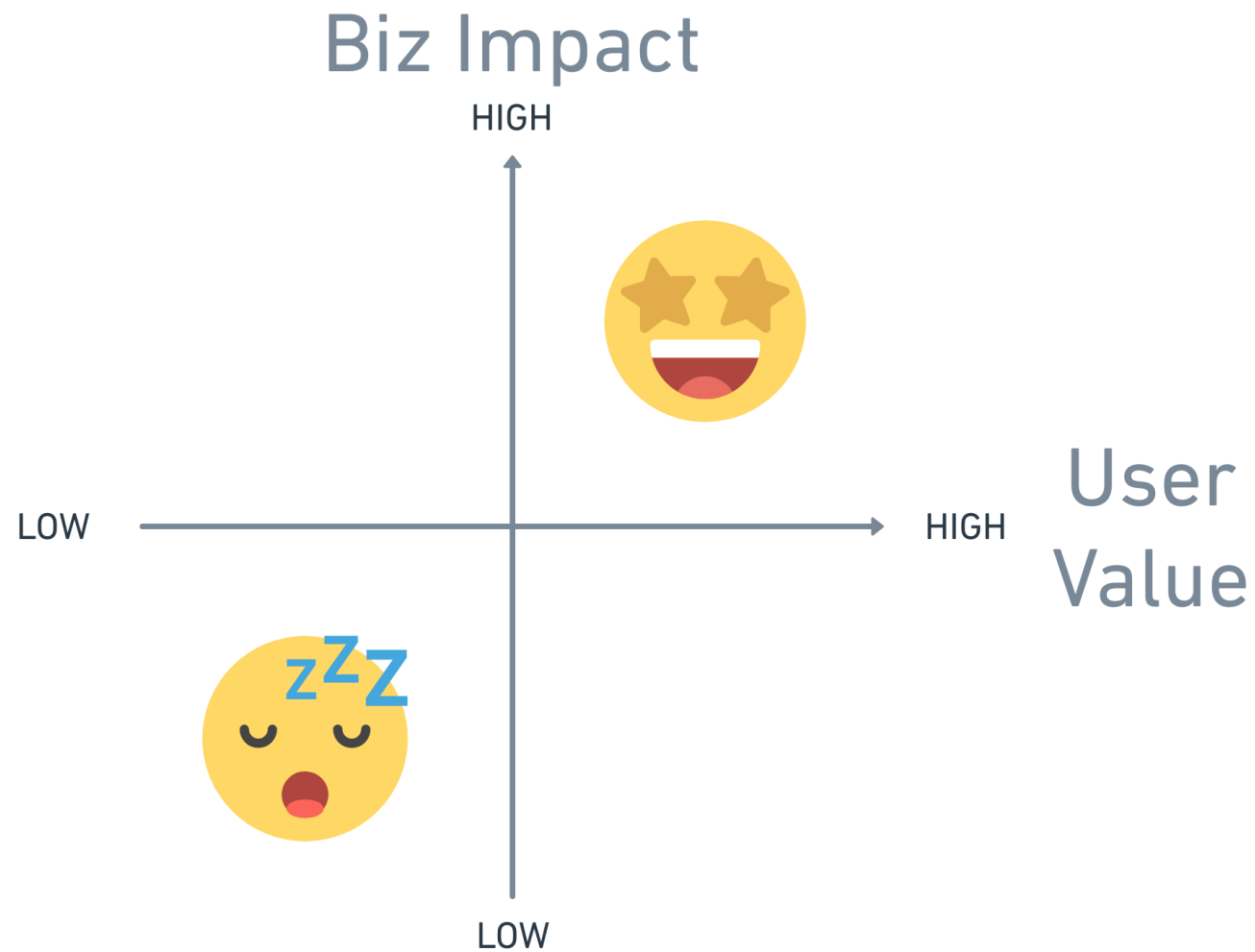
Priority matrixes



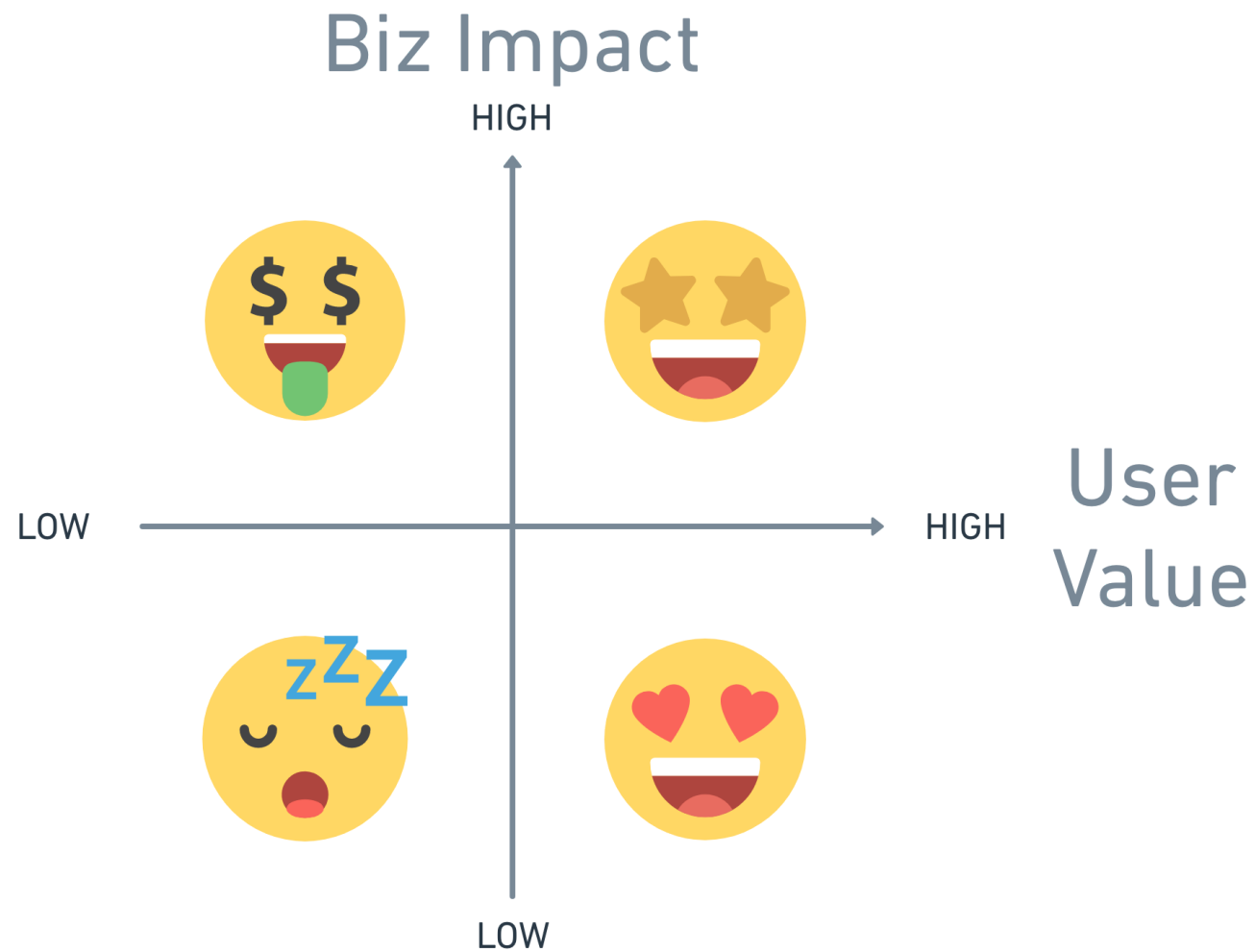
Priority matrixes



Priority matrixes



Priority matrixes



Create a priority matrix

After you've organized/assigned your issues:

1. Put a dot/star/mark on each issue in the upper right; these are your **obvious wins**
2. Do you agree that the low-impact issues can be ignored?
3. Are any of the remaining cards worth discussing and elevating?
 - If so, don't move them on the matrix, but also mark them with a dot/star

Q&A

Discuss the evaluation

Ask your stakeholder:

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Identify + discuss issues

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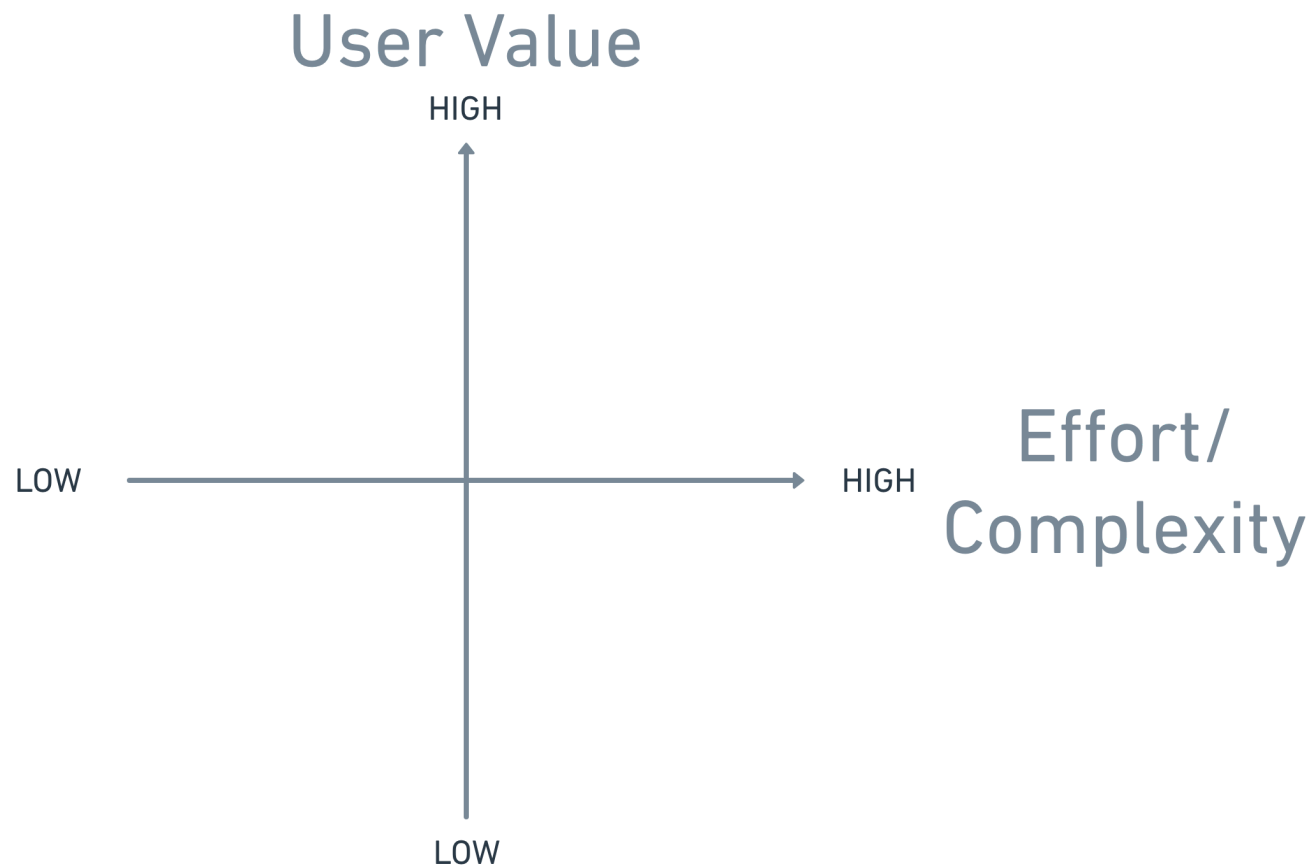
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Issues need solutions

Solutions can be:

- **Including** in something that is absent
- **Modifying** an existing element
- **Combining** existing elements
- **Eliminating** an element

Priority matrixes



Q&A

Project Deliverables

MVP

- Homepage priority guide
- Redesigned homepage

Additionally

- An interior page with a form on it
- A page with an interactive element on it
- (Re)designed search results page
- a 404 error page
- A branded smartwatch notification

Q&A