

## Heuristic Evaluation of [Bettr]

### 1. Problem

Bettr is a platform for social betting where friends can establish bets to motivate each other to achieve goals.

### 2. Violations Found

**1. H4: Consistency & Standards / Sev 1 / Found by: C**

The blue of the onboarding screen does not match the blue of the screens after onboarding.

*Possible fix: standardizing the blue so it's consistent throughout or switch the gradient so the baby blue is the top color*

**2. H1: Visibility of Status / Sev 3 / Found by: A, B, C**

There's no page or area where a user can view completed or previous bets and whether the user succeeded or not at completing the bet/if they were rewarded.

*Possible fix: add a toggle tab in "My Bets" so user can view completed bets so they know whether they successfully completed a bet or not and their rewards*

**3. H1: Visibility of Status / Sev 1 / Found by: A, B, C**

There's no indicator of which page the user is on at the moment (i.e. Home, Notifications, My Bet, or Analytics).

*Possible fix: Have the icon darken significantly or have the area indent like a button when navigated to*

**4. H2: Match b/w System and World / Sev 2 / Found by: A, B, C**

Using the Megaphone symbol is not consistent with the current convention of using thumbs up as a sign of "like". The color template and contrasts also make the letters and symbols hard to see. The icons like the megaphone are not very obvious as to what it is on a quick glance.

*Possible fix: Change the color theme to make more contrast and change the megaphone icon to a "thumbs-up" or the word "Like" or provide more help to user to acclimate them to the megaphone symbol. Also, make the icons bigger.*

**5. H4: Consistency & Standards / Sev 1 / Found by: C**

The icons on the toolbar at the bottom of the phone screen are different shades of gray or seem to be different intensities of gray. "My bets" is relatively dark and the home icon is faint.

*Possible fix: normalizing the icons so the lines are relatively the same thickness and shade of color.*

**6. H2: Match b/w System & World / Sev 2 / Found by: B, C**

On the home page, the “Day 4/10” form of representing the number of days that have passed out of the total days in the challenge is confusing because it can be misunderstood as a date (i.e. April 10th).

*Possible fix: Use words such as “Day 4 of 10”*

**7. H4: Consistency and Standards / Sev 2 / Found by: B, C**

On the home page, all the markings are “the number of days out of total number of days of the bet” but when the user is discovering new bets, the bets are annotated as number of weeks.

*Possible fix: since user must specify frequency when creating a bet, the number of [time step] can change depending on whether the check-in is daily, weekly, or monthly.*

**8. H10: Help & Documentation / Sev 2 / Found by: B, C**

It is unclear in the Discover Bets section what the weeks represent, whether it’s the number of weeks the bet has been posted, the number of weeks that the bet would encompass, the number of weeks before the bet expires (if it has an expiration date), etc.

*Possible fix: Include some text like “Bet Duration”*

**9. H1: Visibility of System Status / Sev 2 / Found by: A, B, C**

In the Discover Bets section, the bets do not say which friend posted the bet or any information about the bet poster.

*Possible fix: Add a profile bubble for the bet poster with the name and last initial, consistent with how the users are represented in the other pages*

**10. H3: User Control & Freedom / Sev 2 / Found by: C**

In the Home button tab, there’s no way to cancel the uploaded image if the user accidentally uploaded the wrong image.

*Possible fix: Add a X/cancel button or a way to cancel the photo when clicking on it after it is uploaded.*

**11. H3: User Control & Freedom / Sev 4 / Found by: A, B, C**

In the Discover Bets section, there’s no way to undo or cancel the bet once initiated (both during the discover bets process or in my bets). Furthermore, the bet is

automatically initiated when the user presses the green check or automatically deleted after pressing the red.

*Possible fix: add a way to cancel the bet in my bets and undo the bet when the bet initiated message pops up. Furthermore, add a way to bring back a red X-ed bet.*

**12. H5: Error Prevention / Sev 1 / Found by: C**

In the Create Bet section, if both users did not have pictures uploaded in their profile, it would be hard to tell which person the user is betting against.

*Possible Fix: add the first name and last initial, consistent with the content in other pages.*

**13. H2: Match b/w System & World / Sev 2 / Found by: B, C**

In the Create Bet section, the wording of "Bet For" is ambiguous because users might think it's another input field for who they are betting against like it's a bet for "Ben."

*Possible fix: Change the wording to "Wager" "Prize" "Winner Receives"*

**14. H2: Match b/w System & World / Sev 1 / Found by: C**

In Discover bets, when user clicks on red X, the whole screen shifts left (including toolbar on the bottom), which is disorienting.

*Possible fix: keep the toolbar on the bottom & top banner constant and move only the content in the middle OR only use the swiping mechanism*

**15. H2: Match b/w System & World / Sev 0 / Found by: C**

In "Creating Bet" after inputting task and "bet for", it is confusing that both of them have icons without text denoting them, which may lead to misunderstandings as to which is the task and which is the wager.

*Possible fix: Put in text "Task" and "Bet for" (or whatever it is changed to) to further help delineate which is which.*

**16. H3: User Control and Freedom / Sev 0 / Found by: C**

In "Creating Bet," icons are default and seem to be unchangeable. The user may want the flexibility of choosing icons.

*Possible fix: have a drop-down menu with possible icons so user can select*

**17. H3: User Control and Freedom / Sev 0 / Found by: C**

In "Home," user can only upload images. Some activities might be better captured through video or audio or other means compared to pictures.

*Possible fix: add options to allow user to upload video, audio, or other forms of documentation*

**18. H3: User Control and Freedom / Sev 2 / Found by: B, C**

There are no back buttons anywhere; in order to navigate away from the *interact with*

*friends bets* screen, or the *create a bet* screen, user has to press the “+” icon or any of the tabs below.

*Possible fix: have back buttons especially in multi-step processes like creating a bet or comments.*

**19. H3: User Control and Freedom / Sev 2 / Found by: B, C**

The interface only displays analytics for one type of activity and it's unclear how it is selected.

*Possible Fix: In “Analytics” section, allow user to filter by activity type (i.e. music, fitness, etc.)*

**20. H5: Error Prevention / Sev 3 / Found by: A, C**

In Home, if a user has multiple fitness activities with the same icon, it would be difficult to know which activity they are uploading the image to or for, leading to more mistakes.

*Possible Fix: Also include text pertaining to the bet or just have text. For instance:*

*\*Fitness Icon\* Running an hour a day for 10 days.*

**21. H3: User Control and Freedom / Sev 1 / Found by: C**

In Home, for the “Check-in” drop down menu, the user has to click on a button in the toolbar to minimize the check-in drop down menu.

*Possible fix: allow the user to minimize check-in drop down menu by clicking off the menu.*

**22. H7: Flexibility and Efficiency of Use / Sev 0 / Found by: C**

If the user is involved with a lot of bets and wants to find a particular one, there's no way to search for bets specifically and the user would have to scroll through all of their bets (which can only be sorted in one order since there's no available filter). Furthermore, if the user knows of a particular type of bet they want to do (but not exactly the task, for instance, the user want to do a bet for a fitness-related goal), the user would have to swipe through a lot of discover bets until the bet they match to pops up.

*Possible Fix: Incorporate a search ability so users can search through all of their My Bets and incorporate a filter/search setting in Discover Bets so the user can just explore bets of a particular type (i.e. fitness, music, health etc.) they are interested in.*

**23. H7: Flexibility and Efficiency of Use / Sev 1 / Found by: A, C**

In Home, for more information on the bets, the user can only click on the title area.

However, if the title is very small, the click area would be small too.

*Possible fix: Allow the user to click on the images as well to navigate to the timeline*

**24. H2: Match between System and the Real World / Sev 2 / Found by: C**

In Bet timeline (navigated to from Home by clicking on a bet), the wording for both “check-in frequency” and “daily at 5PM” is ambiguous because there’s a mismatch in the two and “daily at 5PM” making it seem that the user has to check in at exactly 5PM every day. However, the intention may be that that is the deadline every day.

*Possible fix: Change the wording to “Check-in” and “\*frequency\* BY \*time\*”*

**25. H8: Aesthetic and Minimalist Design / Sev 1 / Found by: C**

Users who support their friends’ bets or comment get notifications of updates to the bet (slide 11 of Bettr PPT). This may be a problem especially if there are a lot of comments and supports or if the user is supporting a lot of their friends’ bets.

*Possible fix: provide a unfollow option or deactivate notifications similar to Facebook.*

**26. H3: User Control and Freedom / Sev 3 / Found by: A, C**

There’s currently no way to logout, which is a functionality that should be included if there’s a way to switch accounts or sign in. This is also beneficial if another user wants to sign into an account on that phone.

*Possible fix: Include a logout button.*

**27. H4: Consistency and Standards / Sev 1 / Found by: C**

In the “Create Bet” pages, the “vs” has no period while the ones on the home page do.

*Possible fix: Add the period to make it “vs.”*

**28. H10: Help & Documentation / Sev 3 / Found by: B, C**

In Create Bet, if there’s no selection of a friend, random pool is default and represented as a question mark. However, there’s no accompanying text so the user may not understand that the question mark means that they can leave it to get a random pool option.

*Possible fix: Add “Random” text under the profile bubble so users understand that it will go into Discover Bets (or whatever “random pool” intends).*

**29. [H4 Consistency and Standards] / Sev 2 / Found by: A, B**

The discover new bets page does not show who the bet is against, while all other occurrences of bets do. Given that you log in using your facebook, this could be important as users might only feel comfortable betting against close friends rather than social media acquaintances.

*Fix: On each discover tile, add ‘vs.[user name]’ with photo in the same way it is displayed on ‘Home’ and ‘My bets’ pages.*

**30. [H4 Consistency and Standards] / Sev 1 / Found by: A**

On the 'Notifications' page, there is no indication of time when the notification was received. This is a standard feature of other notification systems the user might be familiar with, such as Facebook, Instagram, etc.

*Fix: Display how long ago each notification was received.*

**31. [H7 Flexibility and Efficiency of Use] / Sev 2 / Found by: A**

Once users support their friends on a bet, there should be some place on the app where they can see a feed of bets they supported. Language on the app might indicate that 'My Bets' could be that place.

*Fix: Add a small section within My Bets to allow engaged users to track others' bets that they have supported or interacted with.*

**32. [H10 Help and Documentation]: / Sev 0 / Found by: A**

Adding an onboarding process that explains the three key tasks would be very useful, especially if there will be icons or language that the user is unfamiliar with.

*Fix: In a future iteration, consider adding tool-tip buttons or a first-time user onboarding process.*

**33. [H8 Aesthetic and minimalist design] / Sev 2 / Found by: A, B**

The small light blue text (EX: on Analytics page) could be difficult to read for those with vision limitations because there is minimal contrast between the white background and the text.

*Fix: Choose a font color for small text that is darker i.e. has greater contrast from background.*

**34. [H2 Match between system and real world] / Sev 3 / Found by: A, B**

On the 'Analytics' page, the contents of the graph do not necessarily match with the connotation of the title, 'Overall Growth.' It is not clear why # of check-ins is the best way to measure this. *Fix: Consider choosing a different metric to display, such as 'wins'?*

**35. [H4 Consistency and Standards] / Sev 2 / Found by: A**

There is inconsistency between the formatting of bets on the 'Homepage and the 'My Bets' page. Users might want to see a snapshot of progress (how many likes / comments) their own bets have once they are accustomed to seeing such a snapshot of others' bets.

*Fix: For each bet on the 'My Bets' feed, add a progress snapshot above the 'Check-in' button.*

**36. [H3 User control and freedom] / Sev 3 / Found by: A, B**

Once a bet has begun, there does not seem to be a way to surrender the bet halfway through.

*Fix: Add freedom by allowing user's to determine when they want to exit a bet (through some button that terminates bet early).*

**37. [H2 Match between system and real world] / Sev 3 / Found by: A**

The diversity of bets as evidenced through language 'don't eat sugar for 2 weeks,' 'read a book for a week' might connote different frequencies at which users should check in. For example, it might be expected that a user who isn't eating sugar every day for 2 weeks must document ALL meals and snacks to get credit, while a user who must read a book needs to document at the end of the week. This discrepancy between language and app standards might seem counterintuitive for the user.

*Fix: Clearly label expected frequency of check-in for each bet.*

**38. [H9 Error recognition/ recovery] / Sev 0 / Found by: A**

When users check in, there is no error message in case the photo they post is not relevant to the bet.

*Fix: Leverage the "AI technology" to use photo recognition that approves or rejects a photo, and provide clear message if there is need for rejection.*

**39. [H8 Aesthetic and minimalist design] / Sev 1 / Found by: A**

There are unnecessary gaps between notifications.

*Fix: Remove white space between borders.*

**40. [H6 Recognition not Recall] / Sev 1 / Found by: A**

On 'Notifications' page, there is no information about *which* post a friend commented on. This could be confusing if there are multiple recent posts.*Fix: Clarify which post a friend commented on by adding the post title or a different indicator.*

**41. H10. Help and documentation / Sev 0 / Found by: B**

When *creating a bet*, it may not be immediately evident to the entry-level user that one has to click on the question mark to find friends with whom to engage in the wager.

*Fix: Some sort of small text (or glowing outline) near the question mark letting user know they can press there to select friends would be helpful.*

**42. H6. Recognition rather than recall / Sev 3 / Found by: B**

After pressing the question mark icon from the “*create a bet*” screen , a search bar appears to allow the user to search for friends. User at this point has to recall why they arrived at this screen, which might not be immediately apparent after some short distraction/notification from a different application.

*Fix: A simple text label near the top of the screen announcing which step of the process the user finds themselves in could eliminate the need to remember the system’s current status for the user.*

**43. H4. Consistency and standards / Sev 1 / Found by: B**

After *creating a bet*, the popup dialogue box displays the system’s status and a grayed-out, red arrow at the bottom right corner which closes the popup. Because of the light color of this arrow, I was initially under the impression that this was unclickable. Furthermore, I was unsure if this would close the popup or share it with my friends.

*Fix: A home icon or an “close” icon with a higher contrast would better announce to the user the function of that button.*

**44. H7. Flexibility and efficiency of use / Sev 3 / Found by: B**

There is no way to *interact with your friends’ bets* other than scrolling through the timeline. If user wishes to interact with a particular friend’s bet, one would have to scroll the timeline until one finds that.

*Fix: Incorporate some way to navigate through friends in order to make interacting with friends’ bets easier.*

**3. Summary of Violations**

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status		1	1	1		3
H2: Match Sys & World	1	1	4	2		8
H3: User Control	2	1	3	2	1	9
H4: Consistency		6	2			8
H5: Error Prevention		1		1		2
H6: Recognition not Recall		1		1		2
H7: Efficiency of Use	1	1	1	1		4
H8: Minimalist Design		2	1			3
H9: Help Users with Errors	1					1
H10: Documentation	2		1	1		4
<b>Total Violations by Severity</b>	<b>7</b>	<b>14</b>	<b>13</b>	<b>9</b>	<b>1</b>	<b>44</b>
<b>Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)</b>						



#### 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Total sum
sev. 0	29%	14%	57%	7
sev. 1	36%	14%	64%	14
sev. 2	46%	77%	77%	13
sev. 3	67%	67%	44%	9
sev. 4	100%	100%	100%	1
<b>total (sev. 3 &amp; 4)</b>	70%	70%	50%	10
<b>total (all severity levels)</b>	45%	61%	75%	44

**\*Note that the bottom rows are *not* calculated by adding the numbers above it.**

#### 5. Summary Recommendations

The Bettr team did a great job on the first iteration of their medium-fi design; the app has great potential to help people rethink personal growth and self-improvement. While the UI was generally easy to use and aesthetically pleasing, we believe certain changes can be made to optimize core user tasks:

##### #1: Analytics Page

While we liked the general concept of the Analytics page, we thought it could be more powerful if it instead showed previous bet history over time (i.e. wins, losses, and other important metrics). In future iterations, it would be helpful to toggle between types of bets.

Here are a few design suggestions:

- A) Remove the page altogether and merge into 'my bets'
- B)

##### #2: Increase Importance of Check-ins

We believe that the 'check-in' task is a core functionality that will motivate users to come back frequently. For this reason, it should be more greatly emphasized on the home page. Some possibilities:

- A) Reconfigure home page to display all live bets that user has to check in for that day
- B) Make check-in piece larger on home-page with social feed

##### #3 Rethink Aesthetics

We also recommend rethinking the aesthetic elements of the app. It might be nice to use variation in color to make the text easier to read, and use color to provide users with feedback when interacting with any clickable elements. The user interface could also be improved in the aesthetic sense by darkening the color scheme as a whole to provide more contrast and

enforcing more consistency in the degree of contrast of icons. The current light shades of blue and gray background with white text makes some icons and text very difficult to discern. Additionally, perhaps a more vibrant color scheme could help match the competitive energy that could result from this betting process. Finally, changing the discover UI to swiping would add to consistency of your elements.

#### #4 Limitations in User Functionality

Firstly, there is no back button anywhere on the app. If a user presses the wrong button (discover vs. create, for instance), or wants to go back to the timeline after checking out a friend's bet, there is no way to go back to the previous screen.

There is also no way to find friends' bets by friend. The only way for me to see Crystal's bets is to scroll through the timeline until I see what she bet on. Since this is primarily a social platform, consider making it easier to discover friend's bets, not only through the bet discovery screen, but also through browsing friend's bet profiles/bet history.

For user control and freedom, there are many moments where there lacks an "emergency exit" or undo function in steps of the task. For instance, the app lacks visible back buttons and undo or cancel functions for pages, such as "Create Bet" and "Check-in." Furthermore, as mentioned above, there should be options for which a user can be able to unfollow or disable notifications for a bet one supports.

Great job, bettr!