

# w i t h d r i v e

**withdrive**

**UX Report**

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# 1 UX evaluation

A heuristic evaluation is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles Jakob Nielsen's heuristics are probably the most-used usability heuristics for user interface design. (*10 Heuristic Principles – Jakob Nielsen's (Usability Heuristics)*, 2013)

A peer examination is also used to evaluate the UX, as ultimately the goal of the application is to convert new users to reoccurring users, and ultimately with a competitive market, an application with a good UX design can make or break your application. Thus, feedback from other people that are not part of the project, gives a good impression of how end users will interact with the site. (*Why User-Based Testing Is Important to Successful UX Tests – Loop11*, 2020)

## 1.1 Analysis of the withdrive project against Nielsen's heuristics

When looking at the withdrive project and scrutinising it against the heuristics. I found that generally the application so far is compliant with the guidelines. Namely, at points where a user of the platform wishes to execute tasks that have consequences, such as a deletion of a trip, their account or any such action, the site is designed to always stop and ensure that the user is educated about the action they are about to take, Using popups and confirmation dialog boxes. This adheres to the heuristics which talks of helping the user to recognise and diagnose errors and prevent errors. (*10 Heuristic Principles – Jakob Nielsen's (Usability Heuristics)*, 2013)

A standard on the web nowadays is to have a navigation bar placed at the top of the page, this helps usability, also an idea discussed by Nielsen with the point of adhering to consistency

and standards. In the withdrive application a simple navbar is placed at the top of the page which allows users to navigate to the most used pages with ease.

Another place where withdrive already coincides with another one of the heuristics, is the point of Flexibility and efficiency of use, when a user wishes to create a ride, there is a dropdown with all the cities/towns/villages in the Netherlands, to help the user they may start typing in the name of a place, the dropdown will narrow down the search to help the user, so that they do not have to manually go through the list. This speeds up the interaction for the users such that the system can cater to both inexperienced and experienced users. (*10 Heuristic Principles – Jakob Nielsen's (Usability Heuristics), 2013*) This is also underlined in the DOT research framework, where you Get a feeling for how your intended users will use your product by unobtrusively observing them in their natural environment, doing the things they always do. (*Observation - ICT research methods, 2018*)

## **1.2 Peer feedback**

I had some people use my application in its current state and had them use it for some without any input from myself. After they were done playing with the site, I had them give some feedback about the UX of the application, with improvements that could be made. The test users that I showed my application to, are both in their 20's and are quite proficient in their use of the internet and are quite familiar with technology and how to navigate and use websites properly.

In hindsight it may have been more useful to have selected individuals at three levels of proficiency, as that would give a more realistic and in-depth view into how all types of users would interact with the platform.

### **Feedback from user 1:**

- Boring white background would be good to add some colour. Potentially a gradient.
- Font is different in different pages
- Often empty spaces

### **Feedback from user 2:**

- Background should be changed to something more engaging.
- Some buttons are too small.
- Back buttons could be added to the pages, so you don't have to use the browser ones.
- Give dialogs when a trip is created.

I have acted on this feedback and have added a blueish gradient as a background for the application, I have also increased the size of many buttons, back buttons have been added to some pages that are expected to have a lot of back-and-forth movement (trip viewing). More dialogs have also been added.

## **2 Bibliography**

*10 Heuristic Principles – Jakob Nielsen's (Usability Heuristics).* (2013). Uxness.in.

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