# Platform Evaluation Report

The purpose of this document is to describe steps taken in observing and analyzing Obero's platform (admin & merchant-side) to identify any design opportunities available, in order to enhance the design and layout to allow better usability for both vendors and restaurateurs.
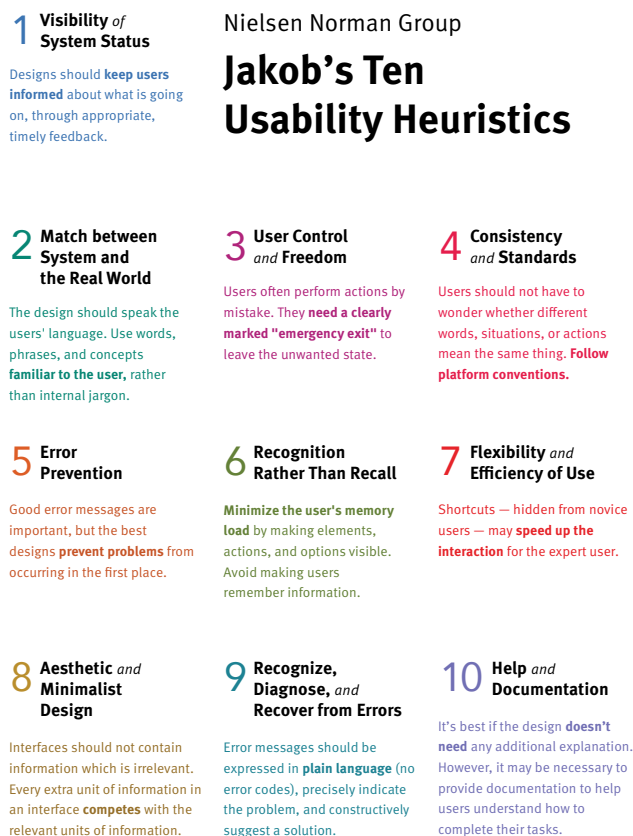
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# Context

Project Obero is focused towards analysis and evaluation of current management platform and end-consumer application. Obero's platform is currently serving as the main solution for management of operations of over 10 clients within the city of Eindhoven. However, the need to fix and redesign the platform from the stakeholders' perspective says alot about the platform's overall usability, and that it is not accessible for all users as intended.

# Methods & Procedure

The first order of business is to look at Jakob Nielsen's 10 Usability Heuristics, which prove to be a reliable assessment tools for various user interfaces. Then, taking the heuristics alongside the process of conducting peer review sessions with internal stakeholders (for now), to adjust based on their point of view.

### 1 Visibility *of* System Status

Nielsen Norman Group

## Jakob's Ten Usability Heuristics

Designs should **keep users informed** about what is going on, through appropriate, timely feedback.

Jakob Nielsen's 10 Usability Heuristics is a 'broad of thumb' sets of rules that allows for better propagation of usability guidelines within different context case application of user interfaces.

### 2 Match between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts **familiar to the user,** rather than internal jargon.

### 3 User Control *and* Freedom

Users often perform actions by mistake. They **need a clearly marked "emergency exit"** to leave the unwanted state.

### 4 Consistency *and* Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. **Follow platform conventions.**

### 5 Error Prevention

Good error messages are important, but the best designs **prevent problems** from occurring in the first place.

### 6 Recognition Rather Than Recall

**Minimize the user's memory load** by making elements, actions, and options visible. Avoid making users remember information.

### 7 Flexibility *and* Efficiency of Use

Shortcuts — hidden from novice users — may **speed up the interaction** for the expert user.

Using the combination of these principles with strong inputs from co-reflection/peer review sessions with internal stakeholders, a conclusive trend can be drawn that would match evident factors that derive from the usability heuristics. Heuristic evaluation itself helps to identify pain points and usability issues that may exist in an interface, which then supports to create a better, more usable design.

### 8 Aesthetic *and* Minimalist Design

Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface **competes** with the relevant units of information.

### 9 Recognize, Diagnose, *and* Recover from Errors

Error messages should be expressed in **plain language** (no error codes), precisely indicate the problem, and constructively suggest a solution.

### 10 Help *and* Documentation

It's best if the design **doesn't need** any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

NN/g

www.nngroup.com/articles/ten-usability-heuristics/

*Downloadable PDF of Jakob Nielsen's 10 Usability Heuristics (Nielsen Norman Group, 2020)*

# Results & Analysis

| Total Commission: €0.86 | Commission today: €0.00 | Commission last 30 days: €0.00 | 🍽 View Website |
|---|---|---|---|

- 🏠 Dashboard
- 🍴 Merchant List
- ▦ Sponsored Listing
- ▦ Packages
- 🍴 Cuisine
- ▦ Dishes
- ▦ Order Status
- ▦ Tags
- ▦ All Orders
- ▦ New Cancel Orders
- ▦ Settings
- ▦ Theme settings
- ▦ Manage location
- ▦ Commission Settings
- ▦ Voucher
- ▦ Invoice
- 🍴 Merchant Commission

## Dashboard

🔔 1  | en ▾

QuickPrint

| Enter Order Id | Enter Merchant Id | Enter Copy Count |
|---|---|---|

Print 🖨

Click here to update your database 🗄

### New Merchant Registration List For Today 05 May 2023

Show 10 entries                                    Search:

| MerchantID | Merchant Name | Package Name | Price | Payment Type | Status | Date |
|---|---|---|---|---|---|---|
| No data available in table | | | | | | |

Showing 0 to 0 of 0 entries

### New Merchant Payment List For Today 05 May 2023

Show 10 entries                                    Search:

*Merchant Payment*

| TransID | Merchant Name | Package | Price | Payment Type | Status | Date |
|---|---|---|---|---|---|---|
| No data available in table | | | | | | |

Showing 0 to 0 of 0 entries

- 🍴 Merchant Info
- ⚙ Settings
- ▦ All order
- ▦ Guest list
- ▦ Order Status
- ▦ Food Category
- ▦ AddOn Category
- ▦ AddOn Item
- ▦ Food Item
- $ Payment Gateway
- Pay in store
- ▦ Reports
- Sales Report
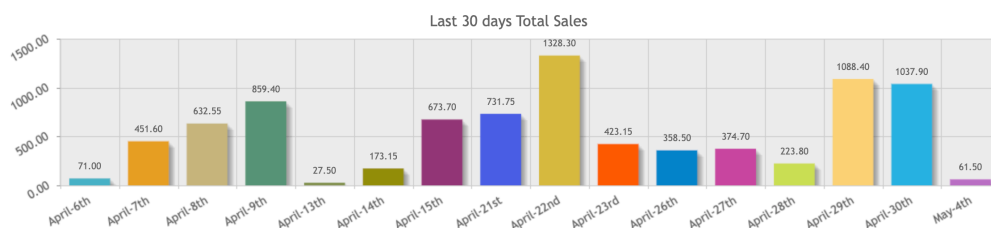- ⎋ Logout

### New Order List For Today 05 May 2023

Show 10 entries                                    Search:

| Ref# | Name | Contact# | Item | TransType | Payment Type | Total | Tax | Total W/Tax | Status | Platform | Date |
|---|---|---|---|---|---|---|---|---|---|---|---|
| No data available in table | | | | | | | | | | | |

Showing 0 to 0 of 0 entries

Last 30 days Total Sales



Last 30 days Total Sales By Item
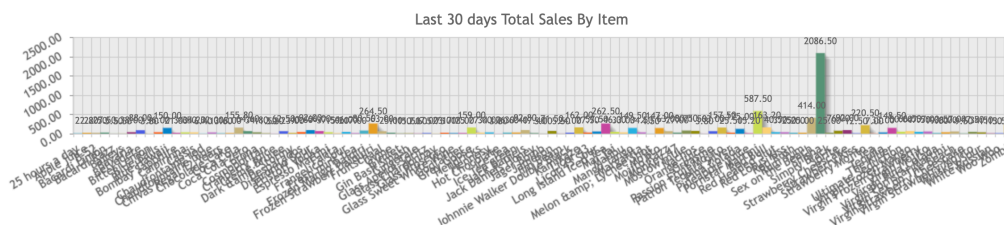
| Queries | Description | Relation to Heuristics | Mitigation |
|---|---|---|---|
| Lack of/unclear visual hierarchy | Placements are clear, however the usage of similar texts and without any visual aid may lead to unecessary clutter due to too much white space, causing confusion that is unecessary for the users, albeith the white space and the contrast between. | Consistency and Standards (4)<br><br>Recognition Rather Than Recall (6) | Boxing/shelling elements that share similar pieces of information, and establishing hierarchies using font sizes, weight and positioning. |
| Unclear icons and inconsistent visual aid | Same issue with the first point, that focuses more upon the icons used throughout the navigation menu side bar; too many features lead to confusoin, and mitigation by using same icons for these features do not help the users in any way. | Recognition Rather Than Recall (6)<br><br>Aesthetic and Minimalist Design (9) | Establish icon usages for every feature available, and ensure consistent usage throughout the platform's designs, to avoid confusion and provide better context and understanding aid. |
| Scalability issue, clutter: not enough space | Data representation and visualisation are facing one big issue: scalability and expansion. There's not enough space to accomodate the amount of data that is being shown, which, when brought onto mobile interfaces, would prove to be destructive and unusable for the users. | Flexibility and Efficiency of Use (7) | Simplify data information visualisation for the sake of mobile-oriented devices, lessen data shown per interface screen, introduce usage of widget designs for better accessibility and chance for personalization. |
| Unclear user location/ positioning | With the representation of information being shown and the tools available to configure them, it is important to aid the users in location, especially when using a big screen. The paltform currenlty has no proper indicator other than the title that is showing which area they're currently at. | Visibility of System Status (1)<br><br>Recognition Rather Than Recall (6) | Construct a clearer navigation system via the introduction of: menubars, tabs, breadcrumbs etc. with a focus on providing contextual information of where the user's current location is within the interface. |
| Lack of tooltips/ feature explanation | Tooltips may prove to be a useful feature for explaining extra information on a platform that is already full with different kinds of information. There is currently no indicator for help for the users, which then prove maintenance to be quite lengthy indeed. | Error Prevention (5)<br><br>Help and Documentation (10) | Proceed with the usage of labels and tooltips to access more information without cluttering the page too much; perhaps also provide an FAQ section to store additional information that users may find throughout the experience. And with the growing age of modernism and tech, interactive tutorial/ onboarding videos would be much preferable. |