Heuristic Evaluation

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## Assignment Overview

1. **Conduct a heuristic evaluation of your assigned team’s user interface for the three tasks (simple, moderate and complex).** To do this, you will apply Nielsen’s heuristics. Focus on giving feedback on what is currently implemented rather than pointing out missing features.
2. **Produce an organized report of the problems you discovered in the interface**.Organize the violations by task flow (e.g. all violations for task 1[[1]](#footnote-1) grouped together). If the violation occurs across all tasks include these in an “All Tasks” section. If the violation occurs outside of a specific task, include this in a “Extra Violations” section. Please use the heuristics and numbering scheme from NNg Jakob’s Usability Heuristic[[2]](#footnote-2), also found at [here](https://husteduvn.sharepoint.com/:f:/s/2024.1AC4150ETngtcngi-my/Eu36mBg66cNMhn4pVuMbTrwBEVUdltoCcOqKGynf54k53A?e=wiV86H).

## Report Instructions

**Part 1. Prototype Description**

A website for selling electronic devices with features for browsing, searching, viewing products, purchasing products and chatbot recommendations.

**Part 2. List of violations**

Each violation in your list should be numbered sequentially and include the heuristic violated (number and title), the violation severity, the problem description, the rationale for why it violates that heuristic, and a recommendation to fix the problem. Use the ratings defined in lecture: 0 = not a problem, 1 = cosmetic, 2 = minor, 3 = major, 4 = UI catastrophe. Format the list of violations as follows:

*[problem#].[H#][Heuristic Title]/Severity: [0-4]*

*Description:*

*Rationale:*

*Fix:*

For example:

**List of violations**

|  |  |  |
| --- | --- | --- |
| Task | No | Problem |
| 0[[3]](#footnote-3) | 1 | H4 Consistency and Standards/ Severity: 2  **Task**: All tasks  **Description**: The website displays inconsistent terminology and design elements across various sections, such as using different button labels for similar actions, inconsistent naming conventions in search results, and variations in error messages or interface feedback.  **Rationale**: Inconsistency can confuse users and disrupt their workflow, making it harder for them to understand the system's functionality and predict outcomes. This increases cognitive load and decreases overall usability.  **Fix**: Standardize all terminology, design elements, and interactions throughout the website. Define and follow a consistent style guide to ensure uniformity in button labels, language, and interface behaviors. |
| 1[[4]](#footnote-4) | 1 | H10 Help & Documentation / Severity: 2  **Task**: Chatbot recommendation  **Description**: The chatbot lacks clear instructions on how to use it for product recommendations.  **Rationale**: Users may be unsure how to interact with the chatbot effectively.  **Fix**: Include a brief guide or prompts to assist users in utilizing the chatbot. |
| 1 | 2 | H7 Flexibility & Efficiency of Use / Severity: 3  **Task**: Chatbot recommendation  **Description**: The chatbot does not remember previous interactions, requiring users to repeat information  **Rationale**: Repetitive interactions can frustrate users and reduce efficiency.  **Fix**: Implement context retention in the chatbot to remember past interactions. |
| 2[[5]](#footnote-5) | 1 | H8: Aesthetic & Minimalist Design/ Severity: 2  **Task:** Browsing Products  **Description:** The product browsing page displays excessive information, including long descriptions and multiple badges, leading to clutter.  **Rationale:** Overloading users with information can make it difficult to focus on key product details.  **Fix:** Simplify the design by showing essential information and using expandable sections for additional details. |
| 2 | 2 | H2: Matching Between System & Real World/ Severity: 2  **Task:** Browsing Products  **Description:** The detail product page display technical product names that may not align with common user terminology.  **Rationale:** Users may not understand technical jargon, leading to confusion.  **Fix**: Use user-friendly language in product names and descriptions. |
| 2 | 3 | H1: Visibility of System Status/ Severity: 3  **Task:** Browsing Products  **Description:** When loading product images, there is no indicator, causing users to think the page is unresponsive.  **Rationale:** Lack of feedback during loading can lead to user frustration.  **Fix**: Add loading indicators for product images. |
| 2 | 4 | H5: Error Prevention/ Severity: 4  **Task:** Browsing Products  **Description:** During checkout, users cannot easily edit their cart without restarting the process.  **Rationale:** Users need the flexibility to modify their cart without losing progress.  **Fix**: Allow users to edit their cart during checkout without restarting. |
| 3[[6]](#footnote-6) | 1 | H3: User Control & Freedom/ Severity: 3  **Task:** Purchasing Product  **Description:** The "Add to Cart" button is active even when a product is out of stock, leading to potential purchase errors.  **Rationale:** Users may attempt to purchase unavailable items, causing frustration.  **Fix**: Disable the "Add to Cart" button for out-of-stock products and display an out-of-stock message. |
| 3 | 2 | H9 Recognize, Diagnose, & Recover from Errors / Severity: 4  **Task:** Purchasing Product  **Description:** If a payment fails, the error message is generic, offering no guidance for resolution.  **Rationale:** Users may not understand how to resolve payment issues, leading to abandonment.  **Fix**: Provide specific error messages with actionable steps to resolve payment issues. |

**Part 3. Summary**

Give the total number of violations found using the table below. Double check your math.

|  |  |
| --- | --- |
| Category | # Violations[[7]](#footnote-7) |
| H1: Visibility of System Status | 1 |
| H2: Match b/w System & Real World | 1 |
| H3: User Control & Freedom | 1 |
| H4: Consistency & Standards | 1 |
| H5: Error Prevention | 1 |
| H6: Recognition Rather Than Recall | 0 |
| H7: Flexibility & Efficiency of Use | 1 |
| H8: Aesthetic & Minimalist Design | 1 |
| H9: Recognize, Diagnose, & Recover from Errors | 1 |
| H10: Help & Documentation | 1 |
| **Total Violations** | 9 |

**Part 4. Overall Recommendations**

The evaluation identified several usability issues across different aspects of the website. Addressing these violations by enhancing consistency, providing clear feedback, simplifying design, and improving error handling will significantly improve the user experience. Implementing these changes will make the website more intuitive and user-friendly, encouraging customer satisfaction and engagement.

## References

CS 147 Autumn 2023, Assignment 07, Instructor: James Landay, Stanford University.

1. Task 0: all tasks; task1: simple task; task 2: moderate task; task 3: complex task. [↑](#footnote-ref-1)
2. [Heuristic\_Summary1-compressed.pdf](https://husteduvn.sharepoint.com/:b:/s/2024.1AC4150ETngtcngi-my/ETyblSiP8AFCkBzkmaFPP3sBzdSSZxRANw5rqcFKI9m9Dg?e=wGlilt) [↑](#footnote-ref-2)
3. All tasks [↑](#footnote-ref-3)
4. Simple task [↑](#footnote-ref-4)
5. Moderate task [↑](#footnote-ref-5)
6. Complex task [↑](#footnote-ref-6)
7. Number of violations in all task (task 1 + task 2 + task 3 + all task) [↑](#footnote-ref-7)