Heuristic Evaluation (Individual)

Student Name: Nguyen Thu Huong

Student ID: 20210423

Class: 152296 - 20241

**Goal: Learn how to apply Nielsen’s adapted heuristics for evaluating and iterating on a user interface. Understand the tradeoffs compared to usability testing and other methods.**

Contents

[Part 1. Prototype Description 2](#_Toc185545368)

[Part 2. List of violations 2](#_Toc185545369)

[Part 3. Summary 3](#_Toc185545370)

[Part 4. Overall Recommendations 3](#_Toc185545371)

## Part 1. Prototype Description

I’m evaluating group 8’s mobile application for an electrical store, focusing on features like product viewing, purchasing, and AI chatbot interactions.

## Part 2. List of violations

|  |  |  |
| --- | --- | --- |
| Task | No |  |
| 1[[1]](#footnote-1) | 1 | H4 Consistency and Standards / Severity: 2  **Task**: Open chatbot window  **Description**: The button for chatbot is at the page’s end, users would have to scroll all the way down to find it  **Rationale**: Users rarely find what at the bottom page interesting and never scroll that far  **Fix**: Make the below navigation bar stick with the bottom line of device |
| 2[[2]](#footnote-2) | 1 | H1 Visibility of 1 System Status/ Severity: 1  **Task**: Viewing product in 3D  **Description**: After pressing View in 3D, a new tab is opened. The tab only contains a single 3D model that is able to rotate.  **Rationale**: Without any description, users won’t know that this model is able to rotate by dragging.  **Fix**: Add instruction text “Drag to rotate” |
| 2 | 2 | H6 Recognition Rather Than Recall / Severity: 3  **Task**: Viewing product in 3D  **Description**: After pressing View in 3D, a new tab is opened. The tab only contains a single 3D model without any description about the product’s detail or product’s name.  **Rationale**: Users would have to switch back to the initial app to see what product they are viewing.  **Fix**: Add product’s name and a short description of that product. |
| 2 | 3 | H8 Aesthetic and Minimalist Design / Severity: 1  **Task**: See detail about products on product detail page  **Description**: After clicking the Detail button, the exit of that page is clicking the Detail button again or clicking the arrow at the top left  **Rationale**: The inconsistency can confuse user, also the Detail button looking like normal text can make user miss it  **Fix**: Delete the Detail button and display all information at the start |
| 3[[3]](#footnote-3) | 1 | H1 Visibility of System Status / Severity: 4  **Task**: Confirm information and place an order  **Description**: After pressing Confirm, users are led back to the home page immediately  **Rationale**:  **Fix**: Add message whether the order is successfully placed or encountering any error |
| 3 | 2 | H1 Visibility of System Status / Severity: 4  **Task**: Checkout  **Description**: After pressing Checkout, the app switch to login screen without any explanation  **Rationale**: …  **Fix**: Add text “You need to login to continue” |
| 3 | 3 | H8 Aesthetic and Minimalist Design / Severity: 2  **Task**: Confirm information and place an order  **Description**: At the confirm page, there is a basket shape button that lead to the account page  **Rationale**: There is no purpose of that button  **Fix**: Delete that basket button |
| 3 | 4 | H3 User Control and Freedom / Severity: 3  **Task**: Login to confirm and place an order  **Description**: At the login screen, the only exit is pressing the app logo to go to the home page  **Rationale**: To those who don’t know that the logo is one kind of button, they can not undo or go to the previous page at the login screen  **Fix**: Add an arrow at the top left corner to make canceling order more clearly |

## Part 3. Summary

|  |  |
| --- | --- |
| Category | # Violations[[4]](#footnote-4) |
| H1: Visibility of System Status | 3 |
| H2: Match b/w System & Real World | 0 |
| H3: User Control & Freedom | 1 |
| H4: Consistency & Standards | 1 |
| H5: Error Prevention | 0 |
| H6: Recognition Rather Than Recall | 1 |
| H7: Flexibility & Efficiency of Use | 0 |
| H8: Aesthetic & Minimalist Design | 2 |
| H9: Recognize, Diagnose, & Recover from Errors | 0 |
| H10: Help & Documentation | 0 |
| **Total Violations** | 8 |

## Part 4. Overall Recommendations

The heuristic evaluation highlights key issues with navigation, feedback, and consistency in the app's interface. Users often lack clear guidance, such as instructions for rotating 3D models or feedback when confirming orders. Navigation elements, like the chatbot button being too hidden and the absence of a clear exit on the login screen, cause unnecessary frustration. Additionally, inconsistent designs, such as buttons resembling plain text or irrelevant icons, create confusion. To improve, the app should enhance visibility of system status, simplify navigation, and ensure consistent, intuitive design to provide smoother user experience.

1. Simple task [↑](#footnote-ref-1)
2. Moderate task [↑](#footnote-ref-2)
3. Complex task [↑](#footnote-ref-3)
4. Number of violations in all task (task 1 + task 2 + task 3 + all task) [↑](#footnote-ref-4)