Piinpoint Heuristic Evaluation

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Legend

Severity Rankings	
Rating	Definition
4	Most urgent usability problems that need to address right away.
3	Major usability issues.
2	Minor usability issues.
1	Superficial usability problem.
0	Violates a heuristic but doesn't seem to be a usability problem yet.

Ease of Fixing Rankings	
Rating	Definition
3	Usability problem would be difficult to fix.
2	Problem would require some effort to fix.
1	Problem would be easy to fix.
0	Problem would be extremely easy to fix.

1. Icon's Color Code
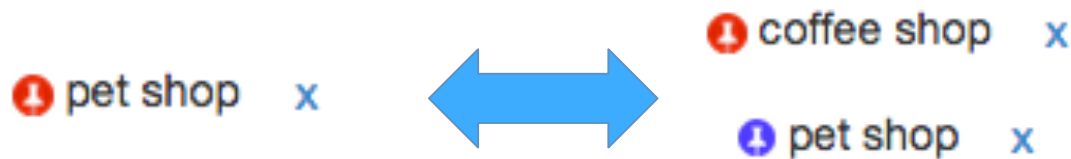
Adding and deleting should not affect the original color coding. It could potential confuse the users.

In this case, adding 'coffee shop' should not change the color of 'pet shop' from red to purple. Similarly, deleting 'coffee shop' should not change the color of 'pet shop' from purple to red.

2. Side Panel

Original Side Panel
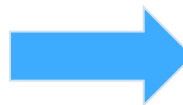
Side Panel Mockup

2. Side Panel (cont'd)

Several aspects are modified in the redesign:

1. Grouping. Grouping is important for users to comprehend large volume of information. The redesign grouped certain information (slide bars) together to reduce the complexity for the users.

2. Recognition rather than recall. The redesign added the real estate legend (blue identifier) in order to aid users in understanding the graphical display.

3. Do not use acronyms. Changed "Max # Locs" to "Max number of locations". An additional feature that might want to consider is the ability to change the number of displayed stores on the map (but this is not urgent).

4. Visual alignment. Slight changes to elements' alignment.

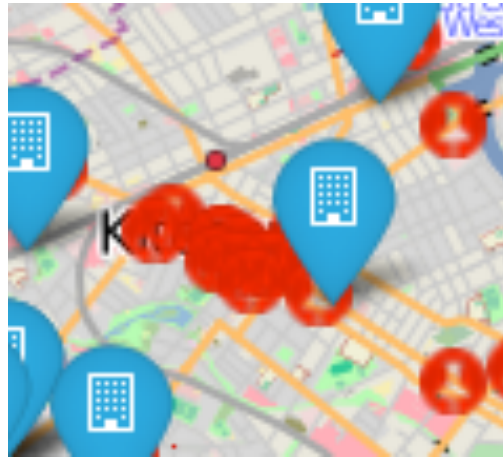# 3. Configuration of the pop-up window when click on the map
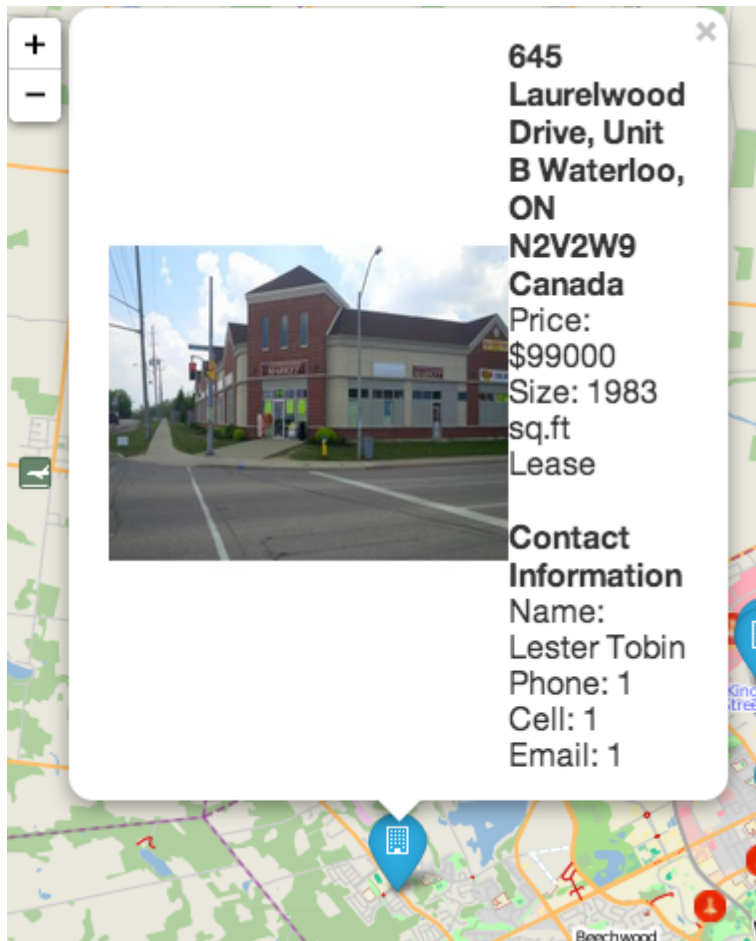
Original Design of the Pop-up Window
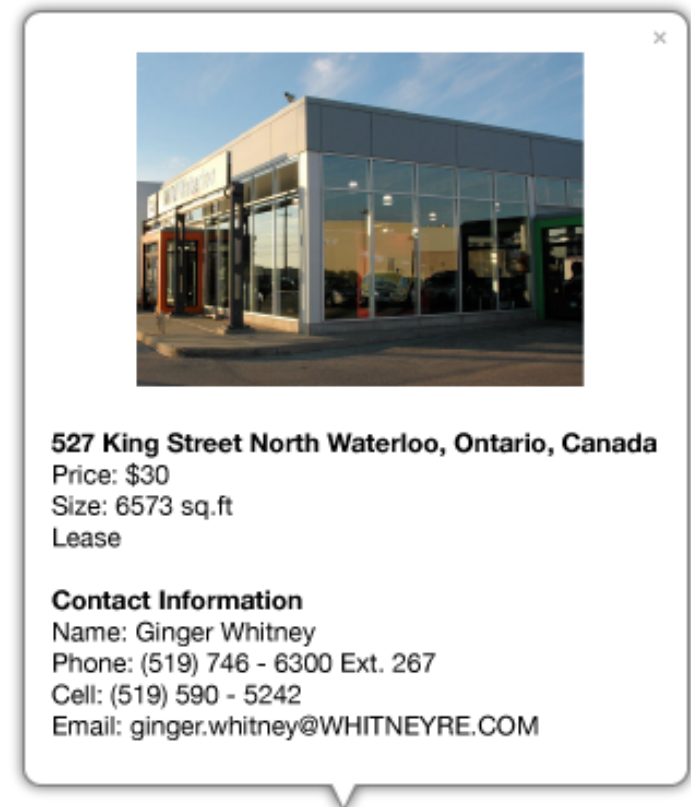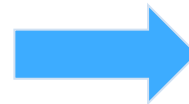
Pop-up Window Mockup

4. Piinpoint Icon

- Increase Piinpoint's icon's resolution.

- Make the hollow part non-transparent

Dec 29th, 2013 UPDATE this evaluation was done in Nov. By the end of Dec, there have been multiple changes made of the website, including the icon for real estates (the blue identifiers).