# UX/UI DEVELOPMENT

**EXERCISE 06** [Individual work]

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Purpose of this exercise is to get you familiar with Heuristic Evaluation technique.

**Heuristic evaluation (Nielsen and Molich, 1990; Nielsen 1994) is a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics").**

This exercise should be completed individually.

To complete this exercise, refer the Lecture_08.
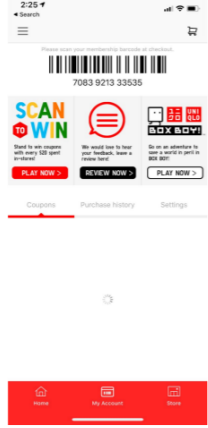
**Task:**

Go back to your Exercise_01. Remember? You were asked to evaluate the product's UX operating with your subjective perception. This time you will be evaluation the same product, but now you will use Usability Heuristics.

Usability Heuristic evaluation is not so complicated, but can be difficult to complete for a single person.

Steps:

1. As it's impossible to evaluate all the aspects of a interface, its very important to narrow your evaluation objects. Hence, you will be evaluating the following objects:

   - dialog box messages
   - main page information hierarchy
   - up to 3 "actionable" parts of the interface (actionable, like, forms, order baskets etc)

2. Create list of all objects you are about to evaluate; you can add screenshots of this objects.

3. Choose the Heuristic you will use to evaluate this object, you can write it as a tuples – Object – Heuristic

4. Perform evaluation (try to identify if the given object comprises or violets the heuristic)

5. Create a report instance for the given object.

Report examples:

| SUCCESS AREA: Displays the loading bar when a certain element of the page is loading, and displays a message if there is no content. | | |
| --- | --- | --- |
| **Object**: App main screen | **Heuristic**: #1 Visibility of system status | **Evaluator**:_____ |
| Description of the success area (add detailed description, why you believe it's a success area) | | **Evidence**(screenshot)  *Loading icon shown* |
| | | |

| PROBLEM AREA: Messy layout and unclear hierarchy of information | | |
| --- | --- | --- |
| Object: | **Heuristic**: #8 Aesthetic and minimalist design | **Evaluator**:_____ |
| Elaboration of the problem area<br>*The general layout of the app from the landing page to the other pages lacks structure. There are no clear and consistent headers and sections which makes it not easily scannable. For example, under the 'Online Store' tab, the app displays 'Recommendation' in a small font and within a small tab. As the user scrolls down, main categories are revealed (women, men, kids, baby, new arrivals, etc.), followed by 'Weekly Recommendation' in large font. It might be confusing to users as to what's the difference between 'Recommendation' and 'Weekly Recommendation', and why are those similar elements separated by another element (the main categories).*<br>*Also, under 'Weekly Recommendation', the different collections featured are not easily distinguishable from each other. The button 'Shop Collection' refers to the collection featured above it, but it is only slightly closer to the collection above than the collection below it. There is no other clue (e.g. lines) to demarcate the different collections.* | Severity Rating and Ease of fix ranking:<br>S3<br>E2 | Evidence(screenshot)  |
| **Recommendation:**<br>Use design principles like proximity, position, size, colour to make headers more prominent and to establish clear hierarchy and relationship between elements. Terminology also has to be amended. For example, 'Recommendation' to 'Bestsellers' since it stated 'Best Selling T Shirt'. | | |

Use attached UniqLO Heuristic evaluation report as a template.

**Here is the Severity and Ease of Fix ranking table:**

## SEVERITY RANKING & EASE TO FIX

**SEVERITY KEY**

S0  It violates a heuristic, but doesn't seem to be a usability problem.

S1  Superficial usability problem may, be easily overcome by user or occurs extremely infrequently. It does not need to be fixed for next release unless extra time is available.

S2  Minor usability problem, may occur more frequently or be more difficult to overcome. Fixing this should be given low priority for next release.

S3  Major usability problem, occurs frequently and persistently or users may be unable or unaware of how to fix the problem. It is important to fix, so it should be given high priority.

S4  Usability catastrophe seriously impairs use of product and cannot be overcome by users. It is imperative to fix this before product can be released.

**EASE TO FIX KEY**

E0  Fix will require maximum effort, including more investigation into the proper solution.

E1  Fix will require considerable effort, but the issue and solution are understood.

E2  Fix will require a more concentrated effort, but the issue and solution are understood.

E3  Fix is easily completed by a single developer with minor effort.

E4  Fix is trivially easy to implement.

Useful links:

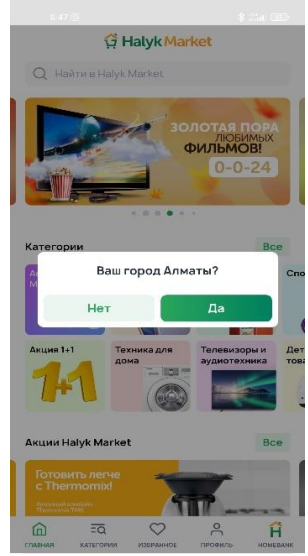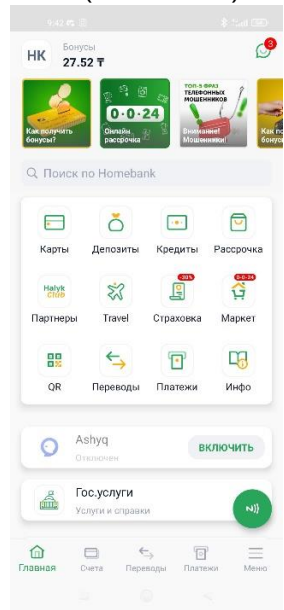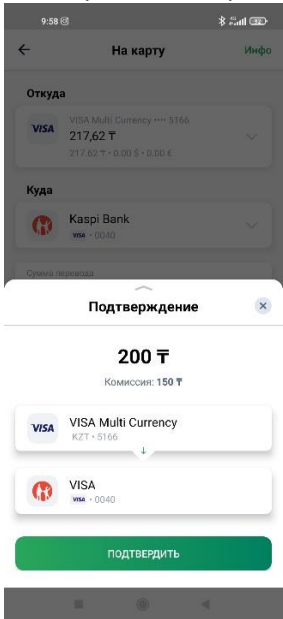https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/

# Halyk Home Bank

Tasks that focused on the core functionalities of Halyk Home Bank (mobile application) were evaluated. The goal of the evaluation was to identify major usability flaws within the Halyk Home Bank interface through the application.
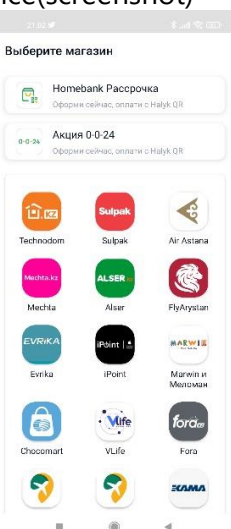The five tasks that a user may come to the mobile application to complete:

1. Search for card information (account balance)
2. Opening a deposit or a loan.
3. Transfer
4. Halyk Market

| **SUCCESS AREA:** Display confirmation of your current location in order to sort the supplied goods in the Halyk market. (dialog box message) | | |
|---|---|---|
| **Object**: Halyk Home Bank Market | **Heuristic**: #1 Visibility of system status | **Evaluator**: Kalzhigitov Nurbol |
| This functionality allows the user of the store with just one confirmation to make it easier for himself to find goods, due to the fact that all goods that do not belong to his region will be automatically screened out and only those that are available for him are displayed and used. | **Evidence** (screenshot)  | |
| - | | |

| **SUCCESS AREA:** Main page information hierarchy | | |
|---|---|---|
| **Object**: Halyk Home Bank Market | **Heuristic**: #2 Match between system and the real world: | **Evaluator**: Kalzhigitov Nurbol |
| The convenience of the main page of the Halyk application lies in the convenient navigation hierarchy. In the center, you can find almost all the necessary transitions to other pages that the user will need, and below the most necessary ones. In addition, the system itself speaks the user's language, the icons under each navigation immediately refer us to what is behind the icon itself, which is also a plus, because the user does not even have to read sometimes, because the icon directly refers to what lies beyond. | **Evidence** (screenshot)  | |
| - | | |

| **SUCCESS AREA:** Display confirmation of the transfer before sending. | | |
|---|---|---|
| **Object**: Halyk Home Bank Market | **Heuristic:** #5 Error prevention: | **Evaluator**: Kalzhigitov Nurbol |
| This is a fairly convenient functionality that allows the user to always think twice before taking some important action. Usually, in actions concerning the user's personal data or related to monetary transactions, it is always better to give the user the opportunity to think twice and double-check the entered data, because spending a minute checking it is better than trying to fix everything through technical support later. | | **Evidence** (screenshot) |
| - | | |

| **PROBLEM AREA**: No return to the previous page on the installment page. | | |
|---|---|---|
| Object: Halyk Home Bank Market | **Heuristic:** #3 User control and freedom: | **Evaluator**: Kalzhigitov Nurbol |
| Elaboration of the problem area: On the installment page, there is no opportunity to go to other pages or go back, this problem for the user is solved only by the possibility of the phone itself. The rest of the pages, except for the installment page, can be returned to the application itself. | Severity Rating and Ease of fix ranking: S2 E2 | Evidence(screenshot) |
| **Recommendation:** Add to the installment page the ability to return to previous pages as well as to others, the absence of such a thing resonates quite strongly with the rest of the pages. | | |

| PROBLEM AREA: No return to the previous page on the installment page. | | |
|---|---|---|
| Object: Halyk Home Bank Market | **Heuristic:** #10 Help and documentation<br>**Heuristic:** #9 Help users recognize, diagnose, and recover from errors: | **Evaluator**: Kalzhigitov Nurbol |
| Elaboration of the problem area:<br><br>The user information page in the<br><br>Halyk Home Bank application is<br><br>connected to the official website<br><br>of the application itself from<br><br>where it receives information<br><br>from the database. Because of<br><br>this, the information itself is<br><br>sometimes not displayed at all if<br><br>there is no access to the site,<br><br>moreover, the information itself<br><br>is severely empty and many<br><br>items cannot be found there at<br><br>all. Also, when an error occurs, a<br><br>window is displayed that is not<br><br>very clear to the average user. | Severity Rating and Ease of fix ranking:<br>S3<br>E3 | Evidence(screenshot)<br><br> |

**Recommendation:**
I think the best solution in this case would be to enter such information into the application itself rather than receive it from a database that is not related to it. After all, then any user at any time will be able to get the information he needs then waiting fix or problem resolve (Help and documentation is very important and must be available at any time.) and also necessary to change the error window in this case (when it occurs) to a more understandable for an ordinary user.