Heuristic Evaluation Form

# Rating Scale

|  |  |
| --- | --- |
| Severity Rating | Definition |
| 3 | Impedes task completion (either product or information seeking) |
| 2 | Creates annoyance |
| 1 | Obscures a product feature or capability |
| 0 | Raises questions for further study |

# Cycles

1. Efficiency
2. Recognition
3. Familiarity
4. Readability and aesthetics
5. Consistency
6. Clarity

## Cycle 1: Efficiency

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| --- | --- | --- |
| **Criteria** | **Severity Rating** | **Problem** |
| The user finds that frequently-sought information is at high levels of the structure. | 0 | True: pricing and login are found at the top along with the latest features for purchase. |
| Within headings, the most important words come first. | 0 | True: headings concisely describe the plan, free trial period and pricing before the section describes details. |
| Layered information and branching provide minimalist paths through information. | 1 | Problem: There are 4 plans, hulu with and without ads and hulu with live tv with and without ads. On the homepage they mention the hulu and hulu with live tv options but make it seem like these are plans in themselves and not types of plans.  However they generally made a good attempt at a structure. On the help page for pricing plans, 3 bubbles for each plan can be clicked on to view additional details for that plan. Underneath that is pricing for add on features. Also, other help pages such as account and billing have long paragraphs of sequential information on same page with internal links at the top to take you to the appropriate section within the page |
| Related information is positioned where most easily noticed. | 1 | Problem: the top displays only the most popular pricing plan, then as you scroll down there’s an additional pricing plan, but the full list of pricing plans are located through a link way at the bottom under help section. |
| The user can easily identify how to access online help or the online manual (or additional help) | 1 | Problem: The help section is located at the very bottom in the footer of the webpage along with several other links |

## Cycle 2: Recognition

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| **Criteria** | **Severity Rating** | **Problem** |
| Titles inform without the context of surrounding information. | 0 | True: titles concisely describe information without having to read the following paragraphs just to understand what the section is about. |
| Index keywords are easy to recognize and distinguish. | n/a |  |
| Symbols and color reinforce information structure. | 0 | True: coloring is relevant to hierarchy of information |

## Cycle 3: Familiarity

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| **Criteria** | **Severity Rating** | **Problem** |
| Titles represent real-world concepts and tasks. | 0 | True: titles are realistic and should be recognizable to the average person seeking hulu subscription |
| Symbols do not conflict with other common uses, such as international symbols. | 0 | True: symbols aren’t easily confused with other meanings |
| New terms are defined at every occurrence. | 2 | The word “add on” is below each of the pricing plans below its main features at the bottom of the homepage, but it does not mention that add ons require extra money per month until you go to the official pricing and plans page. The meaning of “add on” should be fully described so as not to mislead new viewers. |

## Cycle 4: Readability and Aesthetics

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| **Criteria** | **Severity Rating** | **Problem** |
| Information is presented in a size and color easy to read. | 0 | True: coloring and size contributes to information being easy on the eyes. Words not too small. |
| Different levels of headings are easy to distinguish. | 0 | True: main heading is black or dark grey and bolded, while subsequent information is lighter in color |
| Information is pleasing to the eye. | 0 | True |

## Cycle 5: Consistency

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| **Criteria** | **Severity Rating** | **Problem** |
| Headings at the same level in a section use parallel structure to help users identify the information they cover. | 0 | True: pricing plans are easily comparable with parallel structure |
| Presentation of information on various pages is consistent so that differences between pages are meaningful. | 2 | Problem: for the $5.99/month plan, one of the extra cost add on features is listed as “No Ads.” In reality to get the ad-free feature you need to subscribe for a separate Hulu plan-the $11.99/month plan. “No ads” is not listed under list of add on features on the “Plans and Pricing page” under “Help,” yet is listed as an add on feature for the $5.99 plan as if it’s related to the plan.  Problem2: When clicking on the bubble for the $5.99 plan (the cheapest and most popular plan), instead of referring to the plan pricing and making a list, it goes to a page titled “what is hulu,” with some paraphraphs including some details about the add ons. |
| Words have the same meaning from one use to another. | 0 | True: words have consistent meanings. |

## Cycle 6: Clarity

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| --- | --- | --- |
| **Criteria** | **Severity Rating** | **Problem** |
| Information pieces can be read in any order, or a guide to the order is provided. | 0 | True: there is a page called “Getting Started With Hulu,” which helps you navigate all the pages. |
| Reused information retains meaning in any context. | 0 | True: generally yes, reused information does not change according to context |
| Meaning holds no matter how the user combines the information pieces. | 0 | True: while some information may be missing in the homepages compared with the rest of the help documents, the meaning of the information is still consistent with the rest of the documentation |

How will you report results?

Once you conduct your research and analyze the data, you report the results. How you report depends on to whom you are reporting. If you are reporting directly to the product team, a verbal report with a bulleted list of key findings is sufficient. This method is quick and gets people the information so they can act on it. You need a more formal report when it is going to executives or departmental managers. When usability is new to an organization, a formal report can be a means of educating people about the usability process.

A formal report includes:

* **Overview:** This section states the study objectives and the methodologies used to collect and analyze data.
* **Summary of Results:** This gives particular attention to unexpected results and positive results. Include a list of the highest priority results requiring changes. Use lists, tables, charts, or graphs to make results clear and eliminate the need for extensive reading. If you have great comments from participants, use them to emphasize results.
* **Results and Recommendations:** The longest section of the report, this details the findings. Organize the results by objective so readers clearly see the significance of the result. Include a detailed description of the behaviors and results observed. Whenever possible, use participant quotes that indicate how the participant felt about the problem. List the severity or other measure you assigned to each result. Include a specific recommendation for how to correct the problem or whether further study is needed before a recommendation is made.

**If the study is one in which representative users are involved, include copies of the following in an appendix:**

* Respondent profiles: provide background information (demographics, experience level, Internet usage) on the test respondents. Never include names.
* Copies of all test materials such as facilitator scripts, participant task sheets, and so forth.
* Materials used to recruit participants.

**Note:** The raw data you collect is typically not part of the report. However, keep it on disk and accessible if someone should question your results.