

Group 42 P3 Part B - Heuristic Evaluation (EZ-AR)

Aesthetics and Minimalism

- The username and icon at the top of the home page could be compressed to allow more space for the functional elements, such as the map. (1)
- Text in the “about” and “help” screens could be put on a solid-tone background to be more readable (2)
- Grey icons on white background can be hard to see. When emphasis is unneeded, consider darkening icon color (eg. the edit icon in favorites) (1)
- Spacing of the elements on the discovery page (discovery items, titles, maps) are slightly cluttered and aren't obviously distinct groups. Consider the sizing and spacing to make function immediately apparent, as well as adding aesthetic elements such as a line to produce separation (2)
- Adding multiple items to the side of the discovery page to scroll through (as suggested by the dots underneath the picture) could help suggest the ability to swap between items. (1)

Recognition over Recall

- Consider including text with icons in the product description page. (2)
- Perhaps change the button to enter camera mode from product description to a camera icon (like on the home page). (3)

Help and Documentation

- Contact information is available (0)
- Basic help and app information is available (0)

Consistency & Standards

- Nothing seems inconsistent, and every situation seems fairly clear and to the same standards. (0)
- There is a button on the product details page that leads to the camera, but is not clearly marked as such. (3)

User Control & Freedom

- There is almost always a way back to the default Home screen, except on the camera, which for consistency sake, should also roll back to the Home screen. (2)

Visibility of System Status

- The system does show what “tab” you're on via the icon being highlighted, however the colour scheme makes this harder to discern. (1)

Help users recognize, diagnose, and recover from errors

- No help page on the AR camera screen - prevents users from being able to diagnose issues that might prevent the camera from working properly, like distance from the product or bad lighting (2)
- History and cards / offers page look very similar, making it harder to distinguish the two if the user can't find what they're looking for (1)

Error prevention

- Highlighting the clickable links on the prototype is helpful for preventing mistakes (0)
- No page header on the AR camera screen makes it harder for users to know where they are if they misclick something (1)

Match between system and real world

- No distinction between red pins makes it harder to tell which businesses are located where at a glance (1)
- User location is denoted by the same symbol as the businesses, just in a different colour - makes it hard to tell what it symbolizes / seem like it's fixed on the map (1)

Flexibility and efficiency of use

- Back button changes positions between the AR view and the product details page - difficult if user wants to go back multiple pages quickly (2)
- Not sure if this was on the to-do list to be implemented, but pins on the map aren't clickable, so user has to go the long way if they want to view details for a specific place (2)