

Heuristic Evaluation of meetchewthere

1. Problem

The prototype we are evaluating is **meetchewthere**, an app designed to allow users to not have to compromise their social life as a result of dietary restrictions by connecting them with restaurants, events, and other similar users.

2. Violations Found



Login Screen

1. H2-8: Aesthetic & Minimalist Design / Severity 1 / (A)

The app name “Meetchewthere” uses the same color for all three words, making it a bit difficult to read. I suggest changing the font color of “chew” to add some contrast and improve the legibility.

2. H2-8: Aesthetic & Minimalist Design / Severity 2 / (A, B)

The hyperlink “Sign” is quite small and is the same color as the rest of the text in the app. I’d suggest increasing the size and/or the font color to make it more apparent what you would like

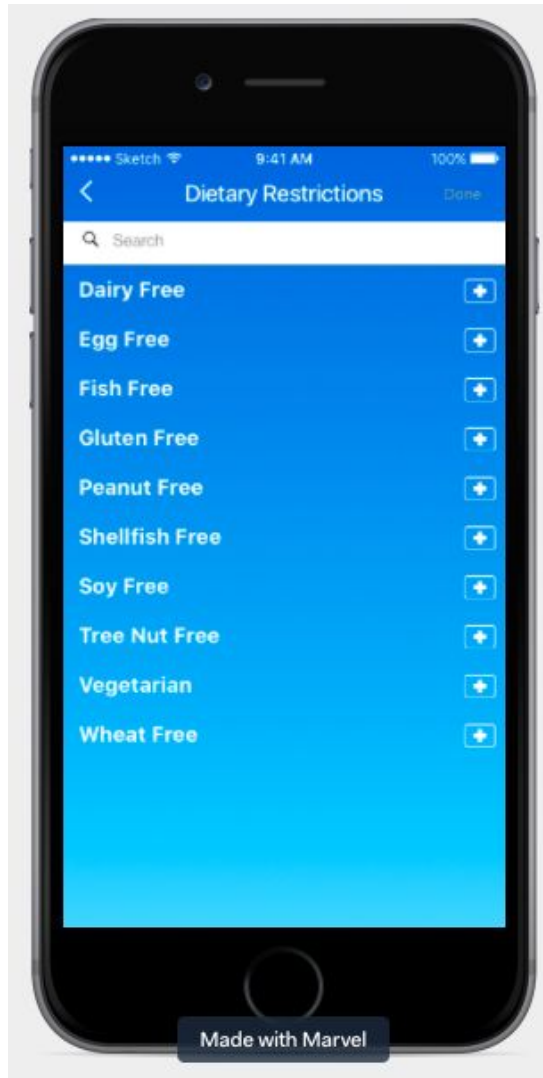
the user to pay attention to. In addition, the “Create account” button is much larger than the “Sign in” button. I think this can be easily missed for a user who already has an account who may accidentally click the “Create account” button since customarily the next action after entering one’s information lies in the button directly underneath the fields. To remedy this, perhaps it would be useful to separate these two flows, i.e. have one screen where the user enters details to sign in and a separate screen where the user enters details to sign up.

3. H2-8: Aesthetic & Minimalist Design / Severity 1 / (A)

The word “or” is quite small and is the same color as the rest of the text in the app. I’d suggest increasing the size and/or the font color to make it more apparent what you would like the user to pay attention to.

4. H2-3: User Control & Freedom / Severity 4 / (A, B)

Once a user logs in, he or she can never log out for example in the case of switching users on the same device. This forces the user to always use the same account in one session, which means the user must exit, stop, and relaunch the app entirely if they want to switch accounts. To remedy this, I think it would be useful to include a logout button. Furthermore, I’d suggest integrating single sign on to reduce the amount of input that is required from the end user.



Dietary Restrictions:

5. H2-1: Visibility of Status / Severity 2 / (A)

There is no indication that I successfully created an account or that I am currently logged into my own account. I would suggest adding a visual cue to alert the user that the account was successfully created and that the user is in their account, rather than someone else's.

6. H2-9: Help Users with Errors / Severity 3 / (A)

The "back" button leads directly back to main login screen that prompts for the user's credentials. It is a bit confusing for the user to interpret the result of this action: whether the user is still logged in or if they have been logged out without explicitly trying to do so. I suggest having the back button lead to the user's profile/settings page or remove it entirely at this stage.

7. H2-8: Aesthetic & Minimalist Design / Severity 1 / (B)

In the signing up process when selecting dietary restrictions, there is a lot of blue on the page--in the header and in the general body with the exception of the search bar. This may lose

the user's attention. To remedy this, perhaps more colors can be used or even blue can be reserved just for the header.

8. H2-3: User Control & Freedom / Severity 2 / (B)

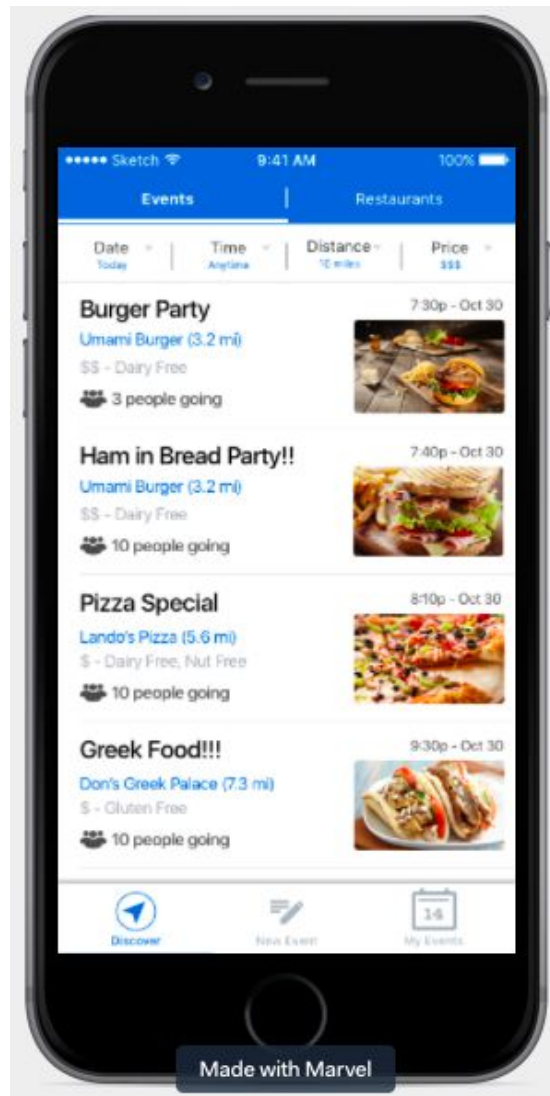
In the signing up process when selecting dietary restrictions, there is no option for the user to add a dietary restriction that does not already exist on the list. Thus if a user has a novel or unique dietary restriction, they cannot add it to their profile and interact with the application in this context. To remedy this, perhaps it would be useful to add an "add" button on the dietary restrictions page to allow the user to input their novel dietary restriction.

9. H2-3: User Control & Freedom / Severity 3 / (A, B, C)

After a user selects his or her dietary preferences while signing up, there are no further buttons that allow the user to modify these dietary preferences. Perhaps a user changes their dietary preferences or selected the wrong ones while setting up the application, but they would be unable to change it later unless they create a new account. I think it would be useful to include a settings option that would allow them to review their dietary preferences. In addition, I'd suggest adding clear access to the user's profile and settings.

10. H2-2. Match between system and the real world / Severity 2 / (C)

Users cannot specify the level of importance of a diet restriction. In reality, if a user has life-threatening nut allergy and only mild lactose-intolerance, nut restriction must be observed at all times, but dairy restriction can be relaxed if consumed in moderate quantities. It is recommended to allow user to input such restriction intensity information, so that the choices of place to eat are more specific to a user's needs.



Discover:

11. H2-8: Aesthetic & Minimalist Design / Severity 2 / (A)

There is a lot of information being displayed on this one screen. It is somewhat overwhelming and "visually loud" for the user. I'd suggest removing some of the less important information and placing it somewhere else in the workflow or hiding some of the information until it is requested by the user.

12. H2-4. Consistency and standards / Severity 3 / (C)

In Events view, Pizza Special is listed as dairy free and nut free. Since the user has only dairy and gluten restrictions, nut restriction is not relevant to this user, even though Pizza Special is indeed nut free. Such information is inconsistent with this user's restrictions and can cause doubts as to whether the app can indeed make recommendations that suit a user's health conditions. It is recommended to present only the restaurants' diet restriction information that is relevant to a user's own restrictions.

13. H2-3. User control and freedom / Severity 2 / (C)

Currently the Events view has only sort options but no way to search functionality. Although the slides mention that search functionality is not valuable in List View, it seems search would be useful when user wants to find events for a particular type of food, e.g. "burger." It is recommended to have search in Events view.

14. H2-4. Consistency and standards / Severity 2 / (C)

Events and Restaurants have different menu bars, even though they belong in the same feature "Discovery." While this difference perhaps is due to the discovery that search was not valuable in List View, from the analysis in (13) it seems that search should be implemented for Events view, and so it is also recommended that the menu bar for Events follow the same convention as that of Restaurants.

15. H2-7. Flexibility and efficiency of use / Severity 2 / (C)

For long-term users who have some preferences for time, price, and distance, such information can be gathered through some profile settings and made default so users don't have to choose their sort options every time. It is recommended to create a setting profile to gather such basic user preferences.

16. H2-4: Consistency & Standards / Severity 1 / (B)

In the discover tab, when comparing the events view to the restaurants view, a very similar layout is used, however there are small differences, i.e. in events, the date and time is above the picture whereas in restaurants, the distance is above the picture; in events, what follows the \$\$ relates to dietary preferences whereas in restaurants it relates to what kind of restaurant it is (e.g. Greek, pizza). This may confuse the user when they are searching for the same types of information but cannot find it in the same location between the two screens. While each of the screens are clear on their own, since they have a similar layout, I think it would be useful to converge on a consistent arrangement of the information so the layouts are consistent and standardized.



Burger Party Screen:

17. H2-8: Aesthetic & Minimalist Design / Severity 1 / (A)

The word “Dairy” is spelled wrong. I’d suggest spelling it correctly. :)

18. H2-3: User Control & Freedom / Severity 2 / (A)

The universal menu is no longer present. It is unclear where the user is in the overall workflow of the app. I’d suggest adding a visual cue as to where the user has progressed in relation to the app’s workflow.

19. H2-8: Aesthetic & Minimalist Design / Severity 1 / (B)

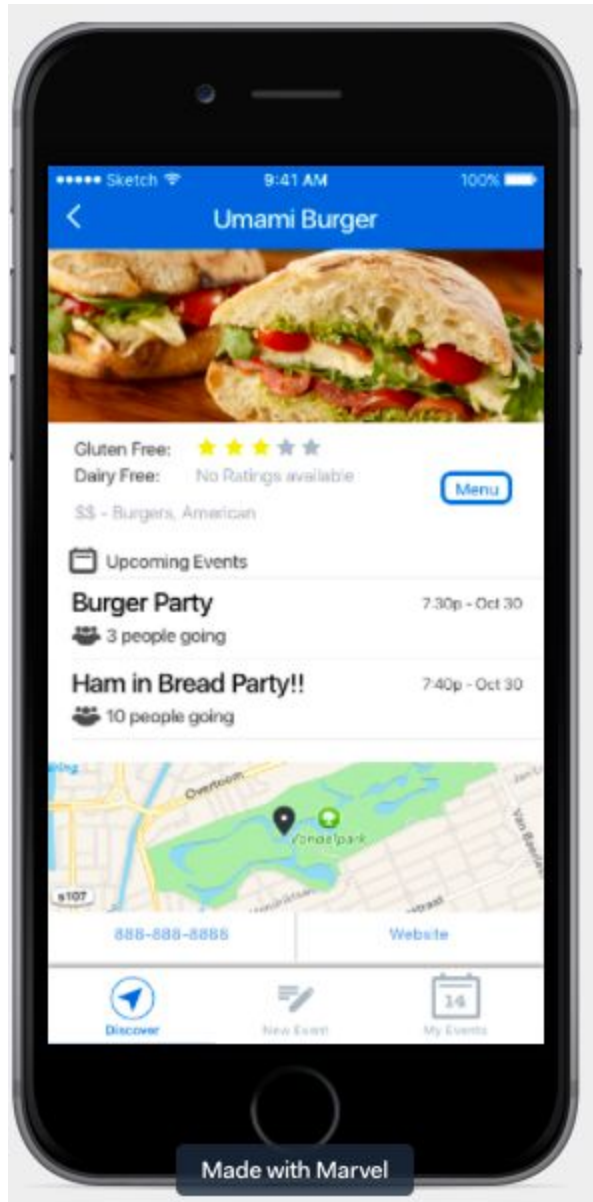
Event pages list a headcount of attendees, e.g. 4/14 people going, however the link only shows the attendees who are joining the event but no other information on the other 10 people. Seeing the “out of 14” information may cause the user to want to see who are the remaining 10 people who are not attending. If the desire is to only show actual attendee information, perhaps, the “out of 14” information is not needed and can be excluded.

20. H2-8: Aesthetic & Minimalist Design / Severity 1 / (B)

On an event page, a lot of information is squished under the main image, i.e. Burger Party, Umami Burger (3.2 mi), \$\$ - Dairy Free. While I think it is a great view when comparing different events, I think on the main event page, the extra space on the page can be utilized so the information is not all clustered together for ease of parsing on the user.

21. H2-7: Flexibility & Efficiency of Use / Severity 2 / (B)

A user can either join or unjoin an event, but cannot select that “maybe they are interested” or that they want to “ignore” the event. Thus, a user may be bombarded with many possible events they can attend but they have to manually filter through what events they are interested in, or “overjoin” events just so they can keep track of them.



Umami Burger Screen:

22. H2-8: Aesthetic & Minimalist Design / Severity 1 / (A)

There is A LOT of information being presented at once. It is a bit overwhelming from a visual perspective. I'd suggest adding collapsible menus to hide information that is not absolutely crucial.

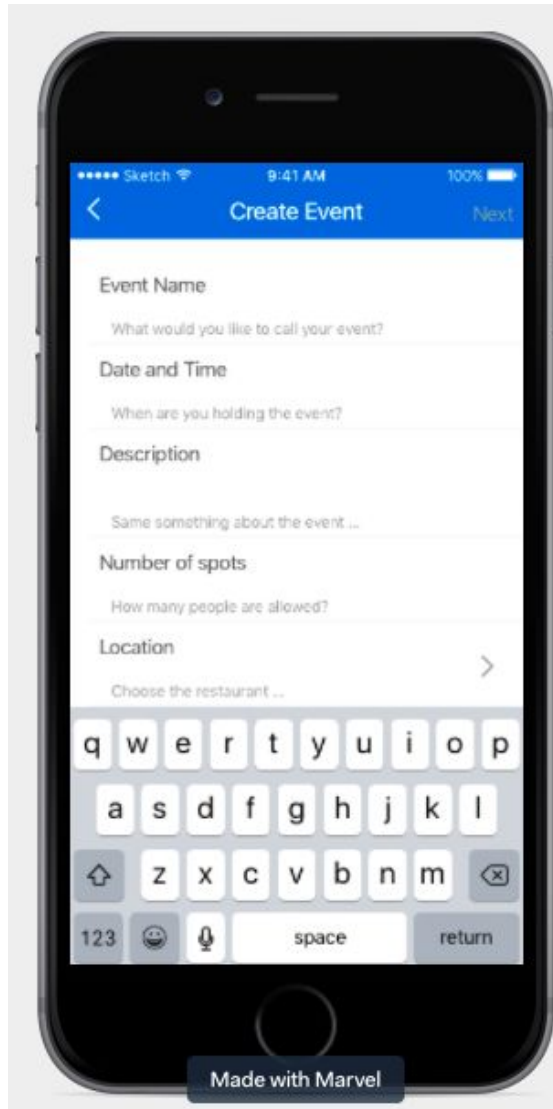
23. H2-4. Consistency and standards / Severity 3 / (C)

In the list of restaurants sorted by ratings, user can see an overall rating for each restaurant. Upon entering a detailed view, e.g. for Umami Burger, user is presented with two individual category ratings, one for Gluten and one for Dairy. The purpose of a sorted list is to search for an optimal choice, so the overall rating is the measure by which such choice can be made.

However, the relationship between a restaurant's individual category ratings and its overall rating may be unclear to an average user; in that case the overall rating can be confusing and untrustworthy. It is recommended to make clear the relationship between the individual category ratings and the overall ratings.

24. H2-4: Consistency & Standards / Severity 1 / (B)

The menu button on a restaurant page looks identical to the chat button on an event page. Since these buttons have different functions but the same appearance and general location on a page, this may confuse the user. Perhaps the style of the button should be changed, perhaps an additional icon can be used to bring out the different functions, or perhaps the location of the two different icons can be moved.



Create Event Screen:

25. H2-1: Visibility of Status / Severity 3 / (A)

The keyboard pops up immediately. It is unclear whether there are more options below it that are hidden. Furthermore, with the keyboard displayed upon the screen loading, it is unclear which element the user will interact with by typing. I'd suggest hiding the keyboard until an option is selected.

26. H2-8: Aesthetic & Minimalist Design / Severity 1 / (A)

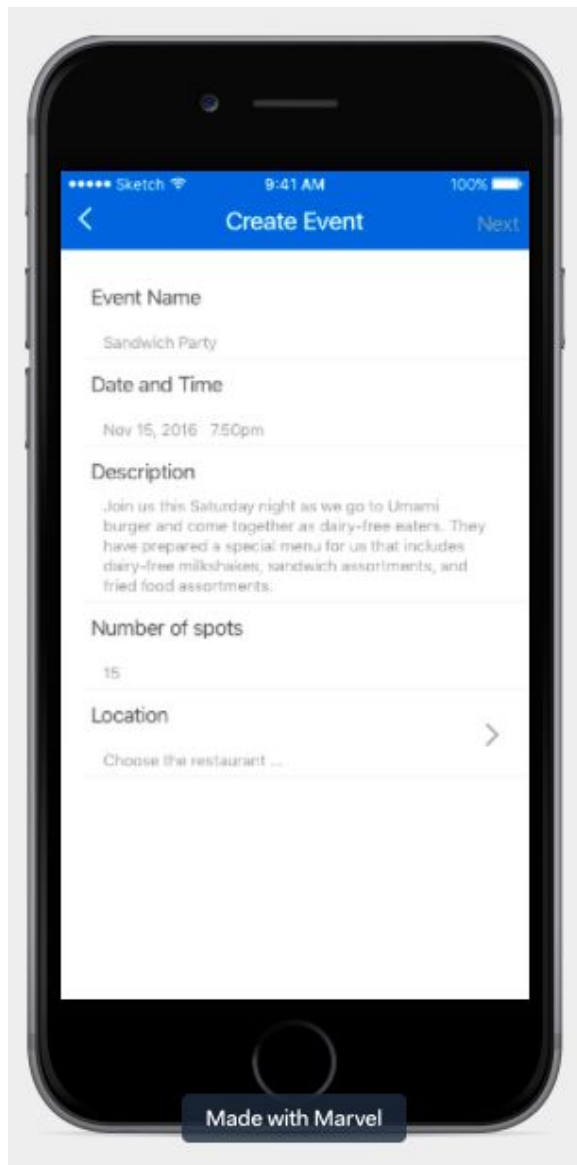
The spacing is uneven between rows. I'd suggest being consistent with spacing to reduce visual distraction.

27. H2-4. Consistency and standards / Severity 4 / (A, C)

In the Create Event view, Next is faded and unclickable at first. It is clear that users have to do something before this Next is clickable, but since what comes “Next” isn’t known, it can be confusing as to what users need to do, especially because there are many pieces of information to fill out. Do users complete them all or only some items before clicking Next? They would have to figure that out by trial and error - i.e. completing one item at a time and look back to see if Next is clickable. Furthermore, Next is Invite Friends and it is not clear why that operation has to be indicated by Next. So, it is recommended to change Next to Invite Friends and bring that to below Location, in order to make the interface streamlined and unified.

28. H2-7. Flexibility and efficiency of use / Severity 2 / (C)

For long-term users, it is reasonable to think that some events that they host are recurrent. Having to fill out every detail for an event similar to one that users hosted is inconvenient. It is recommended to allow users to choose if they want to create an event from scratch or modify from an event they hosted, as well as the option to create events that recur.



Create Event:

28. H2-2: Match Sys & World / Severity 2 / (A)

The transition from clicking “Event Name” to this screen is a bit confusing. I was expecting to only be able to edit/see the Event Name property, and then I was confused to find everything populated at once (though perhaps this was just for prototyping purposes).

29. H2-5: Error Prevention / Severity 3 / (B)

When creating an event, while placeholder text is already included and is helpful, e.g. “When are you holding this event?” for the date and time field, but no specified format is suggested for the date and time, which can wildly vary. The user can easily type in an invalid or hard-to-parse

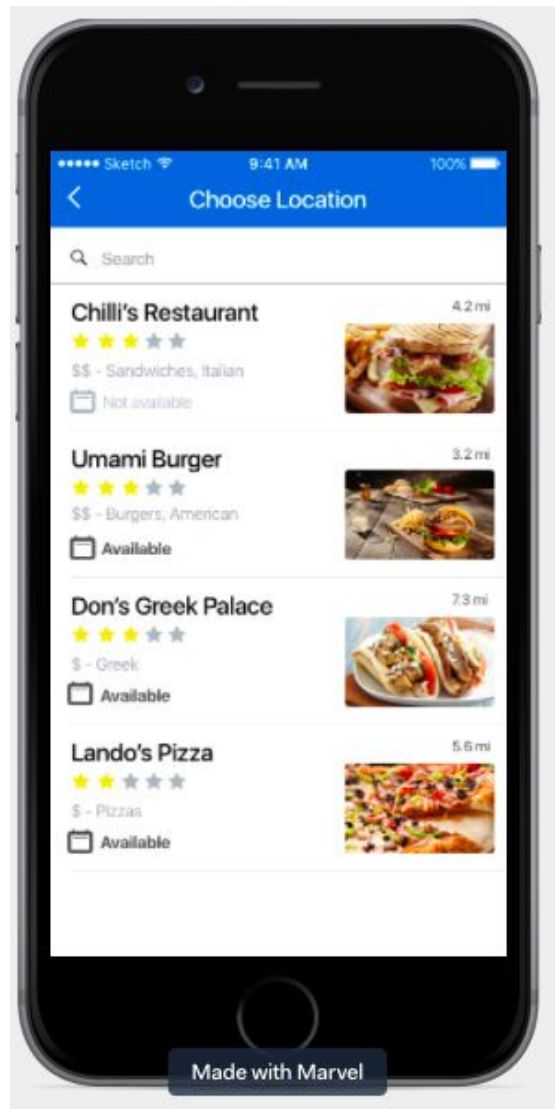
date. To remedy this, I think it would be useful if the placeholder text suggests a format to enter the date or perhaps you can use a date picker in order to constrain the possible user input.

30. H2-2: Match Sys & World / Severity 3 / (B)

When creating an event, a user can proceed with creating the event or click the back button, which seems to be the mode of canceling the event. I feel that using the back button as a cancel button does not match real-world expectation, and replacing the back button with a cancel button would be more consistent with real-world paradigms.

31. H2-8. Aesthetic and minimalist design / Severity 3 / (C)

Through selecting the friends a user want to invite to an event, the number of attendants is known, so the *number of spots* information in Create Event view is redundant. It is recommended to remove *number of spots* from Create Event or further detail what number of spots mean.



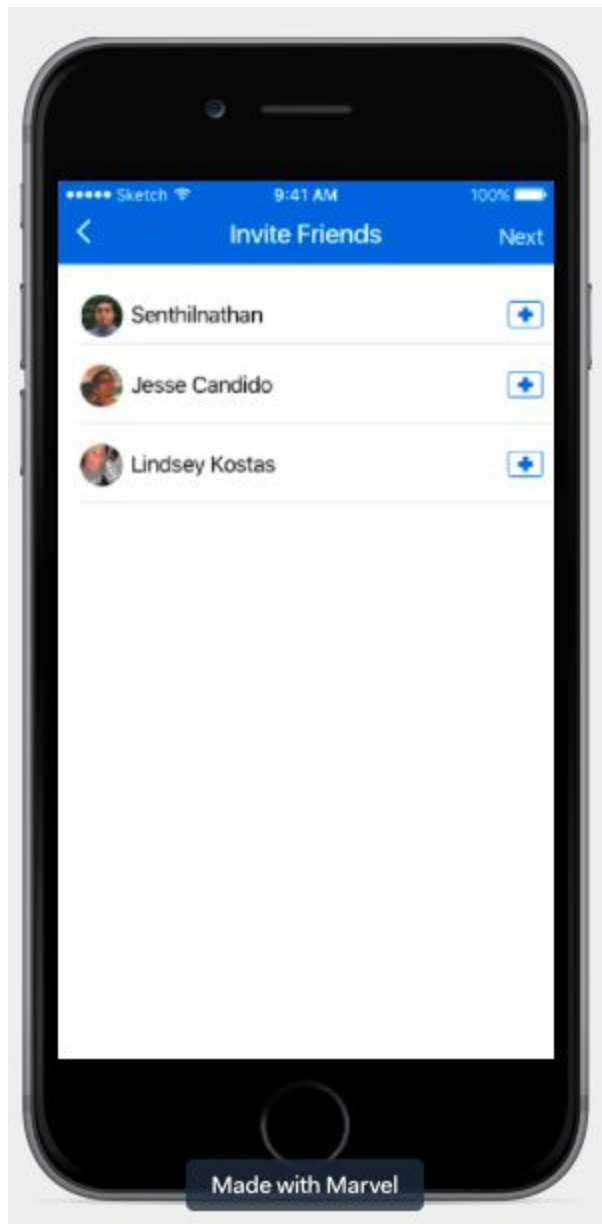
Choose Location:

32. H2-3: User Control & Freedom / Severity 4 / (A)

It is unclear why these particular set of restaurants were selected. I assume the intent is to pick something nearby. However, if you aren't currently near the restaurant you have in mind, this type of filtering is less helpful. I'd suggest adding several filters, including price, location, and cuisine.

33. H2-4: Consistency & Standards / Severity 3 / (A)

It is unclear what available vs unavailable indicates. My first thought is that "available" indicates it is possible to make a reservation. There are multiple meanings to be derived from the terms, including whether one might have a scheduling conflict on that given day. I'd suggest being a bit more straightforward with what information you are communicating and why it is meaningful to the end user.



Invite Friends:

34. H2-3: User control and freedom / Severity 3 / (A)

The app seems to only provide a few friend suggestions, limiting who can be included. How are the friend suggestions generated? Where is the information being sourced from? I'd suggest adding the ability to invite people who are not currently in the meetchewthere network.

35. H2-4: Consistency & Standards / Severity 1 / (A)

The “invite friends” screen is an entirely new screen whereas all of the other data points for the main event form are done within the main screen. I’d suggest having all editing be done within the main menu or have all the fields open a new screen.



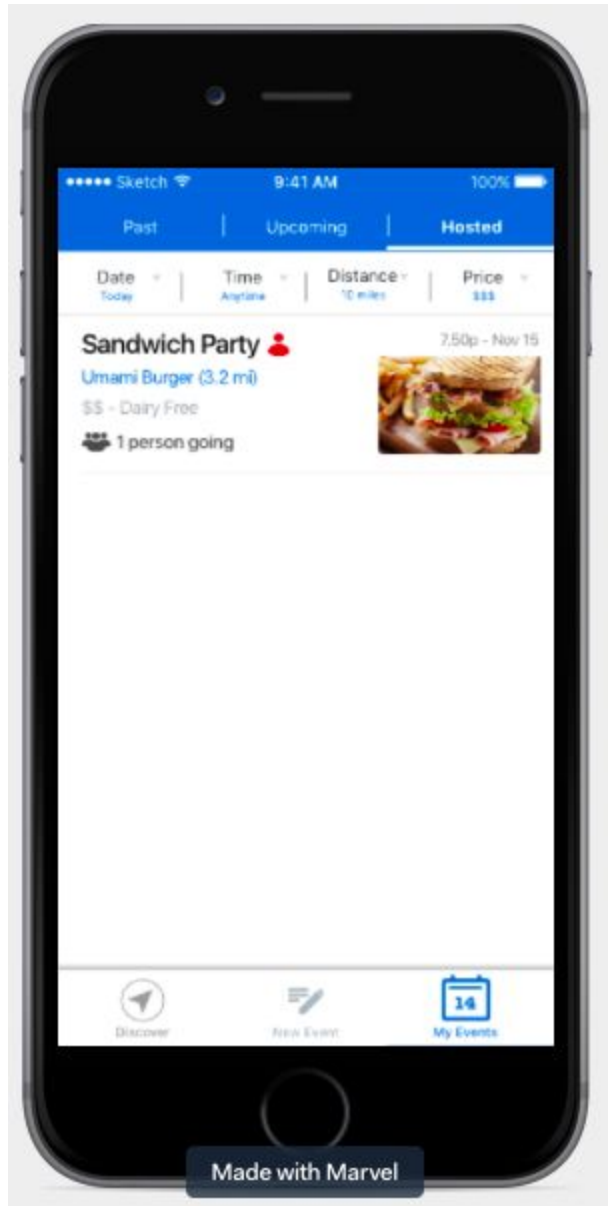
Sandwich Party (pre creation screen):

36. H2-5: Error Prevention / Severity 3 / (A)

There does not seem to be a way to save invites that are not fully filled out (ie draft). I can imagine multiple scenarios where there may be a few pieces of information you don't have at the time of creation. I'd suggest allowing the user to save incomplete events so they do not have to start from scratch every time.

37. H2-3: User Control & Freedom / Severity 3 / (A)

The image of a sandwich was automatically added. However, this may not be how I am thinking about the event. I'd suggest adding the ability to upload/edit/select an image to be more in line with the vision of the end user.



My events

38. H2-4: Consistency & Standards / Severity 2 / (A)

The word “hosted” is past tense. The other tabs use other conjugations. I’d suggest changing the “hosted” to “hosting” to be consistent with the use of gerund.

39. H2-4: Consistency & Standards / Severity 3 / (A)

It is not clear what determines the dietary restriction that is listed below each event. If it is simply that of the individual user, I’d suggest removing it. If it is an indication of what the restaurant can offer, I’d expect there to be more categories listed for each place. My suggestion would be to clarify the intent of the information.

40. H2-8. Aesthetics and minimalist design / Severity 2 / (C)

Once users have committed to events, they have already made their decisions and so don't need to sort these events by distance or price. Naturally when users look at their My Events they would want to see what events are coming up that they have committed to. So it is recommended to default sorting by time My Events and remove/hide other sort options.

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H2-1: Visibility of Status	0	0	1	1	0	2
H2-2: Match Sys & World	0	0	2	1	0	3
H2-3: User Control	0	0	2	3	2	7
H2-4: Consistency	0	3	2	4	1	10
H2-5: Error Prevention	0	0	0	2	0	2
H2-6: Recognition not Recall	0	0	0	0	0	0
H2-7: Efficiency of Use	0	0	0	3	0	3
H2-8: Minimalist Design	0	8	3	1	0	12
H2-9: Help Users with Errors	0	0	0	1	0	1
H2-10: Documentation	0	0	0	0	0	0
Total Violations by Severity	0	11	10	16	3	40
Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)						

4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
sev. 0	0%	0%	0%
sev. 1	54.55%	45.45%	0%
sev. 2	37.5%	18.75%	43.75%
sev. 3	57.14%	21.43%	21.43%
sev. 4	60%	20%	20%
total (sev. 3 & 4)	61.11%	22.22%	16.67%
total (all severity levels)	50%	26.09%	23.91%

5. Summary Recommendations

[merge the general recommendations you made here]

Severity Ratings

- 0 - don't agree that this is a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

Heuristics

H2-1: Visibility of System Status

- Alert the user that their account was successfully created and that the user is in their account, rather than someone else's.
- Hide the keyboard until an option is selected so the user can see all of the possible options.

H2-2: Match Between System & Real World

- Allow the user to input the intensity level of his or her dietary restriction, which is possible in the real world.
- Be careful that the back button truly means back and not cancel, otherwise use the cancel button.

H2-3: User Control & Freedom

- Allow the user to log out
- Allow the user to add/modify a new dietary restriction
- Allow the user to search events beyond using the filters

H2-4: Consistency & Standards

- Consistent display of information that is consistent with user selected options throughout the app
- Consistent use of menus and menu features (ie search)
- Consistent display of information and format across various screens
- Consistent display of ratings and clear differentiation between types of reviews
- Differentiate between similar looking features (chat vs menu buttons)
- Clarity of terms (available vs unavailable)
- Common use of windows for features within similar menus (date selection in same screen vs friend selection in new screen)
- Consistent use of verb tense

H2-5: Error Prevention

- Provide expectation of inputs via placeholders to reduce incorrect formatted or invalid entries
- Add ability to save “draft” events so a user does not have to start from scratch if they are missing a few pieces of information

H2-6: Recognition Rather Than Recall

- Make objects, actions, options, & directions visible or easily retrievable

H2-7: Flexibility & Efficiency of Use

- Allow users to mark “interested” in an event
- Enable recurrent event creation
- Allow default settings for time, price, and distance sorting options

H2-8: Aesthetic & Minimalist Design

- Fix typos
- Change colors and size of dominant elements to be distinguishable from other elements
- Remove redundant information such as number of spots and total number of people attending events

H2-9: Help Users Recognize, Diagnose, & Recover from Errors

- Have the back button on the diet restrictions page lead to user’s profile/settings page instead of the login page

H2-10: Help & Documentation

- N/A