

1st View (desktoplayoutview.pdf):

1. Visibility of system status

The landing view page (1st page) currently has no list of steps that could help inform users about what they will be doing. The layout is inviting by showing what I assume is reviews from individuals who have used the app before. A short list of steps would improve the experience.

The survey view page (2nd page) also doesn't have any progress bar that could help let the user know what step they are in, or at least what is going on in the process.

Overall the two pages look good currently with the information they provide, and space exists to add any lists/charts/etc which would help inform users.

2. Match between system and the real world

The landing view page has a nice search bar that is visible and understandable to most users, with the text inside conveying a good informal message to the user about what to do. With regard to the "machine learning" message, if you want to sell your app on this point, this is a good way to do it. Perhaps you could somehow make it interesting for users who may not know what machine learning is.

Your second view has a nice title about the category, but maybe you can add an informal message like in your search bar as the main page title and put the category in smaller font.

3. User control and freedom

Apart from the top 3 buttons on the left, no user freedom really exists in case someone wants to go back to the page, or undo some decision. This applies to both views, but the pages are designed well enough to have space to incorporate these in the future.

A nav bar or some menu for navigation could also give the users a sense of more freedom, as they might feel stuck if there is no way to go back or visit some other page.

4. Consistency and standards

Good job in keeping the login button consistent, in the same location for both pages. This is useful and provides good usability for users.

The font is mostly consistent, including in the survey page. A general note would be to try to keep the text consistent, i.e. if you are informal on one page this would probably dictate that you should continue this style elsewhere.

Although we can't really see how the app works currently, make sure you don't force the users to learn something new or make it different from what they are used to. For example, most people have probably taken various types of quizzes to determine certain things, like career quizzes, and are used to a certain style with regard to selecting things. Try to apply this to your survey when you present various categories. So far it looks good.

5. Error prevention

An undo button for the second view would be a great addition in case someone has a 'change of heart' after choosing a location. Currently this doesn't exist, but as noted in the other principles you have space and can definitely incorporate this.

As your remote work app involves a serious topic that can have long-term impacts on people with regard to selecting the right location, make sure you have plenty of undo and redo buttons that are highly visible and usable. This would reduce stress and difficulties for users that have difficulty deciding or often change their minds.

6. Recognition rather than recall

On the first view it would be easier for the users to recognize that they should move the carousel by adding some helpful hints. On the second view, good job in labelling the landmarks. Perhaps there is some way to make it even more recognizable to people? This might be challenging, but maybe adding some indicator of how popular a location is might be helpful for people.

7. Flexibility and efficiency of use

The way you designed the first view's 'carousel' is excellent for a swipe function, or even some keyboard shortcuts for advanced users. Make sure you incorporate these through the website, as it looks like users will be heavily dependent on clicking, swiping, etc. Usage of the arrow keys or some other shortcuts would increase productivity for advanced users.

8. Aesthetic and minimalist design

Overall both views are very minimalist and bring a unique factor with regard to the layout and colours. This is good, continue this for the rest of your pages. With regard to keeping unnecessary information to a minimum, perhaps adjusting the user reviews on the first view so that they do not jump out immediately would help users recognize the carousel and search bar more easily.

9. Help users recognize, diagnose, and recover from errors

Although we can't really see what type of errors your app throws, you probably would want to error check the search bar on the first view, to ensure that irrational or unreasonable text doesn't search or produces an error that is easy to recognize and recover from once the search completes.

Use visual elements and design similar to the layout and style you use throughout your app.

10. Help and documentation

No help tab or button currently exists for either of the views. If you add a nav bar, a help button would be useful either as a part of the nav bar, or a standalone button somewhere on the page.

This app is very interesting and it would be disappointing if users are discouraged by failing to understand what to do. Hints through the website, or having some text appear after 'x' amount of time may help users who are stuck.

2nd View (two-views-ivan_roussev.png):

1. Visibility of system status

The second view is a little bit confusing because it doesn't really describe what the view is for, I'm assuming it is to display search results. But the pages seem very simple and minimalistic, they show where the search bar and survey options are very clearly. I would suggest adding a page or icon similar to a cart icon for shopping websites, this icon would be used to save search results the user is interested in.

2. Match between system and the real world

The words used are very simple, they make it easy for the average person to understand and follow. Results and survey options appear in a natural way using simple phrases and everyday language. The icons used for accounts and notifications are simple and common making it universally understandable for users.

3. User control and freedom

The navigation bar is simple and visible. It makes it easier to navigate between different pages and return to a page after accidentally going to the wrong page. A search bar in the search result page would be helpful. In the event something is misspelt or incorrect the user should be able to correct it then and there rather than having to go back. I am under the impression going back isn't an issue due to browsers having a back button

4. Consistency and standards

The website uses simple keywords that are common in many websites. This maintains consistency and simplicity for users to effortlessly navigate through the page. This part of the website makes sure the website is externally consistent with other websites.

5. Error prevention

The specific views used don't have any visible error prevention. The views don't appear to need error prevention. The one thing I can think about as a design is to show a no results found message when no results are available in the search results page.

6. Recognition rather than recall

The navigation bar being consistent on both pages is helpful and makes it easier for users to check what pages are available and to navigate to them regardless of what page of the website they're on. As previously mentioned, implementing an active search bar in the search results page allows for the user to compare their search to their results and change them accordingly.

7. Flexibility and efficiency of use

Adding a filtering option to search results would make it easier for users to narrow down their search and find what they're looking for.

8. Aesthetic and minimalist design

The design is very minimalistic and only shows the features and navigation bar. It has only the necessities, this makes it easier for users to follow along the website and all the key features. The background colour is aesthetically pleasing but the other colours such as the survey and search results could be changed to be more compatible with the background.

9. Help users recognize, diagnose, and recover from errors

As previously stated, a message to let users know that there are no matches if their search yields no results would be helpful. This communicates to the user that their request went through and brought back no results rather than have them wait for nothing.

10.Help and documentation

Implementing a help page would be helpful and make it easier for users to troubleshoot and navigate the website without the need of external help. Avoiding the need for emails and phone calls is extremely important. The help page should tackle common and frequently asked questions. The help page as a bonus could highlight important uses and features of the website.