Eunjeong Hur
Liam McDougall
Christopher Mok

Plantify Heuristic Evaluation

Home Page:

1. Visibility of System Status

   No, even though I know this page is stated as the home page, I am unsure if it is actually a welcome page. If I were to open this page up, it would be unclear if this page would be different when I click on "Home." I think a highlight or underline indicating the "Home" on the menu would help with clarity.

2. Match Between System and the Real World

   Overall this page uses plain and simple language that indicates what each link does. The only one that is unclear is "Categories." What exactly does this mean? Is it categories in the store or a general category list of plants. I think this could use a clearer name to clear up confusion since I'm not sure what I will be shown if I clicked on it.

3. User Control and Freedom

   Since this is a home page, I think it is fine to not have a back button. Since I'll be using this page to navigate to other pages, I can easily come back to it using the "Home" button.

4. Consistency and Standards

   Yes, page layout feels quite general which is good because I won't need to look in odd places for common links. Menu is at the top and Login/Signup are in the top right which is consistent with many sites. Will the home page be the only page that lets me access the "Learn More" page? If so, it would be a bit of a hassle to have to go back home each time. A link in the menu would help a lot. Also, what will the "Find a Plant" link to? Would

it bring me to a store page, a search page or a collection like page? Renaming or clarity would help to clear confusion.

5. <u>Error Prevention</u>

   No, because this page doesn't provide any functions that would lead to errors.

6. <u>Recognition Rather than Recall</u>

   Yes, the menu is clear and straightforward for interpretation. The only issues are mentioned above with the "Learn More" and "Find a Plant" being a little unclear as to where they would take me.

7. <u>Flexibility and Efficiency of Use</u>

   As this is a web page, I think it is quite efficient as is. The links will take me to the appropriate pages. There are no clear shortcuts available to take me to any particular page.

8. <u>Aesthetic and Minimalist Design</u>

   Yes, the design is easy to look at and there isn't a lot of information that overloads the page. The page also has most of the things you need such as the menu and most appropriate links.

9. <u>Help Users Recognize, Diagnose, and Recover Errors</u>

   No, like above, I don't think any of the home functions would provide an error unless it was after clicking a link and returning an error 404.

10. <u>Help and Documentation</u>

    No, I don't think documentation is needed for a home page.

My Plants Page:

1. <u>Visibility of System Status</u>

I'm unsure if the plant icon images on the left side are the examples of the user's plants or scanned plants. Also, if a user adds an item to his/her wishlist, it would be good to add a little number on the top of the page.

2. Match Between System and the Real World

Navigation menu looks good as other webpages do. Users will definitely know what they need to click to access other sections of your webpage. But, I wonder if the image links to another page when users click the image because it looks like just an image. If it links to any other page or displays something, you can highlight the plants' names with light-green colour when the user's mouse is over them.

3. User Control and Freedom

Since this page is showing a navigation bar, I think it follows the heuristic. However, I think It would be better if the webpage shows any cancel or 'x' button so that the user can go back to the previous page easily. Also, if the image links to any other page as I mentioned above, it would be good to have an exit button on that page.

4. Consistency and Standards

I'm not sure what 'categories' page is about. I think users will wonder what that means and what the webpage contains. Is it showing different kinds of plants or something else? I recommend you to change the name to clarify its meaning. Other than that, I think it looks okay.

5. Error Prevention

I don't think this page has many error-prone conditions. However, I wonder if users can delete or edit any plants when they make mistakes. I think you can simply add an 'Edit' button on the top of the page so that users can delete plants or edit plant's names. Also, When a user adds a plant, it would be good to have a confirmation message to make sure if all the information is correct.

6. Recognition Rather than Recall

I think this page follows the 6th Heuristic because the navigation menu is clear. The only thing that is unclear is where the user can find the 'add/edit/delete' button as I mentioned above.

7. Flexibility and Efficiency of Use

   Are there any keyboard shortcuts to add plants? If there are, the webpage has to show an add button as well. If not, it would be good to have.

8. Aesthetic and Minimalist Design

   The design looks great. Especially, 4 images in one row looks great! The navigation menu is clear as well.

9. Help Users Recognize, Diagnose, and Recover Errors

   What if the user fails to add a plant or save any information? Is there any error message showing up? If not, I suggest you display the error message in plain language.

10. Help and Documentation

    Is there any instruction page or documents? (ex. FAQ page) For example, if I'm the user, I'll wonder how I can view my plant's information or what can I do with this page. For this reason, I think it's a good idea to include links on the very bottom of the page just in case.

Stores Page:

1. Visibility of System Status: the designs include lots of details regarding the locations displayed, providing users with the information that the users require and might need. The maps on the right side of the screen provides the feedback the users require when looking for a specific location. An additional touch would be to add in an image associated with the location/store.

2. Match Between System and the Real World: the designs are displayed in methods and layouts that are well established by bigger sites like google maps but are different

enough to be its own thing. It's also easy for the users to distinguish what is communicated on the page as it uses mostly simple, well-known descriptors for the stores' bio.

3. Underline: User Control and Freedom: the search function being always present to search for other locations in case of a misspell or something else. A feature that is also present is the navigation menu at the top allowing for a user to quickly navigate to a different page incase of an error.

4. Consistency and Standards: the consistency of the page's layout is a pretty common layout format when it comes to displaying maps and information. It is a standardized form at this point of time for good reasons.

5. Error Prevention: an error prevention system I will assume is being implemented is the search function suggesting only plant stores when searching google maps.

6. Recognition Rather than Recall: All of the information that a user needs in order to make a decision are mostly available. I would suggest adding in a function that would explicitly define what the site means from home decor and the like. The user does not need to memorize most, if any, details as they are always displayed, contributing to the user-friendly environment.

7. Flexibility and Efficiency of Use: As there is no clear outline of what sort of hypertext is present i will assume there is none and give some feedback/suggestions. Clicking on the name of the store might bring up the store's website and clicking on the location could open up direction from the current location. For Mobile users, clicking on the phone number could open the phone app and confirm with the user if they wish to call the store.

8. Aesthetic and Minimalist Design: Design is minimalist yet functional, its colors matching the theme of the website as well as being pleasing to look at. I will also assume that the map only includes the local layout with the only additional elements added to the map being the locations of plant stores in the vicinity or the ones that match the search result.

9. <u>Help Users Recognize, Diagnose, and Recover Errors</u>: I will assume that when a search result is empty it will display an empty message so as to not confuse the user as to why a search is taking too long. This would help in avoiding any frustration the user might feel. A function to help with this would be adding a function that displays the closest(s) similar stores to the entered search term if a t all possible.

10. <u>Help and Documentation</u>: a footer with any sort of contact information and FAQ page will be helpful in helping customers who feel lost and/or just want to provide feedback

About Page:

1. <u>Visibility of System Status</u>

   No, although the page clearly displays what Plantify is, who the team is, contact and getting started, I don't know which page this is. There's about four different things on this page and it's unclear if I'm viewing an about page or a contact us page. Some ways to help this is to separate them into different pages. Or in the menu if there was an "About" link that was highlighted.

2. <u>Match Between System and the Real World</u>

   Yes, language is clear and understanding. The only thing that is unclear is "Categories" in the menu. Does it show categories of all plants or categories when browsing in the store?

3. <u>User Control and Freedom</u>

   I think as a page with no action functions, a home link on the menu is sufficient as an emergency exit.

4. <u>Consistency and Standards</u>

   As I mentioned, this page contains four different pieces of information. Users will be unclear what this page is about. I recommend you to make it simple. For example, you

can make an 'About us' page and 'Getting started/FAQ' page so that users can easily find information about what they want.

5. Error Prevention

Not much to be said here as there are no real errors that the user can encounter here besides navigating to the wrong page. This is pretty self-explanatory in fixing, only needing to press the back arrow or press the current page you are wishing to navigate to.

6. Recognition Rather than Recall

The users' own memory isn't needed as much on this page so much as common sense and "street-smarts" but for the internet.

7. Flexibility and Efficiency of Use

The page provides a lot of flexibility, giving a lot of links to specific pages necessary for the users' own knowledge/information like the privacy policy and terms and conditions links. Nothing on this page is really to difficult for novice users to understand.

8. Aesthetic and Minimalist Design

There is a lot of information on this page. Although relevant within each section, the sections aren't relevant to each other. Another small thing about the design is that the separate boxes aren't even.

9. Help Users Recognize, Diagnose, and Recover Errors

The page helps users start their experience on the site and provides ways of contacting the site's owners in order to help fix the problems but I cannot determine how the user themselves can do it. One method might be the addition of a FAQ page link containing frequently encountered problems as well as a feedback forum

10. Help and Documentation

This page provides a good amount of information introducing the site as well as the ones involved, Also provides the users a guide to starting their own experience on the site as well as some options to view contact info, privacy policies and the terms and conditions.