Heuristic evaluation

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Gmail

Google

Google Search   I'm Feeling Lucky

Google offered in: Nederlands Frysk
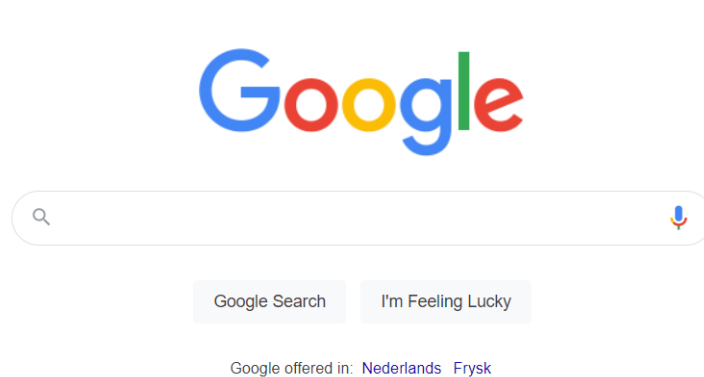
For this assignment I will be doing a heuristic evaluation of the website https://www.google.com.

1. Heuristic: Visibility

Google is especially good at showing you that your actions have consequences when starting to do a search you immediately are shown search options similar to what you are typing. This gives the user a sense that their actions have a consequence.
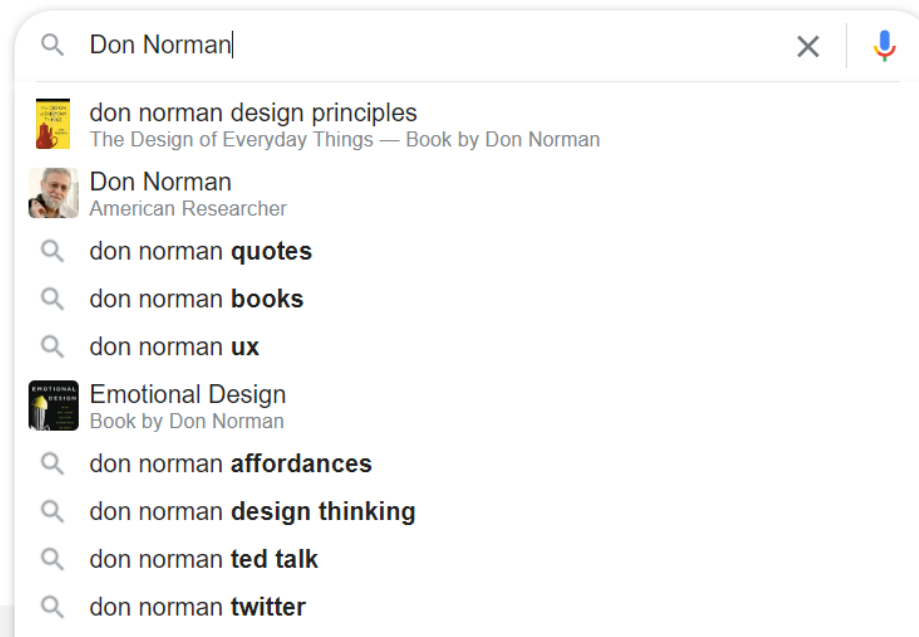
2. Heuristic: Match between system and the real world

2 items we can immediately see when going to google.com are the magnifying glass and microphone. These 2 items are connected to seeing things (the magnifying glass) and talking/ singing (the microphone). This makes it easier for the user to understand the functionalities.
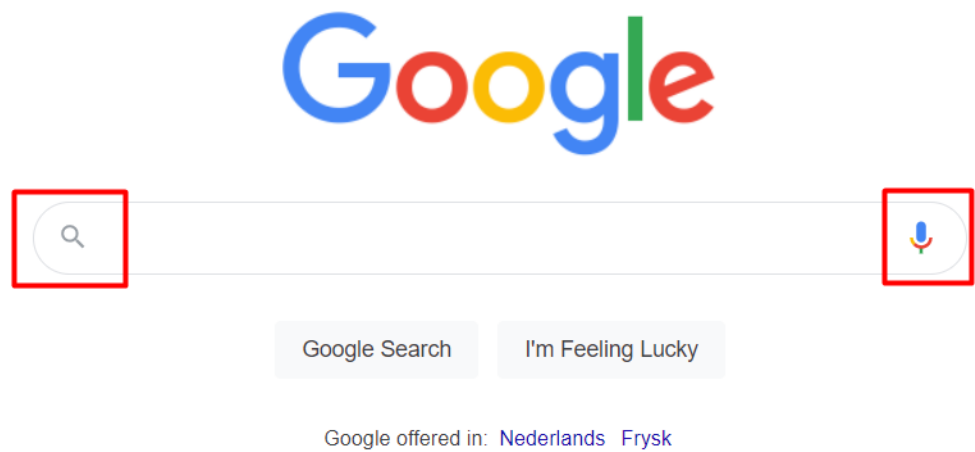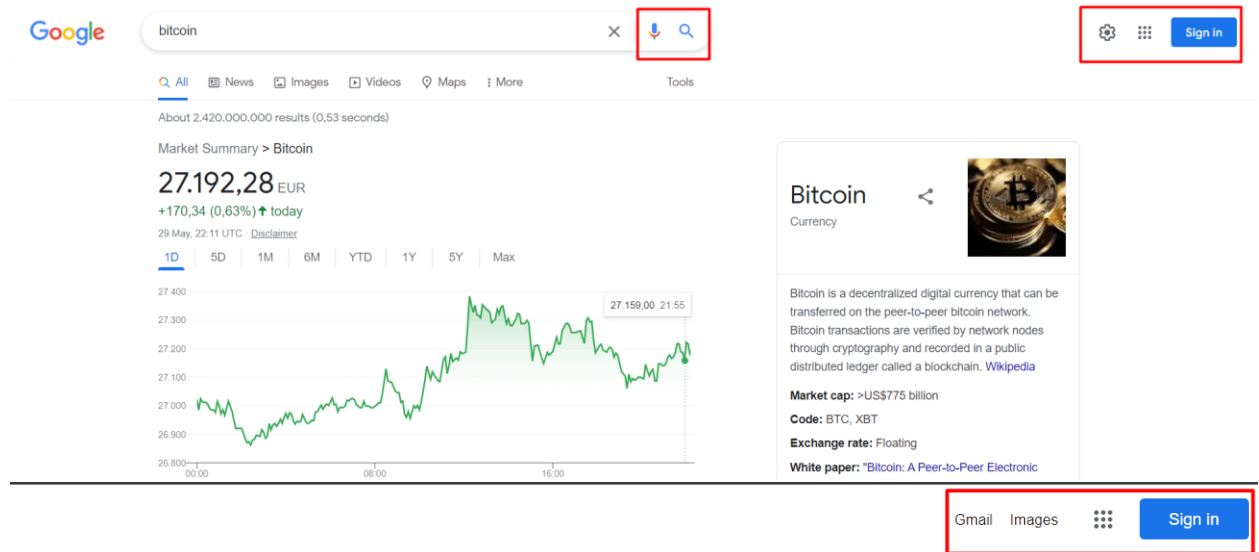
3. Heuristic: User control and freedom

When going to a wrong search you can easily find the way back indicated by the big X next to the search result.
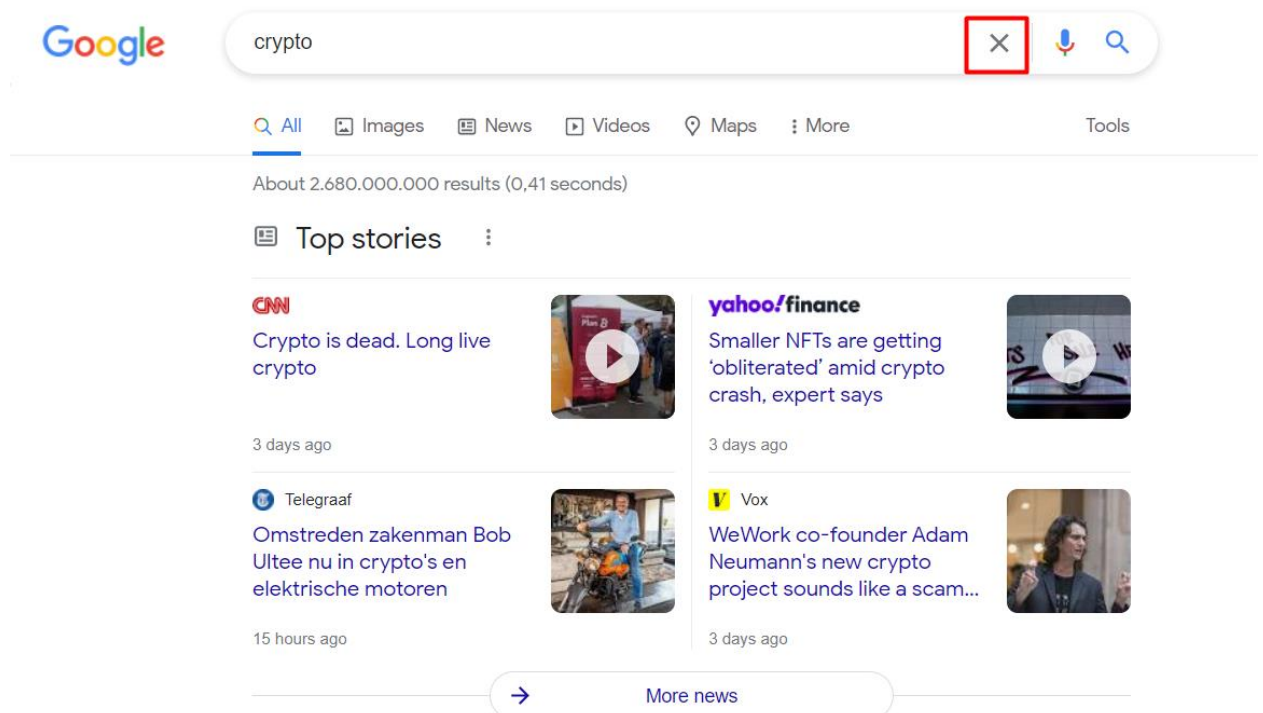

4. Heuristic: Consistency and standards

On every page of google.com you can find the same icons and mostly the same locations this makes it easy for the user to learn the website and to navigate it.

5. Heuristic: Error prevention

When it comes to errors the error, you will most often find is error 404 page not found. Here google could have done a bit more by adding a go back button because the only way to go back from this page is to use the arrow keys of your browser.
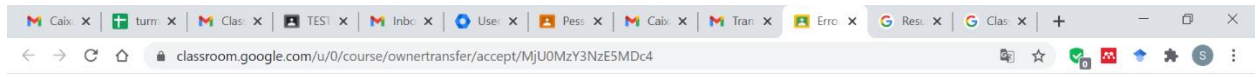
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6. Heuristic: Recognition rather than recall

As stated before here google excels because it uses the same icons mostly at the same locations so that it is easier for the user to recognize and learn them it must also be stated that they use the same pattern when it comes to the search results.

7.Heuristic: Flexibility and efficiency of use

Having in mind that google is a website there are no shortcuts that can be used here. When it comes to efficiency google give you what you came to the website for: search results.

8.Heuristic: Aesthetic and minimalist design

Google is as minimalist as it is possible making it very hard for the user to get distracted. However, having in mind that the design of google is so famous it makes look in a unique way.
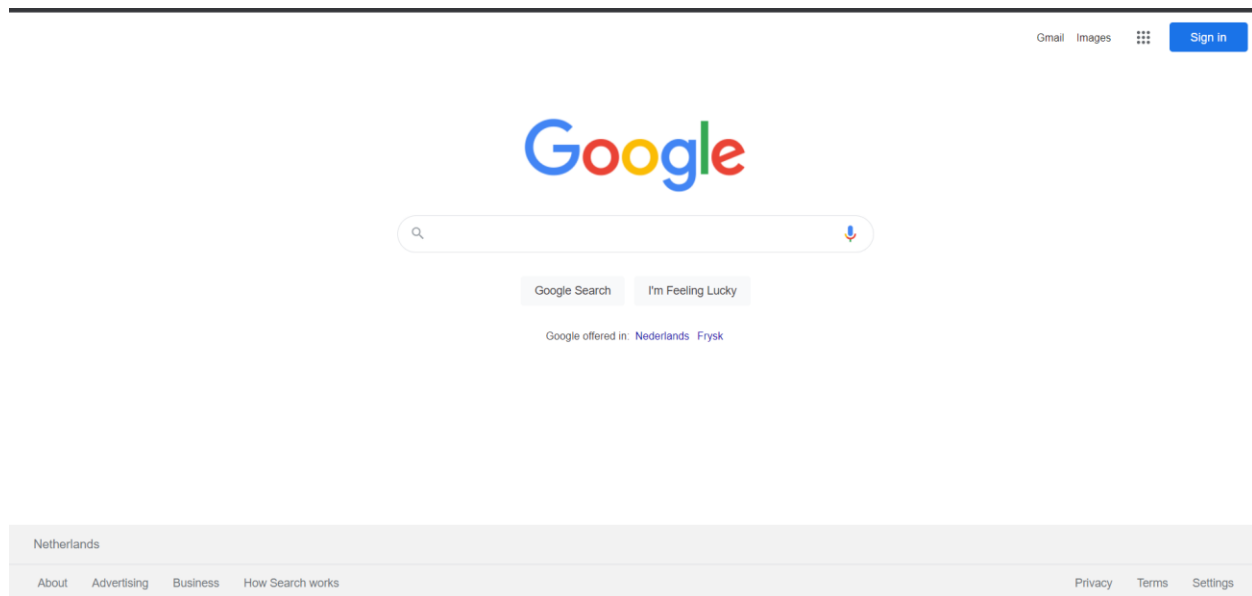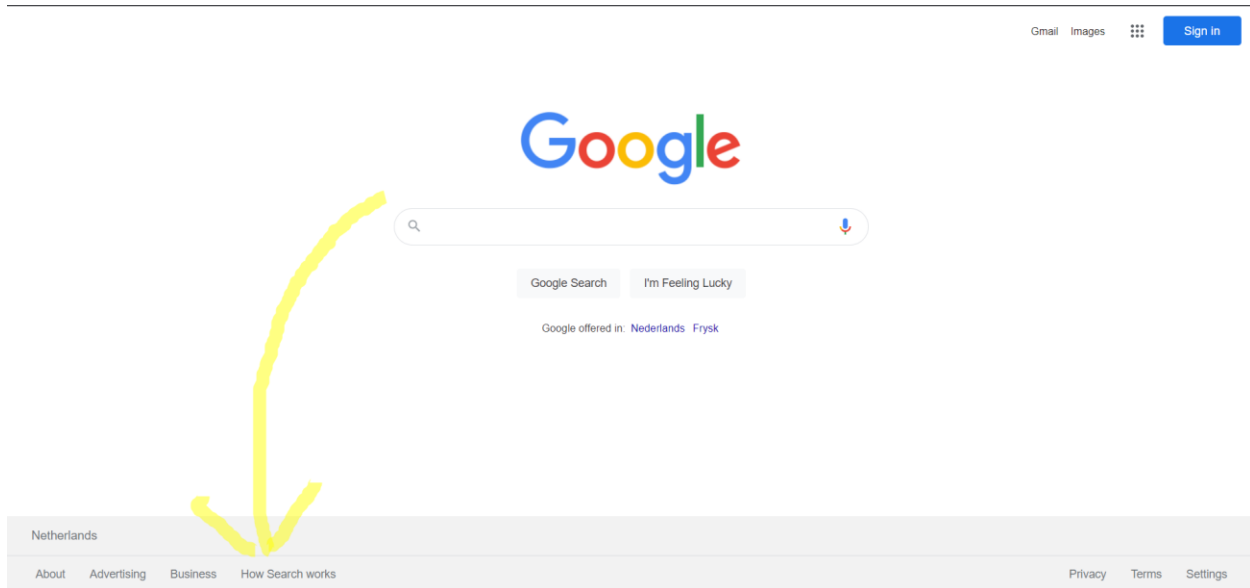
9.Heuristic: Help users recognize, diagnose, and recover from errors

Google is very good at showing the user when they make a mistake. It is quite obvious to see if you made a mistake and it is subtle enough so that the user wont get frustrated seeing that they made a mistake.
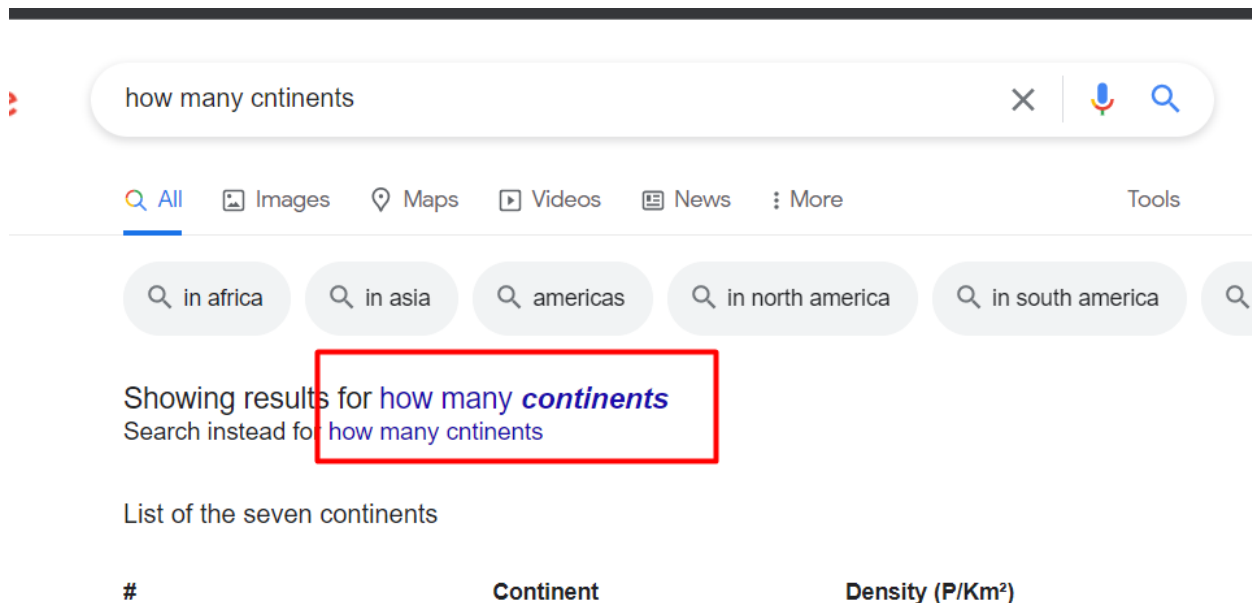
10.Heuristic: Help and documentation

If a person wants to understand more about how google works, there is a button at the bottom of the page that leads to page your can read up easily. This button being in the home page is designed in such a way that most of the time you wont notice it but if you start looking for it it is right there and can easily be found.