Heuristics Evaluation of Build-A-Beer Hi-Fi prototype

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1. Visibility of system status

Evaluation
+Homepage gives information about whether or not a user is logged in
+Customization process shows user their show within process via highlighting area of progress bar
-Number of items in shopping cart not visible throughout interface

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2. Match between system and the real world

Evaluation
+Beer customization process occurs in logical process mirroring that of real-world beer brewing
+Abstractions, i.e. idea of 'customization,' use logical and established symbolic cues, i.e. gears

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3. User control and freedom

Evaluation
+During customization process, user is free to move within the five steps of the beer-making process
+User can customize any order, even after it has been added to the shopping cart

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4. Consistency and standards

Evaluation
+Symbols with established meanings carry over meanings within Build-A-Beer site
+Site complies with general web design standards

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5. Error prevention

Evaluation
-User is allowed to exit from beer-making modal without dialogue box warning user that their progress will not be saved

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6. Recognition rather than recall

Evaluation
+Inline help boxes make instructions for use of the system easily retrievable
+Within beer-making customization modals, all possible areas of customization visible on screen at all times

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7. Flexibility and efficiency of use

Evaluation
+First screen of beer-making modal allows users to brew a predetermined recipe. Doing so skips to the final step of customization, allowing acceleration of process
+Ability to add brew to user's 'favourites' allows for quicker user in future

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8. Aesthetic and minimalist design

Evaluation
+Follows defined stylistic standards, including colour and font scheme
-Information accompanying steps of customization process may not be needed by advanced users, leading to excessive information

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

Evaluation
-No error-recovery workflows are present

10. Help and documentation

Evaluation
+Inline help boxes give users information as they are working
+FAQ section available for other inquiries