Ethics Suite

Heuristic Evaluation – April 11, 2019

LUCID | AGENCY

USABILITY INSPECTION METHODS

Heuristic Analysis

It gives you a comprehensive status of the UI's usability. 3-5 usability experts will review the product and compare it against pre-defined principles (the heuristics).

Cognitive Walktrough

The cognitive walkthrough (CW) is a task focused heuristic evaluation where one or more usability experts work through a series of tasks and ask a set of questions from the user's perspective.

User testing

User testing refers to evaluating a product or service by testing it with representative users. Typically, during a test, participants will try to complete typical tasks while observers watch, listen and takes notes.

MEET THE EVALUATORS

DESIGN & USER EXPERIENCE TEAM MEMBERS

BEN

UX ARCHITECT
PRODUCT MANAGER

Benjamin is considered a subject matter expert in product strategy, user research, and human factors psychology. His work can be seen through such brands as Polo, Northrop Grumman, and HBO. As an information architect, he developed the global taxonomies for Exxon Mobil and DuPont. Benjamin is a pragmatic advocate of strategies taken from Lean Startup, Design Thinking, and Agile software development. His domains of expertise include artificial intelligence, ecommerce, technology, healthcare, financial services, and pharmaceutical. Benjamin is an alumni of Virginia Tech, where he studied Business, Psychology, and Visual Communication.

KAT

SENIOR DESIGNER
LEAD UX

With more than 12 years of agency experience, Kat brings her award-winning design abilities to each of our clients. She has wide-ranging design capabilities, including photography, video editing, animation, website and landing page design, brand development, user interface design, information architecture, traditional ad design, and so much more. Whether you are looking for out-of-the box ad designs or innovative website architecture, Kat is your go-to guru. Kat earned her Bachelor of Fine Arts from Fort Hays State University, with a concentration in graphic design.

RO

DESIGNER & UX

Roderic is a problem solver who blends appealing visual experiences with effective marketing strategies. In order to produce work that gets results, he believes a good designer must understand human behavior. How they think, how they choose, and how they buy. For some time now, he has had the pleasure of working on digital and print campaigns to optimize conversion and growth for our clients. While working closely with content, marketing, business analysis, and development departments, he helps lead production, modification, and maintenance of website and web app designs.

INDUSTRY BEST PRACTICES

TEN USABILITY HEURISTICS

It takes knowledge and experience to apply the heuristics correctly. These ten are considered some of the most critical to graphical user interface design.

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Helps users recognise, diagnose, and recover from errors
- Help and documentation

HEURISTIC #1

VISIBILITY OF SYSTEM STATUS - CHECKLIST

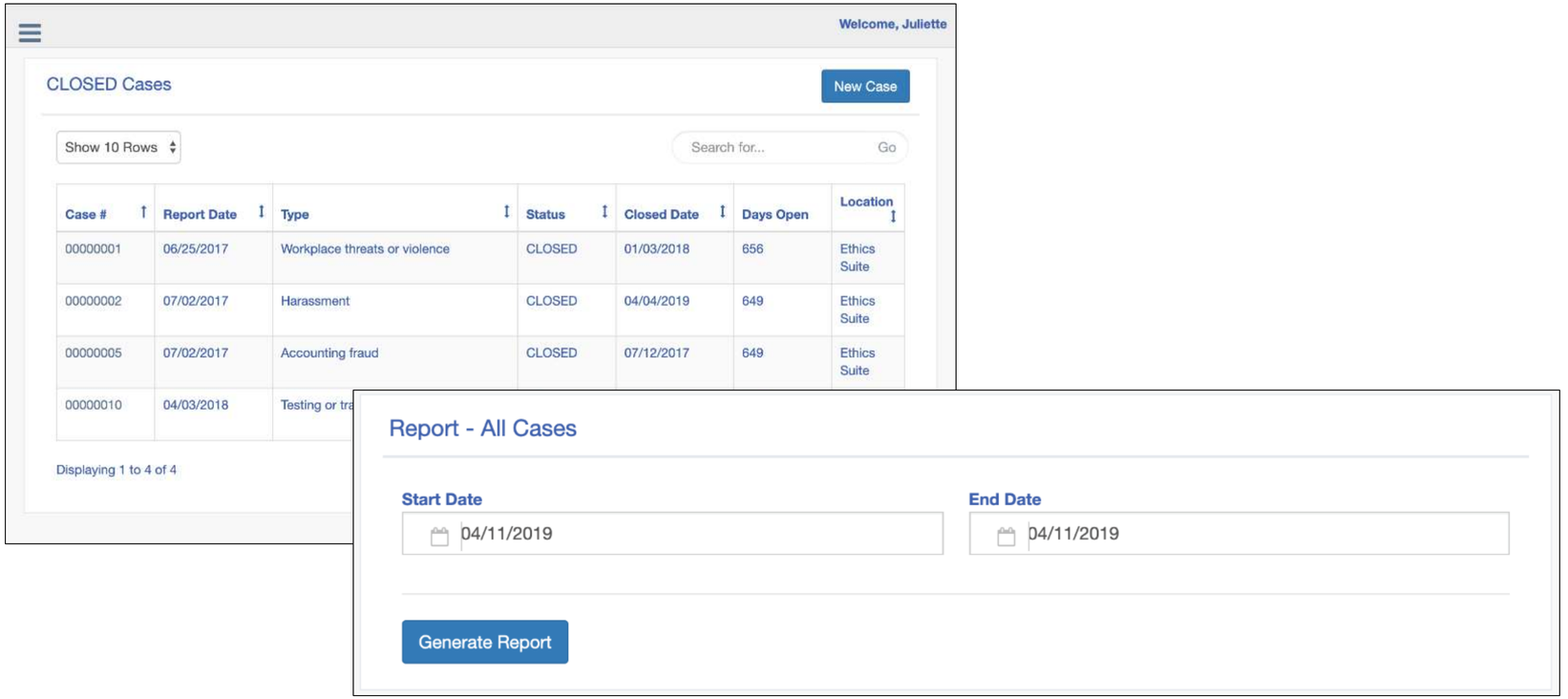
The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.

		Yes	No	NA
1.1	Does every display provide a title and/or header that describes screen content?	☐	■	☐
1.2	Is there some form of system feedback for every operator action?	☐	■	☐
1.3	Is there a consistent icon design scheme and stylistic treatment across the system?	■	☐	☐
1.4	Do menus & error messages appear in the same place(s) on each menu?	☐	■	☐

VISIBILITY OF SYSTEM STATUS - UI EXAMPLE

The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.

1.4 Do menus & error messages appear in the same place(s) on each menu?



Inconsistent placement of navigation elements.

HEURISTIC #2

ATCH BETWEEN SYSTEM & REAL WORLD - CHECKLIS

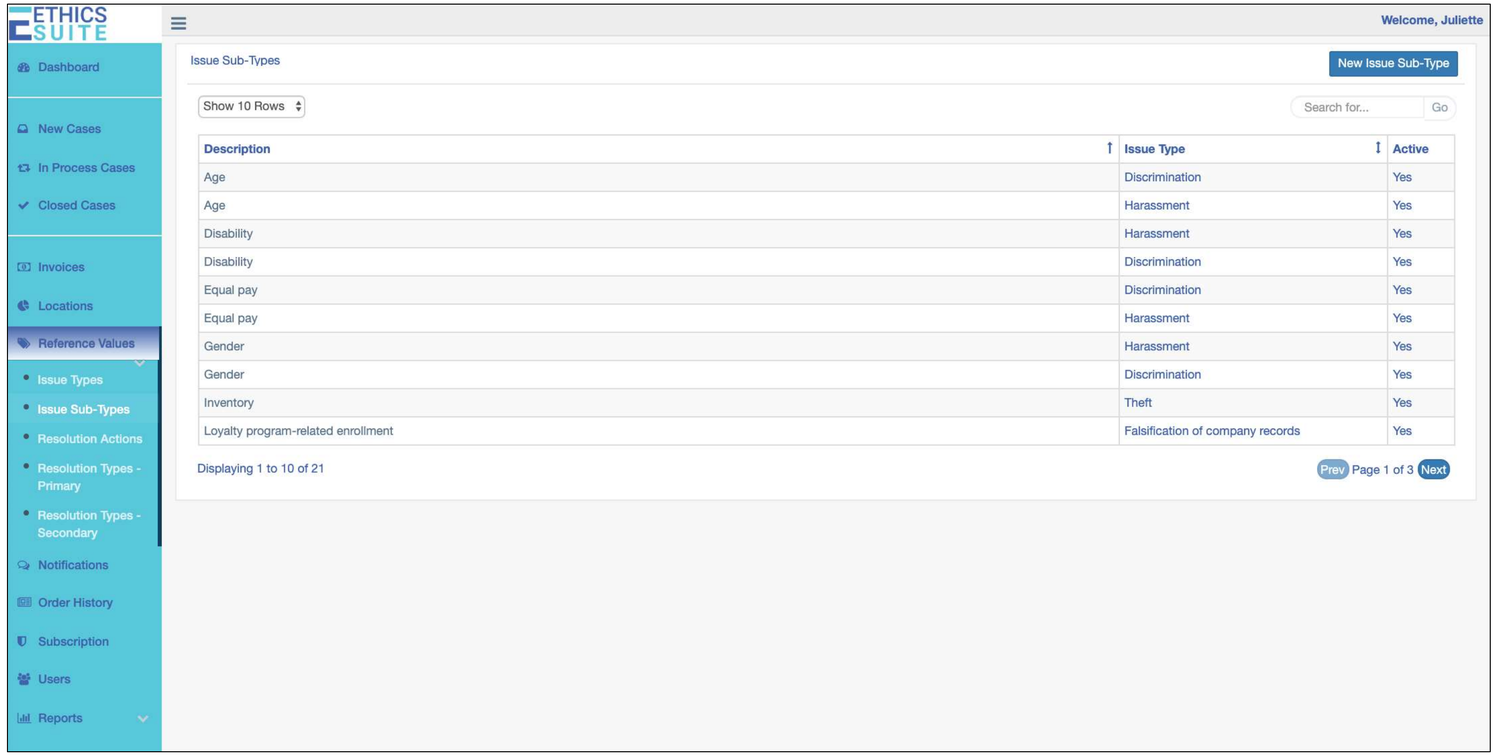
The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions. Make information appear in a natural and logical order.

		Yes	No	NA
2.1	Do the selected colors correspond to common expectations about color codes?	☐	■	☐
2.2	Does the command language employ user jargon and not computer jargon?	☐	■	☐
2.3	Do menu choices fit logically into categories that have readily understood meanings?	☐	☐	■
2.4	Are icons concrete and familiar?	■	☐	☐

TCH BETWEEN SYSTEM & REAL WORLD – UI EXAMP

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

2.2 Does the command language employ user jargon and not computer jargon?



"Reference Values" is not user language but system jargon.

HEURISTIC #3

USER CONTROL AND FREEDOM

Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo. Support system confirmations.

		Yes	No	NA
3.1	Are users provided affirmations and confirmations when using a command?	☐	■	☐
3.2	Can users reduce data entry time by copying and modifying existing data?	■	☐	☐
3.3	Can users move forward and backward between fields or dialog box options?	■	☐	☐
3.4	Can users personalize the names of fields and other areas they may want to customize?	☐	■	☐

USER CONTROL AND FREEDOM – UI EXAMPLE

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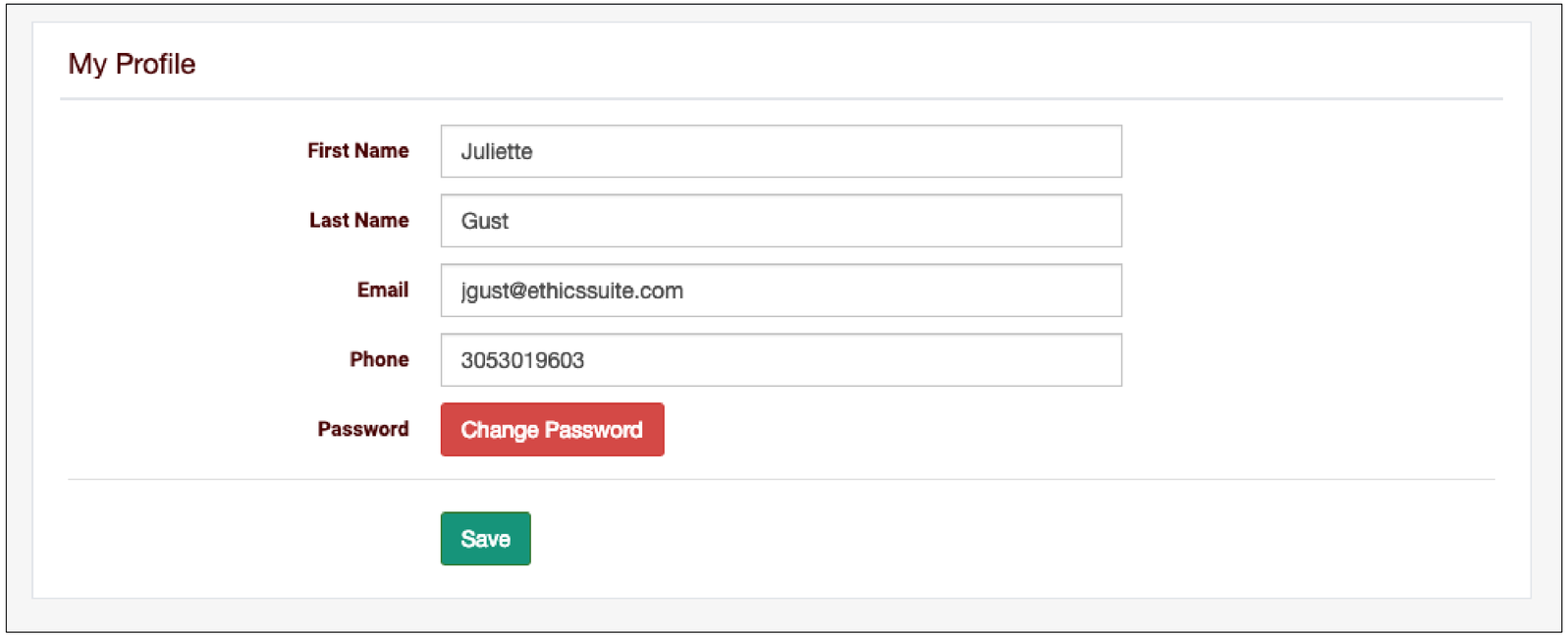

No feedback or confirmation that the form was saved.

HEURISTIC #4

CONSISTENCY AND STANDARDS - CHECKLIST

Users should not have to wonder whether different words, situations, or action mean the same thing. Follow platform conventions.

		Yes	No	NA
4.1	Does the information design facilitate the task structure?	☐	☐	■
4.2	Do forms adhere to best practices around sequencing and progressive disclosure?	☐	■	☐
4.3	Are field labels consistent from one data entry screen to another?	■	☐	☐
4.4	Are saturated colors – like blue – avoided for text or other small, thin line symbols?	■	☐	☐

CONSISTENCY AND STANDARDS – UI EXAMPLE

Users should not have to wonder whether different words, situations, or action mean the same thing. Follow platform conventions.

4.2 Do forms adhere to best practices around sequencing and progressive disclosure?

Fields should be hidden until qualified fields are selected.

HEURISTIC #5

ERROR PREVENTION - CHECKLIST

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before proceeding.

	Yes	No	NA
5.1 Are prompts brief and unambiguous?	☐	■	☐
5.2 Are error messages worded so that the system, not the user, takes the blame?	☐	■	☐
5.3 Do error messages indicate what action the user needs to take to correct the error?	■	☐	☐
5.4 Are error messages in proximity of the error they are trying to correct?	■	☐	☐

ERROR PREVENTION – UI EXAMPLE

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before proceeding.

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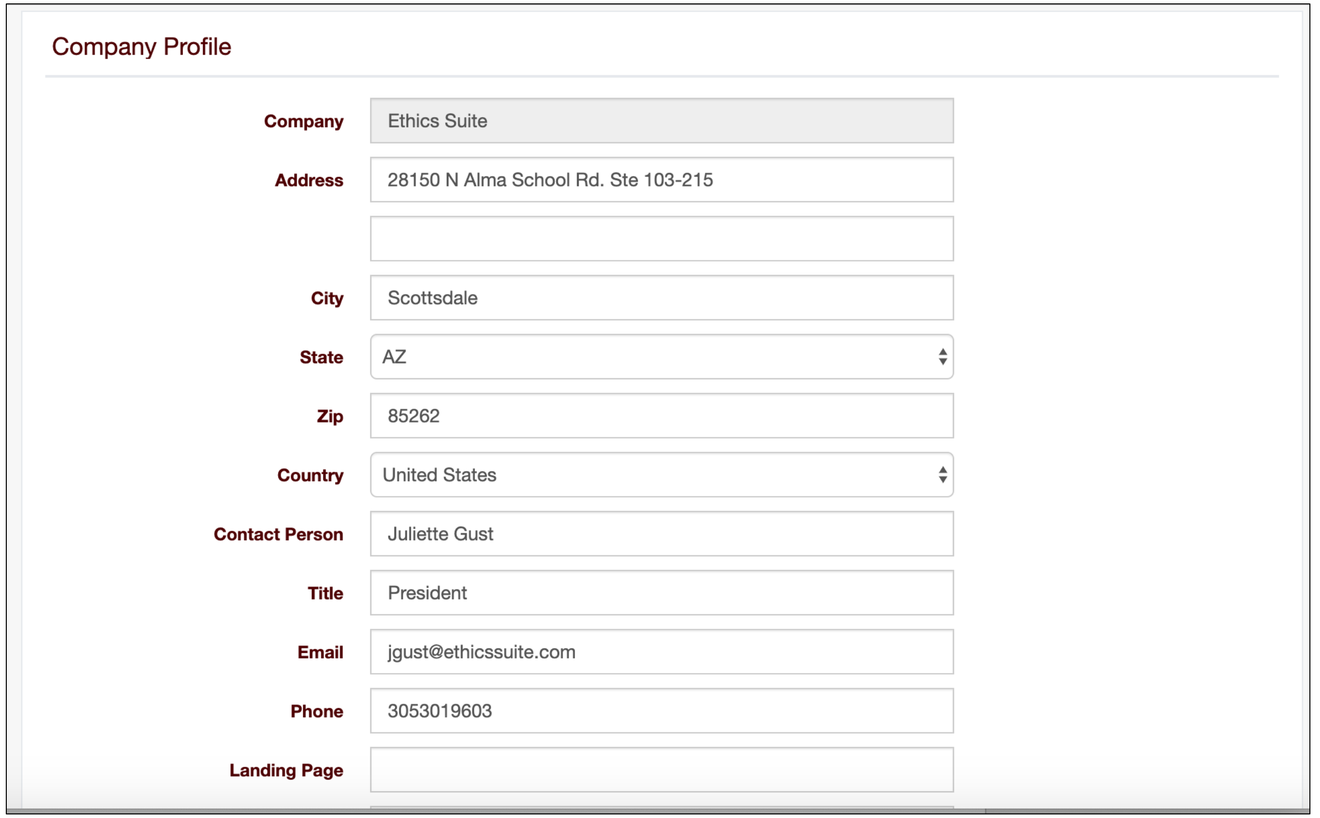

Better than correcting errors is a design that prevents errors. Some of the above fields are required. Why not tell the user which ones, prior to submission?

HEURISTIC #6

RECOGNITION RATHER THAN RECALL - CHECKLIST

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions should be visible or easily retrievable.

		Yes	No	NA
6.1	Are buttons, cues, and messages placed where the eye is likely to be looking on the screen?	■	☐	☐
6.2	Is white space space used to create symmetry between interface elements?	■	☐	☐
6.3	Have items been grouped into logical zones, and have headings been used to distinguished between zones?	☐	■	☐
6.4	Are required/optional data entry fields clearly marked and titled?	☐	■	☐

RECOGNITION RATHER THAN RECALL – UI EXAMPLE

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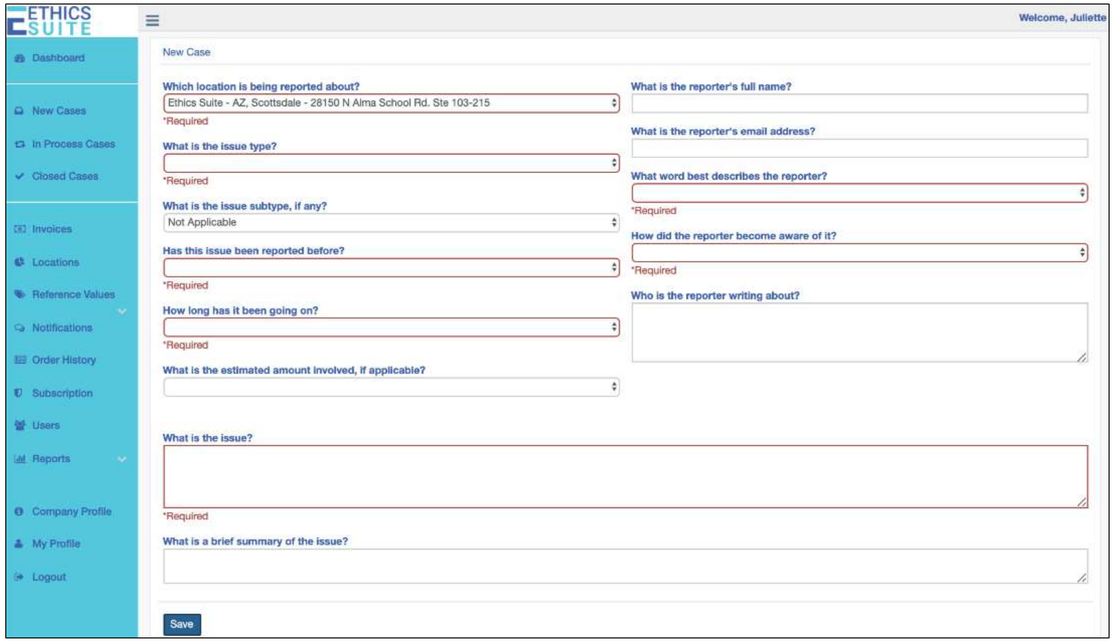
6.4 Are required/optional data entry fields clearly marked and titled?



Required fields aren't indicated until form has been submitted.

HEURISTIC #7

FLEXIBILITY & EFFICIENCY OF USE - CHECKLIST

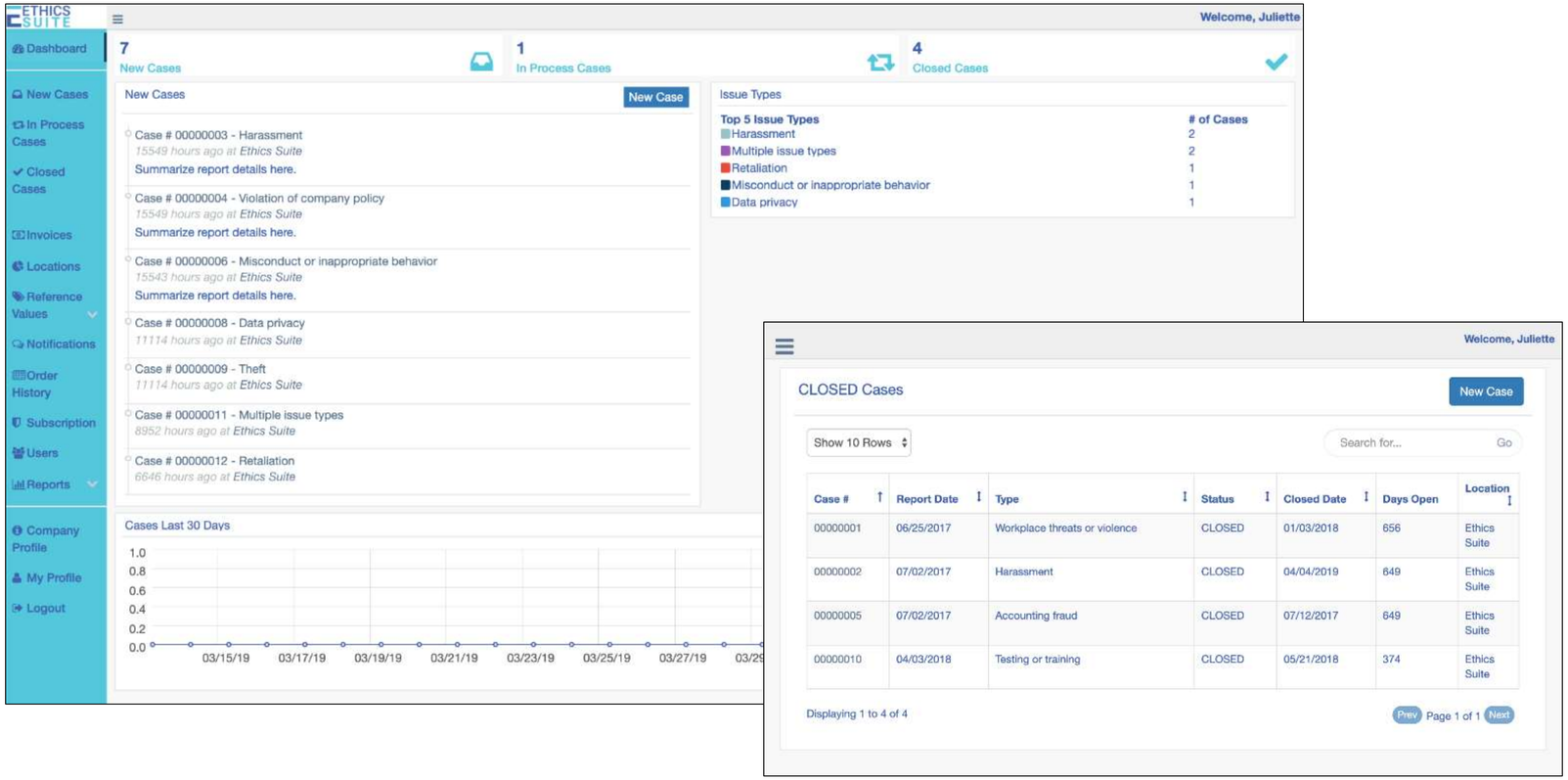
Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

		Yes	No	NA
7.1	Is the interface designed to help novices and experts move fast?	☐	■	☐
7.2	Do certain screens – like dashboards – permit customization based on the use of functions?	☐	■	☐
7.3	Are keys on the keyboard designed to navigate forms?	☐	☐	■
7.4	Does the application provide filtering, search, and advanced search?	☐	■	☐

FLEXIBILITY & EFFICIENCY OF USE - CHECKLIST

Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

7.4 Does the application provide filtering, search, and advanced search?



No advance search offered across the platform.

HEURISTIC #8

AESTHETIC & MINIMALIST DESIGN - CHECKLIST

Dialogues should not contain information which is irrelevant or rarely needed.

		Yes	No	NA
8.1	Are all icons in a set visually and conceptually distinct?	■	☐	☐
8.2	Does each icon or navigation options stand out from its background?	☐	■	☐
8.3	Are meaningful groups of items separated by white space?	☐	☐	■
8.4	Are menu titles brief, yet long enough to communicate?	☐	■	☐

AESTHETIC & MINIMALIST DESIGN – UI EXAMPLE

Dialogues should not contain information which is irrelevant or rarely needed.

8.2 Does each icon or navigation options stand out from its background?

Sub-menu choices are not visually distinct. In addition, the menu directional arrow indicates there are more sub-menu choices. There are not.

HEURISTIC #9

ELP USERS RECOGNIZE & RECOVER FROM ERRORS

Buttons, error messages, and message prompts should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. They should follow best practices.

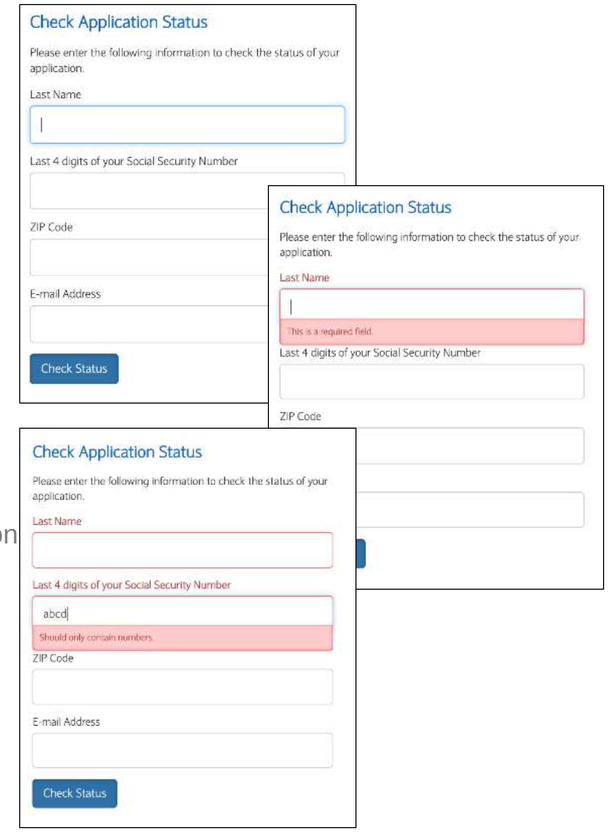
		Yes	No	NA
9.1	Are error messages consistently placed?	■	☐	☐
9.2	Do error messages provide enough information to understand the problem?	☐	☐	■
9.3	Are error messages distinct in appearance?	■	☐	☐
9.4	Do buttons, error messages, and message prompts follow common design conventions?	☐	■	☐

HELP USERS RECOGNIZE & RECOVER FROM ERRORS

Buttons, error messages, and message prompts should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. They should follow best practices.

9.4 Do buttons, error messages, and message prompts follow common design conventions?

What is the difference between the Cancel button and the Close icon



Example of multiple best practices in error message design, contextual help, and error prevention/recovery.

HEURISTIC #10

HELP & ONLINE ASSISTANCE - CHECKLIST

The system should provide contextual help and job aids to assist users. Such information should be easy to search and easy to find.

		Yes	No	NA
10.1	Does the system provide user assistance?	☐	■	☐
10.2	Can the user find online help – through documentation and/or videos – to aid them in their tasks?	☐	■	☐
10.3	Can users switch easily between assistance and their work?	☐	☐	■
10.4	Are contextual cues provided that provide immediate feedback?	☐	■	☐

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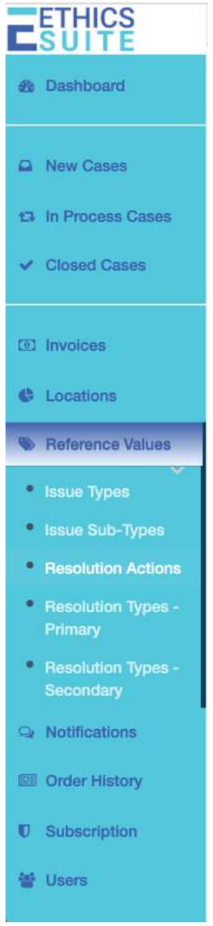

No online assistance and/or help can be found or accessed.

Questions?

Action Items?

Next Steps?