Group Heuristic Evaluation

Name: Clementine, Nick, Ryan
Interface: SleepyCloud

1 -- Problem
How can we make the process of waking up more successful and enjoyable by introducing a social component into sleeping and waking up?

2 -- Violations

H2-1. Visibility of Status

1. [Severity 3] [B] It’s unclear when you’ve actually joined/created/are in a cloud.
   ○ Solution: Some sort of visual notification/indicator
2. [Severity 2] [B] No indicator/screen for “you’ve successfully set an alarm.”
3. [Severity 2] [B] No indicator/transition screen after “swipe to sleep.”

H2-2. Match between system and the real world

1. [Severity 2] [C] “Finding a friends cloud?” This wording confuses me, and I’m not sure what will happen if I click on it. But then nothing happens when I click on the question mark, which is also not what I expected and gives me no further insight into what this functionality is.
   a. Suggestion: If this is another way to be part of a cloud, then make it a button. If this is no longer one of your use cases (as suggested in the write up, unless I misinterpreted) then remove this element.
2. [Severity 2] [C] The system should speak the users' language—what does it mean to add something to the stream? Separate from the issue of not having an escape route, I think it would be helpful to explain in plain language what exactly is happening here when you hold the record button.
   a. Suggestion: One option would be to use plain speak, but if you want your more proprietary vocabulary to catch on within the app, then maybe adding a more explicit explanation or providing optional help associated with this action (in the form of a ?) would help quell confusion.
3. [Severity 2] [A] When setting alarms, one usually specifies wake-up time by the minute. Your interface suggests that you can press the up and down triangles to adjust time, but adjusting minute-by-minute like this could take a long time if the user wants to change from 7:30am to 10:30am.
   a. Suggestion: Consider adding individual scrollers for hours, tens of minutes, and minutes for users to quickly change wake up time.
4. [Severity 4] [A] As you noted in your report, users “should be close enough to someone in the cloud, that they would feel comfortable asking them offline.” With this reasoning, users would probably not be comfortable joining a random cloud.
   a. **Suggestion:** Consider suggesting to users clouds that their Facebook/Twitter friends are currently part of. This would definitely make the experience more social.

5. [Severity 1] [B] When I view my profile, I see a graph that tells me how many days I’ve been “successful” for sleeping. This graph isn’t particularly helpful for me, since it’s not detailed at all.
   a. **Suggestion:** I think it might also be useful to have a graphic that shows my sleep patterns over the past week (bars showing when I was sleeping each night). This would also be consistent with the results graphic for the group’s sleeping patterns.

6. [Severity 1] [B] NUX language unclear -- community-based social alarm clock is repetitive. Cloud is sort of a confusing word. Isn’t associated in my mind with a group of people. First impression super important.
   a. **Solution:** just “social alarm clock” or “community-based alarm clock”

**H2-3 User control and freedom**

1. [Severity 3] [A, C] The welcome screen lacks clear navigational cues. Where do I go from here? The three circles at the bottom seem to indicate that I’m on page one of a three-page tutorial, but how do I get to those pages? I finally click on the second dot and am taken to another page. This is weird because, conventionally, those dots just indicate progress and aren’t tied to loading a new page. Furthermore, clicking on the third dot doesn’t advance me a screen, so I’m not sure if that’s what I was ever meant to do.
   a. **Suggestion:** Use right arrows, like you’re using in other places in the app, to indicate the next page of the tutorial. Maintain the three circles to give the user a sense of where they are in the tutorial.

2. [Severity 3] [C] This record page is confusing. I don’t understand what’s going on here, what I’m being asked to do, or how to get off of the page. There’s a somewhat ominous red bar filling up above the record button. What does it want me to record? Those were my thoughts when interacting with the screen after reading your tutorial, but not your write up. After reading the write up, I still wanted suggestions or examples or instructions on what exactly I’m recording. Am I saying “Wake up, Billy?” Simulating an alarm clock? Telling a joke?
   a. **Suggestion:** Provide a page title, instructions that explain what I’m recording (or some generative examples), an explanation of what quantity is being measured on the graph, and an escape route.

3. [Severity 3] [B] When a user edits her alarms, she is unable to delete alarms that she no longer wants/needs. This reduces her freedom to change wake up times by setting and deleting different alarms.
a. **Suggestion:** Consider allowing users to delete alarms that they no longer need.

4. **[Severity 1] [A]** After a user edits an alarm and clicks the “back” button, it goes back to the sleep cloud screen. However, the screen right before this screen is the list of alarms that currently exist, so this is inconsistent.
   a. **Suggestion:** It would make more sense to have this “back” button go back to the list of screens, since this would be make more sense intuitively.

5. **[Severity 2] [A]** After a user swipes to wake up, she may want to go back to sleep. However, there is no “back” button that would let a user go back to sleep. While the app may be designed to encourage people to wake up on time, some users might really need to sleep in to catch up on sleep.
   a. **Suggestion:** Consider adding a “back” button at the recording stage for users who want to go back to sleep.

6. **[Severity 1] [B]** Set your profile picture after creating/joining a cloud seems like the wrong order.
   a. **Suggestion:** If you’re requiring Facebook/Twitter log-in you should just pull the picture from there.

7. Unclear how you select/invite specific people into your cloud rather than just join the pre-populated one. Like you’re only giving 8 options. How would you look through other profiles to find people you want to join with?
   a. **Suggestion:** A list might be more effective than the grid for this.

8. **[Severity 1] [B]** Unclear that Set Alarm should be the next step after the join/create cloud screen. Again, the swipe to sleep button is unnecessary.
   a. **Suggestion:** only show relevant buttons.

**H2-4. Consistency and standards**

1. **[Severity 1] [C]** I love your small, non-intrusive-but-reassuring logo at the top of some pages. I would love to see it at the top of every page. It’s now notably missing from the morning wakeup and record screens.
   a. **Suggestion:** Get that logo on every screen so that I have a consistent experience and know where I am!

2. **[Severity 3] [C]** If “Finding a friends cloud?” is a third way to be part of a cloud, as the rectangular outline suggests, why isn’t it just a third button with the same styling as the other two? Why break the consistency?
   a. **Suggestion:** Use the same styling for this button, if it is in fact another way to be part of a cloud. If it’s not, take it out of the rectangular grouping element, which seems to suggest that it is.

3. **[Severity 1] [C, B]** I can click on my own profile, but not on anyone else’s, even though all of the profile icons look the same. Is a thumbnail image as much information as I’m allowed to have about the others in my cloud?
   a. **Suggestion:** Make all profiles clickable
4. **[Severity 1] [A]** While searching for clouds and it displays “Searching” in the box, the “Slide to Sleep” at the bottom becomes “Swipe to Sleep.” This is inconsistent and may confuse users.
   a. **Suggestion:** Consider making it “Swipe to Sleep” for all screens.

5. **[Severity 1] [A]** To fully accomplish the task of getting users to go to bed on time, you should find a way to remind users to go to bed at their suggested times. Users are reminded to get up in the morning, but are not reminded to go to bed at night.
   a. **Suggestion:** If a user needs to wake up at 7:30am the next morning, consider sending the user a notification or an alert at 11:30pm the night before to go to bed. You could also have a feature to let users remind their friends to go to sleep.

6. **[Severity 1] [A]** When a user goes to sleep, her background turns dark-purple, which I think is really cool. However, the pre-wake up screens show a light-blue background, which is inconsistent and confusing.
   a. **Suggestion:** Make this more consistent by making all sleeping screens dark-purple.

7. **[Severity 2] [A]** When a user is taking a profile picture and hits the “Back” button, she is redirected to the sleep cloud screen. This is a problem since a user may still want to edit her profile. The back button should go back to the screen she was on right before (profile editing) in case the user wants to edit sleep times instead.

**H2-5 Error Prevention**

1. **[Severity 3] [A]** While the user is allowed to re-take a profile picture if she doesn’t like it, the user cannot re-record their morning wake up message for their friends. This may be frustrating for users who mess up their recorded message.
   a. **Suggestion:** Consider adding a way for users to confirm their recordings and re-do them if necessary.

2. **[Severity 2] [A]** The wake-up scenario displays wake up messages from cloud members to others who wake up after them. What happens to users who are the first in their “cloud” to wake up? Do they get wake up messages from the day before?
   a. **Suggestion:** Give early risers a compilation of wake up messages that may include messages from the day before.

3. **[Severity 1] [B, A]** When a user is first setting up her cloud, buttons for “Set Alarm” and “Swipe to Sleep” still appear at the bottom of the screen. This may be misleading to first time users, since they can’t actually do either of these tasks before setting up a cloud.
   a. **Suggestion:** Consider deleting this button to make it clearer to the user that she must set up a cloud first.

**H2-8. Minimalist Design**

1. **[Severity 1] [A, C]** All throughout the application, there are small right arrows that look like > that do not do anything.
a. **Suggestion:** If these aren’t doing anything, consider removing them to make the interface as clean as possible.

2. **[Severity 1] [A]** When a user wakes up, she sees a swipe button that says “Swipe to Wake Up,” along with some text below that says “& add to Stream.” This text may be unnecessary, since users will know over time that waking up involves recording a wake-up message.
   a. **Suggestion:** Consider deleting this text to make the interface cleaner.

3. **[Severity 2] [B]** What is the graph of? Time went to sleep or time waking up?
   a. **Suggestion:** Make the graph a graph of time waking up throughout the week, compared to when you should have been waking up.

4. **[Severity 1] [B]** Lots of information on the cloud screen after alarm has been set. Like the red how many hours you have until your alarm, the set alarm button, and the slide alarm button seems like a lot. With just the two buttons it’s fine, it’s the red text that makes two consecutive text lines that makes it overwhelming.

**H2-10. Help and documentation.**

1. **[Severity 4] [B]** I love your three dots telling me what stage I’m at in the tutorial. But because the third button on tutorial doesn’t work, I’m left in a limbo state where I haven’t fully understood what the app does and I also don’t know how to get out of the spot I’m in. That the tutorial can’t accomplish it’s purpose of explaining what the app does, and isn’t very easy to use is an issue of help and documentation, as opposed to the navigational issue that limits user control and freedom in the tutorial.
   a. **Suggestion:** The tutorial currently isn’t doing your idea justice. I tried out the app without reading the write up first the situation most users will be in) and was confused about most of the basic functionality that followed. I recommend making sure that the tutorial explains what a stream is and why you would want to be in a cloud in the first place. If you want to keep your tutorial short, consider moving other important information to other screens. Your design is very impressive in it’s minimalism, but often at the expense of clarity. Caveat: I don’t know what was intended to be on the third tutorial page, because I wasn’t able to get there.

3 -- **Summary of Violations**
### 4 -- Evaluation Statistics

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<tr>
<th>Category</th>
<th># Viol. (sev 0)</th>
<th># Viol. (sev 1)</th>
<th># Viol. (sev 2)</th>
<th># Viol. (sev 3)</th>
<th># Viol. (sev 4)</th>
<th># Viol. (total)</th>
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<td>[H2-3: User Control]</td>
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<td>[H2-8: Minimalist Design]</td>
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Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)

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<th>evaluator B</th>
<th>evaluator C</th>
<th>evaluator D</th>
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<tr>
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<table>
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<th># problems, remaining &amp; problem IDs</th>
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<td>Ex: 5 (1, 7, 11, 13, 17)</td>
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<tr>
<td>B</td>
<td>13</td>
<td>18, see violation list, (H2-1: 1, 2, 3; H2-2: 1, 2, 5, 6; H2-3: 2, 3, 6, 8; H2-4: 1, 2, 3; H2-8: 3, 4; H2-10: 1)</td>
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<tr>
<td>C</td>
<td>8</td>
<td>20, see violation list, (H2-1: 1; H2-2: 1, 2, 5, 6; H2-3: 1, 2, 4, 5, 6, 8; H2-4: 1, 2, 3; H2-8: 3, 4, 5)</td>
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</table>

25, see violation list, (H2-1: 2, 3; H2-2: 1, 3, 4, 5, 6; H2-3: 1, 2, 3, 4, 5, 6; H2-4: 1, 2, 3, H2-8: 1, 2, 3, 4, 5, 6; H2-10: 1)
Summary

- A universal nav might be the hot ticket here. There were lots of moments where I had to reach up and refresh proto.io to get back to a screen that I had seen once, but couldn’t find any way of getting to save for starting from scratch.
- Overall, your UI has a really clean look and feel. I noted no serious violations of aesthetic and minimalist design, for example. I think the major place to improve is in giving users a sense of the overall app ecosystem and architecture, so that they can navigate quickly and confidently.
- In terms of future functionality, I would love to understand how to leave a cloud that I’m currently in, or swap it with another one.
- I really like the tool tips. You should do more of these on join (maybe with the added effect of semi-blacking out the other items on the screen to really focus attention).
- I honestly don’t understand how this helps people wake up -- do you know these people (i.e. from facebook friends/twitter followers)? What’s the social pressure to do this?