

Heuristic Evaluation of Parcel

1. Problem

Parcel helps its users maintain connections with friends and family by allowing them to leave digital photographic memories at physical locations.

2. Violations Found

1. [H2-1. Visibility of system status] [Found By A, B, C]
 - After sending a Parcel, there is no feedback. This lack of communication might allow the user to question whether or not his/her Parcel was successfully sent.
 - Include a page that confirms the Parcel was sent.
2. [H2-1. Visibility of system status] [Found by B, C]
 - Feedback when reach the parcel is not effective: text is too small, exact location of parcel (in the form of the dot) is too small.
 - Make this feedback more intense and exciting.
3. [H2-2 Match Between the System and the Real World] [Found By A, B]
 - Can't select multiple pictures to send in a parcel. I can't tell if this is a design choice, or simply a limitation because it is a prototype.
 - Make it so that you can select multiple pictures to send in a parcel.
4. [H2-2 Match between system and the real world] [Found by D]
 - After clicking "request parcels," there is a map with a search bar; the search bar is labeled with "search friends," although the map seems to be searchable for places.
 - This search bar label should be changed.
5. [H2-4 Consistency and Standards] [Found by A, B, C, D]
 - The send button in the top right corner does not actually send anything. While all the other buttons along the top have a function, this button seems to just alert the use of what step in the process they are. This is not consistent with other text labels in the upper right hand corner of the screen. Elsewhere, another dialog box that says "send" pops up in on a dark box in the bottom of the screen
 - Make it to the only send button is the one in the top right corner.
6. [H2-4 Consistency & Standards] [Found by C]
 - On the "send photos" screen, there is a blue "send" button in the upper right hand corner. The placing, shade of blue, size, and font of the word "send" all match the styling apple uses to indicate that text represents a button. However, "send" is not clickable.
 - Make the send button not blue so that it is consistent with the rest of the design.
7. [H2-4 Consistency and Standards] [Found By A, B, C, D]
 - In the menu of flow buttons across the top of the "Send Parcel" and "Request Parcel" feature changed depending on the task. It is confusing if they are supposed to show your current step or if you are supposed to

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click on them to move to the next step. They seem to operate in both ways depending on the task.

- Make the buttons across the top either just to show the current step or the way to move to the next step, not both.
8. [H2-5 Error prevention] [Found by A, C, D]
 - When sending a parcel, if you decide to change the photo, or the friend to whom you are sending the parcel, it is cumbersome to complete all the subsequent steps again. Information should be retained, and just the selected category should be shown for change.
 9. [H2-5. Error prevention] [Found by B]
 - “Send” button in the 2x2 grid looks just like another feature of the Parcel. This could allow users to send the Parcel without knowing.
 - Change this button to be “Message” and make an additional button at the bottom that is “Send.”
 10. [H2-6. Recognition rather than recall] [Found by B]
 - After leaving the “select friends” page, user is not reminded of who he/she are sending a parcel to. Instead, user must rely on recall of who he/she selected to send a parcel.
 - Include some sort of “Parcel in progress” description that reminds users who they are sending the parcel to.
 11. [H2-6 H2-6 Recognition rather than recall] [Found by D]
 - After selecting “my parcels” and then clicking on one of your requests, user is taken to a map. This confused me as to how I should recommend a place by being taken to a map (especially if I can’t remember the name of the place offhand).
 - Perhaps clicking a request should bring up appropriate venues (such as Chinese restaurants) in the area that users could scroll through to find the place they recognize as being recommendation-worthy.
 12. [H2-7 Flexibility and Efficiency of Use] [Found by A]
 - When you request a parcel can you search a location that you are not at to receive a parcel? Or is it always your current location?
 - Make it a feature to select locations on a map where you want to receive a parcel.
 13. [H2-7. Flexibility and efficiency of use] [Found by B, C]
 - Home screen on iPhone has the red notification. However, home screen of Parcel lists that notification as the second element in the list (i.e. “Send a Parcel,” then “My Parcels,” then “Request a Parcel”). This does not allow for efficient checking of My Parcels.
 - Make “My Parcels” the first of the options. Or perhaps make the Parcel logo the “My Parcels” button instead.
 14. [H2-8. Aesthetic and minimalist design] [Found by C]
 - On the screen that lists the received parcels, the label “One new Parcel from Debnil” is redundant. The user already knows there is one parcel because of the orange notification bubble, and that it is a Parcel, because that’s what the app does. The only useful information there is that it’s from Debnil.

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- Make it so that it is only Debnil's name.
15. H2-8 Aesthetic and Minimalist Design] [Found by A, B]
- When selecting pictures, it is hard to see the "Next" feature at the bottom of the screen. I was confused and hit the "Send" button in the top right corner, but it did not do anything.
 - Make the "Next" feature have been contrast with the pictures behind it. Or get rid of it all together and solely use the "Send" button in the top right corner.
16. [H2-8. Aesthetic and minimalist design] [Found by B]
- Upon opening the parcel, other features of the app still remain ("You found it!"). These features do not add value and distract user from the parcel viewing.
 - Rid of all unnecessary text/features when opening parcel to enhance emotional reaction of users.
17. [H2-9 Help users recognize, diagnose, and recover from errors] [Found by A, C]
- On the "Confirm & Send" screen, the location square is not very useful because it only lists the first word and a half of the address. Users often will put things at geographic locations and the address will not be very useful to helping them correct their error, especially if they cannot see the entire address.
 - Fit the whole address in the box.

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
[H2-1: Visibility of Status]			1	1		2
[H2-2: Match Sys & World]			1	1		2
[H2-3: User Control]						0
[H2-4: Consistency]		1			2	3
[H2-5: Error Prevention]				1	1	2
[H2-6: Recognition not Recall]		1	1			2
[H2-7: Efficiency of Use]		1		1		2
[H2-8: Minimalist Design]		2		1		3
[H2-9: Help Users with Errors]				1		1
[H2-10: Documentation]						0
Total Violations by Severity	0	5	3	6	3	17

4 Evaluation Statistics

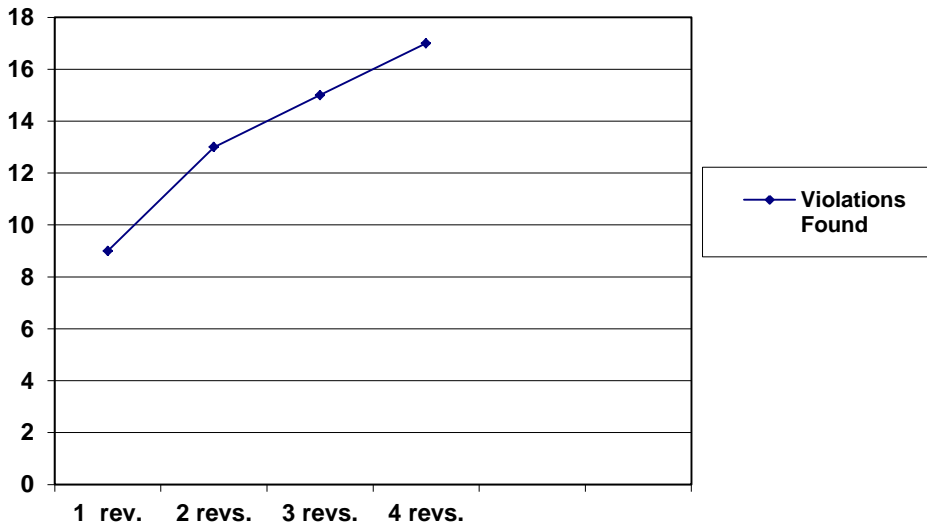
severity/evaluator	evaluator A	evaluator B	evaluator C	evaluator D	
level 0	0%	0%	0%	0%	

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level 1	30%	60%	44%	60%	
level 2	21%	66%	33%	67%	
level 3	100%	66%	11%	67%	
level 4	66%	100%	11%	67%	
total (levels 3 & 4)	77.8%	77.8%	11%	77.8%	
total (all levels)	67%	70.5%	52.9%	67%	
evaluator #	# problems found	# problems remaining & problem IDs			
A	11	1, 3, 5, 7, 8, 12, 13, 15, 17			
B	12	1, 2, 3, 5, 7, 9, 10, 13, 15, 16			
C	9				
D	11	4, 5, 7, 8, 11			

Right right-click on the chart and select "Edit Data..."



Severity Ratings

- 0 - don't agree that this is a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

Heuristics

[H2-1: Visibility of System Status]

- keep users informed about what is going on

[H2-2: Match Between System & Real World]

- speak the users' language
- follow real world conventions

[H2-3: User Control & Freedom]

- "exits" for mistaken choices, undo, redo
- don't force down fixed paths

[H2-4: Consistency & Standards]

[H2-5: Error Prevention]

[H2-6: Recognition Rather Than Recall]

- make objects, actions, options, & directions visible or easily retrievable

[H2-7: Flexibility & Efficiency of Use]

- accelerators for experts (e.g., gestures, kb shortcuts)
- allow users to tailor frequent actions (e.g., macros)

[H2-8: Aesthetic & Minimalist Design]

- no irrelevant information in dialogues

[H2-9: Help Users Recognize, Diagnose, & Recover from Errors]

- error messages in plain language
- precisely indicate the problem
- constructively suggest a solution

[H2-10: Help & Documentation]

- easy to search
- focused on the user's task
- list concrete steps to carry out
- not too large

Additional Individual Heuristic Evaluations from People not Present:

1. [H2-1 Visibility of System Status]

The top menu bar has right facing arrows, which suggests a workflow order. However, when I am trying to "Send a New Parcel", I am directed to the third menu item of the menu bar which is confusing. A possible solution would be to make the menu buttons rectangles so that the user is not misled.

2. [H2-1 Visibility of System Status]

Opening "My Parcels" and responding to the request from An has a non-intuitive flow. After sending the parcel, the user would expect the screen to return to the "My Parcels" screen. Currently, the send button brings the user to the homepage. A possible solution would be to have the send button link back to the "My Parcels" screen. This also applies to opening Debnil's parcel.

3. [H2-8 Aesthetic and Minimalist Design]

The Map tab currently includes the "Search Friends" search bar. This is unnecessary for this screen and should be removed.

4. [H2-4 Consistency and Standards]

In Sending a Parcel, the top menu bar changes after each step. This could be confusing for the user because by convention, menu bars remain static. A possible solution would be to create a separate menu bar for each task that only changes once from the home screen so that the user is less confused.

5. [H2-3 User Control and Freedom]

Missing "Sent Parcels" page. Though your "My Parcels" has a great design for received parcels from the past, there is currently no function to view sent

parcels. This "Sent" page could be linked to the sending a new parcel task so that as soon as the user confirms to send a parcel they will be brought to the sent history page.

6. [H2-7 Flexibility and efficiency of use]

The "Send a Parcel" task currently only allows users to upload photos from their photo library. Like many other message sending apps, Parcel should allow users to take photos from the app to include in a parcel.

7. [H2-4 Consistency and Standards]

In the "Send a Parcel" task, the second screen menu bar contains three icons and a word label ("Request"). To remain consistent, you can design an icon that represents "Request" to make the overall UI more cohesive.

8. [H2-7 Flexibility and efficiency of use]

Current UI allows users to switch from sending to requesting, and from requesting to sending. Though this may allow users greater flexibility, it can add to confusion for each app. A possible solution would be to remove the option to switch from sending to requesting.

9. [H2-3 User Control and Freedom]

In "Request Parcel", the user is led to a maps page, then a friends page, then to a request page that is not listed in the menu bar of the previous screen. Try to create a menu system that allows users to predict the next steps.

10. [H2-4 Consistency and Standards]

As the user is about to shoot out a request for a parcel, the "Request" menu tab turns into a "Send" button. Though send is the correct action description, this is confusing for the user because the button looks the same as the

"Send" menu button for the task of sending a Parcel. A solution would be to leave the menu button to read "Request" for every step through the request process.

Violations Table

Violation #	Number of Violations
H2-1. Visibility of system status	2
H2-2. Match between system and the real world	0
H2-3. User control and freedom	2
H2-4. Consistency and standards	3
H2-5. Error prevention	0
H2-6. Recognition rather than recall	0
H2-7. Flexibility and efficiency of use	2
H2-8. Aesthetic and minimalist design	1
H2-9. Help users recognize, diagnose, and recover from errors	0
H2-10. Help and documentation	0
TOTAL VIOLATIONS:	10

Summary of Violations

Violation <small>(corresponding to the list above)</small>	Summary
1	Menu arrows misleading.
2	Sending parcel should return to My Parcels.
3	Remove "Search Friends" from map.
4	Create consistent menu bar.
5	Create send history.

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6	Allow in app photo taking.
7	Create "request" icon.
8	Remove ability to switch tasks.
9	Menu bar should indicate next tasks.
10	Maintain consistency for "Send" button.

Recommendations

I had an overall positive user experience. I thought the design was clean and simple, and follows some of the industry conventions seen by popular message sending apps like Snapchat that most users would be familiar with. I think you can do the most work with creating a better way to organize your menu bar so that the icons change around less often because users are used to menu bars remaining static. With certain tasks, the menu bar is changing after every click which is confusing for the user.

I really like your home screen with the faded map in the background, but I think you could reorganize the buttons so that Send and Receive are grouped together, and then My Parcels can be grouped by itself. Also, you could build in some functionality into the homepage so that it presents some information rather than being a static screen.

Overall, I think your app is focused on your tasks and does not try to do too much. With some tweaks, you will really have a great UI.