Heuristic Evaluation of [CoCo]

1. Problem

This app aims to record, consolidate, and share users' experiences of a particular event; and to make recordings of events easy to access and sort through.

2. Violations Found

1. [H2-1 Visibility of system status] [Severity: 4] [Found by: A, B, C]
After a video or picture is taken, the app offers sharing options, but it never allows the user to associate the media object to an event. It is unclear where the object goes to after it has been shared. Fix: after taking a photo/video, have the user choose the event on the next screen, and then have sharing options on the screen after.

2. [H2-3. User control and freedom] [Severity: 2] [Found by: B]
There is no global navigation button. Once an user starts doing navigates away from the home screen, they cannot get back to it directly without either completing the task or hitting the back arrow multiple times. Replace the back button with a button that pulls up the menu, along with a "Home" button included in the list. The functionality of the back button could still be retained using standard gesture of swiping right on the left edge of the screen.

3. [H2-4 Consistency and standards] [Severity: 3] [Found by: B, C]
The "Share" function is ambiguous because it sets the visibility of your new footage + the people you're sending archived footage to. Make one screen "Share" and the other "Set Visibility."

4. [H2-8: Aesthetic & minimalist design] [Severity: 2] [Found by: A, C]
The screen to message friends to share a clip seems a bit cluttered. Too much space is dedicated to the upper-half section. On the other hand, there is not enough space dedicated to the text that is being typed. Dedicate more screen space to type the text message. There is also no need to preview the video in this screen since that was just done on the last one.

5. [H2-7 Flexibility and efficiency of use] [Severity: 2] [Found by: C]
How do you reply specifically to videos that were shared to your friend group a long time ago? Make it easy to respond to specific posts by allow selection of a post and then a "reply" option.

6. [H2-5 Error prevention] [Severity: 4] [Found by: A, C]
If I hit the "Share" button by accident, I can't back out of the "Share" screen. I also cannot remove content in any case after I've chosen "Share." Offer those options to the users, and give users an "are you sure" box.

7. [H2-8 Aesthetic and minimalist design] [Severity: 2] [Found by: A, B, C] Do we need to see numbers corresponding to relevance? What do those numbers mean? Eliminate them.

8. [H2-4 Consistency and standards] [Severity: 2] [Found by: C]
Is the "Favorite Events" option connected conceptually only to the "Archived" screen? If so, why is it in a different part of the app than the "Archived" section? I recommend combining "Archived" and "Favorite Events" in some way, since they seem logically connected.

9. [H2-7. Flexibility and efficiency of use] [Severity: 2] [Found by: B]
On browsing the events in the "Upcoming" events section, the user can just see the name of the event, which is not very useful. In order to learn something relevant about the event, they have to pull up the event page. Rather, it would be more efficient to also display the time and venue for the event along with the name.

10. [H2-7. Flexibility and efficiency of use] [Severity: 4] [Found by: B]
Currently, the Voting Page just displays events in descending order of upvotes, thus it is hard for a user to look at moments that have been newly added and vote on them. Add options ("New", "Hot") to switch between ordering of events by upvotes and time such that newer moments can be seen and voted upon.

11. [H2-6. Recognition rather than recall] [Severity: 2] [Found by: B]
One of the primary action associated to every upcoming event is your attendance, which one cannot see/toggle without pulling the detailed event view. Swap the "Relevance" column with "Attending" such that users can view/toggle their attendance for events without pulling up the entire event info.

12. [H2-8. Aesthetic and minimalist design] [Severity: 1] [Found by: B]
On the voting page, the thumbnails for the moments are too small and don't attract enough attention. Make the thumbnails larger so one can view the moments better.

13. [H2-2. Match between system and the real world] [Severity: 1] [Found by: B]
Generic icons, for example "<" and ">" in the capture/share moment flow, don't imply what the buttons do, and leave the users ambiguous. Replace them with standard platform icons for cancel and share to convey the same actions for effectively.

14. [H2-8: Aesthetic & minimalist design] [Severity: 1] [Found by: A]
The label on the camera icon has a font size that is too small to the point where it is unreadable. Users may have a hard time figuring out what it says and may be confused by what the button does. Either make the button larger and increase the font size of the label, or make the camera icon smaller and increase the size of the label, or simply remove the label and focus on displaying a straightforward camera icon.

15. [H2-7: Flexibility and efficiency of use] [Severity: 1] [Found by: A]
There is a redundancy between the 3 screen buttons at the bottom ("Upcoming", "Voting", "Archived") and the status display at the top of the screen. A significant amount of screen real estate is dedicated to displaying exactly the same thing at the same time. This may distract the

user from other, more relevant, information displayed. On the other hand, the space could be used more productively. One possible solution might be to use descriptive icons for the buttons instead of text. Another could be to use the space at the top more productively.

16. [H2-1: Visibility of system status] [Severity: 3] [Found by: A]
The purpose and distinction of each of the 3 main screens ("Upcoming", "Voting", "Archived") is not very clear. Only after going through the write-up did I understand that events go through 3 different stages and what each one means. This might happen because a single word, or maybe the selected word, might not be enough to accurately inform what a screen is for. A possible solution, going off of the redundancy described in problem 2, might be to use the space at the top of the screen to guide or hint the user as to what they are supposed to do.

17. [H2-2: Match between system & real world] [Severity: 2] [Found by: A]
The search system seems unconventional and it looks like it would either be confusing to the user or make them go through unnecessary steps. Most search systems usually allow the user to type a query and then have a search button that displays the results, or don't have a search button and display results dynamically. If the CoCo app is going with the first option then it is missing the "Search" or "Go" button. If this button is the magnifying glass icon to the left of the bar, then it needs to be made clearer to the user maybe by placing it to the left of the bar and somehow highlighting the icon. If, on the other hand, the app is going with the dynamic search system, then it would be better to have the search functionality on the same page where events are originally displayed so that users don't have to open an extra screen to search.

18. [H2-4: Consistency & standards] [Severity: 1] [Found by: A]
The "Name" label on the main screens doesn't seem to follow an alignment grid or symmetry with other objects. While this is a minor issue, symmetry can contribute to a clean UI. Left align the "Name" label with the event titles, or so that it has the same amount of margin than the "Relevance" label.

19. [H2-8: Aesthetic & minimalist design] [Severity: 1] [Found by: A]
The hardcoded "Final Collection" label seems a bit redundant. The page status/title should properly convey what that screen is for. In this way the screen will seem less cluttered. Change the "Event Page" title to something like "Relive event" and remove the "Final Collection" label.

20. [H2-4: Consistency & standards] [Severity: 1] [Found by: A]
The "Share" screens are inconsistent with the other screens because they do not follow the convention of having a title. Instead they unnecessarily use extra space for the label: "Share moment with". Remove this label and add a consistent title to the page: "Share moment".

21. [H2-8: Aesthetic & minimalist design] [Severity: 1] [Found by: A]
The upcoming event page that highlights the Snoop Dogg concert looks cluttered and makes it difficult for the user to parse the information provided. Reduce the font size and add

whitespace to clearly separate the different sections of the text. Differences in font and color might also help.
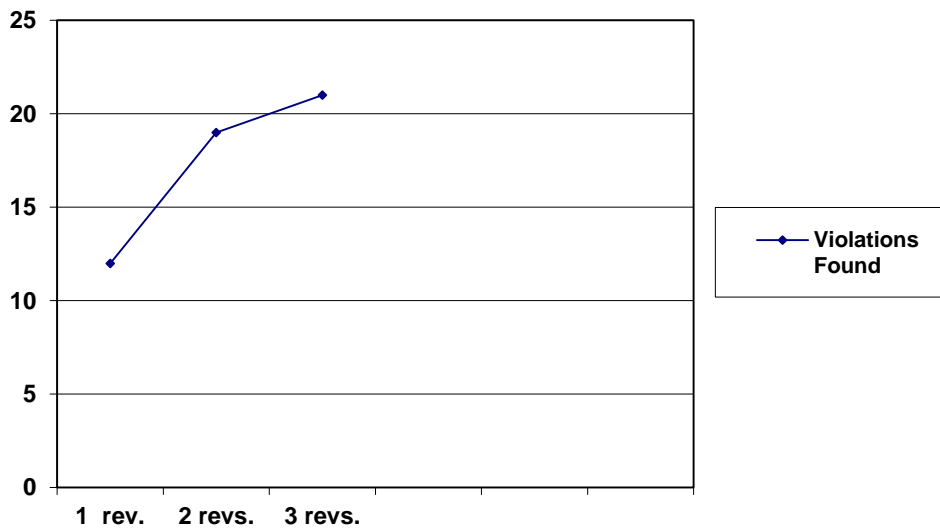
3. Summary of Violations

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]			1			1
[H2-4: Consistency]		2	1	1		4
[H2-5: Error Prevention]					1	1
[H2-6: Recognition not Recall]			1			1
[H2-7: Efficiency of Use]		1	2		1	4
[H2-8: Minimalist Design]		4	2			6
[H2-9: Help Users with Errors]						0
[H2-10: Documentation]						0
Total Violations by Severity		**8**	**8**	**2**	**3**	**21**
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)						

4. Evaluation Statistics

severity\evaluator	evaluator A	evaluator B	evaluator C		
level 0	0	0	0		
level 1	75%	25%	0		
level 2	37.5%	50%	50%		
level 3	50%	50%	50%		
level 4	66%	66%	66%		
total (levels 3 & 4)	60%	60%	60%		
total (all levels)	57%	43%	33%		
evaluator #	**# problems found**	**# problems remaining & problem IDs** **Ex: 5 (1, 7, 11, 13, 17)**			
A	12	12			
B	9	19			
C	7	21			

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