Heuristic Evaluation of [Pass It On]

Evaluator #A: Janette_____
Evaluator #B: John_____
Evaluator #C: Pascal_____
Evaluator #D: Eric_____

1. Problem

Pass It On aims to transform some of the numerous negative and stressful interactions with mobile devices into positive experiences in real life by motivating users to do small but meaningful activities via friend-to-friend challenges.

2. Violations Found

1. **[H2-4 Consistency and standards] [1] [A, C]**
Once you scratch off to reveal the challenge, it takes you to a screen with the revealed challenge and the instruction "Scratch to reveal:" still there. This might confuse some users and lead them to believe that they should scratch again. It might be better to replace the instruction with some indication that the challenge has been revealed. (Task 1)

2. **[H2-2 Match between system and the real world] [2] [A]**
After you reveal a challenge you have two buttons–a green check mark and a red x. Although I think most people understand that green check means accept and red x means reject, it is still a little bit ambiguous what these buttons do (Does hitting the green check mark mean I have to do the challenge now? Is it saved for later? Does it mean I have completed the challenge? etc.). Having more descriptive labels like "Add to Challenges" and "Reject Challenge" might help. (Task 1)

3. **[H2-8 Aesthetic and minimalist design] [1] [A, C]**
When you reject a challenge from a friend, it takes you to a screen with two buttons with rather long labels. The labels do add humor, but the additional text might make the interaction more confusing. It might be better to have simple labels like "Reject Challenge" and "Accept Challenge." (Task 1)

4. **[H2-6: Recognition Rather Than Recall] [2] [D]**
On the challenge rejection screen, the challenge isn't specified. Users can potentially forget what challenge they are deciding to reject. Suggestion: Display the challenge on the challenge rejection screen. (Task 1)

5. [H2-7 Flexibility and efficiency of use] [3] [A, B]
Currently, you must tap a button on the "Challenges" page to get to the page where you can check a box to complete the challenge. This is (ideally) a frequent task, so it might be nice to make it so users can tick off challenges directly from the "Challenges" home page. (Task 1)

6. [H2-3: User Control & Freedom] [3] [D]
Challenges are easily lost. Upon receiving a challenge, users will lose it unless they reveal it. Suggestion: Keep a list of pending challenges that the
user hasn't processed yet. (Task 1)

7. [H2-3: User Control & Freedom] [2] [D]
Upon receiving a new challenge and revealing it, users are forced to either accept it or reject it. Users can't use other parts of the app while the app is in this state. Suggestion: Show navigation buttons and allow the user to navigate away. Like above, keep a list of pending challenges so the user can revisit the challenge later. (General)

8. [H2-3 User control and freedom] [2] [A]
Once you add a challenge to your "Challenges", there is no way to remove it besides completing it. Adding a "Delete" button to the page with information about the challenge would be an easy way to fix this issue. (General)

9. [H2-3: User Control & Freedom] [2] [D]
No way to undo completing a challenge. Users may mistakenly check the
box indicating they have completed a challenge. Currently, there is no way
to undo this. Suggestion: Allow users to uncheck the completion box. (General)

10. [H2-2 Match between system and the real world] [1] [A]
On the challenges page, you can tap the button next to the challenge icon, but not the icon itself. The icon looks like a button, so it might be good to make it so you can also tap on the icon to go to the challenge. (General)

11. [H2-8 Aesthetic and minimalist design] [1] [A]
On the "Challenges" page, the labels for the buttons have quotes around the names of the challenges. This is a minor issue, but these quotation marks seem unnecessary and the interface might look cleaner without them. (General)

12. [H2-2 Match between system and the real world] [2] [A, B]
The user has to go to their "Trophy Room" in order to send a challenge to a friend/stranger. This is not necessarily intuitive because in real life, a user does not usually go to a trophy room to send something. To fix this, you could allow the user to pass on a challenge whenever they see a challenge (in "Challenges" or in the "Trophy Room"). You could also have a separate button at the bottom with a label like "Pass it on" that takes you to a set of screens dedicated to sending challenges. (Task 2)

13. [H2-3 User control and freedom] [3] [A, C]
After the user taps on someone to send the challenge to, they have no option to cancel. It would be good to add a "Cancel" button just in the case the user changes their mind or accidentally taps on someone's picture. (Task 2)

14. [H2-4 Consistency and standards] [2] [C]
On Screen 2 of Task 2, it says you have not passed the task on to anyone, but right below it gives you the number of people who have completed the challenge since you passed it on. If the user has not passed the task on, the app could tell them instead the number of people who have completed the challenge in the past week. (Task 2)

15. H2-6 Recognition rather than recall] [3] [C, D]
On the screen to choose someone to pass a challenge on to, there are only pictures and no names. If some friends have profile pictures that do not have their faces in them, it could be hard for the user to recognize who they are. To fix this, the pictures should be labeled with names. (Task 2)

16. [H2-8 Aesthetic and minimalist design] [1] [C]
Screen 3 for Task 3 has the text "Congratulate someone on something they accomplished recently." It is not clear if this should be clicked for the user to congratulate somebody, or whether it's meant for the "Pass it on!" button. There is a lot of text on that screen and the relevance of this particular text is questionable. This text seems to be a description of the "Golden Star" task, so this violation might just be a fluke (Task 2)

17. [H2-2 Match between system and the real world] [1] [A, B, D]
The "trophies" earned for completing tasks look a bit more like badges in real life than trophies per se. Renaming "Trophy Room" to something like "Badges" might make the metaphor a bit more clear. (Task 3)

18. [H2-1 Visibility of system status] [1] [A]
It is somewhat unclear when you receive "trophies." I understood after using the app for a while that trophies in the "Trophy Room" were given for completing challenges, but it might be good to have something that says you have earned a trophy after you check the box to complete the challenge. (General)

19. [H2-1 Visibility of system status] [2] [B, D]
It is unclear what the icons in the trophy room signify. It becomes clear once you click one, but it would be nice to know right off the bat. To fix this, it might be good to add some stats at the top of the page such as "Challenges Completed" and "Trophies Earned." (Task 3)

20. [H2-6 Recognition rather than recall] [2] [A]
When you tap on a "trophy," there is a list of the first names of people you have sent the challenge to. However, if you have friends with the same first name, it can be hard to

remember which friend you sent the challenge to. A simple way to fix this would be to add last names or perhaps a small picture of the friend next to the name. (Task 3)

21. [H2-6 Recognition rather than recall] [2] [A, C, D]
The trophies currently consist solely of simple icons that represent the completed challenges, which may make it hard to remember which trophy/icon goes with which challenge. The current design looks very clean, but may cause issues if the user has a lot of trophies and cannot remember which icon goes with which challenge. It might help to include the titles of the challenge below each trophy (ex: "Buy-Back", "How's your mother", etc.). (Task 3)

22. [H2-7: Flexibility & Efficiency of Use] [1] [D]
No way to quickly search for a particular challenge in the Trophy Room. This makes it difficult to challenge other people for a particular challenge. Suggestion: Add search functionality to quickly find challenges. (Task 3)

23. [H2-4 Consistency and standards] [1] [A, B, D]
The screens under "Challenges" have a title with the app's name (Pass It On), but the screens under "Trophy Room" do not. It might be good to be consistent and have the app name on every page or perhaps only on the home page. (General)

24. [H2-1 Visibility of system status] [1] [A]
It might be a bit difficult for users to understand what the tabs/buttons at the bottom of the page do. They serve both as labels of screens as well as buttons the user can use to go back to the "Challenges" and "Trophy Room" screens; however, the button functionality may not be clear because they do not look particularly actionable. Making the buttons at the bottom more three-dimensional might solve this issue. (General)

25. [H2-4 Consistency and standards] [1] [A, B, C, D]
The icons on the "Challenges" page do not visually match the icons in the "Trophy Room." It would be good if all of the icons were visually consistent. (General)

26. [H2-3 User control and freedom] [2] [C]
There aren't any back buttons on some of the screens (for example, the screen with the option to pass a challenge on). Adding back buttons throughout the app would be helpful. (General)

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]		2	1			**3**
[H2-2: Match Sys & World]		2	2			**4**
[H2-3: User Control]			4	2		**6**
[H2-4: Consistency]		3	1			**4**
[H2-5: Error Prevention]						**0**
[H2-6: Recognition not Recall]			3	1		**4**
[H2-7: Efficiency of Use]		1		1		**2**
[H2-8: Minimalist Design]		3				**3**
[H2-9: Help Users with Errors]						**0**
[H2-10: Documentation]						**0**
Total Violations by Severity	**0**	**11**	**11**	**4**		**26**

4. Evaluation Statistics

severity\evaluator	evaluator A	evaluator B	evaluator C	evaluator D
level 0	0	0	0	0
level 1	9	3	4	4
level 2	5	2	3	5
level 3	2	1	2	2
level 4	0	0	0	0
total (levels 3 & 4)	2	1	2	2
total (all levels)	16	6	9	11

severity\evaluator	evaluator A	evaluator B	evaluator C	evaluator D
level 0	0	0	0	0
level 1	45%	15%	20%	20%
level 2	33.3%	13.3%	20%	33.3%
level 3	28.6%	14.3%	28.6%	28.6%
level 4	0	0	0	0
total (levels 3 & 4)	28.6%	14.3%	28.6%	28.6%
total (all levels)	61.5%	23.1%	34.6%	42.3%

evaluator #	# problems found	# problems remaining & problem IDs Ex: 5 (1, 7, 11, 13, 17)
A	16	10 (4, 6, 7, 9, 14, 15, 16, 19, 22, 26)
B	6	9 (4, 6, 7, 9, 14, 15, 16, 22, 26) → 1
C	9	5 (4, 6, 7, 9, 22) → 4
D	11	0 → 5