

# Heuristic Evaluation of [Fleek]

## 1. Problem

Fleek is a social platform consisting of user profiles, business reviews, and news feeds to allow black men and women to discover, share, and connect with the world of black hair.

## 2. Violations Found

1. [H2-8 Aesthetic and minimalist design] [Severity 1][Found by: A] Search bar and hashtags are not framed within any context on the home page. See facebook for an example as to how to offset them using coloring and shapes. Use a divider between the hashtags and the content and put the search bar in a different color.
2. [H2-6 Recognition rather than recall][Severity 1][Found by: A, C] “View all 300 comments” looks like part of the content of the post. Use an offset, greater hue difference, or both.
3. [H2-2 Match between system and the real world][Severity 1][Found by: A, B, C] Bottom tab bar icons are a bit confusing and ambiguous. Use icons that people have seen before and recognize.
4. [H2-4 Consistency and standards][Severity 1][Found by: A, C] The font hue is inconsistent on the homepage / news feed and the post. Use one font hue for the entirety of the app unless there is a good reason not to.
5. [H2-5 Error prevention][Severity 2][Found by: A, B] When you are looking at a post, the icon on the top right suggests you can write a post from this screen. Does not seem like a logical place for this.
6. [H2-3 User control and freedom][Severity 2][Found by: A, C] Feels illogical to add a shop from the listing of shops. Make a separate owners tab.
7. [H2-4 Consistency and standards][Severity 1][Found by: A] Back to profile and details buttons on the message are not consistent with the rest of the app. Make them the same icons and color.

8. [H2-5 Error prevention][Severity 3][Found by: A, B, C] It is possible to add hairstyles to another person's shop. Remove this functionality. Or if this is a button for adding a picture or a review, move it to an appropriate position next to the tabs.
9. [H2-4 Consistency and standards][Severity 1][Found by: A] You use the language "add hashtags" for the shop owner and "add hairstyles" for the standard user. Use consistent language.
10. [H2-4 Match between system and the real world][Severity 1][Found by: A] Confirm/submit icon when you are creating a new photo is not typically used in that context. Find a more appropriate icon, or use text like "Post".
11. [H2-8 Aesthetic and minimalist design][Severity 1][Found by: A, B] Stars on top of the barber's pictures are clunky and not aesthetically pleasing. Move the rating to the right detail side. Also the colors of the stars don't match the purple stars on the actual barber profile, use the same color.
12. [H2-6 Recognition and recall][Severity 3][Found by: A, B, C] The purpose of the write/post icon is confusing on a barber's page. Users should not be able to edit a barber or beauty parlor's page. If the purpose of the icon is for writing a recommendation, then maybe put that functionality in the reviews tab.
13. [H2-10 Help and documentation][Severity 2][Found by: A] It is unclear if posting a picture to your profile is the same as posting on the news feed. Some help text here would be nice.
14. [H2-10 Help and documentation][Severity 4][Found by: A, B] It is unclear or impossible to add photos, a description, location, hours, etc when creating a new shop. If those functionalities are not supposed to be there, then remove them from the profile. Otherwise let users add these when creating a profile.
15. [H2-3 User control and freedom][Severity 3][Found by: A] There is no way to save a new shop that you just created. Add a confirmation icon similar to the one for posting a new picture.
16. [H2-7 Flexibility and efficiency of use][Severity 1][Found by: A, C] For the expert user, messaging a barber is a bit slow because you have to navigate to their page, etc. Have a list of your providers that you can access directly and then message them from there.

17. [H2-1. Visibility of system status][Severity 1][Found by: C] On home screen, the top purple hashtag bubbles run off the screen. It's not clear to the user whether this represents a section of the screen that can "scroll" (ie. that the user can swipe across the screen) to see more hashtags, or whether this was a visual interface error that will be corrected in a later iteration.
18. [H2-2. Match between system and the real world][Severity 1][Found by: B, C] User is given options to click PHOTO, POST, or CHECK-IN. This may not match up with the user's experience with other mass-used systems such as Facebook or Yelp that also use these concepts. By having these options separately, it seems to suggest that you can't CHECK-IN while you post a PHOTO, or while you enter a POST. What if a user wanted to do all three at once? For example, Facebook gives users the PHOTO and POST option, and if one is selected, the user can then add a CHECK-IN to their content.
19. [H2-8 Aesthetic and minimalist design][Severity: 1][Found by: B, C] When the user clicks on a photo post, they are taken to the same screen as when they click on the text below the photo "view all 300 comments." It would be a cleaner display if clicking on the photo post itself takes them to the original post without comments. Only when the user decides to click "view all 300 comments" should additional non-original user comments be displayed. In other words, there should be something that differentiates the two different click actions, one on the original post, and one on "view all \_\_\_ comments".
20. [H2-5 Error Prevention][Severity 2][Found by: C] Does not seem to be an undo function or way to recover gracefully if a user accidentally messages a barber or beautician. Also, is there a way to prevent barbers and beauticians from being spammed using this app?
21. [H2-7 Flexibility and efficiency of use][Severity 0][Found by: C] In the messaging component of the app (screen containing exchange of messages between user and barber/beautician), it seems that the primary function is for direct personalized communication between the two parties, with a primary goal being the scheduling of an appointment. However, the user currently needs to type out all messages in full using the keyboard, when it is likely that they will be asking similar or the same

questions the majority of the time (ie. Do you do \_\_\_\_\_ type of hair? My name is \_\_\_\_\_ and I would like to schedule an appointment, What appointment slots do you have available today?).

22. [H2-8 Aesthetic and minimalist design][Severity 2][Found by: C] The purple hashtag bubbles are on every screen. This suggests that they are crucial to the operation of the application, however they are not directly involved in the workflows of the three tasks the team identified in the README. If this is the case, perhaps their presence in the app should be limited to one screen or a few specific screens, to minimize clutter on all screens.
23. [H2-4 Consistency and standards][Severity 1][Found by: A, C] Currently the purple hashtag buttons are not actively directing to new screen. I am sure that will change later, but right now it is confusing exactly what they will redirect the user to. Will they redirect to a screen containing a collection of posts where those hashtags are used? To a specific barber's photos where the hashtag was used? Because the hashtags are on every page (from the general home screen to an individual barber or beauty shop's screen) the scope of what the hashtag produces is unclear.
24. [H2-1 Visibility of system status][Severity 2][Found by: C] On the search page, the user sees a list of different beauty parlors and barbers. Each of the parlors/barbers has a section, and the section includes a number on how many people have favorited (represented by a heart icon) the place. However, when you click on a specific parlor/barber, there is no function on the screen for the user to favorite the parlor/barber.
25. [H2-9 Help users recognize, diagnose, and recover from errors][Severity 0][Found by: C] There is no help or quick-tips section in the app. May be nice to include, particularly for the main three tasks the app serves.
26. [H2-4 Consistency and standards][Severity 2][Found by: B]On the expanded post page, the add comment bar at the bottom has a heart at the end of it. I presume this heart is the "post" button, but it's a pretty unintuitive icon to indicate such a button. Perhaps use something more standardized, like a rightward facing arrow. Unless the icon in the top right is the post comment button, in which case it's in a pretty non-standard location, I'd recommend relocating it to the end of the bar (next to or replacing the heart) if this is the case.



27. [H2-8 Aesthetic and minimalist design] [Severity 1][Found by: B, C] On the expanded post page, what does the “View all 300 comments” button do? It already existed in the previous screen, why is it here as well? I’m already looking at the comments, so it doesn’t seem like it would accomplish anything different. I’d recommend just removing that button and allowing users to just scroll down through all the comments.
28. [H2-4 Consistency and standards][Severity 1][Found by: B] On the post picture page, the confirmation to post the picture is a check mark, which is good. However, on the “create barber profile button, it seems to be a notepad and a pencil icon. I would standardize this with a check mark. If that isn’t the confirm button, and instead the button that says “create profile” is, then what is the pencil and notepad icon for? I read on the slides that it is an edit button, but what does that mean, I’m creating the profile, how am I not editing already? I’d recommend clearing this up with one simple icon.
29. [H2-10 Help and documentation][Severity 1][Found by: B] Again on the post picture page, perhaps the “Add hairstyles!” message should be a little more clear. It seems like the barber is supposed to add hairstyles that he/she knows how to cut and style. I’d make that more clear to avoid any confusion amongst barbers regarding what adding a hairstyle means.
30. [H2-7 Flexibility and efficiency of use][Severity 0][Found by: B] While I really like the bottom bar having three distinct buttons for the three distinct main pages (barbers, feed, and profile), I feel like having to click to navigate between them is unconventional and slightly uncomfortable. I’d recommend a swiping feature to move between them.
31. [H2-2 Match between system and real world][Severity 1][Found by: B] On the expanded post page (Elise’s Post), it’s not immediate enough to me that the top post (the original one by Elise) is not a comment but rather the text of the post. I’d recommend separating it somehow from the other comments. Perhaps this can be achieved by changing the shape of the profile picture, or by moving the post to above the picture, sort of the way Facebook does it.
32. [H2-1 Visibility of system status][Severity 0][Found by: B] How does the program decide what appears on a user’s news feed? There doesn’t seem to be a system for friends, so is it based on

location? Is it based on people who share hair businesses and/or products with you? Is it a mix of things? I'm just confused as to where the information is coming from, and I believe users would like to know this information so that they can customize their experience.

33. [H2-8 Aesthetic and minimalist design][Severity 0][Found by: B] The built-in messenger system is basically an exact copy of iMessage. It's a good idea to follow tried-and-true interface designs, but I feel like there need to be some differences so that your app can stand alone and not seem like it ripped directly from a particular messaging app. I'd recommend changing some icons or message bubble graphics to add some differentiation.

34. [H2-3 User control and freedom][Severity 3][Found by: B] Why do business pages have an edit button? Does this mean that any user of the app can edit a business' information? If so, I feel like that's a bad idea, why not let the business owner just set and lock their own information? If that was the intention (which I imagine it was), I'd recommend having a separate type of profile just for businesses/individual barbers and stylists to edit what they like.

### 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	1			3
[H2-2: Match Sys & World]		3				3
[H2-3: User Control]			1	2		3
[H2-4: Consistency]		6	1			7
[H2-5: Error Prevention]			2	1		3
[H2-6: Recognition not Recall]		1		1		2
[H2-7: Efficiency of Use]	2	1				3
[H2-8: Minimalist Design]	1	4	1			6
[H2-9: Help Users with Errors]	1					1
[H2-10: Documentation]		1	1		1	3
Total Violations by Severity	5	17	7	4	1	34

## 4. Evaluation Statistics

### Counts

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
sev. 0		3	2
sev. 1	10	8	8
sev. 2	3	2	4
sev. 3	3	3	2
sev. 4	1	1	
total (sev. 3 & 4)	4	4	2
total (all severity levels)	17	17	16

### Percentages

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
sev. 0	0%	60%	40%
sev. 1	59%	47%	47%
sev. 2	42%	28%	57%
sev. 3	75%	75%	50%
sev. 4	100%	100%	0%
total (sev. 3 & 4)	80%	80%	40%
total (all severity levels)	50%	50%	47%

## 5. Summary Recommendations

Fleek's interface is simple, clean, and has a very pleasant theming. The most critical violations are visual issues concerning organization of information and issues with consistency across various pages (such as icon placement and usage). This sometimes led to confusion or lack of clarity about the interface. We recommend that Fleek standardizes their screens so that it's always clear what a certain icon or button is trying to accomplish. In addition, the intended functionality of a screen is not always completely captured by the interfaces. For example, when a barber is making a post he is unable to set his location but this information is displayed in the barber listings. We also found the ability to edit other people's posts or listings to be a serious issue, and if this was not the intended functionality of the write/post icon then we recommend clarifying that. Finally, we recommend that you start thinking how to streamline your workflows for the expert user. Overall, the Fleek prototype is very impressive and we look forward to continued iteration.

### *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