

Heuristic Evaluation—Group

Evaluator #A:

Evaluator #B:

Evaluator #C:

Evaluator #D: _____

Evaluator #E: _____

List of Heuristic Violations

1. [H2-1 Visibility of System Status] [severity 1] [A]
Perhaps add the Herd logo to the top for aesthetic effect
2. [H2-1 Visibility of System Status] [severity 4] [B, C]
The bubbles display a lot of implicit information that would not be intuitive to understand for a first time user. On the home screen, does the size of the bubble mean the event has really great ratings? Or does it mean there are a lot of people going, or planning to go? Does the color scheme and shade also represent information? With the readme, I was able to understand this information. In though, practice you should have a first-time user walk through.
3. [H2-1 Visibility of System Status] [severity 2] [A, B, C]
When you click the sort button, it's not clear why the bubbles are ordered that way. It might be because of the time of the events (ie largest is happening now). Add text to show the user that the order is based on crowd size. Also, I cannot really think of a scenario where I would need to press that button (do you really need that sort view?)
4. [H2-2 Match between system and the real world] [severity 1] [B, C]
The word "Hype" is a very colloquial term, which would be fine, except not all of your users would actually say "hype" to describe a party (i.e. in some regions one would say "lit" or "live" instead) or know what the app meant by it. Decide who your target audience is and if and which slang is appropriate.
5. [H2-2 Match between system and the real world] [severity 2] [A, C]
On the event creation page, I'm not at all clear what the icons for food/house, etc, mean. Am I supposed to select multiple icons that are relevant? Only one as the main theme for the event? What does "plus one" mean? Make this clearer.
6. [H2-3 Consistency and Standards] [severity 2] [B]
There is no back button on the Photo screen. If the user decides they no longer want to take a picture, their stuck.
7. [H2-4 Consistency and Standards] [severity 2] [B]
The app uses a plus sign to add/create an event and the plus sign to also add a photo or video. Once you accept what the plus sign represents in for the former action, the significance of the plus sign to represent the latter action is uncomfortable to accept.
8. [H2-4 Consistency and Standards] [severity 2] [B]

If I click and navigate to look at an event from the home screen there is a plus sign in the cover photo to take pictures. If I navigate to the “One Week” screen, and then click and navigate to look at an event, the plus sign to take pictures is gone.

9. [H2-4 Consistency and Standards] [severity 2] [A]
On the ‘Phi Psi Volcano Party’ page: slider button asks the question ‘How’s the event?’ On the ‘Full Moon on the Quad’ page: same slider button asks ‘Are you going?’ Unfamiliar question asked, but familiar design
10. [H2-5 Error Prevention] [severity 2] [A]
On the ‘Phi Psi Volcano Party’ page: is that top picture of people with their hands in the air a cover photo (posted by event planner) or a photo reel (posted by the attendees)? It is ambiguous. Organizers should be able to add cover photo and attendees should be able to add real-time photos.
11. [H2-5 Error Prevention] [severity 3] [B]
On the event pages, the add photo icon is small and hard-to-see. If I hadn’t read the readme, I would have not seen it at all. I had 3 other first time users look for the plus sign on their own and they could not find it until I pointed it out. It would be more intuitive if was a camera icon not a plus sign.
12. [H2-7 Flexibility and efficiency of use] [severity 0] [A]
For events listed on the ‘One Week’ page: I’d like to be able to set up reminders for the events I’m interested in.
13. [H2-7 Flexibility and efficiency of use] [severity 2] [B, C]
In the hi-fi, it might be nice to tailor the action of searching for a specific event, based on a user’s interests (ie I only want to see musical events).
14. [H2-7 Flexibility and efficiency of use] [severity 0] [B]
What if I could search or sort for events based on where my friends are at or what events they are planning to go to? I find it ironic that an app that is trying to help people find events and places to gather together is lacking a social network/friend element to it.
15. [H2-8 Aesthetic and minimalist design] [severity 1] [C]
The events page is pretty crowded. Perhaps you could eliminate either the “rating” scale or the “are you going” scale, since they are likely highly correlated (or make the rating dependent on the other scale and don’t require user input).
16. [H2-8 Aesthetic and minimalist design] [severity 1] [A]
The phrase ‘One week’ confused me a little. I got the idea after a moment of thought, but could be cleaner. How about ‘Upcoming’?
17. [H2-8 Aesthetic and minimalist design] [severity 4] [A]
On the homepage: minimalist and aesthetic now, but will get cluttered if enough events are added. Same goes for (and is probably even more noticeable for) ‘One Week’ view. Perhaps only show top 25 parties at given time.
18. [H2-8 Aesthetic and minimalist design] [severity 1] [B]
The white bubble in the upper right navigation bar on the “Events Now” screen seems useless. If it is suppose to represent the biggest event, couldn’t the user tell that already by clicking on the biggest bubble?
19. [H2-8 Aesthetic and minimalist design] [severity 2] [A, B, C]
There should be more pictures on event pages.
20. [H2-10 Help and documentation] [severity 3] [B, C]

The homepage the first time around can be confusing. For instance, if size of the circle is hype, then what is the significance of the color? Hype also? Perhaps you were planning on implementing this, but a first time walkthrough or descriptive tooltips.

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]		1	1			2
[H2-3: User Control]			1			1
[H2-4: Consistency]			3			3
[H2-5: Error Prevention]			1	1		2
[H2-6: Recognition not Recall]						0
[H2-7: Efficiency of Use]	2		1			3
[H2-8: Minimalist Design]		3	1		1	5
[H2-9: Help Users with Errors]						0
[H2-10: Documentation]				1		1
Total Violations by Severity	2	5	9	2	2	20
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	Evaluator D	Evaluator E
sev. 0	50%	50%			
sev. 1	40%	40%	40%		
sev. 2	62.5%	75%	50%		
sev. 3	0%	100%	50%		
sev. 4	50%	50%	50%		
total (sev. 3 & 4)	1	3	2		
total (all severity levels)	12	12	8		

