Heuristic Evaluation of [Munch]

1. Problem

Munch: A mobile application that displays time sensitive deals/coupons redeemable at specific food locations close to the user.

2. Violations Found

1. [H2-2 Match Between System & The Real World] [Severity 0] [Found by B]
On the "Analytics" page, what does "Last Week" refer to? Does it include today? Yesterday?

^ NO

2. [H2-6 Recognition Rather Than Recall] [Severity 0] [Found by B]
On the restaurant page, there is no "back" button. Instead, the user must click on the header image to go back to the "Recommended" or "Nearby" pages

SOLUTION: Add back arrow

3. [H2-1 Visibility of System Status] [Severity 0] [Found by B]
On the "Set Distance" slider, it is not clear what the minimum and maximum distances are without actually sliding to said minimum/maximum distances

SOLUTION: Walking and Driving icons (a la Google Maps). If walking, the slider scale is set from 0 to 5 miles. If driving, the slider scale is set from 0 to 20 miles. Add number to the right of the slider (right now that's not there).

4. [H2-4 Consistency & Standards] [Severity 0] [Found by B]
When claiming a deal, the buttons for "Yes" and "Go to Claims" are not the same place

NO^

5. [H2-8 Aesthetic & Minimalist Design] [Severity 1] [Found by C]
The name of each restaurant on the nearby page & recommended page is obstructing the user's view of the food thumbnail behind the text. Users would most likely enjoy the ability to clearly see the food they are potentially going to decide to eat. This can be fixed by moving the text to the bottom right of each thumbnail image.

WHAT

6. [H2-4 Consistency & Standards] [Severity 1] [Found By C]

The distance is listed on the bottom left corner on the claim selection for a specific restaurant but it is listed in the top right corner for each restaurant on the home screen. This is inconsistent through the subconscious eye of the user & it can be easily fixed by keeping a consistent placement for the restaurant distance in all screens.

Move distance number to top left on coupon page (add back icon to top left of header)

7.[H2-7: Flexibility & Efficiency of Use] [Severity 1] [Found by A]

The prototype currently allows users to browse nearby claims. However, there is not an option to filter claims based on cuisine or price so that some users can find their desired promotions much faster and more efficiently.

SOLUTION: ? true, do we want to do this? NO.

8. [H2-4: Consistency & Standards] [Severity 2] [Found by A]

It is unclear whether "Home" or "Claims" would be the correct screen for locating offers you've already claimed and offers you can claim, respectively.

^?

9. [H2-1 Visibility of System Status] [Severity 1] [Found by C]

Once a claim is selected, the claims selection is not reflected in the home menu on the tab representing the claim. This is a missed opportunity to subtly inform the user about their claim without forcing to click through to the claim page. This can be fixed by adding a visual indicator that a user has selected a claim on the given restaurant's tab on the home page.

SOLUTION: add symbol to say that it has been claimed or **remove it from the stream**

10. [H2-8 Aesthetic & Minimalist Design] [Severity 2] [Found by B & C]

On the restaurant, "Nearby", and "Recommended" pages, having the white text over the images can sometimes be a little bit difficult to actually read

11. [H2-7 Flexibility & Efficiency of Use] [Severity 2] [Found by C]

The current version of the prototype has 2 different version of the homepage (Nearby & Recommended) but only has 1 tab at the bottom of the screen. This could potentially trip simple-minded users up & doesn't create a seamless experience for them because the have pause when viewing nearby vs. recommended. I would suggest having a bar or tab that reshuffled the order of the restaurant depending on what was selected within the tab or bar bringing the total number of home pages to 1.

?

12. [H2-2 Match Between System & The Real World] [Severity 2] [Found by C]

Users seemingly cannot get rid of offers they know they will not be interested in on the home screen. This does not allow users to remove what they may perceive as clutter, which is part of the real life experience of looking through food coupons (which can be easily disposed of when there is a lack of interest.) Providing a way to get rid of offers from the home screen can solve this.

SOLUTION: perhaps swipe left option? swipe right to claim immediately? Add an X option on top right . Clicking will remove it from stream.

>>Decided that we want to add option for "blocking" a restaurant from displaying offers on the user's home feed. Add "block this restaurant" option on the restaurant screen.

13. [H2-3 User Control & Freedom] [Severity 2] [Found by B]
When setting the distance, there is no way to cancel out of the display which may confuse some users who may have accidently clicked on the button

SOLUTION: Add "X" at top corner of pop-up boxes. **Add functionality that when user clicks anywhere outside of the slider box, they go back to the former screen.**

14. [H2-10 Help & Documentation] [Severity 2] [Found by A, B]
When users first go to the "Recommended" tab, it may be helpful to explain how the recommended results are populated/resorted to match the user's preferences. Otherwise, providing a "help" button may also help. Without this, people might be confused as to the difference between "Recommended" and "Nearby".

^No

15. [H2-2 Match Between System & The Real World] [Severity 2] [Found by C]
On the claims page there is little difference visually between "current claims" and past claims. Users may be confused by which claims are current and which ones are in the past. A quick fix would be to dilute the color of the past claims & to make their thumbnail images smaller to keep the emphasis on the current deals.

SOLUTION: Greyscale for old claims

16. [H2-2 Match Between System & The Real World] [Severity 2] [Found by B]
On the "Analytics" page, there is a star rating, labeled "Your Rating"; However, it is quite unclear as to what this rating actually refers to. Is this is rating of the app? Of the deals?

SOLUTION: add pop-out "?" explanatory box

17. [H2-7 Flexibility & Efficiency of Use] [Severity 3] [Found by B, C]
On the restaurant page, before claiming a promotion, there is no current way to determine when it expires. It would be helpful to know when it expires to know if the user has enough time to make it to the restaurant

SOLUTION: add expiration time on claim pop-out

18. [H2-5 Error Prevention] [Severity 3] [Found by B]
There is no current "description" or fine print for promotions – i.e. With "Buy One Get One Free" at Cream, it's not clear what you need to buy to get one free

SOLUTION: perhaps add descriptive text

19. [H2-4 Consistency & Standards] [Severity 3] [Found by B, C]

Are all deals supposed to show up on the "Nearby" page? What about when a restaurant has two deals such as the Pizza My Heart "$1 Pizza Slices" and "50% Off Any Drink"? On a related note when trying to make a specific claim from Pizza My Heart each claim does not really manifest itself as an individual coupon. This does not follow conventional wisdom/ traditional coupon procedure where each deal is its own individual entity. Putting each claim within its own individual "coupon" can solve this problem.

Yes^ coupons are individual, pizza my heart can have 2 on nearby list

20. [H2-8 Aesthetic & Minimalist Design] [Severity 3] [Found by B]
On the restaurant page, the hours and phone number are so small that you can barely read them

SOLUTION: make larger text

21. [H2-4 Consistency & Standards] [Severity 3] [Found by B]
 On the "Analytics" page, the coupons are given in "Claimed", "Redeemed", and "Expired" – However, it does not list the ones that have not yet been redeemed or expired. Whereas, on the "Claims" page, it lists the current claims and past claims with a small marker that designates if the claim expired or was redeemed. The listing is just not quite consistent

^^ I don't see how that's a problem.

22. [H2-3: User Control & Freedom] [Severity 3] [Found by A]
Currently, there doesn't seem to be a fast option for removing a promotion that you may have accidentally claimed through clicking a series of buttons. Making it a lot faster for users to go backwards from errors and reset their e

SOLUTION: unclaim? "X" on claims page

23. [H2-10 Help & Documentation] [Severity 4] [Found by B]
How do I actually use a claim at the restaurant?

SOLUTION: Personal QR Code that will store the claims you've claimed.

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			3		**4**
[H2-3: User Control]			1	1		**2**
[H2-4: Consistency]	1	1	1	2		**5**
[H2-5: Error Prevention]				1		**1**
[H2-6: Recognition not Recall]	1					**1**
[H2-7: Efficiency of Use]		1	1	1		**3**
[H2-8: Minimalist Design]		1	1	1		**3**
[H2-9: Help Users with Errors]						**0**
[H2-10: Documentation]		1			1	**2**
Total Violations by Severity	**4**	**5**	**4**	**9**	**1**	**23**
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
sev. 0 (4 total)		100%	
sev. 1 (5 total)	20%		60%
sev. 2 (4 total)	50%	100%	100%
sev. 3 (9 total)	11%	55%	22%
sev. 4 (1 total)		100%	
total (sev. 3 & 4)	1	6	2
total (all severity levels)	4	14	9

(Percentages above take overlap into account)

5. Summary Recommendations

(Consolidate our summaries)

For the most part the feedback that involved specific improvements to the Munch medium-fi prototype were adequately covered in the formal heuristic evaluation above, with the exception being some nit picky stylistic issues here & there. My general impression after using this prototype is that it reminds me of some popular food finding/food delivery applications that exist today, which is a great sign. I think there is still some room left to grow with respect to embodying the way people think about coupons & deals. Right now the way the prototype represents deals in the abstract is strikingly similar to the way other apps represent regularly priced food items and I don't think that should be the case. Whether it is an added feature or representation of the deals I think there has to be some increased element of urgency communicated through the application to the user. It should feel similar to the way deals are sold through other mediums (with pizzazz.) Thinking of the problem/solution you are solving in this way may lead you to naturally clean up some of the violations mentioned earlier in this report. Other than that the interface in its current state is super clean & finished looking which shows great progress for this stage.

- *Dartis*

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