

Heuristic Evaluation of Feedback

1. Problem

The project idea, Foodback, is improving the feedback cycle between diners and chefs by using a survey based app system.

2. Violations Found

Student Interface

- **[H2-1: Visibility of system status][Severity 2][Found by: A, C]**
 - No way of knowing how far through the feedback process you are. Fix: add a progress bar (like an online survey)
- **[H2-3: User control & freedom][Severity 3][Found by: A]**
 - No way of going back in the student feedback interface. Fix: add back buttons.
- **[H2-2: Match between system & real world][Severity 1][Found by: A, C]**
 - “Submit” label for the button is misleading in this context. Fix: change to something like “continue” or “next”.
- **[H2-3: User control & freedom][Severity 2][Found by: A, B, C]**
 - There’s no way to end the feedback session early. Fix: add a ‘complete’ button.
- **[H2-4: Consistency & standards][Severity 1][Found by: A, B]**
 - Labels in boxes and buttons are not all centered. Fix: center them.
- **[H2-5: Error prevention][Severity 2][Found by: A]**
 - Drag and drop adjective boxes might be hard to select correctly. Fix: make them farther apart of bigger.
- **[H2-8: Aesthetic & minimalist design][Severity 1][Found by: A]**
 - On the adjective drag/drop page there is a white bar along the bottom that doesn’t seem to do anything. Fix: remove it.
- **[H2-7: Flexibility and efficiency of use][Severity 3][Found by: C]**
 - In general, dragging things is not that efficient. Fix: tapping to select is much quicker. E.g. having the whole list of adjectives for each dish and selecting the ones you want to apply would be faster than dragging them to each dish.
- **[H2-8: Aesthetic & minimalist design][Severity 2][Found by: A, B]**
 - Text on the voting page is dark and hard to read. Fix: lighten it.
- **[H2-8: Aesthetic & minimalist design][Severity 2][Found by: A, B, C]**
 - Too much information on the voting page. Where are the pictures coming from? Will the chef use stock photos or take their own? Fix: remove the vertical dividing line. Get rid of the quotations. Remove photos (unless they’re professional they won’t look good).
- **[H2-7: Efficiency of Use][Severity 1][Found by: C]**
 - You have to add everything that you ate to your plate, and most people eat most of the things on their plate. Fix: Make it opt-out, and remove the things you didn’t eat.
- **[H2-3: User control & freedom][Severity 2][Found by: A, B, C]**
 - People are not always really strongly against/for food. Fix: Use a 3 point rating scale instead of a upvote or downvote; give users more options.

- **[H2-7: Efficiency of Use][Severity 1][Found by: C]**
 - Selecting the food you ate and then rating it is repetitive. Fix: combine the two systems so that you can rate a food item as “Did not eat”
- **[H2-10: Help and documentation][Severity 2][Found by: B]**
 - Starting page was confusing. Fix: just get right into it
- **[H2-3: User Control & Freedom][Severity 2][Found by: A]**
 - Current rating system is limited. For example, how would someone explain that they downvoted a meal because they found a hair in it? Fix: Add a comment/text box section

Chef Interface

- **[H2-7: Efficiency of Use][Severity 4][Found by: A, B, C]**
 - Unsure what functionality the calendar and separate recipe list provide. Fix: Combine the interface into one homepage similar to the Daily Menu/Recipe List page
- **[H2-3: User Control][Severity 3][Found by: A, B, C]**
 - No way to get to general feedback from student page (first survey item). Fix: Add a page that shows how the chef did overall yesterday
- **[H2-5: Error Prevention][Severity 2][Found by: A, B, C]**
 - It’s not clear that the daily menu influences what the students see on their interface. Fix: make this explicit so chefs understand the importance of this page.
- **[H2-5: Error Prevention][Severity 3][Found by: A, B, C]**
 - The daily menu space is far too small. If you add several dishes and comments it will be way too big for the space allotted. Fix: give the daily menu its own page.
- **[H2-2: Match Sys & World][Severity 4][Found by: A, B, C]**
 - It’s unclear what the user rating means for a dish. Does the thumbs down next to the percentage mean that 1% of people down-voted this dish? Or that 1% of people upvoted it, which is why it has a general “bad” rating. Fix: Label data and explain this with words. Also say how many people voted to give us the strength of this number (e.g. I trust a rating from 100 people more than one from 10 people)

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

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
sev. 0			
sev. 1	3	1	3
sev. 2	8	6	5
sev. 3	3	2	3
sev. 4	2	2	2
total (sev. 3 & 4)	5	4	5
total (all severity levels)	16	11	13

5. Summary Recommendations

[merge the general recommendations you made here]

So starting on the student side, our main concern was user design and efficiency. It seemed like a lot of parts were disconnected and there were not many options for user flexibility, both in terms of filling out the survey and giving detailed feedback. On the chef side, we saw more serious concerns related to the functionality of your app. Specifically, we found it hard for the chef to understand the feedback. This ties back into the student section with a suggested 3 point scale rating system. In addition, we found the navigation difficult at times - so simplify that and it will be easier for the chef to improve his/her cooking.

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