

# Heuristic Evaluation of Mingo

## 1. Problem

*Mingo is a phone application that curates location-based activities, for the present or future, based on a traveler's mood.*

## 2. Violations Found

- 1. [H2-1: Visibility of System Status][4][Found by: A]**

Tapping anywhere the right side of the “Activity” screen takes the user to a “Your Day So Far” screen. This is disorienting for a user because the user did not tap a button and would not know why she was taken to a new screen. Only take the user to a new screen if she explicitly taps a button.
- 2. [H2-1: Visibility of System Status][3][Found by: A]**

On the “Your Mingo Reminders” page, it is unclear which reminders were just added and which ones were previously saved because the user must click the “Done” button in order to save her changes. Users should be able to save/edit one reminder at a time so there's no confusion about the system status. Remove the bulky “Done” button.
- 3. [H2-2: Match Between System & Real World][2][Found by: A]**

The “<<< Something Else” button on the bottom of the “Activity” screen is confusing because it appears to tell the user to swipe to the left. However, swiping to the left results in no response. The button only responds to taps. Change “<<<< Something else” to respond to left swipe gestures only, and have “Let's Go >>>>>” respond to right swipes.
- 4. [H2-2: Match Between System & Real World][2][Found by: A]**

The “Let's Go” button at the bottom right of the Activity Screen is deceptive because the word “go” gives connotations of directions or some sort of map functionality. After pressing “Let's Go,” users expect to be given directions to the activity and will be confused when the app actually takes them to “Your Day So Far.” Change “Let's Go” to “Add to Schedule.”
- 5. [H2-2: Match Between System & Real World][2][Found by: C]**

After a user decides on something to do and clicks “Let's Go,” the app automatically assumes the user will complete the activity immediately and doesn't take into account travel time to the location of the event and other time-altering factors. A user might click “Let's Go” at 3:00PM but not actually start the activity until 4:00PM. Don't post a definite time of completion until the user has actually started or completed the activity.
- 6. [H2-2: Match Between System & Real World][3][Found by: C]**

MinGo logo is found within a circle. This is reminiscent of a button, however the clicking on the logo does nothing. Either change the logo to not resemble a button or add functionality to it.

- 7. [H2-2: Match Between System & Real World][2][Found by: A]**

When new reminders are added, there is a “length” option. This does not follow real-world conventions of reminders. Reminders usually ask for the time the reminder should send an alert. The length option is confusing and makes users think the app will continuously remind them for a certain period of time. Based on the intended task of reminding users to explore during their free time, “Mingo Reminders” is not an adequate description of what the app is trying to achieve. Change the title on the screen to “When will you explore?” or something more specific and more appropriate for duration of time rather than a moment of time.
- 8. [H2-3: User Control & Freedom][2][Found by: A, C]**

User can't navigate back to the “Activity” page from ‘Your Day so Far.’ Allow the user to return to activity screen with a new “Return to activity” button.
- 9. [H2-3: User Control & Freedom][4][Found by: A, B, C]**

User can't remove or edit reminders in the Reminders Screen. User needs to be able to delete or change time of saved reminders.
- 10. [H2-3: User Control & Freedom][4][Found by: A, B, C]**

Within the Travel Agent, there is no visible way to remove items from “Current List”. Add a way to remove items.
- 11. [H2-3: User Control & Freedom][3][Found by: A, C]**

Unable to view detailed information for any given activity in Travel Agent once it's added to the list. Add ability to click on a saved activity and view more details.
- 12. [H2-3: User Control & Freedom][2][Found by: B]**

The user is unable to view more than just one picture and one short blurb on an activity on the “Activity” page. Allow the user to read more details or link to more info.
- 13. [H2-3: User Control & Freedom][4][Found by: B, C]**

Users can only swipe forward to select an activity based on mood, and is unable to go back to a previous activity. Recommendation: allow the user to swipe back and forth, and then tap to select
- 14. [H2-3: User Control & Freedom][3][Found by: B]**

The Mingo alarm only gives the user two options: snooze or going to the app. Snooze implies that Mingo will notify the user again in a certain amount of time, which the user may not want. Add a cancel button to the Mingo alarm.
- 15. [H2-4: Consistency & Standards][2][Found by: A]**

The pop-up that shows up when a user clicks ‘Done’ on edit reminders leaves user in the same screen. Change ‘Done’ to OK or simply remove the pop-up. If the user presses ‘Done’, they are assuming responsibility for being done.

- 16. [H2-4: Consistency & Standards][1][Found by: A]**

When MinGo alarm pops up, given option 'Lets' Go!', but this button take user to 'What is your current mood' screen, whereas in the activity exploration screen, 'Let's go' takes user to Day So Far Screen. Change text in one of them to be consistent.
- 17. [H2-4: Consistency & Standards][2][Found by: A, B]**

Clicking on the middle of the photo in 'Browse Attractions' sections selects the attractions but clicking on left and right photo simply scrolls. Allow user to select any activity, not just the center one.
- 18. [H2-4: Consistency & Standards][1][Found by: B]**

When deciding when to add an activity to a list, the user is prompted to add to "Must - See List." But the list is actually called "Must See Attractions." Pick one or the other.
- 19. [H2-4: Consistency & Standards][2][Found by: C]**

The headings for different screens vary in font styles. Within the 'What is your current mood?' header, only first word is capitalized. However, 'Your Day So Far' has every word capitalized. Maintain consistent styling.
- 20. [H2-5: Error Prevention][2][Found by: A, C]**

Every time a person selects an activity, the screen immediately switches to 'Your Day So Far.' Add the ability to go back.
- 21. [H2-5: Error Prevention][4][Found by: C]**

On the "Trip Dates" and "Your Mingo Reminders" screens, a user can continue through the task flow without filling in the blank fields (e.g. Start Date, Length). This error is different than leaving search fields blank, which is documented in the README file. Make the app check if the user filled in the required fields or update the documentation.
- 22. [H2-6: Recognition Rather Than Recall][2][Found by: A, B, C]**

Once the user sets date and time of trip, they are unable to see the trip date/time within the Must-See Attractions list. Add a trip's date and time to the Must-See Attractions page to avoid confusion.
- 23. [H2-6: Recognition Rather Than Recall][3][Found by: B]**

The user is unable to store multiple trips. Have Mingo Travel Agent default to the list of trips and allow the user to edit multiple trips at the same time.
- 24. [H2-6: Recognition Rather Than Recall][1][Found by: C]**

Have a header for every page noting the current step of the flow the person is on. This way they don't get lost within the flow.
- 25. [H2-6: Recognition Rather Than Recall][4][Found by: B, C]**

Once a mood is selected, the mood is not visible when the suggest activities appear so the user may not realize they made a mistake and selected the wrong mood. Display the selected mood at the top of the page.
- 26. [H2-7: Flexibility & Efficiency of Use][3][Found by: A, B]**

Once user clicks 'Edit Trip', user has to go through entire flow to add any changes to the current trip, rather than going right into the 'Must see attractions list.' Add 'Cancel' and 'Save' to any screen.

**27. [H2-7: Flexibility & Efficiency of Use][2][Found by: A]**

User has to scroll through all recommended activities in order to select one and view details. However if the user has a specific activity in mind, they have to scroll through everything until they find it. Add ability to browse attractions with filters or search.

**28. [H2-7: Flexibility & Efficiency of Use][2][Found by: C]**

After finding an activity to do, a user might want to jump to his/her Mingo reminders to check when he/she will have free time again. Add a button that allows users to access their reminders from the "Your Day So Far" screen.

**29. [H2-8: Aesthetic & Minimalist Design][2][Found by: A]**

In the 'What is your current?' screen there is too much text. There is the title, the search box, and the I'm feeling header for every single option in the list. There is too much to read and it is repetitive. Change text from 'What is your current mood?' to 'I'm feeling...' and then only supply the name of the emotion inside the list.

**30. [H2-8: Aesthetic & Minimalist Design][3][Found by: A]** If Current List in 'Must see attractions' becomes 14 activities long, the list would overflow the screen and the user would not be able to see new attractions without scrolling. Split the screen: either put current list on left and attractions on right, shift activities to top, or make list a fixed height that can be scrolled through similar to the mood list.

**31. [H2-8: Aesthetic & Minimalist Design][1][Found by: B]**

In Must-see list, there is a hint that shows up repeatedly but becomes repetitive once it shows up more than once. Only show the tooltip when the user is seeing the page for the first time.

**32. [H2-8: Aesthetic & Minimalist Design][2][Found by: C]**

MinGo logo is very prominent on each screen. Either reduce the size of it, shift it to the corner, delete it everywhere but the home page. If plan on keeping it, add functionality so that it redirects to 'Home' screen.

**33. [H2-8: Aesthetic & Minimalist Design][2][Found by: B]**

On date selection for Mingo Trip Agent, the logo, header, and next are centered but the start date and end date are left aligned. Center everything.

**34. [H2-8: Aesthetic & Minimalist Design][1][Found by: C]**

User is already aware that MinGo is the name of the app. Remove the branding from every page to maximize screen real-estate.

**35. [H2-9: Help Users Recognize, Diagnose, & Recover from Errors][2][Found by: A]**

User can set reminders for the same time, which can cause confusion. Implement error checking if user tries to set duplicate reminders.

**36. [H2-10: Help & Documentation][2][Found by: A, C]**

User would not understand MinGo reminders as they are within the ReadMe. Include definition of reminders to the Mingo Reminders screen.

**37. [H2-10: Help & Documentation][2][Found by: C]**

The help documentation states that “tapping the back arrow takes the user to the previous action in a given task flow.” Clicking back on the “Your Day So Far” screen takes the user to the “What is your current mood?” screen, which may be more intuitive, but it doesn’t adhere to the help documentation. Following the documentation, tapping back should take the user to sideswiping activity screen. Edit the documentation to account for this nuance or make the back button return to the previous screen.

### 3. Summary of Violations

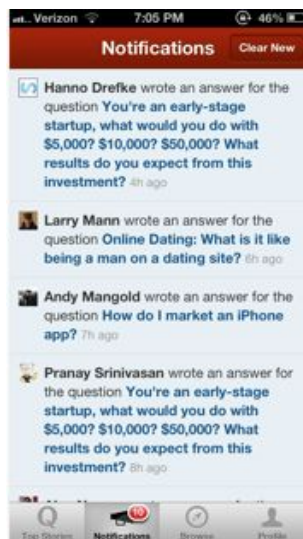
Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
[H2-1: Visibility of Status]				1	1	2
[H2-2: Match Sys & World]			4	1		5
[H2-3: User Control]			2	2	3	7
[H2-4: Consistency]		2	3			5
[H2-5: Error Prevention]			1		1	2
[H2-6: Recognition not Recall]		1	1	1	1	4
[H2-7: Efficiency of Use]			2	1		3
[H2-8: Minimalist Design]		2	3	1		6
[H2-9: Help Users with Errors]			1			1
[H2-10: Documentation]			2			2
<b>Total Violations by Severity</b>	<b>0</b>	<b>5</b>	<b>19</b>	<b>7</b>	<b>6</b>	<b>37</b>

## 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D	Evaluator E
sev. 0	0		0	N/A	N/A
sev. 1	1	2	2	N/A	N/A
sev. 2	12	4	9	N/A	N/A
sev. 3	3	2	2	N/A	N/A
sev. 4	3	5	5	N/A	N/A
<b>total (sev. 3 &amp; 4)</b>	6	7	7	N/A	N/A
<b>total (all severity levels)</b>	19	13	18	N/A	N/A

## 5. Summary Recommendations

Separate the 3 tasks by implementing a bottom toolbar. A trend throughout the app is that every possible action flow depends on the “Home” screen as the entry point. As a result, the app forced me to repeatedly and unnecessarily transition through the same set of screens despite disparate task goals. Therefore, I propose a separation of tasks through a bottom toolbar that is always on screen and labeled with text and intuitive icons. The user would thus be able to switch from one task to another without constantly viewing the “Home” screen. A bottom toolbar could also make “Your Day So Far” more accessible. The schedule curated by the app is Mingo’s biggest “sell” and travelers would constantly be referring to it. Currently, the user’s schedule is displayed only after the user adds an activity to their list and is inaccessible by itself. There should be a 4<sup>th</sup> option in the bottom toolbar for the user’s profile and schedule. As an example of what a bottom toolbar would look like, see the figure below.



Overhaul the “Mingo Reminders” page, because the current implementation is confusing and does not allow room for error. On the Home screen, change “Set Reminders” to “Reminders.” Then, allow the user to add, edit, and delete reminders individually on the Mingo Reminders screen. The “Done” button can be removed, since the “Add reminder” button is sufficient to create a new reminder. By merging all reminder-related actions onto one screen, the task will become more aesthetically pleasing and easily navigable.

The app revolves around the idea of only doing one thing at a time. The current design creates a painstakingly repetitive process if the user adds more than one activity per mood and views activities in more than one location on Travel Agent. This poses problems because users want flexibility. I recommend allowing viewers to create multiple trips on Travel Agent and restructuring the process of browsing through mood-based activities to only change a user’s mood if the user explicitly chooses to. Also, it is not clear if, when ‘Exploring now,’ the app geo-locates to see if I’m in say Paris, thereby putting higher preference on my Must See attractions when generating possible activities, or if the two functionalities are separate. Consider a first-time user tutorial to explain the relationship between these two.

Even though the app is meant to inspire spontaneity, since you include a trip planner, you should account for the type of person that wants a bit more control in their travel. For example, consider adding a way to view more detailed information on a location, ability to swipe back and forth while picking a location, etc. Also, there is no integration to a map besides from when one selects a city to plan a trip around. If I want to ‘Explore Now,’ it would be helpful if the app could provide me with directions to my given destination.

The overall prototype looks clean with only a couple minor aesthetic changes. The Mingo logo is aesthetically pleasing, but its shape may draw users to try to press on it if it’s displayed on a large scale. Make the logo not as prominent the screens, add functionality to it so a user can click it, or redesign the logo. There is a sufficiently minimal amount of text. The formatting should be similar across the whole app.