

Heuristic Evaluation of [Efangelist]

1. Problem

The Efangelist app allows aspiring musicians to connect with and get feedback from their “super fans” without distracting them from producing music.

2. Violations Found

[H2-1 Visibility of Status]

1. [Severity: 2][Found by: B, C] when I clicked on a song to play, I expected that the app would somehow indicate which song was currently playing. That way it would be easier to know which pause button to click when I needed to stop it.

[H2-2 Match system and real world]

2. [Severity: 3][Found by: A, B, C] What determines what goes in the “Fan Zone” page? It seems like the whole app should be a Fan Zone, based on your value proposition.
3. [Severity: 2][Found by: B, C] The chat feature on the live stream is a little disconcerting. All other chat apps that I’ve used have the text entry underneath the recent chat history, not above.
4. [Severity: 3][Found by: A, C] A large percentage of the content will look really weird on an actual mobile device. The live stream feature will be super cramped with the chat, only 25% of the screen will have video, which will be way too little. We recommend redesigning this page with a critical eye to what is important if you intend the majority of users to use it on a phone.

[H2-3 User control and freedom]

5. [Severity: 2][Found by: A, C] Users have no way to “Skip” the educational introduction screens if they wanted to, and have no way to return to these screens at a later point while using the app if they wanted to. These become something that users see the first time they open the app and never again, when it would perhaps be more helpful if they were a resource users could reference when they felt they needed to. Add a “Skip” button to the tutorial, and a button that returns users to the tutorial if desired.
6. [Severity: 1][Found by: A] The time and network bar is only visible on the home page. Please make it visible on all pages
7. [Severity: 3][Found by: A, B, C] How will sharing work on the actual app? I wasn’t asked to log in with Facebook or another social media platform so what is the share button hooked up to and how does the user set, control or know that? Seems scary.
8. [Severity: 3][Found by: A, B, C] There is way too much information in this app and it’s easy for users to miss things like new content or new features. We recommend slimming down the app so there are fewer tabs and/or only one feed with all relevant information.
9. [Severity: 2][Found by: A, B, C] Elements are difficult to navigate too. It takes a concerted effort to get to chatting for example. It would be a good idea to follow the 3-click rule for web dev.
10. [Severity: 3:][Found by: A] Some features seem contrived. What is chatting for? Why would people chat inside the app rather than outside? A forum style feed or a ride sharing system to and from concerts seems like a more relevant usage of resources.
11. [Severity: 2][Found by: A] Overlapping services: link to youtube and embedded youtube content. You should try to be consistent when linking users to content vs. embedding it on the app. Where do you want to focus your users, the musicians other social media pages or the app itself?

[H2-4 Consistency]

12. [Severity: 3][Found by: A, B, C] Using the menu to navigate from any of the pages on the first set of menu options to the “Connect” page will reset the menu to the first page of menu options. It does not show that the “Connect” page is being viewed while on that page, as it does when viewing the other pages in the app. Change this behavior so that the “Connect” button is highlighted in blue and visible when viewing that page.
13. [Severity: 1][Found by: A, B, C] since “Unreleased” and “Colors” have the same style, some users may think that they’re both albums. It might be better to more obviously separate the page into “unreleased tracks” and “albums” and then further partition the latter section into the various albums.
14. [Severity: 1][Found by: B] on the “Redeem” page, what will be the difference between clicking on the item name or row vs. the star icon on the right? In the prototype they both do the same thing, so I don’t know if the icon is necessary, unless it’s meant to indicate whether the user has already redeemed that item.
15. [Severity: 0][Found by: B] the blue highlight color on the menu bar isn’t consistent with the highlight color on the tutorial (hot pink) or the page indicator on the menu bar itself (darker purple). Additionally, the gray background of the icons themselves is jarring compared to the bright colored backgrounds.
16. [Severity: 1][Found by: A] Weird spacing on the intro screens: Placing seems kind of random and some of the font feels squished. Make the spacing more natural. The intro/tutorial screen sets your impression for the rest of the app, so you should try to make it pop more.
17. [Severity: 1][Found by: A, B] Different font for redeem than other titles.
18. [Severity: 1][Found by: A, B, C] The text changes color from white to black depending on the background; it would look cleaner if the colors were all the same. Specifically the word “Audrey” is a lost on the “Music” screen. Maybe find a way to unify the text color, which may lead to changing the backgrounds as well.
19. [Severity: 2][Found by: A, C] The chat on the Fan Zone page is different from the chat on the live stream page – please make them consistent.
20. [Severity: 2][Found by: A] The icon sizing and scaling are not consistent across pages or even within the menu bar itself. Please make it consistent.
21. [Severity: 1][Found by: C] Using the menu to navigate from any of the pages on the first set of menu options to the “Connect” page will reset the menu to the first page of menu options. It does not show that the “Connect” page is being viewed while on that page, as it does when viewing the other pages in the app. Change this behavior so that the “Connect” button is highlighted in blue and visible when viewing that page.

22. [Severity: 4][Found by: A, B, C] The complete purpose of the home page of the app is to take the user outside the app. You should want users to get a benefit from the app not leave use your app as a conduit to other sources. We recommend having the home page be the main features of the app
23. [Severity: 3][Found by: C] The behavior of selecting pages from the menu is erratic across the app, especially when navigating from page to page. We recommend figuring out what your standard behavior will be when moving to a page and see that all pages follow that rule.

[H2-5 Error prevention]

24. [Severity: 2][Found by: C] On the “Music” page, songs will play without stopping the song that was previously playing. This allows songs to be played over each other, instead of one at a time. Allow only one song to be played at any given time.
25. [Severity: 3][Found by: B, C] Trying to navigate away from the “Video” page to any other page will land the user at the “Music” page. This prevents users from reaching the page they’d like to reach. Allow for navigation to any of the menu items from the “Video” page.

[H2-6 Recognition not recall]

26. [Severity: 4][Found by: B] from the tutorial, it’s not clear that the “share button” is the way users earn points, that they will get 5 points per share, or that there is a place to redeem the points. Maybe change the last screen of the tutorial to make it clearer, or add another screen with this information.
27. [Severity: 1][Found by: A] It wasn’t immediately obvious that there were more pages of the navigation menu, even with those 2 purple circles at the top. Please find a way to make this clearer.

[H2-7 Flexibility]

28. [Severity: 2][Found by: C] On the music page, there is no further organization functionality than a list. If an artist has a large number of songs, users would have to browse through every song to find a specific one. Offer further organization of songs, perhaps by albums or adding a search function.
29. [Severity: 4][Found by: A] Embedded video playback doesn’t seem optimized for mobile. Make this seem more natural, either by removing embedded video on screens where it can’t take up the full screen, or find a way that will make video visible.
30. [Severity: 4][Found by: A, B] Of live streams are one of the main tasks of the app, I would recommend having a dedicated navigation tab for them rather than putting “live stream” as a sub-tab of videos. I think that main features should be the easiest to access, with smaller features being sub-tabs, rather than the other way around.
31. [Severity: 4][Found by: B] Similar to live stream, I believe that main features should be easier to access compared to less important features. Therefore, having the redeem screen be inside “Fan zone” may not be ideal.
32. [Severity: 2][Found by: A] Swiping between screens would be useful (I couldn’t tell if that was intended in the production version or not).
33. [Severity: 3][Found by: A, B, C] Navigation feels unnatural: consider putting the fan zone first and condensing other zones (contact could be in the fan zone for example).

[H2-7 Minimalist Design]

34. [Severity: 1][Found by: A, B] Intro sequence has a different color scheme than the rest of the app. Make these more consistent.
35. [Severity: 1][Found by: A, B] Use of both white and black on the same background is questionable due to contrast issues. Fix contrast issues
36. [Severity: 2][Found by: A] There are just too many colors on this app, it gets overwhelming. Colors also mean different things on different pages. It would be great to have fewer and more standardized colors across the app.
37. [Severity: 1][Found by: A] A profile picture on the about page would be helpful and interesting. Page feels lacking.
38. [Severity: 1][Found by: A, B, C] Pause is outside the tableview in the music playback. It would look more consistent if the row were longer to accommodate the pause button.

39. [Severity: 1][Found by: A, B, C] the title bar, “Audrey”, uses a ton of screen space, possibly 10-15%. One possible fix would be to have it only on the “Home” and “About” pages, or find a way to make it smaller.
40. [Severity: 3][Found by: B] the “Home” should be more of a splash screen when opening the app rather than a dedicated home screen since I don’t think it offers any functionality or features that aren’t somewhere else in the app. For instance, all of the social media buttons are duplicated in the “Contact” tab (where I think they make more sense). It would make more sense to make the “Home” screen more closely related to one of the main features/tasks of the app rather than just a picture. Additionally, we want the users to stay on the app, not leave as soon as they open it.
41. [Severity: 1][Found by: A] The grey used for subtitles is hard to read on most backgrounds as it is too light. Make the contrast more apparent so the text is more readable.
42. [Severity: 1][Found by: A] The chat UI’s colors seem inconsistent with the rest of the color scheme. It would be great to have everything more consistent.
43. [Severity: 2][Found by: A] There doesn’t seem to be an order to the icons on bottom. It would be great if the order of the buttons made more sense or the reason for the order were more obvious.
44. [Severity: 4][Found by: A, B] Overall design seems somewhat busy (double lining the social media buttons over the task bar). There is just too much going on in the app and it really harms our perception of it because we don’t know what the main purpose of the app is vs. all the filler.

[H2-10 Help and Documentation]

45. [Severity: 4][Found by: A, B, C] From the tutorial, it’s not clear that the “share button” is the way users earn points, that they will get 5 points per share, or that there is a place to redeem the points. Maybe change the last screen of the tutorial to make it clearer, or add another screen with this information.

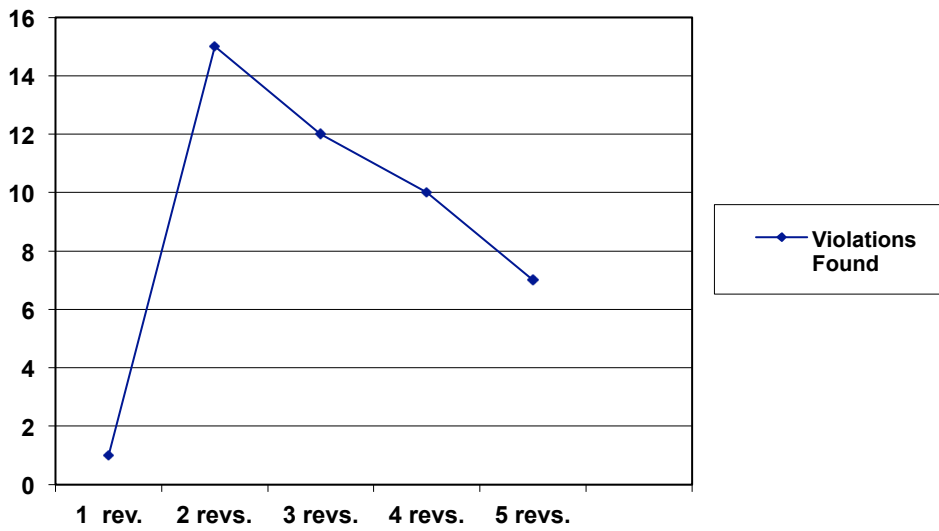
3. Summary of Violations

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	2		3
[H2-3: User Control]		1	3	3		7
[H2-4: Consistency]	1	6	2	2	1	12
[H2-5: Error Prevention]			1	1		2
[H2-6: Recognition not Recall]		1			1	2
[H2-7: Efficiency of Use]			2	1	3	6
[H2-8: Minimalist Design]		7	2	1	1	11
[H2-9: Help Users with Errors]						0
[H2-10: Documentation]					1	1
Total Violations by Severity	1	15	12	10	7	45
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
level 0	0	1	0		
level 1	13	8	5		
level 2	8	3	7		
level 3	6	7	8		
level 4	5	6	2		
total (levels 3 & 4)	9	13	10		
total (all levels)	32	25	22		

Right right-click on the chart and select “Edit Data...”



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