

# Heuristic Evaluation of Vea

## Problem

Veas is an app that connects users in a new city with a local guide in order to help plan events and adventures according to the users' time, preference, and budget.

## Group Violations:

1. [H2H1: Visibility of Status] [Task 3] (Severity 4)  
When a user has selected to pay for a guide's services he/she is prompted to pay "with touch id" however the user is not given the cost of the services. This seems like an easy fix, provide an update to the user on how much they are going to spend on the purchase.
2. [H2H1: Visibility of Status] [Task 1] (Severity 3)  
No record of how much and which information has been entered for the guide or the traveler questionnaire. There should be easy visual cues indicating what information is needed before a profile is complete.
3. [H2H1: Visibility of Status][All Tasks] (Severity 3)  
On the last confirmation screen after finding a guide, the user is not able to get back to the initial main launch screen. They are able to go back in the process of finding a guide but there is no way to go back to "home base". Add a button to bring the user back to the launch screen.
4. [H2-1 Visibility of System Status][Task 1] (Severity 2)  
Clicking on the user profile (e.g. Basel) in the main page brings you back to part of the onboarding process where a description of the app is given. As described before, you should not be able to go back through the onboarding process but rather should be able to change information in a settings menu. Consider making the user profile link to a user settings page.
5. [H2-H2 Match Sys & World] [All Tasks] (Severity 4)  
There does not appear to be any way for travelers to rate their previous tour guides. There should be a user flow to see past guides and rate them.
6. [H2-H2 Match Sys & World] [All Tasks] (Severity 1)  
On the screen where the user selects their guide from a list, the "match" text is misleading. It implies a double opt-in matching where each party selects the other, but it appears that the user is actually selecting their guide and does not need that person to select them as well. The text "match" should be changed to "select".
7. [H2-2 Match Sys & World] [All Tasks] (Severity 3)  
The traveler selects their interests but information does not appear to be used anywhere else in the app. The guide user interface does not have any indication of the interests of a given traveler that selects them. This information should either be transferred to the guide or not given by travelers.

8. [H2-H2 Match Sys & World] [Task 2] (Severity 2)  
The bubbles for choosing user's interest, though very interesting to look at, seem too complex for completing the task of choosing their interests out of a list. An indication of the unintuitive nature of the bubbles is that a description of the three possible interactions with the bubbles has to be given and cannot be figured out otherwise. I would recommend switching to a system that more intuitively communicates the goal of the task such as boxes or even a list.
9. [H2-3 User Control & Freedom] [All Tasks] (Severity 4)  
On the payment screen for a guide, there is no visible button to confirm the purchase before the Touch ID prompt appears. Yet there is a slider for the number of hours to have them as a guide that appears below. This inconsistency can be reconciled by having a "Purchase" button on the payment screen.
10. [H2H3: User Control and Freedom] [All Tasks] (Severity 1)  
After logging in and clicking on the profile picture to dismiss the "what's vea" screen if the user then once again clicks on their image, they are taken to a screen where the back button takes them back two screens and the next button takes them back one screen
11. [H2H3: User Control and Freedom] [Task 2] (Severity 3)  
After the traveler has filled out his/her profile, he/she is able to go back to it by pressing the back button from the menu with the list of guides. This could lead to unwanted actions since users are expected to fill out their profile once and they may accidentally switch an option on their nth use of the app. I would consider taking the completion of the user profile to the onboarding process and make it universal to both travelers and guides since they fill out similar information.
12. [H2H3: User Control and Freedom] [Task 2] (Severity 2)  
The user is not able to cancel a request to be a traveler and is instead forced to click through a series of back buttons in order to go back to the original home screen. This is problematic when they want to quickly check their settings or switch menus. There should a button that allows users to cancel their request and can even replace the next button on some task flow screens where the next button is not apt and well suited to that task flow as described in violation 4.
13. [H2-4: Consistency & Standards] [All Tasks] (Severity 2)  
When the user is selecting to be a traveler or guide (as well, on the page where a user is asked to confirm their guide) , the top bar has a "next" button that is not functional/redundant. This redundant button is also visible on the "confirm Alex as your guide" screen. On screens after, the "next" button is used to get to the next screen. Because the "next" button will sometimes be present/functional and other times not, it should be moved to the bottom-center of the screen, which will fix the inconsistency of it's functionality. See point 2 for why this placement is more optimal.
14. [H2H5: Error Prevention] [Task 1] (Severity 2)  
Users are allowed to go back through the onboarding process, which includes login in and creating a profile. This is likely to cause errors as the task flow might ask for the user to give access to Facebook when the user already gave access or ask questions to which the user has already given answers to. The back button should be removed during

the onboarding process and simply kept for the navigation of the actual app. If the user would like to change any information he/she inputted he/she should be able to do so within the app, and not just onboarding.

15. [H2H5: Error Prevention] [All Tasks] (Severity 3)  
After the guide selects his hours of availability there does not appear to be a way for them to modify the hours or even see that they are currently “active”. There should be a way for guides to see that they are active and modify their hours of availability.
16. [H2H5: Error Prevention] [Task 1] (Severity 3)  
As a user sets his/her preferences for how much time they want to be a guide they enter the amount of time they are free with a slider (which is less exact than typing in a number) and then are not asked to confirm the amount of time they can guide. This seems as though it would cause many errors on how much time each guide is available.
17. [H2-6 Recognition Rather than Recall] [Task 2] (Severity 4)  
When the traveler is going through the list of guides, they are unable to see what interests the guides had listed and are thus unable to make the most informed decision of who they want to hire. I would consider listing the guides’ interests so on the page with the list of guides for the traveler to pick from. This way they can make the best match.
18. [H2H7: Flexibility and Efficiency of Use] [Task 2] (Severity 2)  
On the main page, the user is presented with the option of being able to both “View Current Travelers” and “View Current Guides”, which is likely overloading the user with potential information. If the user must be in their city to be a guide, then these two tabs seem to be unlikely to be in use at the same time. As well, it also seems unlikely that a user would want to get more than one guide for trip. Even though it is good that users can see and choose multiple guides, the UI should show the 95% use case better in terms of displaying those tabs only if it is populated with people in it and furthermore it should show the one guide that most travelers will have right on the main page (if the traveler has more guides, the tab can be used).
19. [H2H7: Flexibility and Efficiency of Use] [All Tasks] (Severity 2)  
The process for getting from the opening state to the final purchase involves setting preferences on how much of each characteristic of the trip the user wants. It would be useful to remember these as set preferences for the given user.
20. [H2H7: Flexibility and Efficiency of Use] [Task 2] (Severity 2)  
To get to the “call or text” screen for a given guide takes many clicks or taps. If I have already selected the services of a guide the easy way to access the guide’s contact information is in the home screen. This seems unintuitive since it is more standard to text from one’s contacts not from within an app. Perhaps it would be useful to add a “save contact” button.
21. [H2H7: Flexibility and Efficiency of Use] [All Tasks] (Severity 1)  
The “next” button on the first screen is inconveniently located. It is located in the top right corner which is not immediately visible and is more difficult to reach on larger screens. Make the next button in the bottom-center of the screen. Immediately below the text the user is reading.

22. [H2H7: Flexibility and Efficiency of Use] [All Tasks] (Severity 2)  
On the “what kind of traveler are you” the app prompts for “your location”. This is an unnecessary user input as the location sensors on the phone can automatically give you this information without any user action. Utilize the location capabilities of smartphones to determine location without user input.
23. [H2H8: Aesthetic and Minimalist Design] [Task 1] (Severity 1)  
The introduction screen for those hoping to be a guide has a lot of text and there seems to be at least three different font sizes without much indication as to why. It would be easier for me to receive this information over the course of several screens approving each as I go.
24. [H2H8: Aesthetic and Minimalist Design] [All Tasks] (Severity 1)  
The text on the Reviews list on the guide screen is too small. There is too much text on the “confirm Alex as your guide?” button. Add that text above the button, and make the button text be “Confirm”.
25. [H2H8: Aesthetic and Minimalist Design] [Task 2] (Severity 2)  
Clicking on a guide removes the information of all other guides and only adds reviews other travelers have given to the guide. Since there is not that much more information being displayed on the card for a guide, I would consider condensing the reviews into an expansion of the guides’ boxes in the list view, that way they can scroll at an instant to see the information they want. As well, confirming the guide can also be displayed in the expansion.
26. [H2H8: Aesthetic and Minimalist Design] [Task 1] (Severity 2)  
The sign in page contains no information about the app, Veia, and the user would have to either sign in through Facebook or go through the process of creating an account in order to get a description of the app on the next page. The description on the second page is good and should be displayed on the login/signup page in order to get better visibility and give the user more information about the app.
27. [H2H8: Aesthetic and Minimalist Design] [All Tasks] (Severity 1)  
On the screen where the user selects their guide from a list, the elements on the screen are not optimally designed. The font for “Here’s a list of available guides near you” is illegibly small. The white background of the list of the users is too harshly contrasting the gentle green/orange of the rest of the UI. Make the text larger, taking up the entire width of the screen. Make the white shade significantly softer, or consider making it a darker shade of green and make the text white, to be consistent with the rest of the white text coloring.
28. [H2-9 Help Users with Errors] [All Tasks] (Severity 2)  
It seems very redundant to ask the traveler to classify what kind of traveler they are and what their interests are every single time they want to find a local guide. This information should persist through trips and be modifiable by the user.
29. [H2H10: Help and Documentation] [All Tasks] (Severity 2)  
At login when users choose “login with facebook” when they click on their own picture they are sent to “What is Veia” with their picture and then back again in a loop if they click

their face once more. This user control flow is non-intuitive. Perhaps there could be a “help” button that has a more intuitive control flow.

30. [H2H10: Help and Documentation] [All Tasks] (Severity 3)

There are several points in the flow provided by the app where a user might want more input. One example the comes to mind is where a guide is signing up to work. It would be great to have a bonus help button to help concerned or confused users with the process of getting paid through the app.

31. [H2H10: Help and Documentation] [Task 2] (Severity 3)

On the guide profile screen, the reviews are posted with the name of the traveler that wrote it. This could be a security concern for certain the travelers that wrote an unflattering review of a guide since the guide knows the user’s phone number and name. This would could also be troublesome if the traveler exchanged information with the guide over text or in person. I would consider making the reviews posted be anonymous.

32. [H2H10: Help and Documentation] [All Tasks] (Severity 2)

The first screen immediately after login (“Hello, Basel!”) could be clarified. Specifically, the text that describes to the user that they can be a traveler or a guide (and make money) should differentiate between the 2 use-cases more significantly. The current text seems to throw in being a guide as an afterthought, but they are equally important. Make the text for the guide section, “Get paid for offering locals adventures in your city”.

### 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]	0	0	1	2	1	4
[H2-2: Match Sys & World]	0	1	1	1	1	4
[H2-3: User Control]	0	1	1	1	1	4
[H2-4: Consistency]	0	0	1	0	0	1
[H2-5: Error Prevention]	0	0	1	2	0	3
[H2-6: Recognition not Recall]	0	0	0	0	1	1
[H2-7: Efficiency of Use]	0	1	4	0	0	5
[H2-8: Minimalist Design]	0	3	2	0	0	5
[H2-9: Help Users with Errors]	0	0	1	0	0	1
[H2-10: Documentation]	0	0	2	2	0	4
<b>Total Violations by Severity</b>	<b>0</b>	<b>6</b>	<b>14</b>	<b>8</b>	<b>4</b>	<b>32</b>

## 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
sev. 0	0	0	1
sev. 1	4	9	11
sev. 2	9	13	7
sev. 3	13	8	9
sev. 4	6	2	4
<b>total (sev. 3 &amp; 4)</b>	19	10	13
<b>total (all severity levels)</b>	32	32	32

## Recommendations

As we evaluated Veia we caught two primary themes of heuristic violations. Theme 1: ease of use in the form of visibility of status (H2H1) type violations and flexibility and efficiency of use (H2H7) violations. Theme 2: lack of assistance for wayward users in the form of help and documentation (H2H10) type violations. Some of this no doubt comes down to the app being a “medium-fi” prototype and therefore somewhat limited but it would be worthwhile to pay special attention to these three particular categories identified by Nielsen as you go forward. We recommend that for every screen throughout the app, you analyze what actions the user is going to take and in what order and arrange the actionable UI elements around that user flow. This will help avoid the user having to search around the screen to find their next intent. Another recommendation is to make sure that there is not significant information asymmetry—meaning that if a traveler gives information about their preferences, that should be conveyed to the guide. In terms of the overall design, your color scheme is very handsome however be careful about light text on the light teal background it will be difficult to read for some readers whose eyes are not as young as ours. Additionally the difference in text coloring for lists (black on a white background) and the rest of the app (white on a soft background) is a bit jarring and should be redesigned. We are somewhat concerned about the bubble interest screen, how do we find interests that are not pre-populated? There is certainly a very long tail of interests that your user base will have. Perhaps it would be worth adding “search for interest” functionality. Finally, the guide part of the interface seemed somewhat rushed, we recognize that this was a medium-fi prototype but going forward it would be worth having some more reassurances that the guide will get paid appropriately.

If a user is a traveller they should have some obvious way to see the state of their current trip. Likewise for the travelers that a guide is responsible for. The guide needs to see information about their travelers to be able to craft anything beyond cookie cutter adventures that can be found via Google. Task 3 of performing an activity given a set of constraints is not fully realized in this current iteration. There is no way to add information about budget, distance that they can travel around the point they input, or times that they are looking for an activity within. The communication between a guide and traveler should be thought about more critically- it should ideally take place within the app so that you can supervise and see whether travelers are getting value. There is additionally no vetting or qualifications necessary for a user to be a guide- nor any explanation of the expectations of the traveler to be paid. Users should feel secure using the app; part of this requires maintaining their anonymity when they post reviews so that they don't feel compelled to post positive reviews and can give good feedback. Overall we think that the implementation of connecting travelers to guides is well-intentioned but very rough around the edges and doesn't feel natural due to a lack of information. We think the concept of connecting travelers to guides is interesting, but the app needs to have a way of sparking the conversations and connections between guide & traveler. Thinking critically about the flow that a user would go through in the app will help eliminate unnecessary buttons (like the "next" one) and make the user action flow more smooth.