

Heuristic Evaluation of [Quest]

1. Problem

Quest is an app that allows you to stay involved in, participate in, and create local clubs and events happening in your community

2. Violations Found

1. [H10. Help and documentation] Severity 2 / Found by: B

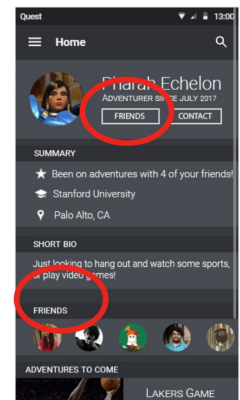
In the menu, it is unclear what does “My Quest” mean. Is it the event history? Upcoming event? Clubs I have joined? Maybe just explicitly say what that category is. Also, since the “My Profile” page also has “adventures to come,” it should be more clear what is the difference between “My Quest” and what can be included in “My Profile”. Depends on what “My Quest” mean, “My Profile” might not be the best place to put “adventures to come.”

Fix: change to a clearer word

2. [H4. Consistency and standards] Severity 1 / Found by: B

It is unclear to me what does the “friends” button refer to at friends’ profile page. There is already a section named “friends” on the profile page. Will clicking the “friends” show the same redundant information? If so, remove it. If the button does something completely different, then should pick a completely different name from the friends section.

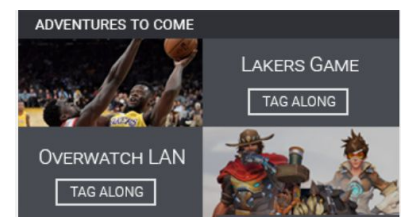
Fix: pick different word if having different purpose



3. [H8. Aesthetic and minimalist design] Severity 2 / Found by: A, B, C

On friends’ profile page, I don’t see the reason why some events are on the right side of the screen and others are on the left side. It is not consistent and doesn’t look that good as well. It also doesn’t give a strong visual clue of which picture corresponds to which text.

Fix: can do an overly similar to the home page or just put all images on the left



4. [H8. Aesthetic and minimalist design] Severity 1 / Found by: B

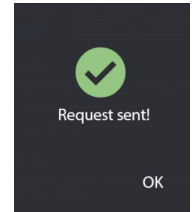
The space on top of the menu feels unnecessary. I would prefer the content will start from the top. If the space is for a potential profile image, indicate it here. Otherwise this looks unbalanced.

Fix: reduce the space at the top

5. [H5. Error prevention] Severity 2 / Found by: A, B

I totally didn't expect that a request will be sent out when I click on "tag along". I was also confused where the request is sent to. The friend? The event organizer? The user should be notified before anything is sent from them.

Fix: Warn or notify the user before something is sent out in their name.



6. [H9. Help users recognize, diagnose, and recover from errors] Severity 3 / Found by: A, B, C

There is no place for the user to see the requests they have sent. Sometimes people can't remember if they have already sent something. Remind them so they don't need to sent multiple request for the same thing.

Fix: add a my request section or simply change "tag along" button to show "request sent"

7. [H9. Help users recognize, diagnose, and recover from errors] Severity 2 / Found by: A, B, C

Similarly, there is no place to cancel a request. The user should be able to indicate that they no longer want to tag along. Or at least they should be able to recover from accidentally click the "tag along" button.

Fix: add an "untag" button

8. [H1. Visibility of system status] Severity 1 / Found by: B

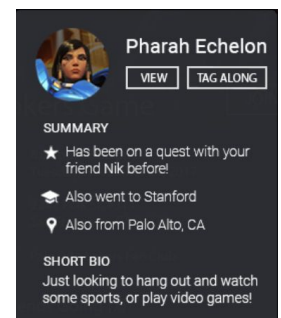
Number of notifications should be shown in the menu. Right now there is no incentive for the user to click into the notification part of the menu.

Fix: show the number of notifications

9. [H4. Consistency and standards] Severity 1 / Found by: B

"Has been on a quest with you friend Nik before" on the pop-up profile. If "quest" doesn't have a capitalized "q", users might fail to link its meaning with the name of the app. Also, since the word "adventure" is used at other places in the app, do these two words mean the same thing? If so, use the same word.

Fix: use consistent word with clear meaning



10. [H2. Match between system and the real world] Severity 1 / Found by: B, C

Not sure what's the difference between "acquaintances" and "friends" on the event page. If "friends" can be added, can "acquaintances" be added? How are they recognized? I think most users on other social app



won't need to differentiate between "acquaintances" and "friends". So they shouldn't have to do that here either.

Fix: just have friends, or use a better word than "acquaintances"

11. [H4. Consistency and standards] Severity 1 / Found by: B, C

The "home" title on the event page can be confusing.

Fix: Update it to reflect the actual page we are on.

12. [H8. Aesthetic and minimalist design] Severity 1 / Found by: B

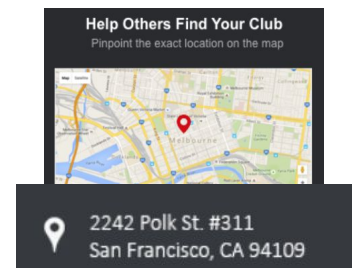
Unclear what the search button is for on the event page. Remove it if it can't be used.

Fix: remove it

13. [H4. Consistency and standards] Severity 1 / Found by: B

If locations need to be entered through pin-point, why are they shown with text address but not pin-point as well?

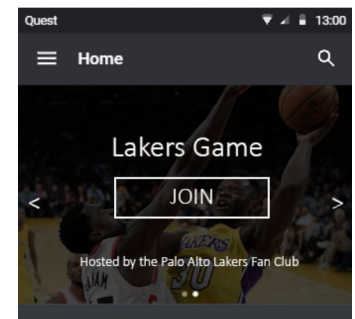
Fix: show pin point for all locations if possible



14. [H4. Consistency and standards] Severity 2 / Found by: B, C

On the main page, it seems that "join" button is not actually join, but to view details. to join an event, the user need to click on this "join" button they click another "join" button on the event page.

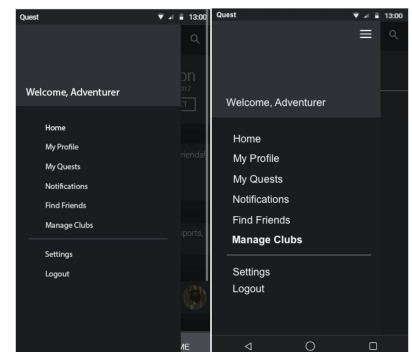
Fix: change join to "view details"



15. [H4. Consistency and standards] Severity 1 / Found by: A, B

Why join an event from the event page will immediately say registered, but join event at friends' page will be a request sent?

Fix: maybe show the information or let the user understand why that's different



16. [H4. Consistency and standards] Severity 1 / Found by: B

Hopefully this is not done intentionally, but just realized that the menu looks different when accessed from different page. Should be consistent so the users are not surprised.

Fix: make them look the same

17. [H3. User control and freedom] Severity 3 / Found by: B

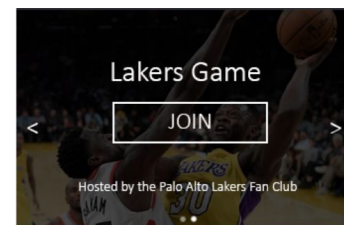
Although this app claims to help user join clubs that they are interested in, I didn't find any place to actually join a club besides being invited when some create a club. Right now, users can only join events. Similarly, users can only browse events, but not clubs at this point. Clubs are only shown as a part of the detail info for the events.

Fix: add the function of search and join clubs

18. [H8. Aesthetic and minimalist design] Severity 1 / Found by: A, B

Currently the images of the events aren't really visible on the home page.

Fix: lower the transparency of the black part.



19. [H8. Aesthetic and minimalist design] Severity 1 / Found by: A, B

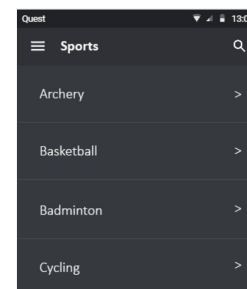
The color scheme is a bit too dark for an app that connects people and brings happiness.

Fix: use a lighter color scheme

20. [H7. Flexibility and efficiency of use] Severity 2 / Found by: B

Right now it takes the user at least 4 clicks to join an event that is not listed at the top of the home page since they need to go through the categories level by level.

Fix: provide some short cuts for users.



21. [H10: Help and Documentation] Severity 1 / Found by: C

The prototype doesn't include a sign up button or flow which is confusing for users that haven't used the app yet.

Fix: add a signup flow and probably include a forgot username/password button so that users can reset and access their accounts even if they forget.

22. [H1: Visibility of System Status] Severity 1 / Found by: A, C

When a user files to create a new club, it lists the request as "pending" but does not give any information regarding how long it will take or the criterion for it to be accepted. This could be fixed by giving the criterion for approval and a rough timeline on the pending screen.

23. [H4: Consistency and Standards] Severity 1 / Found by: A

When creating a club it says "You don't manage any club" and requires you to "Find your club member." A very small grammatical change, but it should be "clubs" and "members," since they are both plural.

24. [H8: Aesthetic and Minimalist Design] Severity 1 / Found by: C

The title “Browse Categories” seems a bit unnecessary since the categories are very prevalent below and there’s no “browsing.”

Fix: the title should be simplified to “Categories” or just removed entirely.

25. [H6: Recognition not Recall] Severity 3 / Found by: C

Finding friends is an important aspect of the app, however, it requires you to know which of your friends are on the service.

Fix: I’d recommend either linking users with their contacts or with Facebook to provide quality recommendations for friends.

26. [H4: Consistency and Standards] Severity 1 / Found by: A

When you click on a profile from an event page, it lists common overlap in their profile, for example, “Also attends Stanford University,” but on their profile in other parts of the app, it does not make the relation to the user. This could be fixed by keeping a consistent presentation of user’s friends across all views.

27. [H7: Flexibility and Efficiency of Use] Severity 1 / Found by: C

The featured events don’t show why they were featured. Did the club pay? Is it more recommended for you? Are your friends going?

Fix: the explanation of why this event was featured would be very useful.

28. [H4: Consistency and Standard] Severity 1 / Found by: C

For users that don’t manage any clubs, the tab that says “manage clubs” is very confusing. In addition, for people that want to create a club, “manage clubs” isn’t that obvious.

Fix: It’d be a lot easier if that tab was customized to the user’s current situation in terms of the clubs they run (e.g. title “Create a Club” when managing 0 clubs, “Manage Clubs” when managing 1+ clubs).

29. [H10: Help and Documentation] Severity 2 / Found by: C

When creating a club, it could be confusing to put what the location is. What happens when there’s not a consistent meeting place?

Fix: It would make more sense to call it “Usual Meeting Place” and then allow users to adjust the meeting place whenever they had events.

30. [H7: Flexibility and Efficiency of Use] Severity 2 / Found by: A

When a user creates a club, they are required to select at least 5 friends to join. Since part of the function of the app is to allow users to expand their friend base, this may be a barrier to some people creating events. I understand the need for members to start a club, but one possibility would be to allow them to send out requests to their friends through the app to join their club. Then it could get approved as long as at least 5 accept, but the user doesn't need to go into it with a large group.

31. [H7: Flexibility and Efficiency of Use] Severity 1 / Found by: C

In the process of creating the club, it's confusing that it takes you to a preview of the club. It's not very obvious to the users and then the "Create Club" button isn't very obvious.

Fix: This screen can either be turned into a popup, or needs more colors to highlight that it's both a preview and that you need to push another button to actually create the club.

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	-	2	-	-	-	2
H2: Match Sys & World	-	1	-	-	-	1
H3: User Control	-	-	-	1	-	1
H4: Consistency	-	9	1	-	-	10
H5: Error Prevention	-	-	1	-	-	1
H6: Recognition not Recall	-	-	-	1	-	1
H7: Efficiency of Use	-	2	2	-	-	4
H8: Minimalist Design	-	5	1	-	-	6
H9: Help Users with Errors	-	-	1	1	-	2
H10: Documentation	-	1	2	-	-	3
Total Violations by Severity	0	20	8	3	0	31
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	-	-	-
sev. 1	6(30%)	12(60%)	9 (45%)
sev. 2	4(50%)	6 (75%)	3 (37.5%)
sev. 3	1(33.3%)	2 (66.7%)	2 (66.7%)
sev. 4	-	-	-
total (sev. 3 & 4)	1(33.3%)	2 (66.7%)	2 (66.7%)
total (all severity levels)	11(34%)	20(64.5%)	14 (45%)

*Note that the bottom rows are *not* calculated by adding the numbers above it.

5. Summary Recommendations

Overall, the medium-fi prototype was really well done and detailed. The main issues as far as user interface for this app were clustered around the lack of consistency, in part due to the number of screens in the app. Try going through all the word choices you made and make sure: different concepts are presented with different words and the same concept have a consistent name in the app. Another thing that we noticed as soon as we opened the app is the somewhat “gloomy” color scheme and slightly bulky design. This might just be a personal preference, but we think a social app should have a brighter color to indicate a brighter mood. Since the logo is pretty curvy, maybe make the buttons and frames a bit less boxy? It would also be great if there was more attention on the actual “Clubs”. It now feels very similar to Facebook events. We think users should definitely be able to search and join clubs. Club members should be able to see new updates of the club and maybe post events as well. They should also have the choice of leaving the clubs if they want to. The “Events” side of the app already feels well implemented, but there could be more detail about how to create new events. There should be similar implementation on the “Club” side of the app. Something that surprised us was the “request sent” message when we tried to join the event our friends were at. Maybe make it clearer to the user what this request is about and whether it is sent to the event organizer or the friend. Overall we definitely like the app and we can see ourselves using it if it is actually shipped.

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

H1: Visibility of System Status

- Keep users informed about what is going on

H2: Match Between System & Real World

- Speak the users' language
- Follow real world conventions

H3: User Control & Freedom

- "Exits" for mistaken choices, undo, redo
- Don't force down fixed paths

H4: Consistency & Standards

H5: Error Prevention

H6: Recognition Rather Than Recall

- Make objects, actions, options, & directions visible or easily retrievable

H7: Flexibility & Efficiency of Use

- Accelerators for experts (e.g., gestures, kb shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

H8: Aesthetic & Minimalist Design

- No irrelevant information in dialogues

H9: Help Users Recognize, Diagnose, & Recover from Errors

- Error messages in plain language
- Precisely indicate the problem
- Constructively suggest a solution

H10: Help & Documentation

- Easy to search
- Focused on the user's task
- List concrete steps to carry out
- Not too large