

Heuristic Evaluation of [Immerse]

Evaluator A:

Evaluator B:

Evaluator C:

Evaluator D:

1. Problem/Prototype Description

Immerse is an interactive mobile platform where users can practice and get AI-generated feedback on pronunciation, vocabulary, and comprehension while watching TV shows.

2. Violations Found

1. H1 - Visibility of System Status / Severity 3 / Found by: A, B, C

- a. There is not a clear progress bar or number of questions shown when taking the quiz. There are some $\frac{2}{3}$ messages, but not clear if they are the number of questions right or number of questions answered. Users may thus be uncertain of how many questions they need to answer before being allowed back to watch the episode.
- b. Fix: Add a progress bar during the quiz (and also the episode play/remaining time if not if not there already) to visualize the users' progress.

2. H1 - Visibility of System Status / Severity 3 / Found by: B

- a. User has no forewarning of when a question will be asked, which can be stressful if they zone out or just want to enjoy the show without concentrating too hard.
- b. Fix: Similar to how a normal video has the play button at the bottom left and then the long horizontal time bar, add flag or question checkpoint symbols so that users will know when they will be queried to record a quote or answer a quiz question.

3. H1 - Visibility of System Status / Severity 1 / Found by: A

- a. Before the screen right after finishing a recording, there's no indication of "Generating report" (unless this is instantaneous?). It's a little unclear that the report has been generated and the task is finished.
- b. Fix: Add "Generating report" copy to the bottom navigation bar where the star rating is.

4. H1 - Visibility of System Status / Severity 2 / Found by: B,C

- a. I didn't see a way to view how many exercises there were overall or how many exercises were left in the video.
- b. Fix: Add an exercise $\frac{1}{3}$ message on the exercise screen, similar to your quiz.

5. H1 Visibility of System Status / Severity 2 / Found by: D

- a. For each topic, it's unclear which videos within the topic have already been finished. For example, Valentine's Day and Bully in the Medical topic have no indication of whether their system status is yet to be started or already finished.
- b. Fix: Add an icon to indicate finished status of video to improve communication and transparency of topic contents.

6. **H1 Visibility of System Status / Severity 2 / Found by: D**
 - a. The topic screen provides a list of the videos related to each topic, but no progress bar for how much content for a particular topic the user has completed.
 - b. Fix: Add a progress indicator for each topic to see how much of the topic is completed.
7. **H2 - Match between System and Real World / Severity 1 / Found by: C, D**
 - a. The “saved” topics are toggled with a star that is grey and then becomes filled in with yellow. I am used to triggering a button like this when I am actually “saving” or “favoriting” an individual object. Since this is toggling the list of saved topics, I would use a slightly different button.
 - b. Fix: Contain the whole word “saved” and the star within a button, and use the individual grey/yellow star for saving specific topics
8. **H2 - Match between System and Real World / Severity 2 / Found by: C**
 - a. The wording of “my Shelf” is fun, but doesn’t reveal much and it doesn’t exactly correspond to any equivalent in the real world. People might have a shelf of books to study with, or a shelf of movies, but not really a shelf of tv shows.
 - b. Fix: Rename Shelf to Profile or something more related to TV shows
9. **H2 - Match between System and Real World / Severity 3 / Found by: A, B, C, D**
 - a. The bookmark screen contains items that the user did not explicitly bookmark themselves, like the video recordings. Users familiar with the bookmark icon may expect that only items they have directly selected will appear on this screen.
 - b. Fix: Change the bookmark icon to maybe a profile icon and add the word “Profile” or “Shelf” or include only explicitly bookmarked items.
10. **H2 - Match between System and Real World / Severity 3 / Found by: A, D**
 - a. From the Medical Topic page, I would expect the Back button to be in the upper left, not right, which is consistent with how we think about the back being left.
 - b. Fix: Move the back button to the upper left.
11. **H2 - Match between System and Real World / Severity 1 / Found by: A**
 - a. From the overall episode performance screen, “Click here to…” buttons imply clicking with a mouse while the user is on mobile and likely tapping instead.
 - b. Fix: For simplicity and consistency, change button text to “Test your knowledge” and “Episode Report.” Remove all other text.
12. **H2 - Match between System and Real World / Severity 2 / Found by: B**
 - a. The term ‘Vocabulary Sets’ may not be intuitive/obvious to users, do you click a topic and it lists all the quotes that you’ve stated for episodes tagged with that topic? It is also unclear whether or not ‘Vocabulary Sets’ is a way for you to review/practice old words, or just a dictionary/glossary of some sorts.
 - b. Fix: Identify the purpose of this section, such as ‘Review Vocabulary’ add a subtitle that describes what the section does.
13. **H2 - Match between System and Real World / Severity 1 / Found by: B**
 - a. The ‘Paused’ word and play button are on different locations of the screen. For example on the prototype page 19 and 20, the play button is at the left bottom corner, while the paused word is at the bottom right in the next screen, respectively.

- b. Fix: Create a play/pause button (with the standard Pause symbol) in a fixed location (e.g. bottom left of video) that is intuitive for users. Maybe use a symbol or don't write paused at all
14. **H2 - Match between System and Real World / Severity 2 / Found by: B**
- a. The screens after choosing a character direct a user to take a quiz, which doesn't make much logical sense. From my first take on the prototype, I would assume that choosing a character means I step into his/her lines and the show would pause after the character speaks so that I can record, but instead it moved to a quiz that wasn't really specific to the character. Do you choose the character for the whole episode
 - b. Fix: Make a clear connection between choosing a character and what that means on the program, whether it be answering questions related to the character's arc in the episode or recording their lines.
15. **H3 User Control & Freedom / Severity 3 / Found by: D**
- a. There is no clear way for users to unstar a topic that is already starred. Without this, users are unable to modify their starred topics lists or return to a previous state of the system.
 - b. Fix: Allow users to unstar a topic.
16. **H3 - User Control & Freedom / Severity 2 / Found by: A, C**
- a. On the main screens before entering a video, you have to click the immerse logo to return home. I think this is a fairly common UI pattern, although I think without an icon in your logo, I don't immediately read it as a button. I believe clicking the logo to go home is a more common web pattern, not mobile, so users may not expect this.
 - b. Fix: I would appreciate a more explicit back button, even a "<" on the shelf, and topic pages
17. **H3 - User Control & Freedom / Severity 2 / Found by: B, C, D**
- a. Right now, it seems like users are put on a fixed path in the episode, with different lines pre-selected for them. Thinking pie-in-the-sky, it would help users even further if they could choose which lines they wanted to practice, similar to how they only have to save vocabulary that they are unfamiliar with. For instance, if they heard a line they were unfamiliar with, they could tap the screen to pause, find that line, and bring up an exercise corresponding to it. You mentioned moving away from a templated conversation with an AI, and I'm wondering if you could add even more user choice over the lines practiced.
 - b. Fix: Allow users to choose which lines to practice, leading to a non-fixed path that can lead to re-usability of episodes.
18. **H3: User Control & Freedom / Severity 1 / Found by: A, D**
- a. From the quiz completion screen, there is no "Back to home screen" button, only ability to X out of quiz. However, the X out is the same as the one used to exit the quiz midway as well.
 - b. Fix: A "Back to home screen" button might be a more satisfying end to the quiz than simply exiting w X out.
19. **H3 - User Control & Freedom / Severity 2 / Found by: B, D**

- a. When taking the quiz question, there is no way for users to undo their selection. This makes it easier for users to slip up and accidentally click the wrong button, nor can they change their mind on their final choice.
 - b. Fix: Create a confirm/submit button so that users can finalize their answer
- 20. H3 - User Control & Freedom / Severity 3 / Found by: B, D**
- a. Users are likely often interrupted by prompts to provide a recording or answer a quiz question, which may get annoying if someone wants to just watch and enjoy the show. There is no way to exit or skip the interaction
 - b. Fix: Provide an option to skip the current interaction, such as through a skip button
- 21. H3 Consistency & Standards / Severity 2 / Found by: D**
- a. When a user clicks X on the selected video, they are redirected back to the home screen instead of the immediate previous screen. Users may be confused or disoriented given the expectation that an X icon takes users back a single step to the previous screen.
 - b. Fix: Ensure that clicking the X icon takes users back to the immediate previous screen.
- 22. H4 - Consistency & Standards / Severity 3 / Found by: B**
- a. It is a bit odd that the homepage is vertical, and the only screen not horizontal in this prototype. This may be tedious for users who are used to watching shows horizontally on their phone, but then the screen defaults to portrait mode upon finishing the episode.
 - b. Fix: Show a demo with the video laid out vertically, or make the app consistent in its orientation throughout so that users don't flip back and forth all the time.
- 23. H4 - Consistency & Standards / Severity 3 / Found by: A, B**
- a. The homepage is confusing and does not provide a sort of dashboard for shows to watch, which is typically standard for similar apps such as YouTube, Netflix, Disney+, etc. Users will need to click through multiple buttons or type something in to watch.
 - b. Fix: Create an array/gallery of recommended shows based on the user's preferences or watch history, allowing for an easy way to select a show.
- 24. H4 - Consistency & Standards / Severity 2 / Found by: B**
- a. Immerse typically uses the color red to indicate wrong quiz answers, but on prototype page 20 there is a "What happened?" button that is the same red color. This inconsistency in color implies that choosing the "What happened" button is a wrong choice, as is the usual sentiment felt when a user sees this color at other times.
 - b. Fix: Select a different, more inviting color (such as green) to prompt the user to choose that option and take a quiz.
- 25. H4 - Consistency & Standards / Severity 4 / Found by: B**
- a. The subtitle/quote placement while watching an episode is awkwardly placed at the top middle of the screen (p28). This may be disruptive to the user since the words block an actor's face or may blend in with different backgrounds.
 - b. Fix: Place the subtitle in a more convenient place, such as at the bottom of the screen. Use white text with a black background as is common.
- 26. H4 - Consistency & Standards / Severity 1 / Found by: B**

- a. Buttons for listening to a quote and recording are noticeably different in size. This is sort of jarring for the user if they are not of a standard size.
 - b. Fix: Use buttons of the same size, and similar to the problem listed above, place them in less disruptive locations (such as on a bottom bar) below the screen.
- 27. H4 - Consistency & Standards / Severity 1 / Found by: A**
- a. From the home screen, “Welcome Back, Ashley!” has a drop shadow, but Topics and Continue watching do not
 - b. Fix: Remove drop shadow from all text or add drop shadow to missing ones for consistent design aesthetic
- 28. H4 - Consistency & Standards / Severity 2 / Found by: A**
- a. From the home screen--you typically have a play button or icon over your videos to play them, but the screen under “Continue Watching” only shows a thumbnail.
 - b. Fix: Add a play button over the video screen
- 29. H4 - Consistency & Standards / Severity 3 / Found by: A, B, C, D**
- a. I was not sure what the difference was between shelf and saved. Will only saved topics end up on my shelf? Having two different places to access saved and shelf items leads to a lot of confusion. How do I add things to my list?
 - b. Fix: only access saved topics from the shelf, or don’t include topics in the shelf.
- 30. H4 - Consistency & Standards / Severity 3 / Found by: A, C**
- a. On the shelf screen, “topics” are called “Vocabulary sets.” This is not consistent across the app, and led to a bit of confusion.
 - b. Fix: Keep the naming of topics and vocabulary sets consistent
- 31. H4 - Consistency & Standards / Severity 1 / Found by: C**
- a. Since the exercises are focused a lot around pronunciation, I think it would make sense to include some pronunciation questions in the quiz.
 - b. Fix: Add pronunciation questions in the quiz.
- 32. H4 Consistency & Standards / Severity 2 / Found by: D**
- a. There is no visual iconography to highlight sections that are horizontally scrollable, like the Continue Watching videos and the icons on My List. This could increase the learning curve of the interface and make it more difficult for users to find the hidden items that require scrolling to access.
 - b. Fix: Add an indicator like an > icon on lists that can be scrolled through horizontally to preserve external consistency.
- 33. H4 - Consistency & Standards / Severity 1 / Found by: A, D**
- a. From a specific topic screen, I typically expect to only see a “Welcome back, ___” on the home page, not on any further pages.
 - b. Fix: Remove the Welcome back on topic pages. This will also help reduce the amount of text on small mobile screens.
- 34. H4 Consistency & Standards / Severity 2 / Found by: D**
- a. On the My List bookmark screen, user recordings are stored but user quiz results are not. The quiz results are not preserved after viewing the quiz score for the episode.
 - b. Fix: Store quiz results in addition to recordings in bookmark screen to preserve internal consistency.

35. H4 - Consistency & Standards / Severity 2 / Found by: A, C

- a. From the video screen, “Click here to listen to the line” is a little confusing given the user just listened to the line.
- b. Fix: Change the copy to “Click here to listen again” or “Replay”.

36. H4 - Consistency & Standards / Severity 3 / Found by: A, C

- a. From the screen right after finishing a recording, there’s text that says “Swipe up for more stats,” but only clicking the up arrow on the bottom left lets you see the stats.
- b. Fix: Remove the copy “Swipe up for more stats” (I think it’s clear enough with just the arrow).

37. H4 - Consistency & Standards / Severity 3 / Found by: A, C

- a. From the screen right after finishing a recording, the copy “Click here to listen to the line” and “Play recording” are inconsistent descriptions for playing audio.
- b. Fix: Change “Click here to listen to the line” to “Play line” for consistent use of “Play” to describe playing audio.

38. H5 Error Prevention / Severity 3 / Found by: C, D

- a. When clicking re-record, the recording starts automatically, which can lead to bad recording or errors that the user would have to restart.
- b. Fix: Wait for the user to press record again after pressing re record, or change the interface so re-record is on the same screen and looks like a record button.

39. H5 - Error Prevention / Severity 3 / Found by: B

- a. The prototype currently seems very difficult in getting a perfect score, and users cannot save their 5-star rating for certain words.
- b. Fix: Allow users to focus and improve on the words they mispronounce, rather than having them start all over again.

40. H5 - Error Prevention / Severity 2 / Found by: B, D

- a. Press and hold functionality may be tricky for users to get right, especially if the app processes whatever speech they input immediately after releasing the button. Users may accidentally slide their finger off or not maintain full contact during the recording, which may lead to loss of speech recording.
- b. Fix: Consider using a simpler recording method such as tapping the button to record, then tapping a second time to stop recording. For example, you could try to do something similar to activating Siri or another voice assistant.

41. H6 - Recognition, not Recall / Severity 2 / Found by: B, D

- a. On the homescreen and prototype page 23, topics are listed but the user may forget what words/quotes fall under those topics. It is also hard for users to remember what happened in certain episodes if random quotes of different shows are all collected together by topic.
- b. Fix: It might make more sense to watch a series than watch multiple different shows that have an episode tagged a certain topic. A stronger alternative to your home screen could be generating a series name and episode title/summary to better job the user’s memory of what the episode was about.

42. H6 - Recognition, not Recall / Severity 3 / Found by: B, D

- a. On the prototype page 31, a user can play recordings but it is ambiguous whether this is for a certain line or for the whole episode. It will be difficult for the viewer to recall what the episode is about with the current info
 - b. Fix: Attach a brief summary of the episode or preview of an incorrectly pronounced quote, which can help the user to recognize what they previously struggled with.
- 43. H6 - Recognition, not Recall / Severity 2 / Found by: A, B**
- a. One of the questions asks “Describe what happens in this episode”, which if the user watched in segments may be hard to recall.
 - b. Fix: Phrase this as a question since the user is meant to select from the options, not describe the episode open-endedly.
- 44. H6 - Recognition, not Recall / Severity 2 / Found by: A**
- a. From the shelf page under Recordings, the user has to identify and remember what topic the icon corresponds to.
 - b. Fix: Add topic name next to the icon
- 45. H6 - Recognition, not Recall / Severity 3 / Found by: A**
- a. From the shelf page under Recordings--the user won't remember the rating each recording received. If they wish to review their recordings, it will be hard to recall which were high quality.
 - b. Fix: Add the star rating to each recording.
- 46. H6 - Recognition, not Recall / Severity 2 / Found by: C**
- a. There is no way to access or review saved vocabulary before taking the quiz, I would like to review the things I learned before testing it.
 - b. Fix: Add a “dictionary” button to begin quiz screen
- 47. H6 Recognition not Recall / Severity 2 / Found by: D**
- a. On the home screen, it's unclear what topic the latest videos belong to in the Continue Watching list. The user would need to recall this information, which increases their memory load.
 - b. Fix: Add the topic to the latest videos on the home screen.
- 48. H6 - Recognition, not Recall / Severity 2 / Found by: A**
- a. From the episode quiz screen, if you select a wrong answer, the right answer is displayed but your wrong choice is lost. The user might forget which wrong answer they selected
 - b. Fix: Keep the wrong answer in red and display the correct green answer.
- 49. H6 Recognition not Recall / Severity 3 / Found by: D**
- a. While taking the quiz, the user is unable to review the episode itself. This could increase the user memory load needed to recall the episode content and answer the quiz questions. It may have also been a long time since the user last watched certain sections of the episode, and the quiz seeks to target language comprehension instead of memory recall.
 - b. Fix: While in the quiz section, include user access to review the current episode.
- 50. H6 Recognition not Recall / Severity 2 / Found by: D**
- a. When watching the episode, recording a line, or taking the quiz, the user does not have access to the current topic they're studying. To remember the current topic, the

user needs to recall from memory or otherwise exit the screen entirely to review the topic list.

- b. Fix: Label the recording and quiz screens with the current topic to promote recognition.

51. H7: Flexibility & Efficiency of Use / Severity 2 / Found by: C

- a. No way to customize or view the difficulty level of exercises among episodes. A more advanced learner would want more complex sentences.
- b. Fix: Add difficulty rating or allow the user to set level of difficulty. (or level up in difficulty)

52. H7 - Flexibility & Efficiency of Use / Severity 2 / Found by: B

- a. This app doesn't seem to allow users to select a specific quote from the show to speak. Eventually, users will gain proficiency in certain words and know which new words are challenging, so it would be beneficial if they could choose the quote to record and get feedback on.
- b. Fix: Allow the users to select the quote they want to record while watching the episode.

53. H7 - Flexibility & Efficiency of Use / Severity 2 / Found by: B

- a. Currently, it seems like quotes are saved to the vocabulary sets. Along the same veins as the previous heuristic, users will likely appreciate greater flexibility in saving specific words rather than whole quotes.
- b. Fix: Allow users to tap on words they find challenging and save it to their vocabulary set.

54. H7 - Flexibility & Efficiency of Use / Severity 2 / Found by: B

- a. There is no settings button on the homepage or anything that allows users to customize the app to their preferences. Some features that can be added or tuned include user registration/profile inputs, connecting with social media, notification settings, etc.
- b. Fix: Create a settings button so that users can personalize Immerse to their liking!

55. H7 - Flexibility & Efficiency of Use / Severity 3 / Found by: A

- a. From the Topic page for Medical, it's confusing to me that you can click Saved in the upper right and it takes you back to the home screen Saved topics. I would expect that if I selected a topic, I don't want to filter back up to see more topics. Instead, I'd like to just hit the back button and select a different topic.
- b. Fix: Remove the Saved button on individual topic pages.

56. H7 - Flexibility & Efficiency of Use / Severity 1 / Found by: A

- a. From Character Chosen screen, the Switch Character button is in gray while most of your other action buttons are colored (blue, green, or red)
- b. Fix: Make the Switch Character button blue to keep it consistent and help it stand out

57. H7 - Flexibility & Efficiency of Use / Severity 2 / Found by: A, C

- a. From the screen right after finishing a recording, the user has to do a lot of reading for each button on the bottom bar which slows them down.

- b. Fix: Add a small icon on the left of the text on each button to allow the user to scan for icons instead of reading--a play triangle next to Play Recording, a microphone next to re-record, and a check icon next to Submit and continue video

58. H7 Flexibility and Efficiency of Use / Severity 2 / Found by: D

- a. The recordings in the bookmark screen don't seem to be organized using any category. This could make the recordings more difficult to search through or to discover a specific old recording.
- b. Fix: Organize the recordings by topic and by video to improve navigation and efficiency of use.

59. H7 Flexibility and Efficiency of Use / Severity 2 / Found by: D

- a. When the user completes a quiz, there's only an X to return to the home screen. Users may expect an accelerator that allows them to immediately continue to the next episode, which removes intermediary screens they would otherwise have to navigate through first.
- b. Fix: Add an option to continue to the next video at the end of the episode.

60. H8 - Aesthetic & Minimalist Design / Severity 3 / Found by: A, D

- a. The icons on the home screen for Topics are quite large and don't allow for much whitespace around them. I also didn't realize there were more than 2 topics if you scroll horizontally.
- b. Fix: Make the icons smaller, show one icon half-off the screen to imply that there are more to the right if you scroll.

61. H8 Aesthetic and Minimalist Design / Severity 1 / Found by: D

- a. The "& continue video" in the Submit button is superfluous information. The additional text could distract the user and diminish the relative visibility of other items on the screen.
- b. Fix: Remove the "& continue video" in the Submit button.

62. H8 Aesthetic and Minimalist Design / Severity 3 / Found by: D

- a. On the bookmark screen, it's unclear whether the list of recordings contains all of the attempted recordings for a line or just the final recording, given the ability to re-record during the episode. By keeping only the final recording, the system preserves the most relevant information for the user and reduces irrelevant clutter.
- b. Fix: Ensure that only the final recording is stored in My List.

63. H8 - Aesthetic & Minimalist Design / Severity 1 / Found by: A

- a. The bookmark icon on the home screen is larger than I would expect for an icon--distracts from the logo on the right.
- b. Fix: Make the bookmark icon smaller.

64. H8 - Aesthetic & Minimalist Design / Severity 3 / Found by: B

- a. The pronunciation report can get overwhelming with all the stars, especially if you have longer sentences.
- b. Fix: Find an easier way to visualize the data, perhaps as a line graph so that words are also read sequentially from left to right on the x-axis.

65. H8 - Aesthetic & Minimalist Design / Severity 3 / Found by: B

- a. There is a lot happening on prototype page 24-30, what with all the buttons around the screen and subtitle/text. The user’s eyes may not know what to look at since it’s a bit disordered around the screen and partially obstructs the episode as well.
- b. Fix: Create a centralized location of all these buttons and text, as is typical of videos on the bottom region or even outside of the TV frame.

66. H9 - Help users recognize, diagnose, and recover from errors / Severity 3 / Found by: B, D

- a. The pronunciation report only gives stars, but not reasons for low scores or ways to improve. The user has no feedback on how they can better pronounce words, nor is there a way to account for one’s speech/accent limitations.
- b. Fix: Provide phonetics to words as well, and accept a range of pronunciations since people will have different standards of good speech.

67. H9 - Help users recognize, diagnose, and recover from errors / Severity 2 / Found by: B

- a. Feedback is not given when an answer selection is wrong, just that the question turns red. Users who lack understanding of the episode may still be confused and then just guess until they reach the correct answer.
- b. Fix: Provide a brief explanation or quote from the show of how the correct answer was reached, or why the other answers are incorrect.

68. H10. Help and documentation / Severity 3 / Found by: C, D

- a. There is no onboarding screen for what this app does or what exercises are like. I think it is an important future consideration. I also think integrating little intro hints into the screen works best. The UI for Immerse is a bit confusing right now, given that there is currently no documentation or tutorial of how to use the app (which is totally fine for a medium-fi prototype!).
- b. Fix: Create an info button where users can reach out for help, try out a tutorial walkthrough, or get documentation on how to use the app. Also add intro hints or text to the info button about what to do with the exercises.

69. H10 - Help and documentation / Severity 3 / Found by: B

- a. The current system of categorization using topics is quite complex, since it is unclear what topics (i.e. grocery store, medicine) lead to what quotes/episodes. There may be multiple tags to a show, and does clicking on a topic mean that people want to watch an episode regarding a grocery store or some medicinal thing?
- b. Fix: Clarify what the headers mean by providing a tagline or re-framing the organization setup of the home screen so that there is a logical flow of choosing a show/episode.

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	0	1	3	2	0	6
H2: Match Sys & World	0	3	3	2	0	8
H3: User Control	0	1	4	2	0	7
H4: Consistency & Standards	0	4	5	6	1	16
H5: Error Prevention	0	0	1	2	0	3

H6: Recognition not Recall	0	0	7	3	0	10
H7: Efficiency of Use	0	1	7	1	0	9
H8: Minimalist Design	0	2	0	4	0	6
H9: Help Users with Errors	0	0	1	1	0	2
H10: Help & Documentation	0	0	0	2	0	2
Total Violations by Severity	0	12	31	25	1	69
		11	22	22	1	

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
Sev. 0	N/A	N/A	N/A	N/A	
Sev. 1-11	57%	16%	16%	33%	
Sev. 2-22	22%	41%	25%	42%	
Sev. 3-22	44%	51%	31%	48%	
Sev. 4-1	0%	100%	0%	0%	
Total (sevs. 3 & 4)	47%	61%	34%	46%	
Total (all severity levels)	44%	52%	32%	42%	

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

5. Summary Recommendations

Hi team Immerse, fantastic job with your medium-fi prototype! We were very impressed by the clean aesthetic design and good features incorporated into the app, and the topic area you guys are aiming for is a great field to explore and help people gain fluency in a language. On a high-level overview of the heuristic violations listed, we found that there is a strong development potential regarding **Matching between the System & Real World, Consistency & Standards, User Feedback and Flexibility**.

These are related to ease of use for your target audience to understand the features of your product and what clicking each button will lead to, along with their expectations of simplicity in terms of the home screen interface. Additionally, we were confused as to why you guys decided to group by topic, since it might make more sense to allow users to watch a show (given that most series are chronological) and grow their own language skills as the characters they see on-screen grow as well. We were also confused about the difference between the two starred topics and the six vocabulary sets in the prototype, and whether each topic has a single corresponding vocabulary set. It's also unclear whether the user needs to save a topic to watch its related videos. Paying attention to small details such as centralizing/differentiating the buttons and removing elements that obstruct the screen will also greatly advance your product. Particularly for H4, a more similar color scheme makes sense -- we really like the light blue or even the mint green color on your slides.

The simple task wasn't clearly demonstrated in your prototype, but this can be rectified by allowing users to input the specific challenge vocabulary into their set. Finally, we think you guys should focus on demonstrating your 'AI-generated feedback', whether that be explaining quiz answers or providing pronunciation or enunciation tips for new language learners, which we suspect is a more advanced feature you guys didn't have a chance to get to. Before you turn in your assignment, we would also recommend testing your Figma directly on mobile. Some of the text may be too small or crowded on mobile, even though it looks great on a laptop.

Another large area of improvement I see is designing for different levels of difficulty. Ideally, users could get exercises specific to their language level and they would also be able to customize which sentences they wanted to practice. Pay more attention to the color consistency, and vary it up using icons, sizing, and techniques other than more text and more colors.

As general feedback, I believe it would be helpful to clarify the relationship between topics and shows. From the prototype, it appears that each episode corresponds to a particular topic and that users learn the language using different topic categories. It's unclear how the user would maintain continuity for the show if different episodes navigate different topics. An important aspect of investment and interest in a TV show is long-term understanding of the developing plot and characters, so ideally the users would not jump around too much between different shows and episodes. I think it would also be useful for the team to brainstorm about how to motivate users to try their best on quizzes, whether it be gamification through level design or the ability to share your results with friends. As of now, the results of the quizzes are not stored so there may be less initiative for the user to perform well on quizzes.

Overall, we see a lot of upward growth for Immerse in the next few weeks, and we look forward to what will be an amazing final product! :)

Severity Ratings

- 0 - not 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

- Words, actions, and UI elements should be consistent across the entire platform
- Follow platform and industry conventions

H5: Error Prevention

- Minimize error-prone conditions
- Remove memory burdens, support undoing, and warn your users when necessary

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, keyboard shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

H8: Aesthetic & Minimalist Design

- No irrelevant information. Focus on the essentials.

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