

Heuristic Evaluation of Patch

1. Problem/Prototype Description

We evaluated Patch, a browser extension, that uses sustainable recommendations and the user's network to nudge users to make sustainable shopping decisions.

2. Violations Found

1. H1: Visibility of System Status / Severity 1 / Found by D

When the user closes Patch while Patch has a recommendation, the patch icon in the chrome bar does not have any indication that Patch has a notification / recommendation even when the pop-up is closed

Fix: Add a notification badge or have the patch icon change color in the chrome bar so that users can tell when patch is trying to tell them something even after they have chosen to close pop-up window

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

There are no confirmation messages when posts are made. For example, when the user either posts about making a sustainable choice, or asks for suggestions, there is no clear confirmation to the user that the post is posted other than being able to see the post in the feed.

Fix: Put in a confirmation message

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

After clicking on the "Recommendations from Patch" button or the "Ask friends to trade or recommend" button on the Activity page (which correspond to the complex and medium tasks), none of the icons on the bottom navigation bar are highlighted, making it unclear where exactly the user is in the extension.

Fix: Highlight the appropriate icons, or add new icons to the navigation bar corresponding to this process

4. H1: Visibility of System Status / Severity 2 / Found by A

While Patch is searching for recommendations, he flashes to indicate that he is searching, but no other information is given (eg how long the search will take, whether any items have been successfully found, how many places have been checked, etc).

Fix: Give information to users about how long they should expect to wait for the search to complete, or give information about how the search is going

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

On first pop-up screen that suggests Patagonia and EarthHero, the buttons do not show any feedback that they were pressed.

Fix: Have the button state change when clicked - fill in the color, change the color of the text, etc.

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

In the simple task flow, the user is presumably left for a day of reflection without further interaction with the extension or indication of when that 24 hours is coming up (with if the user is busy with something when they are reached out to?).

Fix: include some sort of timer that the user can refer to on the extension.

7. H1: Visibility of System Status / Severity 3 / Found by B, C

Once the user is brought to the website of a recommended purchase, even if the user expects that there is more to come, the user is still in the dark about their exact status in the system of what the extension is trying to get him/her to achieve.

Fix: Some sort of status diagram/bar listing out the steps the user needs to take in order to reach their goal (making a sustainable purchase).

8. H2: Match between System and the Real World / Severity 1 / Found by D

On the Preview Post page the option to “Post to friends” is in the bottom left corner and the option to “Post to public” is in the bottom right corner. Typically in western culture, buttons on the left imply backwards motion and on the right imply forward motion. Placing the “Post to friends” button on the left implies that option would move the user back in the posting process instead of forward

Fix: Move all buttons to post to the bottom right corner

9. H2: Match between System and the Real World / Severity 1 / Found by B

The Activity page seems to correlate with the “home” icon on the bottom navigation bar of the extension. This seems inconsistent with the universal real-world meaning behind the house symbol.

Fix: Rename the Activity page to Home or Home Feed instead, or use a different icon.

10. H2: Match between System and the Real World / Severity 1 / Found by A, B, C

On the fourth screen of the simple task flow (which appears when the user chooses not to delay and reflect on their purchase), the Patch character is displayed with the words “Fine. Go.” However, in the real world, if I made a choice counter to what my mentor/coach wanted me to do, I would expect my mentor/coach to explain why what I did was wrong and encourage me to do better next time rather than to simply tell me “Fine. Go.”

Fix: Have the Patch character explain to the user the consequences of the fast fashion purchase, with encouragement to do better next time.

11. H2: Match between System and the Real World / Severity 1 / Found by B, C

On the Activity page, the button asking the user whether they would like to “Ask friends to trade or recommend” is unclear. Is Patch asking the user whether they would like to ask friends to recommend them a clothing option? Or is Patch asking the user whether it would like the user to recommend a clothing option to a friend? In the real world, these options would be laid out and elaborated on in a more clear manner.

Fix: Switch the label to “Ask friends to recommend or trade” - this makes it crystal clear that the user is requesting a recommendation from a friend, while retaining clarity about asking for a trade in clothes

12. H2: Match between System and Real World / Severity 1 / Found by A, C

Patch appears celebrating when users remove items from their cart, but its not exactly clear what the Patch icon means / what it is celebrating, and why it has appeared

Fix: Give a message to the user explaining why patch has appeared (eg “congrats on removing a fast fashion item from your cart”)

13. H2: Match Between System and Real World / Severity 3 / Found by A

Even when viewing a new, sustainable item, if you click on Patch Recommendations, it uses language indicating you are still looking at the original Zara item. Thus, it seems that Patch is storing information about the last non-sustainable product you previously looked at, but uses language as though you are currently looking at it.

Fix: Either don't give recommendations when on sustainable sites, or change language to indicate “the last non-sustainable item you looked at was...”

14. H2: Match between System and the Real World / Severity 4 / Found by A, B, C, D

The phrase “Phone my PatchMates” implies an actual phone call between the user and their PatchMates instead of a post to their feed

Fix: Change the wording from “Phone my PatchMates” to “Ask my PatchMates” or “Use my Patch Network”

15. H3: User Control and Freedom / Severity 2 / Found by A

When Users choose to continue shopping at a non-sustainable shopping brand, they are hit by a series of increasingly aggressive pop-up windows telling them not to shop at the brand. Users aren't able to just say “no more pop-up windows”, they have to continually exit them until they finish checking out.

Fix: Allow users to stop Patch temporarily on a site, or once a user says they want to keep shopping, just allow them to shop in peace

16. H3: User Control and Freedom / Severity 3 / Found by C,D

After making a new post to the feed, there is no option to edit or take down a post

Fix: Add an feature where users can click on and edit their own posts to allow them to make any changes after the fact or delete any accidental posts

17. H3: User Control and Freedom / Severity 3 / Found by A

On the homepage of Zara, Patch opens to recommendations of other websites, and then to make posts to friends or get custom recommendations the user needs to click to another page within Patch. However, on a specific product on Zara, Patch then offers immediately the user to make posts to friends or get custom recommendations, and doesn't give the initial option of other sites to shop on. This difference in opening pop-up confused me.

Fix: Be consistent about features accessible and how the pop-up appears

18. H3: User Control and Freedom / Severity 4 / Found by A

Once a user chooses to make a post about their sustainable purchase, there is no apparent way to exit out of the post, with the only choices being to post to friends or post to public

Fix: Add in a "cancel post" option, or "x" box to exit

19. H3: User Control and Freedom / Severity 4 / Found by A, B, D

On the day two pop-up there is no way to reverse the decision to "Clear my cart". Does not give the user freedom to go back if they mistakenly push that button. This happens again when choosing to "Wait and think" and also when the user navigates to a new website, chooses to phone their patchmates, submits their tags in the complex task you should be able to reverse that decision

Fix: Add an "Undo" or back button whenever the user makes these larger decisions so that they have the option to reverse

20. H4: Consistency and Standards / Severity 1 / Found by D

After checking out from Everlane, the pop-up has a button to "SHARE WITH FRIENDS" while earlier in the app friends were referred to as PatchMates.

Fix: Always refer to the user's network as PatchMates to reinforce the brand. Change the button to "Share with PatchMates"

21. H4: Consistency and Standards / Severity 1 / Found by D

When adding more details to the form to get recommendations from Patch, the button to add more details says "add more details" and the section that opens says "add more tags"

Fix: Change the title at the top of the section that opens up to say "add more details" instead of "add more tags" so that there is consistency across word choice

22. H4: Consistency and Standards / Severity 1 / Found by A

When looking at an item on Zara, Patch says that it is made with “petroleum based plastics”. However, when you hover over the “petroleum based plastics” link, it gives you information about “polyamide”. This switch in language is confusing

Fix: Use the same language within different parts of the app (eg either use “petroleum based plastics” or “polyamide”, not both interchangeably)

23. H4: Consistency and Standards / Severity 1 / Found by B

On the Activity page, the Patch character is shown without limbs on the Recommendations from Patch button. This is inconsistent with the way he is portrayed everywhere else.

Fix: Either present Patch in the way that is familiar to the user, or make it clear why he is portrayed so differently here.

24. H4: Consistency and Standards / Severity 1 / Found by B

On the My Profile page of the extension, there is a “My Activity” tab that could be easily mixed up with the Activity page, since they are named so similarly.

Fix: Rename the Activity page to Home or Home Feed instead.

25. H4: Consistency and Standards / Severity 2 / Found by A, C

When clicking on offered alternatives (Patagonia and Earthhero), you are directed to a new page. If you click a celebrating Patch icon appears, but on Patagonia it is in the left corner, and on Earthhero it is in the right corner

Fix: Always display celebrating Patch in the same location

26. H4: Consistency and Standards / Severity 2 / Found by A, B, C

When a sustainable purchase is made, Patch takes over the entire screen from a middle pop-up, rather than the corner browser extension pop-up from earlier in the user experience. There should be consistency in where and how the Patch popup appears

Fix: Have the popup asking the user if they want to record their sustainable purchase appear in the corner like other Patch screens

27. H4: Consistency and Standards / Severity 3 / Found by A, C

Under “quick recommendations” there are two stores listed, and then “get more recommendations”. Intuitively, a user would assume “get more recommendations” would provide more store recommendations due to use of phrasing and location, but it actually gives other sustainable actions (eg wait a day, trade with friends). This is confusing

Fix: Change / clarify language and separate from store recommendations

28. H4: Consistency and Standards / Severity 3 / Found by B, C, D

Problem Description: There are Inconsistencies in capitalization of text throughout the extension. Text such as "quick recommendations", "get more recommendations", "add more tags" etc. do not have the first letter capitalized. This would suggest that they have something in common between them. While "add more tags" and "get more recommendations" are command statements, "quick recommendations" is not. Additionally other text on the same page is correctly capitalized. Since there is no obvious commonality between uncapitalized text and no obvious differences between capitalized and uncapitalized text, it just distracts and confuses the user as they attempt to figure out why this discrepancy exists.

Fix: Properly capitalize all text unless it is possible to convey an obvious commonality between uncapitalized text, or obvious differences between capitalized and uncapitalized text.

29. H4: Consistency and Standards / Severity 3 / Found by C

The color blue is used for both clickable and non-clickable objects. In most parts of the extension, the color blue represents clickable hyperlinks. However, in the recommendations page, the color blue is used for the item labels such as "brand new" and "organic cotton" as well as the price, even though these don't seem to be clickable objects. This may confuse users as they might try to click on these objects expecting something to happen.

Fix: Try and use blue exclusively for clickable objects and use some other color for non-clickable objects.

30. H4: Consistency and Standards / Severity 3 / Found by A, D

When asking friends for recommendations, the first page has you fill out a series of questions, including some multiple choice. However, when you then go to the next page and you preview your post, it is compiled into a post that is shown in an editable text box. This is a confusing mismatch between user input and how it is shown to others.

Fix: Either show posts to friends in a similar format to how you gather information from users, or ask users to fill in a text post similar to what is shown to friends.

31. H4: Consistency and Standards / Severity 4 / Found by A, C, D

Color use is non-standardized. Different information pop-up windows have different color borders, even though they appear to be performing the same actions (both are providing definitions related to sustainability and fast fashion)

Fix: Use standard colors for the same actions.

32. H4: Consistency and Standards / Severity 4 / Found by C

Cancel (X) button is often used where there should be a back button. When the user clicks on "get more recommendations" in the fast fashion website popup, or when the user clicks on "Phone my PatchMates"/"Find a better item with Patch" in the fast fashion item popup, a new popup page is displayed. However, there is no back button available for the user to return to original popup page if they change their mind. Pressing the Cancel (X) button does return

them to the original popup page, however, this is not the expected functionality of the Cancel button. This may confuse users who either want to cancel the popup completely or return back to the original popup, since the cancel button returns them to the original popup and there is no back button at all.

Fix: Add a back button instead of a cancel button if the user can press the button to return to the original screen. The cancel button should only be present if clicking on it makes the popup window completely disappear.

33. H5: Error Prevention / Severity 1 / Found by D

For the price range scale, the user has the option to type in their numbers for the low and high ends of their price range. This allows the user to input numbers that are potentially unrealistic or outside of a feasible range, like negative numbers or really high numbers

Fix: Autofill the bottom end of the scale with \$0, and offer suggestions like “Hey, that seems a bit high, are you sure?” when the user types ridiculously high numbers like “\$1,000,000” in the upper range

34. H5: Error prevention / Severity 1 / Found by B

The text box corresponding to the question “Anything else I should know before I look around?” on the second screen of the complex task makes it appear that the user can type any String. Surely nonsense strings will produce errors or will not be factored into the filter.

Fix: Provide rules for what the user can input that can be processed and included in the filter.

35. H5: Error Prevention / Severity 3 / Found by B, D

The form to post to your feed has no asterisks or text that indicates that any of the items on the form, i.e. specifying the item, adding a link, and indicating what kind of responses they want, are required. This could lead users to bypass this step and end up posting incomplete or ambiguous posts to their feeds

Fix: Add a “*” and “required” to any parts of the form that are most useful for a user to fill out when posting to friends, and “optional” to any less important parts of the form

36. H6: Recognition Rather than Recall / Severity 3 / Found by D

On Kevin’s post page, where you can see details of the jacket Kevin wants to trade, there is no indication of what kind of responses Kevin wants, aside from what he wrote in his caption. Although the feed says he wants to “trade” the jacket, the actual post page has no place that says he wants to trade so the user has to either remember what the feed said or infer from their caption.

Fix: In the comment text box have text as a placeholder that says “respond to Kevin’s trade offer” or add a title to the page that states what kind of responses the poster is looking for

37. H6: Recognition Rather than Recall / Severity 3 / Found by B

The 2nd - 4th screens of the complex task rely on the user to remember that they are inputting fields that represent their preferences for finding a more sustainable clothing item than the one they are seeing on their web page.

Fix: Include instructions at the top of the 2nd-4th screens to remind the user what the objective of this task flow is.

38. H6: Recognition Rather than Recall / Severity 4 / Found by B, D

On the day two pop-up, the user is asked what they want to do with their Zara cart from the day earlier. This requires the user to remember what items were in their Zara cart a day ago, which might cause many users to choose “Go to my cart” in order to see their items again instead of choosing what Patch wants them to do, which is “Clear my cart”

Fix: Show the users a preview of pictures of items in their cart to remind them what they were about to purchase the day before

39. H7: Flexibility and Efficiency of Use / Severity 1 / Found by B, D

On the 2nd page of the Complex task flow, it's unclear why only two questions about the user's preferences are shown first, before the user is asked additional questions about his/her preferences. What if the user doesn't want to add more details about his/her preferences? How would he/she proceed to being asked the additional questions about his/her preferences? In the real world, this dichotomy of questions wouldn't be found.

Fix: Group the questions about preferences together, or create a “forward” button so the user can move on to the second set of questions about preferences.

40. H7: Flexibility and Efficiency of Use / Severity 2 / Found by B, D

The form that users fill out for Patch to give them sustainable recommendations acts in a step by step method every time the user fills it out. First they edit the tags and then the next steps are revealed for them to set the price range, location preference, and condition. This is useful for a novice user but a more experienced user might want the entire form available to them every time because they are familiar with it and can move efficiently through it.

Fix: Lead novice users through the step by step form the first few times and from then on present the entire form for users. Alternatively, add a “See All” button that reveals the entire form and allows users to bypass the steps

41. H7: Flexibility and Efficiency of Use / Severity 2 / Found by B, D

The initial pop-up that gives quick recommendations of alternative shops always suggests Patagonia and Everlane. A more power user might have favorite sustainable shops that they started shopping at because of Patch

Fix: Use AI and data from the sustainable stores the user most shops / looks at to adjust the quick recommendations to suggest similar shops that the user is most likely to actually shop at

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

When posting to PatchMates, the only two options are to post to friends and to post to the public. However, a more experienced user might have specific friends who they know have good style or they enjoy trading with. Those users might want to be able to send direct messages to request recommendations and to make trade offers to specific people in their Patch Network.

Fix: When posting, add a “Direct Message” option where users can select friends they want to send their request to or allow them to tag specific users in their post so they can get feedback from the people they want

43. H7: Flexibility and Efficiency of Use / Severity 3 / Found by C, D

On the product page for the Zara white halter, after clicking “Phone a PatchMate” the user then has to type in a description of the item they are looking for. It is obvious that Patch is able to analyze and pull out the key descriptors of the item for Task 3, when Patch is giving recommendations. Not doing a similar thing here requires users to do more work to type and write their own descriptions of the item which could be done for them. Similarly, since the user is already on the webpage that they want similar recommendations for, Patch can autofill the link for the current site to pull out the image.

Fix: Use a similar function as in Task 3 and autofill a description of the item for “What are you looking for” box, that way the user can just edit the prefilled box instead of typing out descriptive details which Patch can do for them. Also autofill the link for the current website into “Is there an example?” box

44. H8: Aesthetic and Minimalist Design / Severity 1 / Found by B

Chiefly aesthetic feedback: The extension interface is hard to distinguish at first glance, since it’s nearly the same color as the web page and blends in.

Fix: Implement the extension so that its color is always a very noticeably different hue from the web page background.

45. H8: Aesthetic and Minimalist Design / Severity 1 / Found by A

Patch offers recommendations of similar stores with more sustainable products, and then labels two stores as “quick recommendations”. Since there are no other stores recommended than the two listed under this subtitle, this “quick recommendations” is repetitive and unnecessary

Fix: Remove “quick recommendations” label

46. H8: Aesthetic and Minimalist Design / Severity 2 / Found by B, C

The cross stitching design in the Patch Mascot's pants may be misinterpreted as a cancel button. Users may mistakenly attempt to click on the cross on the Patch mascot's pants in order to make the mascot disappear as they may think it is related to the cancel button that appears in the top left corner. Additionally, there is a lot more contrast for the cross on the Patch mascot's pants than the top left cancel button, which may cause some users to think that the cross on the mascot's pants is the actual cancel button, since it is visually more prominent and attracts more attention. When the Patch mascot is large (during the celebratory mascot's appearance and the recommendation loading screen), both the buttons are the same size which may cause further misunderstanding.

Fix: Replace the cross on the Patch Mascot's pants with some other design. Alternatively, add more contrast to the top left cancel button in order to make it stand out more in comparison to the Patch mascot's cross.

47. H8: Aesthetic and Minimalist Design / Severity 2 / Found by A, D

When a sustainable purchase is made, there is an option to close the pop-up window either through an "x" in the corner, or through a "close pop-up" button. These two buttons are functionally identical, and the language of "close pop-up" is to the user the same as an "x" box. Thus, this design is repetitive

Fix: Either remove one of the exit options, or distinguish them in some way through language to appear different to the user (eg "Don't Share", etc)

48. H8: Aesthetic and Minimalist Design / Severity 3 / Found by B, C, D

Button style, capitalization, and emphasis is inconsistent throughout the extension. The buttons options when Patch is giving a recommendation are all filled with the same color as the pop-up background and have thin, stroke outlines. This makes all choices, both the unsustainable and sustainable choices, draw the user's eye the same amount. When on the page that gives details about the white halter top, the decision to ignore Patch's recommendations and keep shopping uses the string "keep shopping fast fashion" and is in a pill-shaped pink colored button. Then when checking out from Zara, the option to ignore Patch's recommendation to wait a day is a hyperlink button with the string "NO, I WANT IT NOW" in dark grey, which is eye-catching and inconsistent.

Fix: Make the buttons you want to emphasize consistent and visually distinguished in some way from the non-sustainable choices in order to draw the user's eye to the choices you want them to make. Choose a consistent style for the buttons with unsustainable choices in order to make them de-emphasized.

49. H9: Help Users Recognize, Diagnose and Recover from Errors / Severity 4 / Found by A, D

When you click “reply” on Kevin’s post looking for someone to trade his sweater to, the app quits out without any further information. It isn’t clear if this is expected behavior or an error to the user

Fix: Provide a confirmation notification or visual indicator after leaving a reply

50. H10 Help and Documentation / Severity 2 / Found by D

The tags for the item under “What about this item are you interested in” include features like “rib trim” that some users might not understand what the wording means. A user might have confusion around the wording and select or unselect the wrong features or need to look up the meaning of confusing words on their own.

Fix: Include a hover feature similar to the one used to give more context to terms like “fast-fashion” or “petroleum-based plastics” to give more context to the clothing terms like “rib trim” and “halter neck”

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	2	4	1	0	7
H2: Match Sys & World	0	5	0	1	1	7
H3: User Control	0	0	1	2	2	5
H4: Consistency & Standards	0	5	2	4	2	13
H5: Error Prevention	0	2	0	1	0	3
H6: Recognition not Recall	0	0	0	2	1	3
H7: Efficiency of Use	0	1	3	1	0	5
H8: Minimalist Design	0	2	2	1	0	5
H9: Help Users with Errors	0	0	0	0	1	1
H10: Help & Documentation	0	0	1	0	0	1
Total Violations by Severity	0	17	13	13	7	50

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
Sev. 0	100%	100%	100%	100%
Sev. 1	29.4%	47.1%	17.6%	35.3%
Sev. 2	38.5%	53.8%	46.2%	46.2%
Sev. 3	30.8%	38.4%	53.8%	53.8%
Sev. 4	71.4%	42.9%	42.9%	71.4%
Total (sevs. 3 & 4)	45%	40%	50%	60%
Total (all severity levels)	38%	46%	38%	48%

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

5. Summary Recommendations

[merge the general recommendations you made here]

Overall, the web-browser extension is well thought out in several areas. However, we have consolidated the following general recommendations:

- Not being able to temporarily shut Patch down and just navigate freely through a fast fashion website was a frustrating experience, and I would strongly recommend you consider allowing the user to temporarily deactivate Patch. I would also recommend that you find a way to make Patch feel slightly less pushy / condescending: both the language and imagery used to indicate either approval or disappointment toward the line between cute and being treated slightly like a child.
- Consider when users might want to access particular features, and expanding features to be available throughout the extension. For example, I wanted to be able to view sustainable store recommendations at any time, not just when actively on the homepage of a non-sustainable store. And similarly, I wanted to be able to pause and come back to a single item on Zara, not just my entire cart. If you could expand these features throughout the app, it would give users more control over shopping how they wanted to, and help promote engagement with the app on the individual's terms.
- When the user is requesting recommendations or trades between friends, they are required to fill out a form that has information that Patch could autofill for them, like the link to the website and details about the item of clothing they are currently looking at.
- I saw areas in which there was opportunity to design for a more expert user. A more experienced user might have a better understanding of who in their Patch network they want recommendations from and might have more data stored on what sustainable stores they enjoy buying sustainable alternatives from. This offers the opportunity for a more direct message option for the posts to the feed and tailored store suggestions based on the user's sustainable shopping history. Additionally, I think there's really great potential to tailor this

app for a power user by saving and automatically suggesting options (perhaps through AI-based methods) for frequent clothing shoppers. Your design already makes a start on this with the “I noticed you’re looking at a…” prompt being prefilled, but I believe this can be extended to other aspects of the recommendation for and user-post form. This will essentially act as an “Accelerator” that can help improve upon Heuristic H7 (Flexibility and efficiency of use).

- The feature of saving my shopping cart made me a little nervous. I would want a way to assure that I would be notified by Patch if one of the items I saved in my shopping cart was about to be out of stock while Patch was saving my cart.
- There is an opportunity to re-suggest alternative sites for the user to shop at when they choose to clear their shopping cart the next day. Perhaps they decide to clear their cart but still want to buy similar items from a more sustainable place, so perhaps Patch could give product or store recommendations after the animation of her celebrating your sustainable choice of clearing your Zara cart.
- To do a better job of increasing the visibility of system status (a heuristic that was violated 4 times), there might be some way to incorporate the task flows into the navigation bar. This will also make better use of the navigation bar, as it is currently only actually being used for the Activity page in the medium fidelity prototype (although the My Profile page is accessible, it is not linked to any of the task flows).
- The most significant Heuristic violation that stood out to me was the violation of the H4 Heuristic (Consistency and Standards). This manifested itself at several points of the user journey, ranging from ambiguous phrasing of Calls-to-Action, inconsistent choices of color and capitalization, inaccurate choices of back and cancel buttons. I believe you should really focus on this area and try to eradicate as many of these as possible, since the presence of these inconsistencies can regularly distract the user as they are left wondering whether different actions or words mean the same thing. This could be a major point of frustration for users, and hence, it is important to nip it in the bud! Cleaning this up and coming up with a consistent choice for things like button style and the ordering of the buttons will help the pop-ups feel more cohesive and make the sustainable choices more prominent.

We look forward to seeing where you take this!

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