

Heuristic Evaluation of [Entourage]

Evaluator A

Evaluator B

Evaluator C

Evaluator D

(Your TA will remove your names before the document is given to the project team. Throughout the report, use these letters to identify yourselves.)

1. Problem/Prototype Description

Entourage is a mobile app where music enthusiasts can purchase music-related NFTs to support their favorite artists while gaining access to exclusive events and communities.

Entourage is an app that explores the intersection between music and NFTs by building a platform that allows users to purchase music NFTs from artists, join corresponding communities, and interact with friends.

Entourage is a social platform for music lovers and creators to buy and sell NFTs, participate in engaging group events, and build diverse music communities.

Entourage is a mobile app that allows users to trade music NFTs, follow other users, and join NFT communities.

2. Violations Found

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

- After an NFT is purchased/is displayed on a user's profile, nothing happens when the user clicks on it, even though there is a clickable box; users expect to be led to perhaps a specific page NFT but nothing happens (task 2)
- **Fix:** link to a specific NFT page when NFTs are clickable

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

- No confirmation/way to "Follow" other users/artists; user may be confused about what is going on (task 2)
- **Fix:** add changed screen and clickable follow button

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

- After joining a community, a confirmation screen does appear, and X-ing out leads to "view community" instead of "join community"; but going back to the "Join now" screen allows the user to "join" the community again; users may be confused about if they actually have joined the community or not (task 3)
- **Fix:** if the user goes back to the "join now" screen, remove the joined community; or bring the user directly to the joined community screen since there is also a button to join discord from there

4. H1: Visibility of system status / Severity 3 / Found by: B

- The second icon on the bottom Nav bar is somewhat ambiguous. When users press this button, they might have difficulty knowing what screen they are on.
 - **Fix:** Add some text showing that this screen pertains to artists.
- 5. H2: Match b/w System & World / Severity 3 / Found by: B, C**
 - Refers to both campaigns (home) and communities (communities tab); user may be confused about whether these are the same thing or not (task 3) [most confusion might arise from slides page 29]
 - **Fix:** choose one terminology or make their difference clear
 - 6. H2: Match b/w System & World / Severity 1 / Found by: C**
 - Blue bounding box around “Open...7.0 ETH, High...8.4 ETH, Low...6.5 ETH” on the Analytics screen that does not change the screen; users may be confused about what screen it should lead to (task 1)
 - **Fix:** remove clickable box? (perhaps more to do with figma) or give more indication about what screen this would lead to
 - 7. H2: Match b/w System & World / Severity 1 / Found by: B**
 - On the Recent Activity of a community screen, the graphic icon used in a post seems like a button with ambiguous meaning. Users might think that this is a play or a record button.
 - **Fix:** Demarcate the sections (e.g. with lines) so that users know that this is not a button that can be pressed.
 - 8. H2: Match between system and the real world / Severity 4 / Found by: B**
 - On the join new communities page, there is a search bar in addition to the regular search icon on the top bar. This might confuse the user regarding which icon to use for what search purposes.
 - **Fix:** Unify search by having one search icon and then branching out the search options.
 - 9. H2: Match between system and the real world / Severity 2 / Found by: A, B**
 - The purchase complete page uses the keyword “associated campaign” which, at first glance, is ambiguous. The users might be confused about what the keyword means and if it’s jargon associated with the app and/or music NFTs.
 - **Fix:** Clarify the context of the confusing word.
 - 10. H3: User Control & Freedom / Severity 3 / Found by: C, D**
 - “Back” button is not clickable on some pages (e.g. after clicking on NFT, analytics page); takes away ability for user to “undo” previous action (task 1)
 - **Fix:** implement back button where it is displayed/on all pages
 - 11. H3: User Control & Freedom / Severity 3 / Found by: C, D**
 - Not all of the bottom tabs/icons are clickable all the time, only all clickable on chat page (*hard to get to explore artists page, etc); users have to go through multiple unrelated screens to get to the screen they want (task 1)
 - **Fix:** make sure tab icons work for all/appropriate pages
 - 12. H3: User Control & Freedom / Severity 4 / Found by: C**
 - Cannot click Search button on some pages, especially on starting home screen to search for friends (have to navigate to profile → portfolio → hit back to find search for friends); users might be confused about how to navigate to search for friends (task 2)

- **Fix:** implement search button or make it more clear how to search for friends specifically
- 13. H3: User Control & Freedom / Severity 4 / Found by: C**
- Hitting “back” on first screen with suggested friends brings you to the search with “ruslan” as a search term; users would be unable to go further back to previous screens if they wanted to (task 2)
 - **Fix:** (could just be a figma issue) make the back button go back to previous screens
- 14. H3: User Control & Freedom / Severity 4 / Found by: C**
- There exist current conversations for messages, but it is not clear how to start a new conversation; users may not have a clear understanding of how to start a new conversation with a different user
 - **Fix:** add a way to start a new message conversation, whether on individual profiles or messages screen
- 15. H4: Consistency & Standards / Severity 4 / Found by: A, C**
- Suggested users (that appear before search begins) have the same styling as users that pop up after searching, which makes sense but could also be confusing to the user to distinguish between (task 2)
 - **Fix:** style the two types of users in a different way, or state that they are “Suggested users” on first screen
- 16. H4: Consistency & Standards / Severity 1 / Found by: B, C**
- Speech bubble icon at button that leads to communities might be confused for chat instead of the paper airplane
 - **Fix:** Try to find a more representative icon of communities that would not be as confusing
- 17. H4: Consistency & Standards / Severity 2 / Found by: B, C**
- Clicking on “KID C” on the profile page (OG_Ruslan) leads to RuslanA47’s Portfolio; user may also be confused about the different ways to get to portfolios/different views
 - **Fix:** have a standardized view of a profile and clear way to get to it
- 18. H4: Consistency & Standards / Severity 2 / Found by: B, C**
- Clicking on the record pie chart and “View Portfolio” lead to the same screen; users may not know they lead to the same screen at first (task 2)
 - **Fix:** choose one way to lead to portfolio and make it clear, or make it clear they lead to the same thing
- 19. H4: Consistency & Standards / Severity 3 / Found by: C, D**
- Can return to “home” page by clicking on bottom home tab or sometimes the “entourage” logo in the top left corner, but the logo is sometimes not clickable; users may have an idea that they lead to the same thing but could get confused
 - **Fix:** make the logo consistently clickable or not
- 20. H4: Consistency & Standards / Severity 4 / Found by: C**
- A “Join Discord” button exists on the screen where users join a new community, but what looks like a button with the discord logo also appears on already joined community; users may be confused about whether the button for already joined community just directly leads you to the discord server or if it leads you to someplace

to sign up (since it seems like users can join a community without joining the discord)
(task 3)

- **Fix:** make clearer buttons that state if they take you to discord or let you join; figure out if multiple buttons in different places are necessary

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

- In messages, it is not clear at first glance that there are messages from communities at the bottom and/or what screens these may lead to; users may miss this feature or be confused about what they are
- **Fix:** separate the community messages more (whether by space or label)

22. H4: Consistency & Standards / Severity 3 / Found by: B

- On the profile page, for example, the title ARTIST is all upper case whereas My Portfolio is not. Users might find this inconsistency confusing.
- **Fix:** Have a consistent format for upper/lower case.

23. H4: Consistency and standards / Severity 2 / Found by: B

- The “FOLLOW” and “Communities” buttons seem to have the same outer surrounding but the former is all uppercase and vice-versa. This might confuse the users as to how the two texts are similar/dissimilar.
- **Fix:** If they are meant to be similar, make upper/lower case consistent; otherwise, make them look different.

24. H4: Consistency and standards / Severity 2 / Found by: B

- Sometimes the numbers are below the profile image and sometimes next to it. This might confuse users as to where they should be looking for the numbers.
- **Fix:** Have a consistent layout of the image and numbers.

25. H4: Consistency & Standards / Severity 1 / Found by: B

- On the newsfeed, the “minted” post ends with an exclamation mark whereas the “launched” post does not. Users may be confused because they might associate the exclamation mark with the app’s measure of “excitement.”
- **Fix:** Have consistent exclamation standards for both types of posts.

26. H4: Consistency and standards / Severity 2 / Found by: D

- The terms are sometimes confusing. The feed uses “mint” to mean a purchase of music, whereas on the second bottom tab, “purchase” is used as an alternative word. Using two different words to mean the same thing could be confusing especially because “mint” is a concept specific to NFTs, and most people are not familiar with it.
- **Fix:** I would suggest choosing one of them.

27. H4: Consistency and Errors / Severity 2 / Found by: A

- When one clicks the search icon, the user is directed to a page that allows them to find other app users. The relationship between the user and others (i.e. from contacts or same mutuals) is included but it is not organized. In addition, when one goes to search for a specific user by their name, that relationship info is no longer available.
- **Fix:** Firstly, the user should be the one giving the app permission to access their contacts and general data. It would probably benefit to have multiple options for users to choose how to find others (i.e. cross referencing their friends from other social media platforms). If a future iteration of the app still includes this user relationship

information, it can simply be separated by category (i.e. list of friends from contacts, who have X number of mutuals, from Facebook) and should always be visible.

28. H5: Error Prevention / Severity 3 / Found by: A, C

- Currently can purchase NFTs even though it seems like there is no way to enter/edit payment information associated with the user; may lead to errors with purchasing with no or outdated payment information (task 1)
- **Fix:** include ways to enter/edit payment information

29. H5: Error Prevention / Severity 3 / Found by: A

- On the onboarding page, the user is prompted to enter their username and password, but they are not shown what specific format or criteria (i.e. info must include number or special character) to follow. This may cost users extra time (and cause frustration) to devise different login info before reaching accepted ones.
- **Fix:** Add a callout or pop-up when user either first clicks on or hovers over the username and password field that tells them how each should look or what each should include.

30. H6: Recognition rather than recall / Severity 2 / Found by: D

- The screen for purchasing music NFTs indicates a price in ETH, but most beginners would have trouble recalling the exchange rate.
- **Fix:** It might be user-friendly to show the price in USD or another currency the user is familiar with as well.

31. H6: Recognition rather than recall / Severity 3 / Found by: A, B, C

- Only some of the NFTs/artists on a user profile are visible at one time because of the horizontal design; users may not remember all of the NFTs/artists in their or their friends' profiles (task 2)
- **Fix:** perhaps incorporate a vertical design so more artists are visible or way to search for artists/NFTs in a profile

32. H6: Recognition not Recall / Severity 4 / Found by: A, C

- After clicking on a specific NFT and its analytics, the app no longer states what artist this NFT is from; some users might forget what artist this NFT corresponds to (task 1)
- **Fix:** add some indication of artist on subsequent screens for the NFT

33. H6: Recognition not Recall / Severity 4 / Found by: B

- On the profile page, we see a number 40 next to a person icon. While the profile owner might know what this number represents, it's hard to interpret the meaning of the number: followers, following ...?
- **Fix:** Clarify the number with perhaps some text.

34. H6: Recognition rather than recall / Severity 3 / Found by: B

- Clicking on an artist's name on the "RuslanA47's Portfolio" page changes the order of the artists' names. This might confuse the users since the names keep moving back and forth.
- **Fix:** Do not change the position of the names when clicked.

35. H7: Flexibility & Efficiency of Use / Severity 3 / Found by: A, C

- Users must search or scroll for artists in order to find corresponding NFTs; expert users may be frustrated if they have to keep searching for artists they enjoy coming back to (task 1)
 - **Fix:** add a way to easily access artists you are following
- 36. H7: Flexibility & Efficiency of Use / Severity 1 / Found by: C**
- Current design requires users to tap through all campaigns in order to get to one at a different position in the horizontal list; expert users may be frustrated if they have to tap through a list all the time (task 1)
 - **Fix:** add way to search for or favorite certain campaigns within an artist
- 37. H7: Flexibility and Efficiency of Use / Severity 2 / Found by: A**
- Viewing a user's portfolio only displays a small picture of the NFT, its title, and its ETH. For more experienced users, they perhaps want to show or know more detailed information about a certain artwork, especially given that this portfolio showcases all the NFTs one owns on this app.
 - **Fix:** Implement more hierarchical features (i.e. categorize portfolio beyond the artist but also popularity, marketability, etc). It would also be cool to give users the option to see more information about a piece (i.e. long hold on the picture to get a detailed pop-up) or interact with other users' NFTs (i.e. like, comment, share capabilities).
- 38. H8: Aesthetic and minimalist design / Severity 1 / Found by: B**
- The text "Back" next to the icon representing going back is redundant. This unnecessarily adds to the users' cognitive load.
 - **Fix:** Remove the text "Back" and only have the symbolic icon as most apps do.
- 39. H8: Aesthetic & Minimalist Design / Severity 3 / Found by: A, C**
- Feels a bit unclear in terms of how multiple communities will be displayed — will the screen be scrollable up/down or right/left? (task 3)
 - **Fix:** (may become clearer with the addition of more communities for a user) → add indicators for how to look through multiple communities
- 40. H8: Aesthetic & Minimalist Design / Severity 3 / Found by: A, C**
- A lot of unused blank black space with just the name of the community in the top left corner and CDs on the left/right that may confuse users (task 3)
 - **Fix:** try to use space more effectively, could incorporate CDs in the blank space
- 41. H8: Aesthetic & Minimalist Design / Severity 3 / Found by: C**
- No image for launching the "DONDA" campaign on the home screen for some versions; users might be thrown off by blank space and/or not sure about what the campaign is about
 - **Fix:** include aesthetic image for the launch or decrease blank space
- 42. H8: Aesthetic & Minimalist Design / Severity 3 / Found by: C**
- A lot of blank space at the bottom of portfolios because they scroll horizontally; users might feel overwhelmed if there is so much information horizontally but not as much vertically (may change if they have more NFTs from the same artist, but some users could still have this issue if they collect single NFTs from many different artists) (task 2)
 - **Fix:** consider another design of portfolios that uses available space more effectively, like perhaps vertically stacking them

43. H8: Aesthetic and minimalist design / Severity 1 / Found by: D

- It is a bit hard to read characters on the portfolio screen. In particular, the font size of the pie chart should be bigger to be legible. Also, the font-weight/size scheme could be improved. For example, a headline like “recent activity” is not bold and seems even smaller than body-level texts such as “Feb 14, 2022.”
- **Fix:** It might be visually easy to read if you define the typography scheme for headlines, body texts, labels, and such.

44. H8: Aesthetic and Minimalist Design / Severity 2 / Found by: A

- While the social feed page is minimalist, it is not the easiest to distinguish between a user and artist (especially when you account for a larger user base). Also, the feed seems more static than fluid with its current layout (I don’t feel prompted to scroll even though I have the expectation to perform that action based on other social apps).
- **Fix:** Make use of white space and visual hierarchy to allow for a clearer distinction between users and artists. This would also “declutter” the page and highlight the fact that it is a feed meant for users to carelessly browse through.

45. H9: Help Users with Errors / Severity 3 / Found by: A

- On the messages page, there is no indication of the status of a message (i.e. sent, delivered, seen). The presentation of the conversations also makes it hard for users to track the number of messages they have, note which ones they have read/not read, and who they have them with.
- **Fix:** Various symbols can be used on the messages list (next to where the time currently is) to indicate the status of a message that the user has sent. Unread messages can be brought to the top of the list or bolded (with a more distinctive weight). There can also be a tracker or notification badge for the number of unread messages one has.

46. H10: Help & Documentation / Severity 4 / Found by: A, B, C, D

- No explanation of some specialized abbreviations/terms; new users or those unfamiliar with NFT terminology may be confused about what some of the Stats mean, e.g. ETH and its scale (task 1)
- **Fix:** add small “i” / info button to link to guides where necessary

47. H10: Help & Documentation / Severity 3 / Found by: A, C, D

- No overall help or FAQ page; users with issues may be unable to solve their issues within the app/directly with help from the creators
- **Fix:** include a general help/FAQ page

48. H10: Help and documentation / Severity 2 / Found by: D

- On the second bottom tab, Kanye West’s profile, for example, shows a list of songs available for purchase. However, I got confused because all the songs have the same title, though the numbering is different. I am not sure whether they are identical or different.
- **Fix:** Something like a pop-up modal that displays an explanation for it would be helpful.

49. H11: Accessible / Severity 3 / Found by: A, C

- Some color combinations e.g. white text on yellow translucent background of NFTs for Artist profiles may not have clear enough contrast; some users may not be able to clearly read the text (task 2)
 - **Fix:** potentially move text so that it does not use NFT as background (may take up more space), or chose only high-contrast colors
- 50. H11: Accessible / Severity 4 / Found by: A, B, C**
- NFTs do not have text descriptions; it may be difficult for users with low vision or visual impairments to understand what the NFTs look like (task 1)
 - **Fix:** add text descriptions and/or options for alt text so more groups can understand what the NFTs look like
- 51. H11: Accessible / Severity 3 / Found by: C**
- The horizontal selection organization of portfolios by artist means that not all artists will be shown on the screen at once, and artists may be cut off; the horizontal style may be difficult for screen readers to understand and thus prevent some users from being able to see the entire profile (task 2)
 - **Fix:** consider reorganizing the profile so it is more screen-reader friendly
- 52. H11: Accessible / Severity 3 / Found by: A, B, D**
- It is unclear how the app will accommodate the needs of the visually impaired/hearing impaired users who might not be able to grasp the images/audio/price graphs.
 - **Fix:** Provide alternative modes of understanding the content.
- 53. H11: Accessible / Severity 4 / Found by: D**
- Users with low vision would benefit from an audio playing feature.
 - **Fix:** The feature is already included in the analytics screen, but it could be incorporated into more screens, especially the portfolio screen. Since the app's theme is music NFTs, it would be nice to be able to listen to them on your portfolio and on your purchase.
- 54. H11: Accessible / Severity 4 / Found by: A**
- The NFTs (images) and their associated details (i.e. the title/ETH in the user portfolio) can only really be viewed by those who have normal visual abilities. For those with no or impaired vision, they cannot have the same experience as "normal" users and will be excluded from engaging in conversations and communities surrounding the arts.
 - **Fix:** For each of the images, alternate text should be included. For better UI (less cluttered or cramp screen), make it an option for users to turn on alt text in the settings or have it embedded and readily accessible (i.e. long hold to reveal it). Also, provide options for altering text sizes and color palettes for those with visual impairments.
- 55. H12: Fairness & Inclusion / Severity 4 / Found by: A, B, C, D**
- Users can only join a community if they have purchased an NFT associated with that community; this excludes users who might not be able to afford to purchase NFTs but still are interested in them (task 3)
 - **Fix:** perhaps include some way that outside users can still have (limited) access to communities? or other features for those who cannot buy many NFTs
- 56. H12: Fairness and inclusion / Severity 2 / Found by: B**

- Although the purchase page shows the price and the name, it is unclear what the NFT exactly is. Is the NFT a fragment of the music (such as MP3) or just image art ...? This might make novice users who may not be familiar with NFTs feel excluded from the app.
- **Fix:** Have more information about what the NFT actually entails.

57. H12: Fairness and Inclusion / Severity 3 / Found by: A

- When one goes to view the analytics of a specific NFT, they are presented with dense information (mainly numbers / one main visual) that may be overwhelming for users, especially those who are unfamiliar with the NFT or blockchain space.
- **Fix:** For NFT-specific terms, such as ETH, include a callout that provides more detail for the user. For the numbers and graph, try to include links to external resources that users can refer to if they are interested in learning more about specific information.

58. H12: Fairness and Inclusion / Severity 4 / Found by: A

- One of the main values as advertised in Entourage's slides is "creating a sense of community among fans [and] combating mental health issues and unhappiness that arise from loneliness." However, the premise of purchasing NFTs and only being able to join a community if you are associated with / have bought a certain NFT ("join a community" page) may foster an exclusive environment for those who do not have the means to purchase NFTs. This would also give an unfair advantage to those who can make many purchases and further divide the community.
- **Fix:** A solution to this is to propose non-monetary means for people to "purchase" NFTs. For example, fun artist-specific trivia or games can be implemented throughout the app where users have the chance to collect points that they can then use for NFT redemption. Also, instead of making the communities available only to those who are associated with a NFT, they should be open to anyone who enjoys the artist/their art. Perhaps allow users to "visit" or preview a community before joining to avoid people entering/exiting a group.

59. H13: Value Alignment / Severity 3 / Found by: C

- The profile that shows up after searching reveals "Recent activity" that might conflict with some users' concerns with privacy
- **Fix:** give users the option to choose what is displayed on their profile or have the option for "private" accounts

60. H13: Value Alignment / Severity 2 / Found by: A, C, D

- Discord chats do allow users to find "community," but they could potentially also lead to exclusive and exclusionary cultures that conflict with users' values (task 3)
- **Fix:** could offer options for users to connect and foster community even if they do not own corresponding NFTs

61. H13: Value alignment / Severity 2 / Found by: B

- The "Community/Companionship" values listed in the presentation focus on combating mental health issues and unhappiness. However, it is unclear how the design achieves these values, esp. with parts such as the price graph which can have heavy ups and downs (losses) of huge amounts of money.

- **Fix:** Clarify how the financial/profit & loss part related to the targeted values of combating mental health and perhaps make the users aware of potential downsides.

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	0	0	4	0	4
H2: Match Sys & World	0	2	1	1	1	5
H3: User Control	0	0	0	2	3	5
H4: Consistency & Standards	0	2	6	3	2	13
H5: Error Prevention	0	0	0	2	0	2
H6: Recognition not Recall	0	0	1	2	2	5
H7: Efficiency of Use	0	1	1	1	0	3
H8: Minimalist Design	0	2	1	4	0	7
H9: Help Users with Errors	0	0	0	1	0	1
H10: Help & Documentation	0	0	1	1	1	3
H11: Accessible	0	0	0	3	3	6
H12: Fairness & Inclusion	0	0	1	1	2	4
H13: Value Alignment	0	0	2	1	0	3
Total Violations by Severity	0	7	14	26	14	61

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	0%	0%	0%	0%	-
Sev. 1	0%	4/7=57%	3/7=43%	1/7=14%	-
Sev. 2	5/14=36%	7/14=50%	3/14=21%	4/14=29%	-
Sev. 3	13/26=50%	7/26=27%	19/26=73%	5/26=19%	-
Sev. 4	7/14=50%	5/14=36%	9/14=64%	3/14=21%	-
Total (sevs. 3 & 4)	20/40=50%	12/40=30%	28/40=70%	8/40=20%	-
Total (all severity levels)	25/61=41%	23/61=38%	34/61=56%	13/61=21%	-

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

5. Summary Recommendations

As some of us had limited knowledge about the NFT space, we were afraid that we would have an extra difficult time navigating the app, but we were happy that it was generally straightforward to use. We all really liked the idea of helping people purchase and share music NFTs, and in general, the prototype has a very minimalist design with a black and white theme. However, it would be great to have more freedom to customize searches and portfolios. For example, when exploring different artists and communities, it would be nice to have different categories for me to check out (i.e. Rap, R&B, Pop) to entice users to seek out genres they don't often gravitate towards while also helping narrow down searches (instead of just having a general search bar). For the portfolio, it would also be great to curate a user's collection as if it were their own gallery (i.e. choose which ones to put at the top of the screen, make bigger, make comments, etc). One area we wanted to emphasize is finding ways to make the app more accessible/inclusive to those who are unfamiliar with NFTs and/or cannot purchase them. It would be worthwhile to create another page (either with FAQs or links to external resources) that provides the necessary information for new users to understand certain jargon used for NFTs and throughout the app. Another overall improvement would be to include more visuals (both images and audio)! For the community details page, implementing chats or lounges (like in Discord) can get users hyped about artists' events and activities. Not only would the visuals be extremely fitting and aesthetically pleasing for the app, it could also simultaneously address some accessibility issues.

The main category we found violations in were H4: Consistency & Standards. Although some of the issues might have risen because of the nature of the prototype as a Figma creation, there were also issues that were still frustrating at times to deal with. For example, it was difficult to quickly navigate between different tabs/screens because the different tabs at the bottom were often not clickable, and back buttons sometimes did not have expected behavior. Additionally, there were many buttons that had the same or very similar functions, or looked like they had the same function but actually did different things. Many of these issues might be easier/simple to solve as you move on to the hi-fi prototype because it is easier to enforce consistent behavior.

One larger concern we have is with the premise of having to buy something in order to be “accepted” into a community since many people may not be well-versed in the world of cryptocurrency, or more importantly, not have the means to do so. It would be valuable to consider other ways people can still form connections without being required to purchase things.

In addition, we noticed that design could be more consistent across screens. Although the color scheme is coherent, the layout of each screen could be more standardized so that users can enjoy a unified user interface. Also, it might be helpful to show users what joining a community will look like prior to joining. Is it going to be a group chat or something more than that? Without knowing the definition of communities, users might be hesitant to join them. Additionally, it might be worth thinking about the distinction between the following feature and the community feature. Allowing users to follow each other already satisfies the goal of connecting users socially. Because of this, it might be a good idea to consider what additional benefits joining a community would bring to users other than connecting with followers.

The prototype clearly has unique design elements targeting a unique problem space - connecting artists and fans through music NFTs. We think that the recommendations for improving the app are mostly about making the app less overwhelming and providing more information about the parts that most users might not be familiar with (such as what NFTs are, how one can use cryptocurrencies to buy them, what exactly is a user getting when they purchase music NFTs, does purchasing music NFTs give users right to the music’s audio file or album art (image)?). We think that the profile view and portfolio view can be further unified and refined to make it less overwhelming for the users. Since the social aspect of the app is very similar to popular social apps like Instagram or Twitter, it would be useful to integrate design patterns from such apps since it would ensure that users are already familiar with many parts of the UI based on their prior experiences. Finally, the apps’ current implementation appears to distinguish users into either creators or consumers whereas it might be useful to consider overlapping cases that allow both creation and consumption of NFTs by the users.

Ultimately, we enjoyed interacting with the prototype and learning more about music and NFTs in the process. Excited to see future iterations! :D

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

H11: Accessible

- Users can interact with the system using alternative input methods.
- Content is legible with distinguishable contrast and text size.
- Key information is upfront and not nested for screen readers.

- Purely visual or auditory content has text-based alternatives for users with low vision and low hearing.

H12: Fairness and Inclusion

- Users shouldn't feel that the design is not made for them.
- The design should meet all users' needs equally and prevent the reproduction of pre-existing inequities.
- It should not create additional burdens for members of disadvantaged populations.

H13: Value Alignment

- The design should encode values that users can understand and relate to.
- Conflicting collateral values should not emerge when the user interacts with the product.
- Encoded values should match users' values in a broad set of use-contexts.