

## Heuristic Evaluation of [noms]

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

I evaluated the med-fi prototype of Noms app, an app that helps simplify dining by providing granular info about dining experiences to customers based on factors that they prioritize.

### 2. Violations Found

1. **H4: Consistency & Standards / Severity 3 / Found by: A, C, D**

- *The interface used the string “Save” on the first screen for saving the user’s profile, but used the string “Update” on the second screen. Users may be confused by this different terminology for the same function.*
- *Fix: Use the same string on each screen.*

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1. **H1. Visibility of system status / Severity 2 / Found By: C:** it would be nice to have some indication (either raised buttons look or highlighted box look of the dining options to indicate if those were links/clickable options.

Fix: raised buttons/highlighted box of dining options for the “more information page”

2. **H1. Visibility of system status / Severity 2 / Found By: C:** At the end of the preferences quiz in choosing what types of food they want, there’s an abrupt end to the quiz, with the match being made with no prior warning. This makes it difficult to let users know more obviously what page to expect next.

Fix: Add “get your match” button

3. **H1. Visibility of system status / Severity 2 / Found By: C:** There is no (at least no apparent) feedback of selection when the user is going through the task 3 quiz of flavor and craving. There’s no highlighting of the selections, and users may accidentally tap the wrong choice and not realize that they have selected it.

Fix: make the highlighting or box around what users tap on

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

The “popular restaurants” list on the homepage lacks an indication of a user’s scrolling progress. Users may be unaware of how far along they are in the list as it may be quite nerve-racking.

Fix: Add a transparent scroll bar on the right of the homepage that gets activated whenever the user starts scrolling on that particular screen.

5. **H1: Visibility of System Status / Severity 1 / Found By: D**

Lack of information about the number of restaurants left based on each selection on the recommendation page. Users might try to filter and select a lot of restrictions but not getting many options.

Fix: Show the number of filtered restaurants and the number of restaurants on each page based on each selection

6. **H2: Match Between System & the Real World / Severity 2 / Found By: A:**

The chicken icon does not correlate to a halal diet and can be misleading to Muslim users.

Fix: Have the icon for the halal diet be in its Arabic calligraphic representation as this visual/convention is easily recognizable by all Muslims regardless of cultural background.

7. **H2: Match Between System & the Real World / Severity 1 / Found By: D:**

On the tab selecting sides, there’s an unnecessary use of “Carbs.” Sometimes side selection can be healthy like fruits. But using the words “Carbs” can not realistically describe all the possible selections.

Fix: Change the wording to a less negative connotation.

8. **H2: Match Between System & the Real World / Severity 1 / Found By: D:**

A better information about a user that can be shown on the profile page is their address rather than their phone number.

Fix: Add a user’s selected address in their profile page.

9. **H2: Match Between System & the Real World / Severity 1 / Found By: D:**

On the page “which dish speaks to you the most?” Salads are usually a side option than main meal.

Fix: move salad to the “which sides are you feeling?”

**10. H2: Match Between System & the Real World / Severity 2 / Found By: A, B:**

The first two icons that are displayed in the dining options of a restaurant's page (a plate with utensils + a shopping bag) could be easily misunderstood by users from different backgrounds.

Fix: It would be helpful to include a description for each icon. For example, the first icon can be labeled "Dine-In" and the second icon can be labeled "Takeout" to clearly explain what each dining option represents.

**11. H2: Match Between System & the Real World / Severity 2 / Found By: A:**

The price of the Tricolore meal on "Carey's Match Menu" might cause some confusion for certain users, especially those that might not be familiar with the "\$ sign)

Fix: Include the word "Price" to clearly indicate that \$22 is the price of the meal.

**12. H2. Match between system and the real world / Severity 2 / Found By: C :** The plus button on the number of dishes on the Recommendation page for Task Flow 3 is confusing. If I click on it, does it let me input a number that I choose, or does it merely mean 5+?

Fix: If it means 5+, then a better option would just have a button with 5+.

**13. H3. User control and freedom / Severity 2 / Found By: C:** After the match is made, there's no way to go back and undo or change answers. This is a control and freedom heuristic violation, especially in the case where the user accidentally chose the wrong answer for the last answer to the quiz.

Fix: have a back button to enable quiz answer editing.

**14. H3. User control and freedom / Severity 2 / Found By: D**

Some users might want to sort the food based on wait time and the price but they can only do it based on one of these parameters in the app currently.

Fix: Add a selection check next to each sorting criterion if a user wants to use multiple sorting options.

**15. H4: Consistency & Standards / Severity 2 / Found By: D**

"Ordering" and "Checkout" probably mean the same thing on on the same restaurant page, or if it's something else, it can be confusing.

Fix: Remove one of them or use better words to distinguish them.

**16. H4. Consistency and standards / Severity 1 / Found By: C:** The "See Restaurant Info"

can be misleading in its function in task flow 3. It looks like a button, but seems to act like a header and since all other things formatted in that way in the platform has been a

button or a highlighted choice, a user may find that inconsistent and may be tempted to tap on it, though it was not meant to have a function. A similar label was “More Information” on Task flow 1 page

Fix: Format it to be consistent with your other task flow

17. **H3: User Control & Freedom / Severity 3 / Found By: A:**

Users are restricted from being able to input their desired location and are only able to share their current location. This functionality can be very limiting to users who are planning ahead and are hoping to find restaurant options in a different location (ex. new city, state, or country) that adheres to their dietary restrictions, for instance.

Fix: Allow the option where users are granted the flexibility to manually input their location of interest (either through typing in the city or zip code).

18. **H3: User Control & Freedom / Severity 3/ Found By: A:**

The short videos displayed on the restaurant’s page appear to be similar to how videos are displayed on Instagram. Users are not given much autonomy to pause or skip through the video.

Fix: Include a “pause/play” button and a “drag to skip” or “double-tap to skip” functionality.

19. **H3: User Control & Freedom / Severity 3/ Found By: A:**

Users are not granted the ability to exit out the Q&A recommendation section once they have started to answer questions (the only current option is to repeatedly click on the back button).

Fix: Add an “X” button on the top right corner of each question that allows users to exit out of the task whenever desired.

20. **H3: User Control & Freedom / Severity 3 / Found By: A:**

It is quite limiting that users are only able to verify their account using their phone number.

Fix: Grant users the flexibility to use their email addresses as well.

21. **H3: User Control & Freedom / Severity 3 / Found By: A:**

Users are not able to exit out of the “sort filter” when selected.

Fix: Add an “X” button on the top right corner that allows users to exit out of the “sort filter”.

22. **H3: User Control and Freedom / Severity 1 / Found By: B**

In the matching process, the user is met with a set order of questions that remain the same for each experience. This may frustrate users as it might become boring as they have no freedom in questions or users may want to prioritize different questions.

Fix: Vary questions or give users the option on what experience they would like to prioritize.

**23. H3. User control and freedom / Severity 2 / Found By: D**

When signing up for the app, the user is required to upload their photo, and then they can enter their name and dietary restrictions, while some users might not want to have a photo.

Fix: Make uploading photo option.

**24. H4: Consistency & Standards / Severity 2 / Found By: A & B:**

The homepage simply shows a list of popular restaurants within the user's vicinity, which really does not differentiate it much from other food ordering platforms. Given that noms primarily focus on connecting users to restaurants that satisfy their dietary restrictions, this value proposition should be highlighted on the homepage.

Fix: Have the homepage automatically populate a list of restaurants within a user's vicinity that closely matches their dietary profile.

**25. H4. Consistency and standards / Severity 2 / Found By: C:** Maybe it would be great if the phone number and email in contact is also in blue, just like the address to indicate hyperlinks or navigation to another app/page in the phone. This makes things more consistent and makes it easier for the user to see what can be clicked on and would take them off the app.

Fix: make those links blue

**26. H4: Consistency & Standards / Severity 1 / Found By: D**

The menu button doesn't match the style of the other buttons on a restaurant page like the bubbles.

Fix: Be consistent with showing the options as bubbles for a restaurant.

**27. H4: Consistency & Standards / Severity 1 / Found By: A:**

The detailed information of different meals on Terun's restaurant page is not consistent with the aesthetics and visuals of other screens.

Fix: Instead of just writing peanuts and shellfish, include the same visual icons of those allergens that are displayed in previous screens.

**28. H4: Consistency & Standards / Severity 1 / Found By: A & B:**

Terun's page does not seem to have the downward-pointing arrow that was displayed in other restaurant pages.

Fix: Remain consistent and add the downward pointing arrow on the screen.

29. **H4: Consistency & Standards / Severity 3 / Found By: D**

"Food" and "Menu" probably mean the same thing on the same restaurant page, or if it's something else, it can be confusing.

Fix: consolidate food or menu to one page or change the food label.

30. **H4. Consistency and standards / Severity 3 / Found By: C:** It's really counter intuitive to me that the "sort" has an arrow pointing down but when you click on it, the sort menu choices pop up at the bottom of the screen, instead of directly below the sort button as the arrow implies.

Fix: I would more expect the bottom of the screen menu to appear if the downward arrow was not there and it was just a button with "Sort" on it.

31. **H4: Consistency and Standards / Severity 1 / Found By: B**

After clicking on an individual restaurant (L&L Hawaiian BBQ), there is a down arrow button icon located at the lower left corner of the screen. This button performs the same action as the left arrow at the top left corner of the screen, which may confuse the user as the animation is sliding towards the left.

Fix: Delete button at lower left corner of the screen

32. **H4: Consistency and Standards / Severity 1 / Found By: B**

At the home screen, restaurant previews display Yelp ratings at the bottom of each card. However, these ratings are then placed at the bottom of the screen on the individual restaurant page with a small font. This may be confusing to the user as the Yelp rating is highlighted in its preview, but not displayed as an important factor when viewing the restaurant's information.

Fix: Place the Yelp rating closer to the top of the screen (without having to scroll) to highlight its importance

33. **H5: Error Prevention / Severity 3 / Found By: A:**

The name portion of the profile setup process does not specify whether users should input their Full Name or First Name.

Fix: Clearly state what information is needed from the user by clearly writing it out (ex. First Name vs. Full Name)

34. **H6: Recognition not Recall / Severity 2 / Found By: C:** There's no indication after sorting or filtering, what the user has chosen, which may require the user to try and remember how they chose to filter and sort beforehand. This is a recognition not recall heuristic violation, and may make the user interface slightly less intuitive and smooth. Fix: have icons or words that indicate how the user has sorted after they use the sort/filter function as a reminder.
35. **H6: Recognition Rather Than Recall / Severity 4 / Found By: B**  
There is no option to save a dish or restaurant after matching/filtering through options. This may frustrate the user as they will need to remember each order they have placed and the restaurants they can eat at each time they wish to place an order.  
Fix: Allow users to save restaurants and orders for future reference
36. **H6: Recognition Rather Than Recall / Severity 2 / Found By: B**  
Personalization within the dietary profile is limited to selected restrictions and special diets. This may be frustrating to users who would like to save their favorite dishes, locations, etc.  
Fix: Expand dietary profile to save favorite dishes and locations
37. **H7: Flexibility and Efficiency of User / Severity 3 / Found By: B**  
There are no other filtering or categorization options available on the home screen other than "Popular Restaurants". This may frustrate users as other popular categories such as cuisine type, distance, etc. may be of more value than popularity.  
Fix: Categorize restaurants in more ways than one, allow users to filter and sort as they please
38. **H7: Flexibility & Efficiency of Use / Severity 4 / Found By: A:**  
Requiring users to scroll through the list of restaurants on the homepage is quite cumbersome, especially if they already know their restaurant type of interest.  
Fix: Include a filtering option on the homepage that allows users to narrow down the restaurant options instead of having to endlessly scroll.
39. **H7: Flexibility & Efficiency of Use / Severity 3 / Found By: A:**  
The Q&A section of the recommendations task does not allow users to efficiently change their selections (ex. A user is on the last question on the Q&A recommendation feature but then changes their mind on their selection for the flavor of the meal. Users would have to click on the back arrow several times before arriving at their desired screen).  
Fix: Permit users to skip across different questions in the case that their decisions change while completing the questionnaire.

**40. H7: Flexibility and Efficiency of User / Severity 2 / Found By: D**

Pro users might order from the same restaurant over and over again, but now they only see a view of popular restaurants.

Fix: Add a tab for most recently used restaurants.

**41. H7: Flexibility and Efficiency of User / Severity 1 / Found By: B**

In the matching process, the user is required to answer a set series of questions. This may frustrate the user as they might not value certain questions and want to leave them blank, but still continue with the matching process.

Fix: Allow the user to select which questions they would like to answer or leave blank

**42. H7: Flexibility and Efficiency of User / Severity 1 / Found By: B**

Reviews are not available on individual restaurant screens, and users must view reviews on other applications (GrubHub or Yelp). This may frustrate the users as when they view the information for an individual restaurant, they hope to get a quick snapshot of real reviews when making their decision without having to take more time in other applications.

Fix: Preview top reviews on the individual restaurant screen imported from other applications

**43. H7: Flexibility and Efficiency of User / Severity 3 / Found By: B**

At the beginning of the matching process, the user must fill out every section of the filters. This may frustrate the user as they might not have any dietary restrictions, but only want to filter by distance and average price and continue with the matching process.

Fix: Allow users to omit filters and continue with the matching process.

**44. H8: Aesthetic & Minimalist Design / Severity 4 / Found By: A:**

The videos on a restaurant's page take a significant amount of real estate, and the labeling of the videos is misleading. Users could accidentally click on the video captioned food thinking that it is the menu, given that it is prominently displayed at the center of the screen. Videos should not be the focal point of a restaurant's page.

Fix: Minimize the size of the icons that display the videos and change the misleading captions. Possibly consider having a videos section on the restaurant page allowing users to decide on their own if they want to see different aspects of the dining experience at that particular restaurant.

**45. H8: Aesthetic and Minimalist Design / Severity 1 / Found By: D**

No need to have “verified!” on the user’s page. The user doesn’t want to see this information everytime.

Fix: Change “verified” to “unverified” users with a red icon and text to encourage them to verify their phone number.

**46. H8: Aesthetic and Minimalist Design / Severity 1 / Found By: D**

Unnecessary task explaining the purpose of the app on user profile. A user downloads the app knowing its purpose, but it says, “Your choice helps us filter and recommend food that works for you,” but a user doesn’t have to see it every time the user goes to their profile.

Fix: Have a page when signing up for the app that displays this message in a bold font and never shows it again, or at least reduce the words.

**47. H8: Aesthetic and Minimalist Design / Severity 1 / Found By: D**

On a users profile maybe it’s better to not show what allergies and restrictions they have not chosen. It’s unusual for someone to be adding new restrictions often.

Fix: Just show the selected restrictions from the setup page in the profile view.

**48. H8. Aesthetic and minimalist design / Severity 1 / Found By: C:** The bar tab in the bottom doesn’t seem to be utilized, and it is difficult to tell which page out of the three I am currently on since across all the pages, the bottom panel doesn’t really change.

Fix: Have some highlight or color change in order to let users know which page they are at or where they can navigate to on the bottom bar

**49. H8: Aesthetic and Minimalist Design / Severity 1 / Found By: B**

There are no branding indications on the application other than the login screen. This may confuse users when sharing the app with friends, as screenshots and other screens do not indicate that this is the NOMS app.

Fix: Add a header to the application with the brand logo

**50. H8. Aesthetic and minimalist design / Severity 1 / Found By: A & C:** The texts with what a dish contains and does not contain doesn’t really serve a good purpose. It is a little redundant to list the ingredients not contained, which can be listed once at the top for user feedback.

Fix: delete the ingredients not contained in the dishes

**51. H9: Help Users Recognize, Diagnose, & Recover from Errors / Severity 1 / Found By: D**

The red X mark at the end of task 3 recommendation for the dietary restriction feels like an error. Looking at red X marks, it feels like there is an error or something wrong with each restriction, while I know intuitively the designers probably meant that the restriction was applied successfully to a food recommendation.

Fix: Change red X mark to “Does not contain.”

**52. H9: Help Users Recognize, Diagnose, & Recover from Errors / Severity 1 / Found By: D**

No error page for when the recommender system can't find a match in the recommendation system.

Fix: In the case of no match, show a page for what restaurants got filtered based on what tag and desired food taste.

**53. H10: Help and Documentation / Severity 2 / Found By: B**

Users are not able to write their own reviews for restaurants they have experienced. This may be a problem for others as, if reviews are not imported to the application, users may want to document and share their experience with their dietary restrictions at certain locations with certain dishes (provides credibility and anecdotal evidence).

Fix: Allow users to write reviews directly on the NOMS application for restaurants they have ordered from for others to see.

**54. H10: Help and Documentation / Severity 2 / Found By: D**

Unclear what format users can use to enter their own restrictions.

Fix: Guidance on the format for inputting new dietary restrictions in the profile page using a small question icon

**55. H10: Help and Documentation / Severity 2 / Found By: D**

There's no Q&A option for users about a restaurant or about the app itself.

Fix: Add a new page under each user profile with FAQ and contact us options for better user experience and direct feedback of users to developers.

**56. H11. Accessible/ Severity 2 / Found By: C:** Photos of restaurants nested, can't see everything immediately, so less accessible and users will less likely click in and out multiple times to see all photos.

Fix: May be nice to have photos all in one page and just categorize inpage instead.

57. **H11. Accessible / Severity 2 / Found By: C:** There also should not be a load more button on the menu, it should just be super scrollable. The “load more” makes the user take an extra step just to find other options on the menu, which will make them more likely to pick what they see if they don't have a strong preference, and implies that there has been a pre-selection of choice. This can be good or bad, but definitely can cause a bit of frustration at first if the user cannot easily see all the options afforded to him/her at once, especially if the user wants to try new things on the menu. The “load more”, though, may be more appropriate after the filter function activates, since the user already knows that a filter is applied, and the shown page includes relevant choices.  
Fix: get rid of “load more” and just enable the user to scroll
58. **H12. Fairness and inclusion / Severity 3 / Found By: C:** The miles on the recommendation pages “distance” slider is super small, as is the average dish price, making it not very accessible to all. This isn't very accessible for all users.  
Fix: It would be nice if when scrolled, the number is enlarged to show miles/price range being selected, which would give more accessibility to users while keeping in mind being minimalist and conserving space.
59. **H11. Accessible / Severity 1 / Found By: C:** The “Sort by” arrow to the left on task flow 2 does not really align with its next step/function. It is used to indicate the end of the user's choice of sorting, but usually that arrow implies that there may be more options in the next page.  
Fix: Replace the arrow with a “done” button or notification that that sorting has happened to give user feedback that their preferences have been taken into account.
60. **H11. Accessible / Severity 3 / Found By: C:** For Average Dish Price in Task flow 3, it isn't really clear what the number of dollars the point is at means. For example, if a user was to slide it to 20 dollars, does that mean that the user's wanted average dish price is exactly 20 dollars? Or 20 dollars and below? Looking at the extremes, there's a discrepancy of greater than 100 and less than 5, which makes it confusing whether or not any number in the middle indicates greater than or less than that number. This gives a mismatch of functionality.  
Fix: use categories and ranges (one dollar sign for less than 5 dollars, two dollar signs for 10-15 dollars, etc, instead of just one number.
61. **H11. Accessible / Severity 2 / Found By: C:** There is not a lot of delineation between the fonts of the texts beside each dish on Carey's Match Menu, making it slightly difficult to parse and make sense of.

Fix: make headings larger, or have box delineation

**62. H11: Accessible / Severity 3 / Found By: A:**

The portion of the onboarding process where users are prompted to create their profile is quite dense with text, making the different components small. The area where users are expected to input their Name and Phone, in particular, is extremely small. As a result, this design may cause errors for users due to misclicking an unintended field.

Fix: Have the name, phone number, and profile picture setup be on a different screen from the dietary profile, allowing each component to be slightly larger.

**63. H11: Accessible / Severity 2 / Found By: A:**

Key Information such as the restaurant's operating hours and phone number is not upfront and is nested from screen readers.

Fix: Have the restaurant's key information be obviously displayed on the page without being hidden from users.

**64. H11: Accessible / Severity 2 / Found By: D**

The food recommendation page & quastanire is very nested, therefore might pose issues for people with disability needs.

Fix: Make the recommendation system scrollable on one page

**65. H11: Accessible / Severity 3 / Found By: A:**

Menu icon on the restaurant's page is not prominently displayed and can be easily missed by users.

Fix: Enlarge the menu icon.

**66. H11: Accessible / Severity 2 / Found By: A:**

The small arrow icon on the restaurant's page is not apparent. At first glance, users might not realize that they are able to scroll through the page for additional information.

Fix: Make the downward pointing arrow icon a darker shade.

**67. H11: Accessible / Severity 4 / Found By: B**

Only videos are displayed for each of the information categories in the individual restaurant page. This may exclude users who cannot hear/see, thus disabling them from obtaining any information from these categories.

Fix: Provide a text description with each category describing the information provided in the video

**68. H12: Fairness and Inclusion / Severity 2 / Found By: B**

Personalization within the dietary profile is limited to selected restrictions and special diets. This excludes audiences who do not have any dietary restrictions or diets, but simply would like to keep a personalized profile which remembers cuisine preferences, preferred ingredients/foods, etc.

Fix: Expand dietary profile to include options for favorite type of cuisine, ingredients, foods, etc.

**69. H12: Fairness & Inclusion / Severity 2 / Found By: A:**

The dietary profile does not have a selection for users who do not consume food containing alcohol as an ingredient.

Fix: Include a non-alcohol option within the dietary restrictions.

**70. H12. Fairness and inclusion / Severity 2 / Found By: C:** On Task flow 1 the review ratings are in numbers, and may be small to see. That might exclude people who have trouble seeing.

Fix: add visual representation such as stars instead of text to indicate rating

**71. H12: Fairness and Inclusion / Severity 2 / Found By: B**

There are no options in the dietary profile to specify health related metrics, such as low carb intake, calorie intake, etc. This may frustrate the users as they may want to input these dietary restrictions when making decisions on the restaurants and dishes they filter through.

Fix: Allow users to add health/lifestyle related metrics in dietary restrictions and on their profile

**72. H12: Value Alignment / Severity 2 / Found By: D**

Food is about discovery. But catering everything to a user's need, there's nothing new.

Fix: Have fewer questions about what a user's taste is.

**73. H12. Fairness and inclusion / Severity 1 / Found By: A, B, & C:** The color difference of red and green on the last screen of task flow 3 on Carey's Match Menu may not be able to serve its purpose if the user is color blind. This is an inclusion problem.

Fix: Don't use the red and green color scheme. Try using accessible colors that still flow with your current yellow-black-white color scheme.

**74. H12: Fairness and Inclusion / Severity 2 / Found By: D**

The app doesn't provide any information about each dietary restriction while to achieve inclusivity this might be necessary.

Fix: Adding a little question mark next to each dietary restriction might be a good way to educate users about other people's dietary restrictions and the app would bring more awareness to different groups of people.

75. **H13. Value alignment / Severity 2 / Found By: C:** It's cool that the user is specific with the type of food they want by going through your quiz but are they able to skip any of these quiz questions, especially if they want a quick recommendation and don't want to take a whole buzzfeed-esque quiz to get something to eat?

Fix: If the "None of these" button functions as such, maybe naming it "skip" would be a better match.

76. **H13. Value alignment / Severity 3 / Found By: C:** I'm also not sure when the user chooses pizza as it's primary craving, the first two suggestions that come from Terun are pizza and pasta? Shouldn't it be pizzas with different flavors be more relevant, or even dishes that have flavor profiles similar to margarita pizza's?

Fix: have more relevant recommendations

77. **H13. Value alignment / Severity 3 / Found By: C:** What if the user is still not happy with the match, is there a way to "load more" dishes from the suggested restaurant or suggestions for another place that matches their preferences? Or does the user have to start the quiz all over again and change how they answer? This is a user control issue that would potentially restrict users in getting to their end goal faster.

Fix: have a "load more" button to load more suggestions and food in the case that the user doesn't like any of it.

78. **H13. Value alignment / Severity 2 / Found By: C:** The "start matching" button in task flow 3 is mislabeled. It makes it seem like the matching is about to start, where in fact the user is taken to pages that ask for more input of preferences.

Fix: Renaming the button would to something like "choose more preferences" would align more with what the user has to do.

79. **H13. Value alignment / Severity 3 / Found By: C:** There's no multiple choice options (seems to not be), when choosing preferences of flavor or craving, which limits the user's choices and ability to fully express what they want.

Fix: enable multichoice options

80. **H13. Value alignment / Severity 3/ Found By: B & C:** There seems to be no access to ordering or reserving food on task flow 1, which misaligns with the user goals since there

may be a chance the user filters for food at a random popular restaurant and decides to get food there immediately instead of going through a whole quiz to do so.

Fix: add functions to give users ability to purchase food even if they randomly peruse a restaurant

### 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	4	0	0	5
H2: Match Sys & World	0	1	6	0	0	7
H3: User Control	0	1	3	5	0	9
H4: Consistency & Standards	0	5	2	3	0	10
H5: Error Prevention	0	0	0	1	0	1
H6: Recognition not Recall	0	0	2	0	1	3
H7: Efficiency of Use	0	2	1	3	1	7
H8: Minimalist Design	0	6	0	0	1	7
H9: Help Users with Errors	0	2	0	0	0	2
H10: Help & Documentation	0	0	2	0	0	3
H11: Accessible	0	1	6	3	1	11
H12: Fairness & Inclusion	0	1	6	1	0	8
H13: Value Alignment	0	0	2	4	0	6
<b>Total Violations by Severity</b>	<b>0</b>	<b>13</b>	<b>25</b>	<b>18</b>	<b>4</b>	<b>80</b>

*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	17% (4)	42% (8)	8% (2)	50% (10)	
Sev. 2	35% (8)	32% (6)	52% (13)	40% (8)	
Sev. 3	39% (9)	16% (3)	28% (7)	10%	
Sev. 4	9% (2)	10% (2)	12% (3)	0%	
<b>Total (sevs. 3 &amp; 4)</b>	48% (11)	26% (5)	40% (10)	10%	
<b>Total (all severity levels)</b>	23	19	25	20	

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

## 5. Summary Recommendations

Moving forward, the design of the application should provide full and total control to the user, as the basis of the concept is to highlight unique, personalized dining experiences. While there is a good foundation with the features and task flows present in the med-fi prototype, there is room to expand towards an all-encompassing personalization experience.

With regards to the Nielsen heuristic categories, areas of improvement are H11: Accessible (10 heuristic violations), H4 Consistency & Standards (8 heuristic violations), and H3: User Control & Freedom (7 heuristic violations). We found that several components in the medium-fidelity prototype were not adequately sized. As a result, this would either make users more susceptible to experiencing errors (e.g. the name and phone number field at the onboarding process are too small and may cause the user to click an undesired field) and encounter hardships in accessing important information about the restaurant (e.g. accessing the menu, seeing the operating hours). Furthermore, users were not given the flexibility to choose their desired location (could only share current location), nor were they able to cancel/exit out of certain components (e.g. “sort” filter or the recommendations Q&A). Other trending heuristic violations we noticed were mostly related to aligning with user values. This meant more specifically there were incredibly cool functionalities for the users, but a few of the pages and buttons can be thought through a bit more to make them more aligned with what the user may want, which would make the platform better.

In terms of feedback not directly to Heuristic Violations, we want to challenge you to look through some of the questions you’re asking and really think about whether or not those are useful questions that would help the user choose their meals. And more importantly, the graphics that you choose to represent each option may bias the user. For example, the user may think that they are craving Italian when they just want some pizza. Thus when you ask the next question of which dish is speaking to them, it’s a bit redundant to have the user choose pizza again. The “what are you digging” question and the “what’s your craving?” question seems to me to be asking the exact same thing. These questions also make a lot of assumptions of what user’s care about when trying to decide what food they want. So a lot of user testing may be helpful for the group to narrow in on the types of questions that are most helpful to ask users. Apart from the violations identified, there seems to be more opportunities for branding throughout the

prototype's design. This would tie together the unique experience the project provides to the project itself, differentiating from other dining applications.

Great work overall! We look forward to seeing your final deliverable and presentation :)

### ***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

### **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.