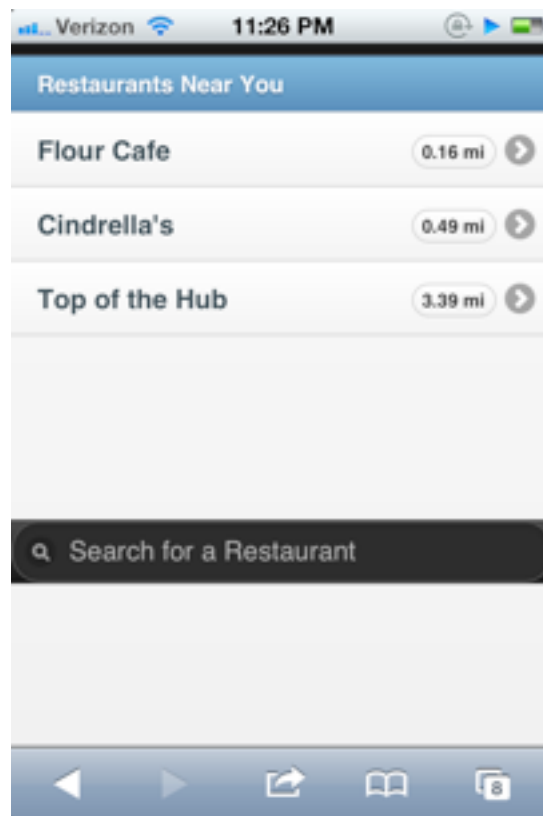


HW2: Heuristic Evaluation of menu.io

I performed this evaluation on an iPhone-4S with iOS 5.1.

Negative Feedback

1. The home page is longer than the vertical height of my mobile device (iphone). I should be able to click on the bottom 'Find Nearby Restaurants' button without scrolling. A combination of using percentage based css and preventing the *touchmove* event should fix this. This is a minor aesthetic issue, but it does make this app feel much less useful than a native application.
2. The 'Restaurants Near You' page is too short for my device and the search bar appears about 75% down the page. The search bar should really be fixed to the bottom of the page. This is another minor aesthetic issue, but it is important for mobile webapps to as closely mimic their native counterparts as humanly possible. See image below:



3. The search bar should have an icon to clear the relevant text. This will help make the app easier to use and further make it more standards compliant. This is another minor aesthetic issue.

4. On the “Flour Bakery” Page it is somewhat difficult to tell what text belongs with each image. Possibly some sort of border or coloring could help this. This is a minor issue that makes the app slightly harder to use. See Image Below:



5. It is not readily apparent what the filtering options (shown in the image above) on the bottom are supposed to do. This is a medium issue that falls under ‘Help and Documentation’.
6. When clicking on the filtering options there is a noticeable delay before the option provides visual feedback(bolding), onclick is very slow on mobile you should use a function based on ontouchstart. Also I don’t think slightly bolding and darkening the filter’s text is quite enough of a notification of what state the user is in. This falls under Error Prevention because the user may repeatedly tap the filter because they didn’t receive fast enough notification.
7. An option to clear all filters would be useful. Currently active filters could be hidden from the user by the horizontal scrolling of the filter bar. This is a medium issue that would affect ‘User control and Freedom’
8. A visual indication of how many many items match the currently selected filters would be nice. This is another ‘User Control’ issue that I would consider high because it would be

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frustrating as a user to drill down a bunch of filters only to realize you have no menu items to choose from.

9. The back button behavior is not always consistent. Consider using html5 history features to make the back button more useful. It would be nice if the state of filters was saved and the individual picture shown on a menu page was consistent when using the back button. This is a major issue because it makes it difficult to navigate the app and does not match real world conventions

Positive Features

1. The detail view of a single menu item is awesome. It is really intuitive to use and displays its information well. Image below.

