

# Hubbub Heuristic Evaluation

## 1 Introduction

This evaluation is sorted into five different sections, including catastrophic, major, minor, and cosmetic issues, along with a section for good features of the user interface. Each issue or feature discussion consists of a description, the relevant usability heuristic from Nielsen's list of ten usability heuristics, and the reasoning behind the severity rating if it is an issue.

## 2 Catastrophic Issues

### 2.1 Selecting Multiple Filters and Options

On the filter page, selecting filter options and then selecting a previous filter leads to ambiguity about what will occur upon selecting "Execute." It is unknown whether these options and the previously saved filter will be combined in an *and* (&&) or *or* (||) fashion, or if this is an illegal operation. Selecting two previously created filters also leads to this ambiguity. This is an issue regarding the visibility of the action the system will perform. This issue has medium frequency, high impact, and high persistence. The selection of multiple filters and options can be seen in figure 1.



Figure 1: The left image shows the selection of a previously saved filter and a new filter option. The right image shows the selection of multiple saved filters. In both of these cases, the resulting filter is ambiguous.

## 3 Major Issues

### 3.1 More Options Visibility

On the filter page, selecting options from “More Options” and then minimizing the “More Options” list leads to confusion about whether the selected options from “More Options” will be used, as well as confusion about which options were selected. This is a visibility issue regarding the system’s current mode. This issue has low frequency, high impact, and high persistence. This issue can be seen in figure 2.

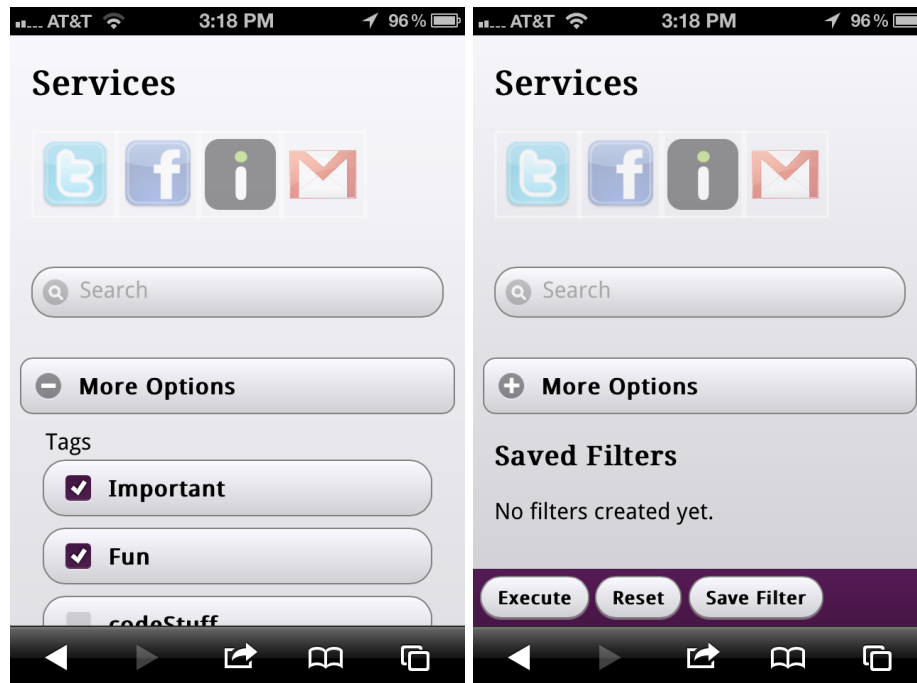


Figure 2: The left image shows a few options being selected to be used as filter. The right image shows the filter page right after these options have been selected and the “More Options” list is minimized. The previously selected options are no longer visible and it is ambiguous whether the options will still be used as a filter and if so, the can’t recognize which options have been selected.

### 3.2 Buttons Near Bottom

On the filter page, the “Execute,” “Reset,” and “Save Filter” buttons are near the bottom of the display, which is near the web browser’s buttons. The tag page also has this issue with its “Ok” and “Cancel” buttons once the tag list becomes long enough. [Fig. 3] The proximity of the website’s buttons to the browser’s buttons leads to an issue in error prevention. This issue has high frequency, medium impact, and medium persistence.

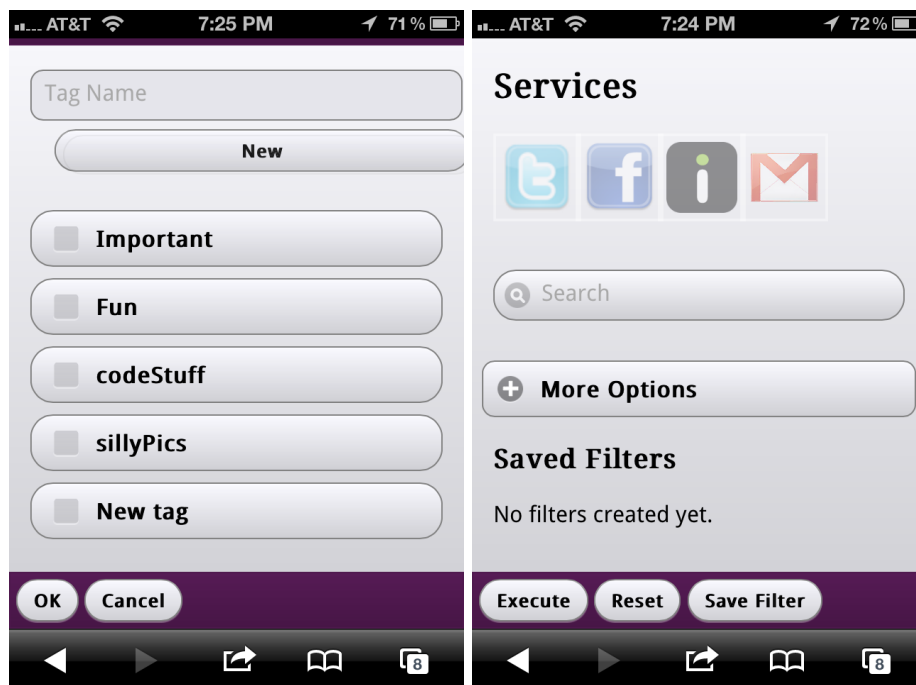


Figure 3: The left image shows the buttons at the bottom of the tag screen and the right image shows the buttons at the bottom of the filter screen. On these two pages, the buttons are near the browser's buttons, which leads to accidental presses of the browser buttons.

### 3.3 Imgur Visibility

Imgur images are covered by the “Tag,” “Share,” and “Save” buttons. [Fig. 4] This is a visibility and aesthetic issue. This issue has medium frequency, medium impact, and high persistence.

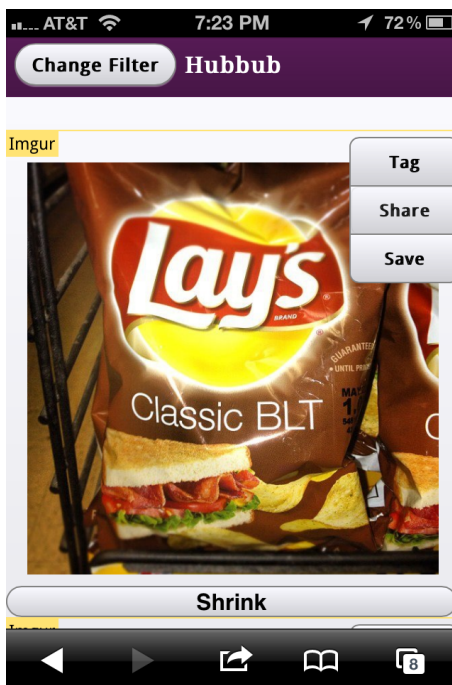


Figure 4: This image shows an example of an Imgur picture being covered up on the upper right by three buttons.

## 4 Minor Issues

### 4.1 Tag Deletion

There is no function for deleting tags, which is a user control issue. This issue has low frequency, medium impact, and high persistence.

### 4.2 Black on Blue

On the main page, the labels for Facebook use black text on a blue background. [Fig. 5] This leads to low visibility for older users. For these users, this issue has medium frequency, high impact, and low persistence. For other users, this issue is more cosmetic.



Figure 5: This image shows an example of the Facebook label on the main listing page. This label has black text on a blue background, leading to harder visibility for older people.

### 4.3 Filter Visibility

On the main page, the current filter (if any) is not visible. This affects the visibility of the system's current mode. This issue has medium frequency, low impact, and medium persistence.

### 4.4 Logo Consistency

The logos for the services on the filter page do not match the labels for the services on the main page. [Fig. 6] This is a consistency issue. This issue has medium frequency, medium impact, and low persistence.

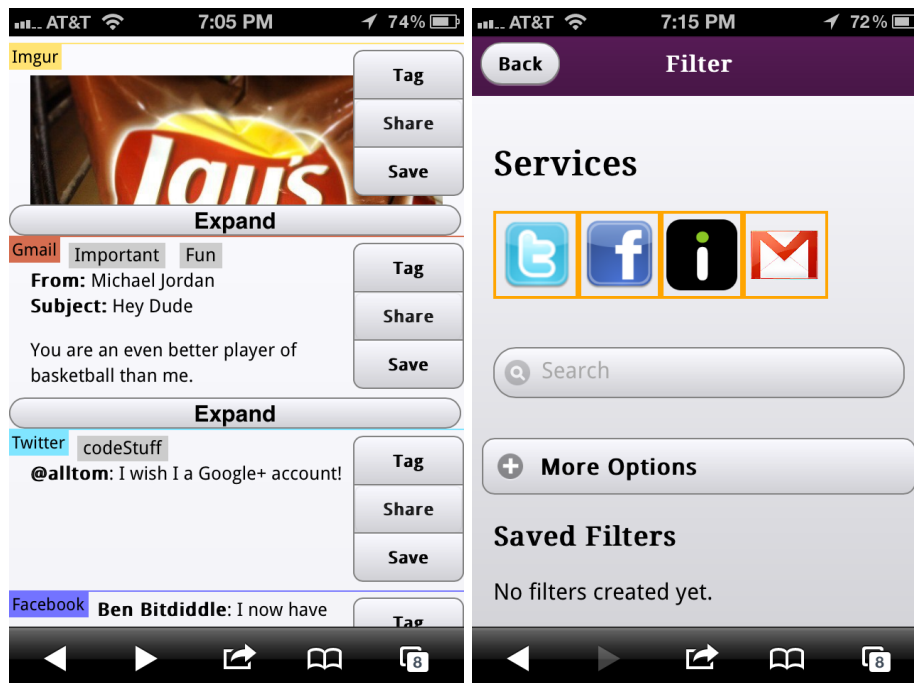


Figure 6: The left image shows the labels for services on the main listing page. The labels for Imgur, Gmail, Twitter, and Facebook do not match the logos used on the filter page, shown in the image on the right.

#### 4.5 Moving Expand Button

On the main page, selecting the “Expand” button for a section expands the section, with a new “Shrink” button replacing the “Expand” at the end. The location of the “Shrink” button is different than the “Expand” button, which is an error recovery issue because users must move their finger to a different location to undo the action. This issue has medium frequency, low impact, and high persistence. This moving button can be seen in figure 7.

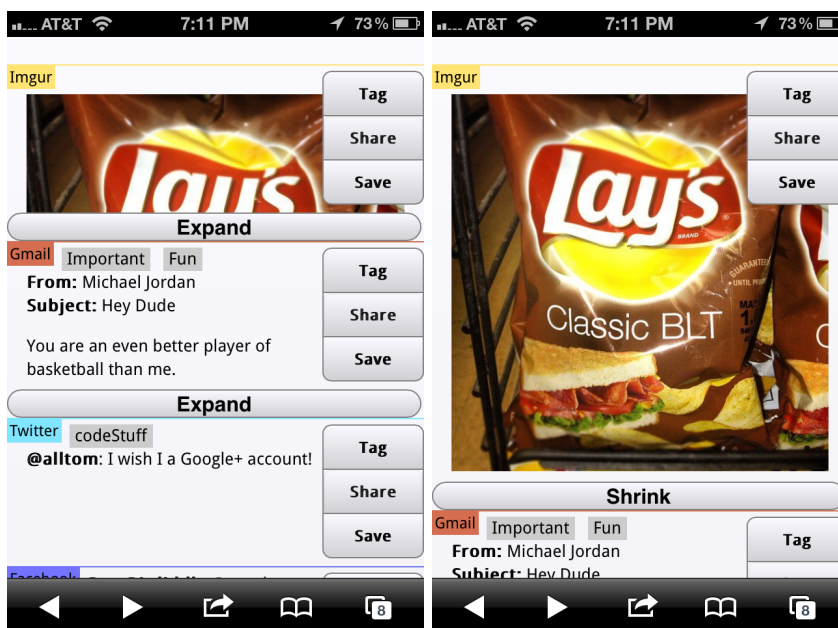


Figure 7: The left image shows the position of the “Expand” button before it is pressed (the upper “Expand” button, for the Imgur post). The right image shows the position of the “Shrink” button, whose function is to undo the expand action that occurs upon pressed the “Expand” button. The two positions are different, which makes it difficult for the user to undo an accidental expand.

## 5 Cosmetic Issues

### 5.1 Imgur Color

On the main page, the color for each service's label mostly matches the real-world color of the service (red for Gmail, cyan for Twitter, blue for Facebook). This is very well done, however, the label for Imgur is yellow, which does not match with the real world (green). [Fig. 8] This issue has medium frequency, low impact, and low persistence.



Figure 8: This image shows the labels on the main listing page. All of the label colors match their real-world counterpart, except for Imgur.

### 5.2 Vertical vs. Horizontal

The website is designed to be viewed on an iPhone that is vertically oriented. When the iPhone is oriented horizontally, the website loads vertically and white space is seen on the right side. [Fig. 9] This affects all pages. In Nielsen's list, this is an aesthetics issue. This issue has low frequency, low impact, and low persistence.

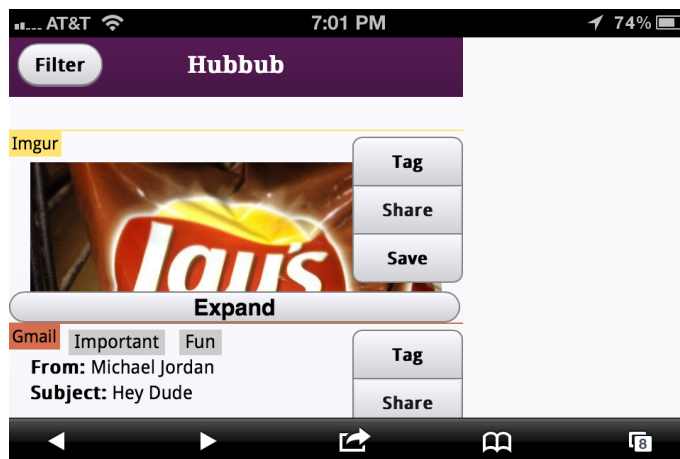


Figure 9: This image shows the website in an iPhone that is oriented horizontally.

### 5.3 Cancel vs. Back

The tag screen and the save filter screen uses a button labeled “Cancel” and the filter page uses a button labeled “Back”. [Fig. 10] Each seem to have the same function of returning the user to the previous page. For consistency, the button names and positions should be standardized. This issue has medium frequency, low impact, and low persistence.

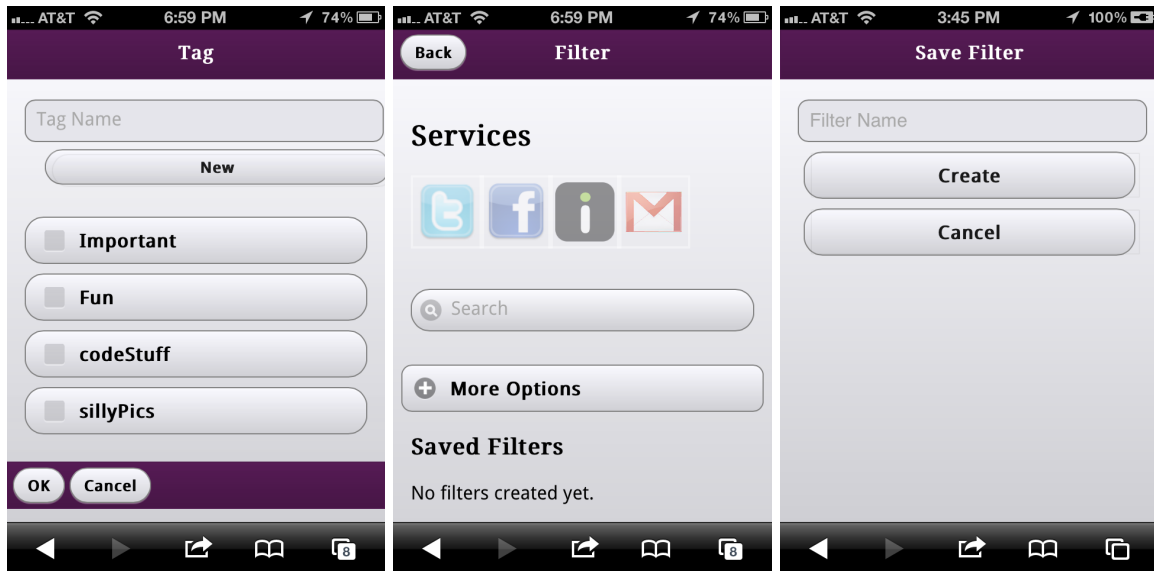


Figure 10: The image on the left shows the cancel button on the tag page. The image in the center shows the back button on the filter page. The image on the right shows the cancel button on the save filter page. Each of these buttons perform a similar function, but are labeled and placed differently.

### 5.4 Execute vs. Reset

On the filter screen, selecting “Execute” does the same thing as “Reset” when no filters have been selected. Regarding minimalist design, it’s probably possible to remove the redundant “Reset” button. This would also help alleviate any confusion about the function of the “Reset” button, which may be mistaken as a button that resets the saved filters or the current filter selections. This issue has medium frequency, low impact, and low persistence.

### 5.5 Expand and Shrink

The main page uses the terminology “Expand” and “Shrink” to denote showing more and less information. This doesn’t match with other real-world examples, which commonly use the terms “More” and “Less.” This issue has medium to high frequency, low impact, and low persistence.

### 5.6 Filter Title Visibility

The title on the filter page disappears if the user moves down on the page. This affects visibility of the system’s current mode. This issue has medium frequency, low impact, and low persistence. This issue can be seen in figure 11.

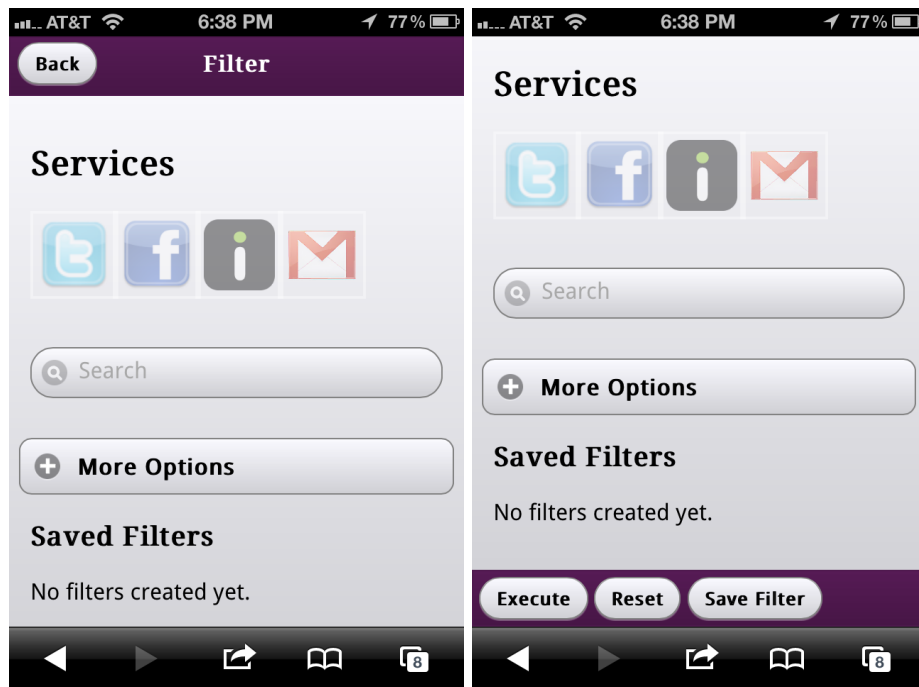


Figure 11: The image on the left shows the filter page with the filter title showing. The image on the right shows the filter page with the filter title outside of the visible screen. This reduces the visibility of the system’s current mode. However, this is very cosmetic, as the mode is also visible in other ways, such as the “Saved Filters” label, which only exists in the filter page.

## 6 Good Features

### 6.1 Custom Filters

The ability to create and save custom filters is a very good feature that increases efficiency of the system for the user.

### 6.2 Saved Filter List

Showing the saved filters by name in a list helps with recognition, as opposed to an interface in which the user would have to type in the name, which would require recall. As such, the saved filters by name in a list is very helpful for efficiency and error prevention. This interface is seen in figure 12.



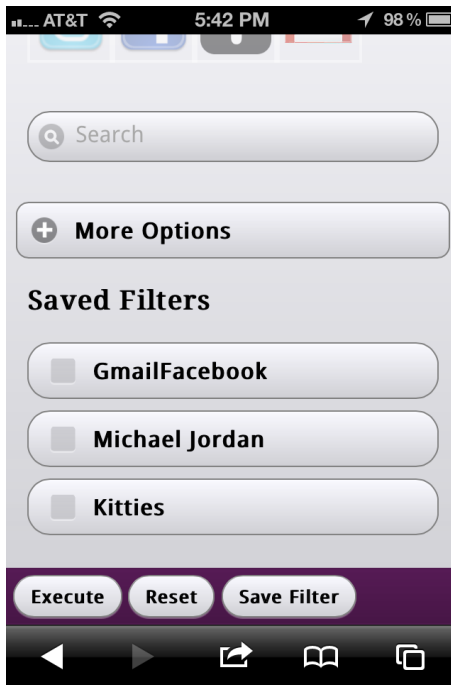


Figure 12: This image shows the interface of the saved filters by name that can be selected.

### 6.3 Tag List

Similarly to the saved filter list, the list of tags is also helpful with preventing errors due to lapses in memory; assuming that the user has named their tags appropriately. This interface is seen in figure 13.

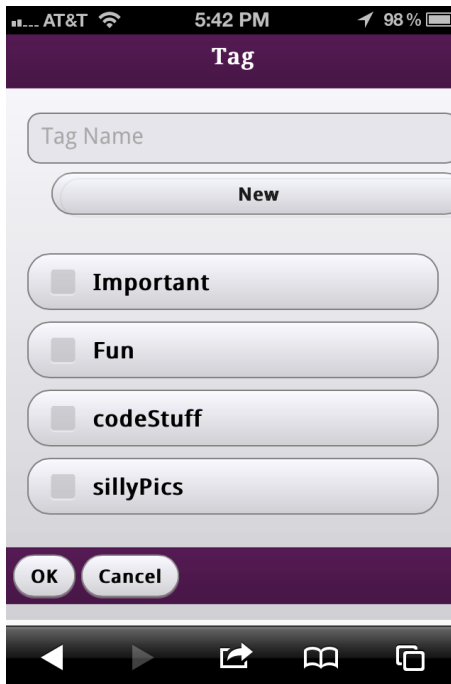


Figure 13: This image shows the interface of the list of tags that can be selected.