

Viral Content Generator

Heuristic Evaluation



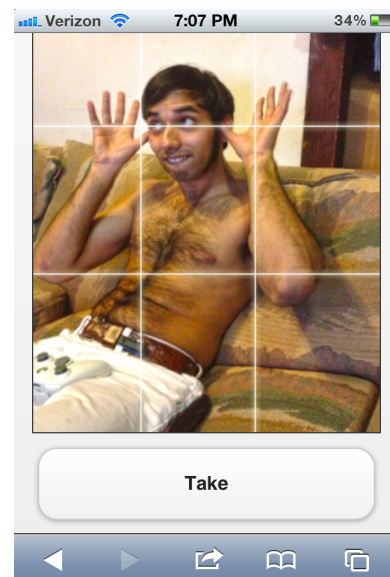
Consistency. The arrows for the buttons match the scrolling motion. This is good as it is consistent to the direction of the scrolling the user would expect. For touchscreen devices, however, scrolling animations that involve multi-directions (i.e. not just the regular forward or back) are usually triggered through user swipe inputs instead of buttons so watch out for that in terms of consistency, but this seems to be a minor issue.

Severity: Minor

Simplicity. The logo is too dominant as if conveying to the user that there are some added functions associated to it. It does not provide additional information and functionality. The title and the logo should be less dominant, perhaps join them together and resize them. If you choose to keep it as is, it'd be much better if you could add some interactive functions to the logo.

Severity: Cosmetic

User control. There is no way to go back to the home page once the user clicks *New Template* button and goes to the corresponding page. It took some time to figure out that one can use the back button of the browser to reverse the action. However, if this were not a web-based mobile application, it'd be appropriate to add a back button to go back to the home page from the New Template page. *Severity: Major*



Learnability. It was not clearly obvious that clicking the *New Template* opens the camera. It'd be great if there were some suggestive icon or something that tells the user about this shift in mode.

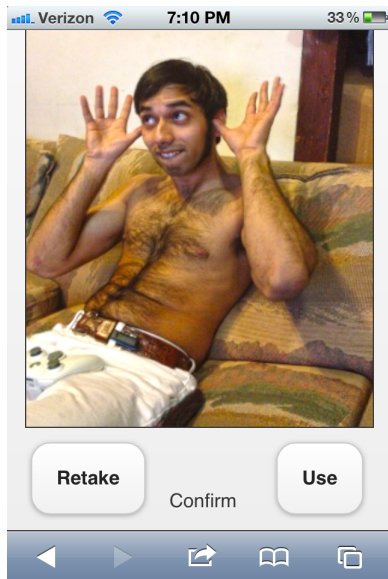
Severity: Minor

Consistency. The *Take* button does not clearly suggest to the user of its purpose. It wasn't immediate clear that *Take* button takes the photo. It might be more appropriate to use default icons provided by development kits like the camera icon in iOS.

Severity: Minor

Simplicity. There is no reason why the *Take* button should be too large. This is a minor problem but it makes the interface aesthetically unpleasing. Perhaps, you can use the camera icon as mentioned above and make it centered.

Severity: Cosmetic



Help and Documentation. The grid in the camera view can be confusing for someone who does not use the same feature in the regular Camera application. Is it for alignment or cropping the view? It isn't immediately clear. One suggestion is to add some toggle button to turn on/off the feature. Not only can the toggle button provide user control but it can also suggest the exact purpose of the gridlines.

Severity: Minor

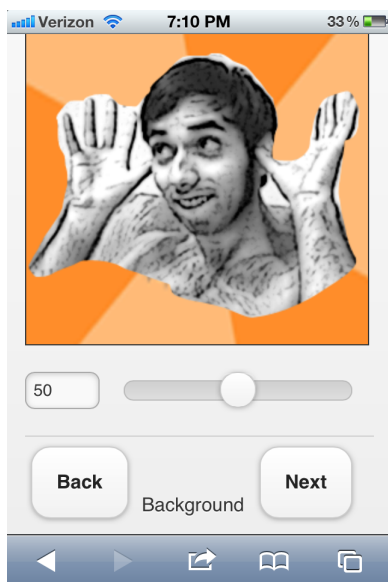
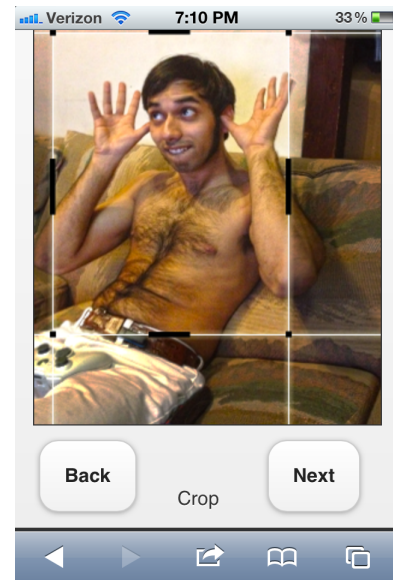
Simplicity/Consistency. There is a big inconsistency as well as simplicity issue in using multiple pages to edit one particular photo. It isn't immediately clear for the user that going to the next page brings him or her to other additional tasks of editing or finalizing the photo. Camera and photo applications usually have one whole page allotted for all editing features. It provides

users a one-stop shop to do all edits and saves them the trouble from browsing several pages to complete a group of similar tasks.

Severity: Major

Visibility/Consistency. Task labels aren't visible enough to suggest that these are the tasks requested for particular pages. Like the *Confirm* page plus the two buttons *Retake* and *Use* doesn't clearly tell the user that this page wants him or her to decide whether to use the photo or retake. That's three verbs there with only two actions possible. Perhaps change the *Use* to *Confirm*. There is no need to label the page as *Confirm*.

Severity: Major



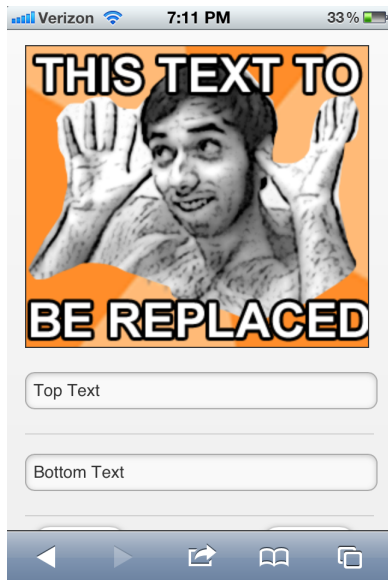
Visibility/Learnability. It isn't clear what the slider does. Does it change the contrast of the picture? The size? The saturation? It might be obvious once the user starts using the slider. However, a label saying what the slider does would be helpful to save the user from the trouble of wasting some time to figure out what it actually does.

Severity: Minor

Learnability. The *Enter Name Here* instruction isn't exactly clear. Is it asking for the name of the person in the picture or the name of the user or the template? If it is template name, perhaps use *Enter Template Name Here* instead. Another learnability issue is having the buttons Home and Label at this stage. It isn't clear if clicking the Home button saves the template or if the user has to click the Label button first before the template is saved. If it happens to be the latter, then having the Home button can be in error prevention as the user might accidentally click it without actually intending to discard the changes made so far.

Severity: Minor

Consistency. The *Top Text* and *Bottom Text* textboxes should be paired to the text portions of the images



they're changing. That is, consider moving the *Top Text* textbox on top of the image and the

Bottom Text just right below the image. This way, the user doesn't have to keep scrolling to see the changes.

Severity: Cosmetic

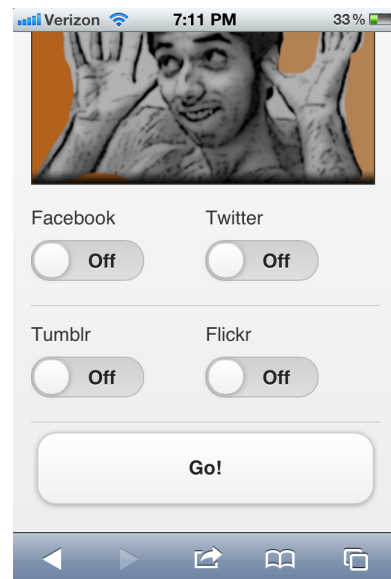
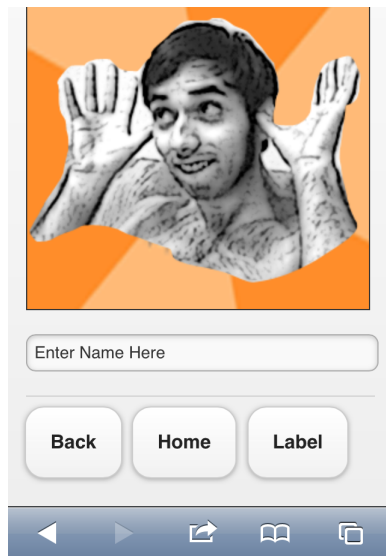
Consistency. While choosing to use toggle switches to share to multiple social networking platforms at the same time seems a neat idea to do things at once, it

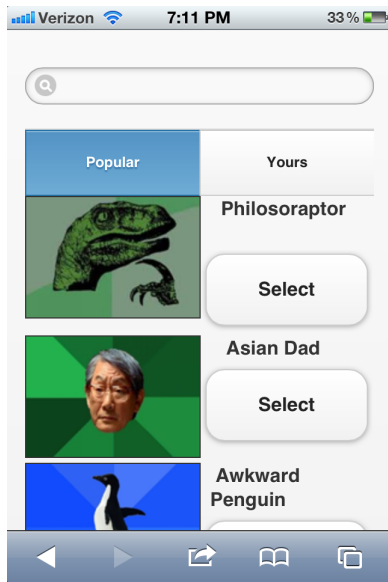
isn't consistent to the purpose of toggle switches which usually serve to turn certain modes on and off. In this case, toggle switches are used to pick multiple options. In addition, the *Go* button isn't really suggestive as to what it is actually does in effect. Does it turn on Facebook or Twitter? Consider using Share or something similar.

Severity: Cosmetic

Feedback. Upon pressing the *Go* button, there is no message or dialog to tell the user that the content has been shared. Right now, all it does is return to the home screen, which sometimes can suggest there was something wrong. Consider adding a success dialog after the content is successfully shared.

Severity: Minor





Help and Documentation. The function search box isn't really clear? Is the user searching for template names or specific keywords? Consider adding some text that would suggest what the search box is doing. In addition, the return key in the iPhone keyboard does nothing. There is no sort of feedback. Consider adding some feedback and perhaps a search button as well.

Severity: Major