HW2: Heuristic Evaluation of Suggestible

Michael Plasmeier

I realize that the application is quite thin, and many parts of the application have not yet been implemented, but I was required to identify 15 issues.
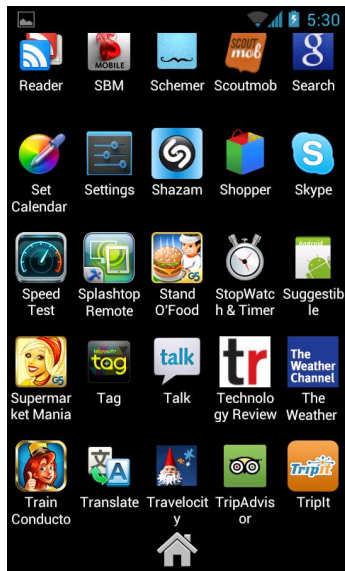
Contents

Issue 1: App Icon

Figure 1 My App Drawer

The app icon does not allow it to stand out in the Android app drawer. The generic icon gives no indication about the purpose of the application.

- **Consistency and Standards**: Inconsistent with Android standards that each app has its own icon
- **Match between system and real world**: The icon gives no indication to what the app does.
- **Recognition efficiency**: The app cannot be quickly recognized from the drawer

Cosmetic

Issue 2: No information about the purpose of the app in the install flow

The app install flow (go to URL on your phone, Android install page, app first launch) provides no information about the purpose of the app.
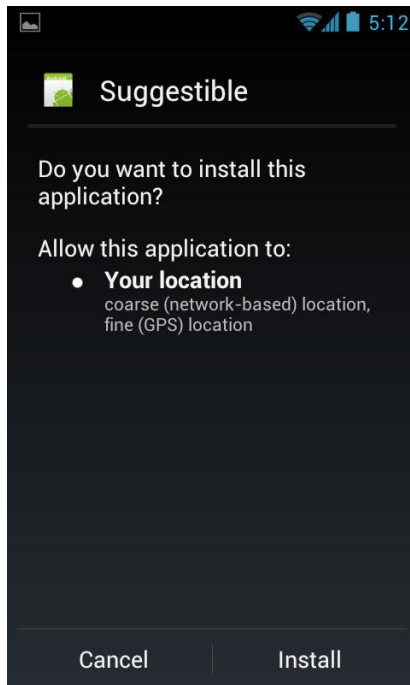
Figure 2 App Install Flow

- **Visibility of system status**: Users are not informed about the purpose of the system
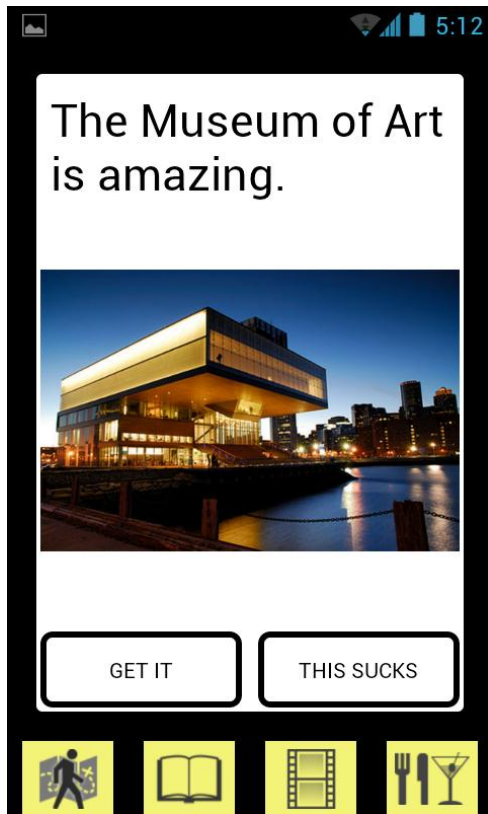
Major

Issue 3: Card View

Figure 3 Main Screen of the App

The main interface of the application is a card view. This is reminiscent of the Palm WebOS interface (which I love). This interface is fast and efficient. However, there is no indication for new users that they may swipe left or right to see other cards. You might not want to include this, if you want users to rely on "Get it" or "This sucks".

- **Efficiency**: The card view is very efficient
- **Learnability**: The learnability of the card view on Android is limited. Few other apps on Android use this interface. There are no features that help with the discoverability of this interface.
- **Aesthetics and minimalistic design**: Screen contains just the data that is needed

Minor

Issue 4: Card View does not loop around

The card view could loop around so that users can start by swiping either left or right.

- **Match between system and real world**: Some card systems allow you to sort cards in either way
- **Flexibility and efficiency**: users may want to start exploring in either direction

Cosmetic

Issue 5: What is the App Doing?
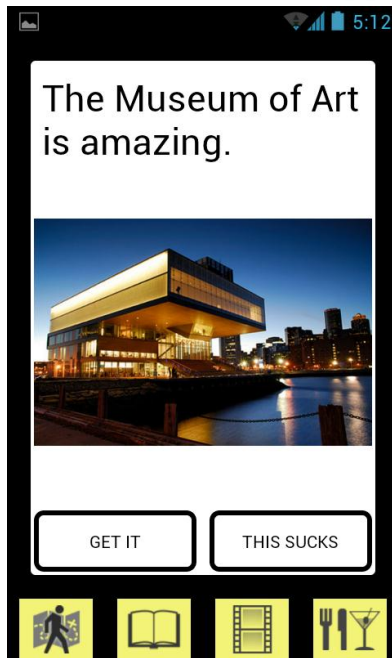
What is the app doing? Is the app is making recommendations to me based on information that I have provided it? For example, Pandora tries to narrow down into you preferences as you "Thumbs Up" or "Thumbs Down" songs. Here it appears the app is not changing recommendations based on what you tell it. First, this is not what users are expecting will happen. Second, then what is the purpose of the app? I know you want spontaneity – but how about starting with spontaneity and then narrowing recommendations down based on response.

- **Consistency and standards**: Works different than other recommendation systems
- **Visibility of system status**: What is the App doing?

Major from a UI point of view

Critical from a business point of view....

Issue 6: No "Meh" Button
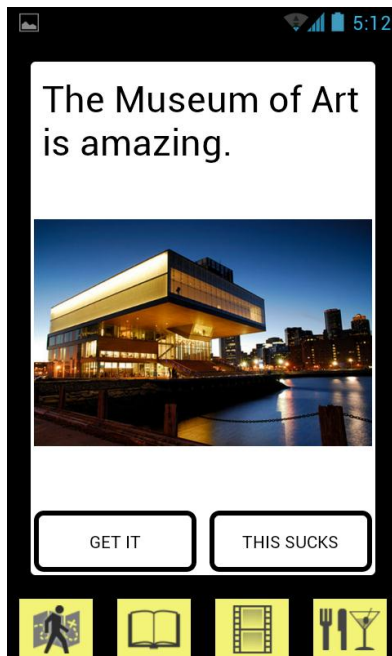
This is related to above. My choices are either "Get it" or "This Sucks". What about "Meh"? If the app is building recommendations based on my reaction to recommendations, I should be able to have a lighter reaction to stuff. Other sites use a 5-star system

- **Consistency and standards**: Other recommendation systems have a medium step besides "Get it" and "this sucks"
- **Visibility of system status**: What does "This sucks" mean versus swiping right?

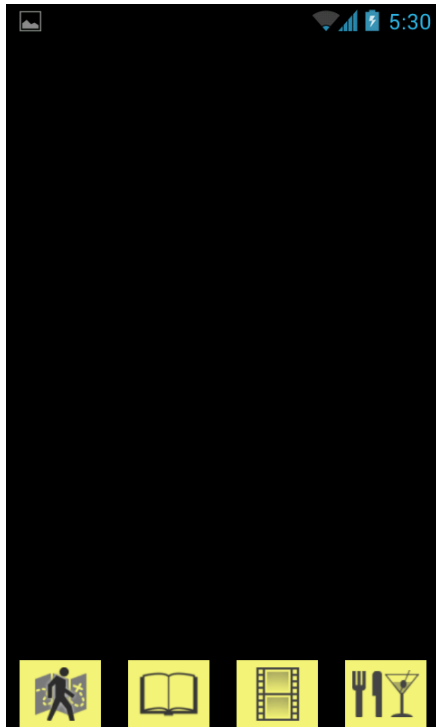# Issue 7: "This Sucks" for all items leaves app unusable

Figure 4 Hitting "This Sucks" for all

Hitting "This Sucks" for all items leaves the app unusable and there is no way to recover.

- **Error prevention**: Users should never be out of recommendations
- **Help users recognize, diagnose, and recover from errors**: Error text should be provided

Minor

Issue 8: Clicking on a Card does nothing

When someone clicks on the card, you should open the item detail screen.

- **Consistency and standards**: In most systems, clicking on the object selects it
- **Flexibility and efficiency**: It is easier to click on a larger target, especially on a direct-touch screen.

Cosmetic

Issue 9: Inconsistent Item Detail Screens

 vs
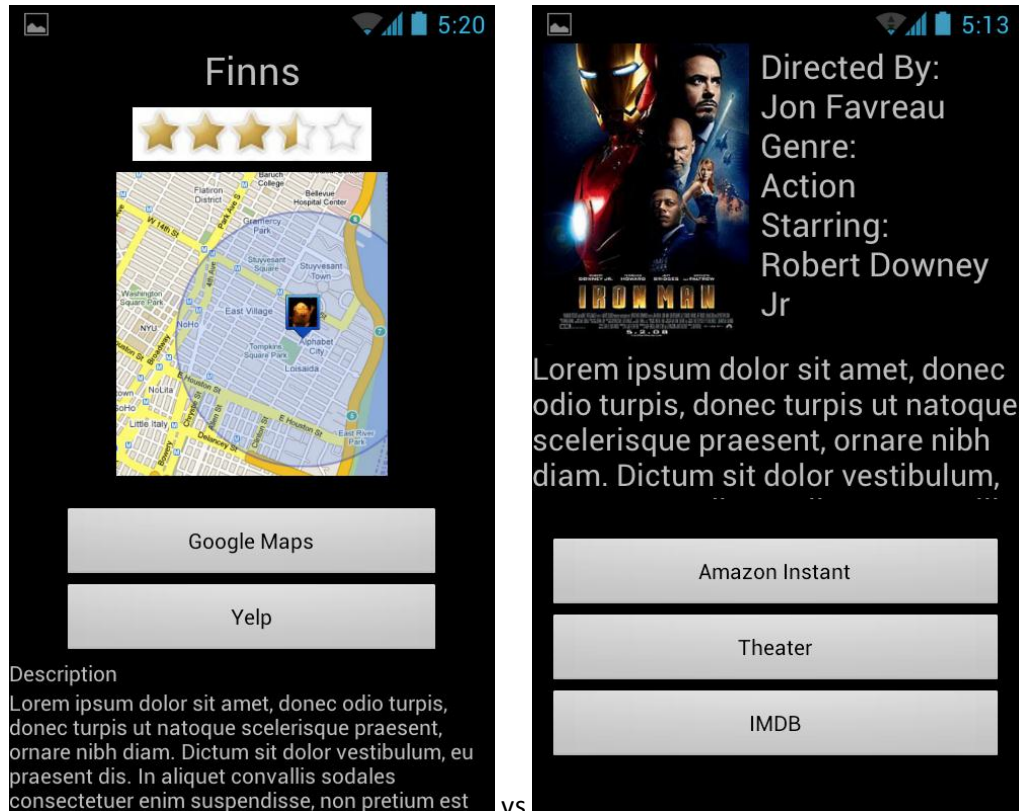
Although the screens do deal with different media, and should have different buttons, the overall layout of the page (title, description, location of buttons) should be consistent.

- **Consistency and standards**: Item detail screens should be consistent

Major

Issue 10: Clicking on Item Action Button Provides No Indication of Action

Clicking on an item action provides no indication of action. This may be because the button is not implemented. If otherwise, indication of action should be provided

- **Visibility of system status**: The action should be visible

Major

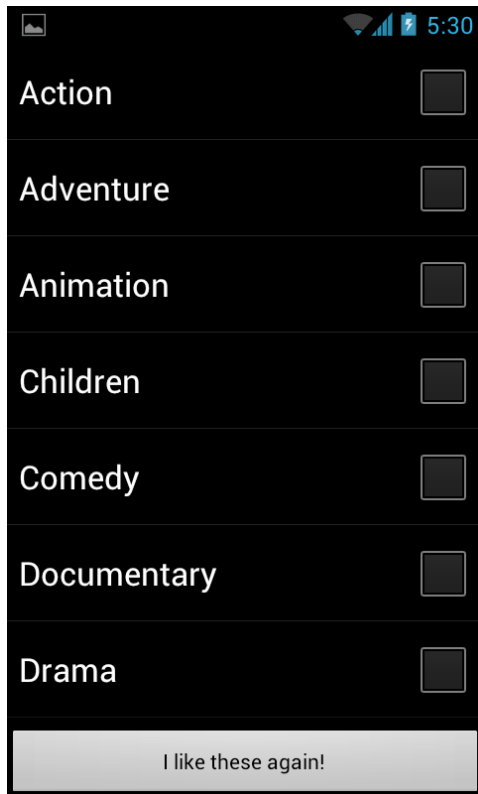# Issue 11: Option Key Menu Undiscoverable and Non-Standard

Figure 5 Option Menu

Hitting the Android option key brings up this menu. It is unlabeled. It is different than all other Android option menus, which are usually an overlay with 6 options. It does not seem to relate to options or settings.

- **Consistency and standards**: Nonstandard with Android OS

Major

Issue 12: Option Key undiscoverable and depreciated

In general, the Android option key is undiscoverable. Apps should not rely on it. In fact, since Android 3.0, the button is depreciated.

- **Learnability**: Button not easily discoverable
- **Consistency and standards**: Use of depreciated API

Major
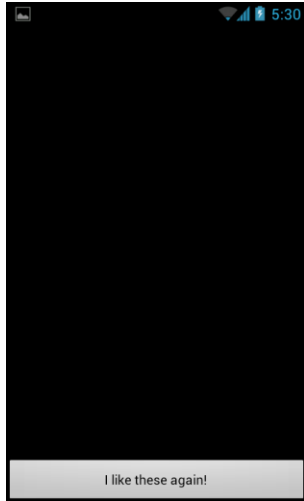
Issue 13: "I like these again" undefined

Marking a category "I like these again!" appears to have no effect and is not defined anywhere.

- **Help and documentation**: Feature is not explained

- **Visibility of system status**: Feature has no visible effect

Major

Issue 14: "I like these again" list can empty

Hitting "I like these again" for all items leaves the list empty with no special message.

- **Help users recognize, diagnose, and recover from errors**: Error text should be provided

Minor

Issue 15: State is not maintained across app launches

This might be intentional, but no state appears to be maintained across app launches. If this is intentional, it should be mentioned somewhere.

- **Help and documentation**: Feature is not explained; if this is on purpose, it should be casually mentioned somewhere
- **Visibility of system status**: Users should know what data the app is working with

Major