

Heuristic Evaluation for Rocket Science

I did not discuss this assignment with anyone else.

Summary

Your site's design assists the user in quickly evaluating tattoos that appeal to him or her. Some issues exist pertaining to learnability (described below), which may leave the user confused. However, I was able to accomplish what I came for when using your site. It is a good, initial prototype for your site.

Specific Comments

The following are specific positive and constructive comments from conducting a heuristic evaluation of your site. The comments are listed under the page or section to which they refer. Each comment begins with the heuristic(s) most relevant to it in parentheses:

1. Sign Up Page
 - a. (Tog--Readability, Typography) On the sign up page, some of the white text does not contrast well with the part of the background it is on top of. For example, "Username", "Password", and "Retype Password" are roughly white-on-white.
 - b. (Tog--Consistency, Typography) Your usage of capital letters to start a sentence is not consistent. The line, "Your first step...", starts with a capital letter, but other lines on the same page with similar ending punctuation marks do not (e.g., "dont want to signup?" and "browse as a guest."). Additionally, "dont" is missing its apostrophe.
 - c. (Learnability) The sign up page does not give a good explanation of what your site offers the user. I only understood its purpose from reading your Wiki page. A short explanation in some of the open space on the sign up page would solve this issue.
2. Browse Page
 - a. (Learnability, Tog--Anticipation) When I first clicked on an image of a tattoo, I did not notice it appear in the "Analyse" section and instead focused on the remaining images changing. For a moment, I was confused because I thought by me clicking one image, all of the images changed, and I did not anticipate that happening. However, what happened was the images each shifted one spot closer to the image that I clicked, and that image went to the "Analyse" section. A more gradual shifting of images would improve learnability.
 - b. (Learnability) Another related but separate point is that the user may not notice the image that he or she clicked went to the "Analyse" section. An animated motion path would alleviate this concern.
 - c. (Tog--Anticipation) When I clicked an image that I was interested in, I anticipated a zoomed-in view of the image with perhaps some commentary. Instead, the image went to the "Analyse" section.

3. Analyse Section

- a. (Learnability) When the user signs in, the user sees, "Analyse (12)". This is confusing. What does the 12 refer to?
- b. (Learnability, Localization): Normally, the usage of British English (Analyse) and American English (Analyze) does not cause an issue. However, in this case, the usage of the word, "Analyse", is already confusing (see previous point); then, the usage of British English compounds the situation because on first glance, the word looks like, "Analysis" (perhaps our eyes queue in on the "s" in "Analyse"). As an easy solution, you can include a slightly longer message to alleviate confusion from multiple sources: "Click here to analyse your photos to determine which category fits you best".
- c. (Safety, Tog--Protect Users' work, Tog--Track state) If the user selects a few images and then clicks to another page, the images that he or she selected are lost.
- d. (Tog--Consistency) The ability to select multiple images in the "Analyse" section is not consistent with other typical implementations. Though images turn blue when being selected, there is no indicator (i.e., such as a dotted rectangle) demonstrating what the user is selecting when dragging.
- e. (Efficiency) In order to trash multiple images in the "Analyse" section, the user must select each image and click the trash icon one-by-one.
- f. (Norman--Affordances) When the user hovers over an image, the mouse indicates the user can click on the given image. However, clicking on the image does nothing. Instead, the user can drag the image, but the cursor confuses the user.

4. Analysis Page

- a. (Norman--Affordances) Horizontal and vertical scroll bars appear even though they do not do anything.
- b. (Norman--Affordances) When the user hovers over the "X" in the top-left corner, the mouse cursor does not change to indicate clickability.

5. Artist Search

- a. (Tog--Consistency) When the user clicks, "artist search", the message he or she sees is, "Click on the tabs on the right to view more details." However, the tabs are on the left.
- b. (Nielsen--Aesthetic and minimalist design, Typography) Consider redesigning the layout of the artist profile page. The name of the artist is quite large and redundant (visible on the left-hand side, too). The leading between lines in the artist's personal information is potentially unnecessary large. There is quite a bit of unused space in the center of the page. The artist's samples, arguably the most important part of the page, are relegated to a small section of the page at the bottom. See picture.

The image shows a user profile page for John Smith. On the left, there is a vertical list of five other users: John Smith, Sim Sam, Ken Watanabe, Harry McDonald, and Will Gates, each with their name, email, shop name, and address. The main profile for John Smith is on the right. It features a large heading "John Smith" with an annotation "Unnecessarily large" pointing to it. Below the heading is a section titled "Unused space" which is empty. To the right of this space is a vertical list of contact information: "Cool Shop", "500 Memorial Drive", "Cambridge, MA", "61712346658", and "johnsmith@tattoo.ink". An annotation "Questionable leading" points to the "Cool Shop" text. To the right of the contact information is a vertical photo of John Smith with a beard and a surprised expression. Below the contact information is a section titled "Sample Arts" with six small images of various tattoos.

6. Profile Page

- a. (Tog--Readability, Typography) The choice of heading styles on the “profile” page is confusing. “Bio-data” is above “Preferred Style”, yet the latter is given a more prominent heading. Also, the latter uses all caps whereas the former does not.