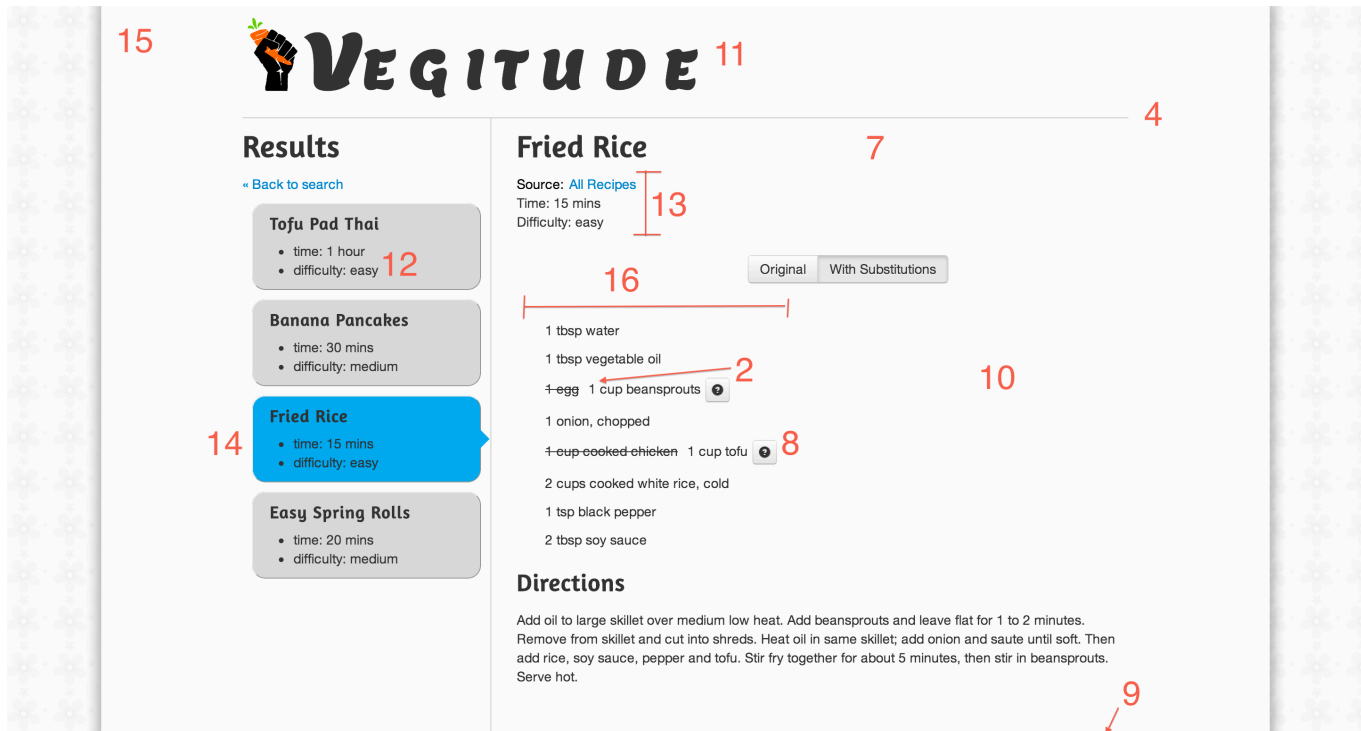
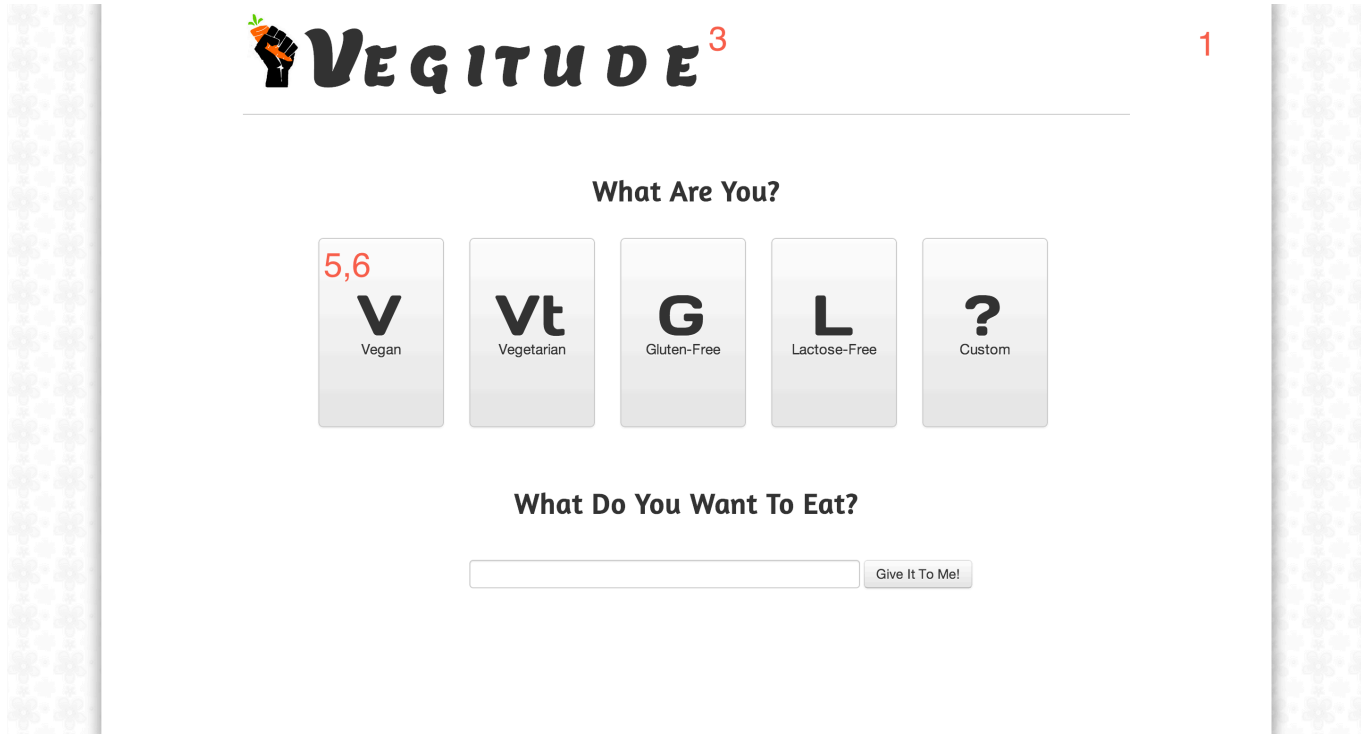


Heuristic Evaluation



Positive:

#	Page	Heuristic Evaluation
1	Overall	<p>Heuristic: Aesthetic and Minimalist Design</p> <p>I really like the simplicity of this site. Most if not all the elements on your site have a purpose.</p>
2	Results	<p>Heuristic: Recognition not Recall</p> <p>I like that you present the original ingredients for each alternative recipe. This helps the user see what changed and what the recipe was originally intended for.</p>
3	Home	<p>Heuristic: Consistency</p> <p>I like the inclusion of that awesome logo at the top of every page. I recommend you use it to your advantage (refer to comment 11).</p>

Negative:

#	Severity	Page	Heuristic Evaluation
4	Major	Overall	<p>Heuristic: Efficiency</p> <p>Returning to the home page to make every search is very inefficient and could be frustrating for users. There should be a means of searching on any page given this is the main functionality of this product. A floating search bar at the top of the page could fix this.</p>
5	Minor	Home	<p>Heuristic: Learnability</p> <p>While the buttons on the home screen provide a strong affordance for being clicked, I think you could make this affordance even clearer by making it such that each button provides feedback when the user hovers their mouse over it. Perhaps it could pop out or fade to an opaque color (similar to the results page). This way a user would know for sure that the links are buttons and not just for display.</p>
6	Major	Home	<p>Heuristic: Efficiency</p> <p>Is it likely that users will search queries under the same food type preferences every time? If so, you may want to consider keeping the user's session information saved so that they do not have to reselect the vegan, custom, etc. options every time they make a query.</p>

7	Major	Results	<p>Heuristic: Safety, Recognition not Recall</p> <p>It is possible that the user could make a mistake typing their search and not realize why their search results are yielding very off topic results, as there is no indicator showing what the user searched for and the selected preferences. You could incorporate a text field at the top stating “showing results for <i>query</i>” to fix this.</p>
8	Medium	Results	<p>Heuristic: Error, Safety</p> <p>There seems to be a bug occasionally when I mouse over the question marks on the results page. I will place my mouse over the button and the menu will fade in but then quickly disappear.</p>
9	Medium	Results	<p>Heuristic: Safety, Visibility</p> <p>Depending on the length of recipes for certain items, the corresponding text that appears is very close to the bottom of the screen. A scroll limit prevents me from making it such that the text is more centered on my screen making it a bit awkward to read. Perhaps if you could increase the padding or margin at the bottom of the element to make it a bit easier to read.</p>
10	Minor	Results	<p>Heuristic: Learnability, Match real world, Aesthetic</p> <p>Most cookbooks I have seen have pictures of the food they present. This could make your design look aesthetically more pleasing and provide an example to the user that could help them learn if they performed the recipe successfully.</p>
11	Minor	Results	<p>Heuristic: Learnability, Consistency and Standards</p> <p>I tried clicking your logo link at the top of this page trying to get back to the home page in order to search (not seeing the “back to search” link) but was unable to do so. To remain consistent with other sites and help the user with navigation you should include a link to your homepage via your logo on any of the pages you display it on.</p>
12	Medium	Results	<p>Heuristic: Efficiency</p> <p>What if I only wanted a really quick and easy recipe to make in less than 30 minutes? Depending on the size of your results page, it could be hard for the user to filter through all different kinds of recipes. Perhaps you could include additional fields in your search, or provide filter or advanced search that would allow users to filter their results further.</p>
13	Minor	Results	<p>Heuristic: Learnability, Consistency</p> <p>The link to “Allrecipes” is spelled out as “All Recipes”. I initially clicked</p>

			on this thinking this would take me to a page where all of your site's recipes would be listed. The spelling should be fixed so that there is no confusion for the users and to provide proper credit to the site.
14	Minor	Overall	<p>Heuristic: Learnability, Consistency</p> <p>There is a bit of inconsistency in the color scheme shown on this page when selecting the results (they are selected blue rather than green as on the home page). This is minor issue, but it could help the user and their familiarity with your site.</p>
15	Minor	Overall	<p>Heuristic: Efficiency, Recognition not Recall</p> <p>Perhaps you may want to include a means of users saving recipes so that they can reference them later. This could help your users avoid the need to remember and perform the same search repeatedly if they use the recipe frequently.</p>
16	Medium	Results	<p>Heuristic: Safety, Efficiency, Recognition not Recall</p> <p>There is no clear indication on the recipes as to which of your main categories presented on the home page they satisfy. A user could look at the ingredients to confirm that nothing is outside the bounds of their dietary restriction but this is slightly inefficient.</p>