

Sarah Weir
Heuristic Evaluation: Charitable Connections

Collaborators: None.

Home page

1. **Problem:** “Create Event” and “My Events” buttons are hidden beneath the large image. If someone had a small browser window, they would likely miss these buttons and wonder what actions could be done on the home page.



Heuristic: Visibility, explorable interfaces

Severity: Major

Possible solution: Make the buttons the primary actions from the home page. Either move the image/make it smaller or fade it out and put the buttons on top (and make them larger).

- Problem:** Home page gives no indication as to the function/purpose of the web site. For expert users this is not a problem, but if the actual purpose of the web site is to provide suggestions on possible businesses to sponsor an event, perhaps that should be indicated somehow on the home page.



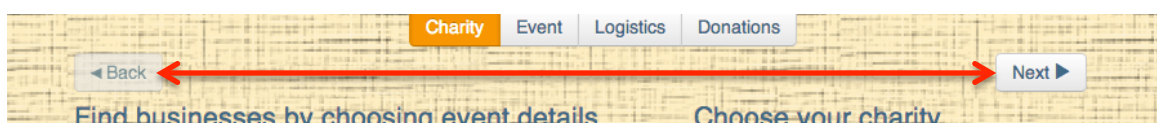
Heuristic: Learnability

Severity: Major

Possible solution: Include some textual or visual slogan as to the purpose of the website. Something to let them know that the site is for finding business sponsors, and then have an arrow to the “Create Event” button. I also think you could change the text from “Create Event” to “Find sponsors for your event,” which might help solve this problem.

“Create Event” page

- Problem:** “Back” and “Next” buttons are too far apart to allow for efficient toggling between tasks.

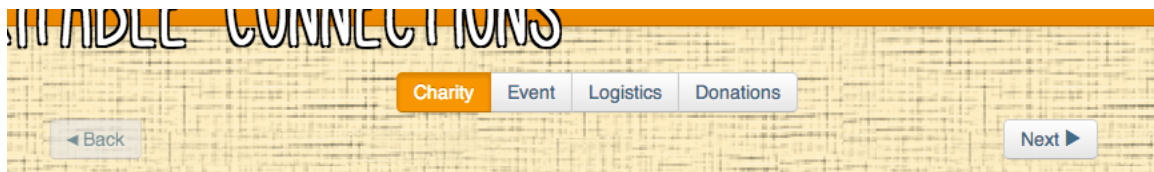


Heuristic: Efficiency, Fitt's law

Severity: Minor

Possible solution: Move the buttons to the bottom right corner of the pane and put them next to each other. That way, if people want to switch quickly between the different selection categories, they don't have to keep moving their mouse across the screen.

- Problem:** "Back" and "Next" have a surprising function. Because there is a navigation bar that lets you choose between the different selection categories, it would appear that "Back" and "Next" would switch you between separate pages in the web site or steps in the process. Specifically, I expected "Back" to take me back to the home page and "Next" to go to an entirely new page.

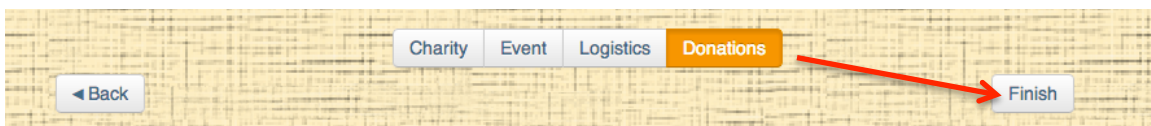


Heuristic: Consistency

Severity: Major

Possible solution: Get rid of the navigation bar or the "Back"/"Next," as having both is redundant. If it is necessary to select something in all four categories, then constraining the user to go through them in a certain order may be the best route. In that case I would nix the navigation bar.

- Problem:** It is unclear how to leave the "Create Event" page. Do you have to have selected something in each category? As you can freely switch between them using the navigation bar (which does not implicitly suggest an order), it was confusing that the "Finish" button only showed up after clicking on the last one. Also, the destination of the "Finish" button was not obvious.



Heuristic: External consistency, anticipation

Severity: Major

Possible solution: If the user must select something from all four categories, then constrain the user to a series of steps dictated by "Back" and "Next" buttons. On the last one, "Next" can be changed to something like "See suggested businesses."

- Problem:** There is no way to customize your event. For example, there are only a set number of pre-selected events to choose from, and you can only choose one day for the event. What does the user do if these options do not fit with their event?



Heuristic: Safety, put the user in control

Severity: Catastrophic

Possible solution: Give the user the option to type in their own event, or have one that says "Other." Additionally, let the users select a range of dates if necessary.

7. **Problem:** "Choose your donation types" is confusing, especially because at this point the ultimate goal of creating the event is hidden. Does it mean donations that are being collected at the event (like an entry fee)? Or donations that you need in order to run the event in the first place?

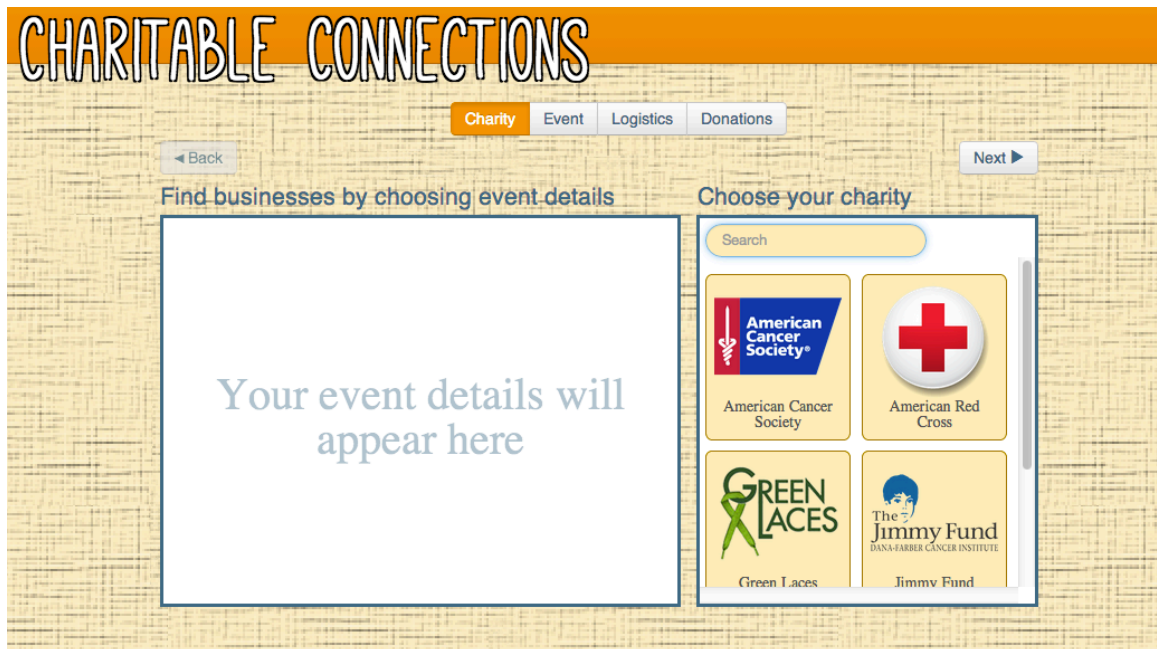


Heuristic: Learnability, anticipation

Severity: Minor

Possible solution: Change the wording on “Choose your donation type” to reveal something about the ultimate goal, which is to find businesses that match. Perhaps something like “What are you looking for from sponsors?”

- Problem:** Overall, “Create an Event” page is cluttered and ambiguous. The underlying task is fairly straightforward, but there are redundant buttons and information is not immediately revealed.



Heuristic: Simplicity, learnability, consistency

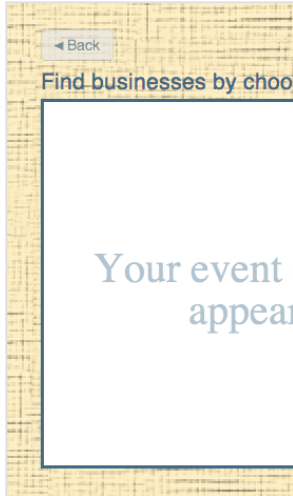
Severity: Cosmetic

Possible solution: Get rid of unnecessary buttons and streamline the selection panel. Perhaps the results panel should be in quadrants from the start and not just after you click on something initially. That would be a good indication to the user of what they are doing on the page.

- (Good):** The user gets nice feedback when they click on the icons because they immediately show up in the pane (in all cases except when they click on a day in the calendar).

Heuristic: Feedback

- Problem:** Gray text is difficult to read over the background and the font choice is not consistent.

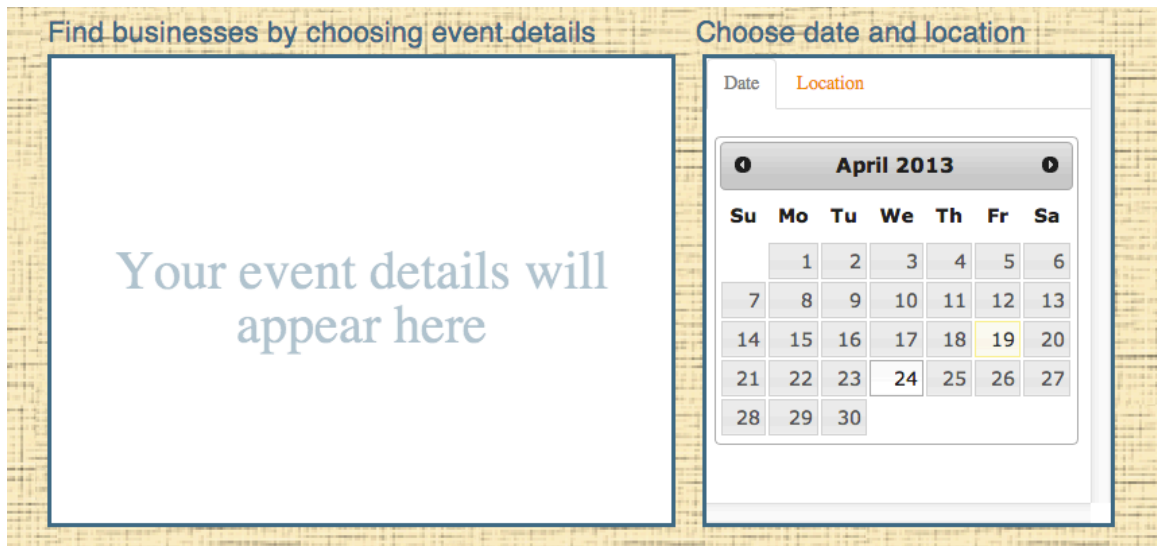


Heuristic: Graphic design, simplicity

Severity: Cosmetic

Possible solution: Make the background more opaque and make the title text larger. Also, use size and value to differentiate between different headings instead of font type.

11. **Problem:** Clicking on a date in the calendar does not populate the results panel, so there is no feedback for this action.



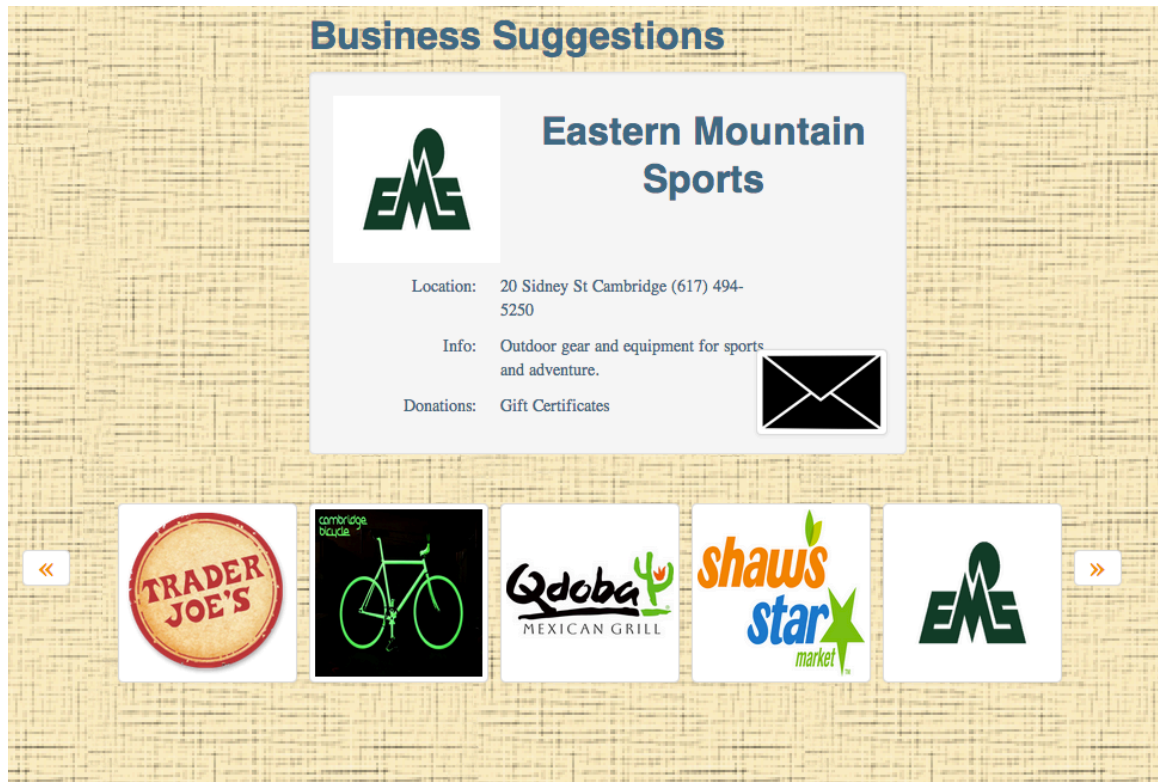
Heuristic: Feedback

Severity: Major

Possible solution: Have the date and location show up in the results panel when you select them.

"Business Suggestions" page

12. **Problem:** The outcome/destination of this page is not evident. (What are you supposed to do once you're done looking through the businesses?) Can the user save certain businesses and their event? Is the only way to return to this page by creating an entirely new event?



Heuristic: Efficiency, anticipation

Severity: Catastrophic

Possible solution: Allow the users to select businesses and then save them along with their event. That way, when they revisit their event they can see the businesses they have already considered.

13. **Problem:** The message icon is large, yet still hidden. It looks different from the standard icon that sends you to email. Additionally, this icon covers up the text in some cases.



Heuristic: Affordances, consistency, graphic design

Severity: Major

Possible solution: Either use the standard icon and put it somewhere where it won't interfere with the text, or have a link that says "Send <business> a message" and performs the same function as the envelope icon.

14. **(Good):** The page has large icons that are easy to click and striking. It makes it easier for the user to relate to the businesses and perhaps recall any associations to the business they may have.

Heuristic: Fitt's Law, graphic design



15. **Problem:** Efficiency on the business selection page is lacking. There is no indication as to how many businesses there are, so the user has to keep scrolling sideways (one click at a time) to figure it out. Additionally, the icons wrap around so you could be scrolling forever and not realize you were seeing the same businesses over again! They are also not in any obvious order, which makes finding them more difficult.

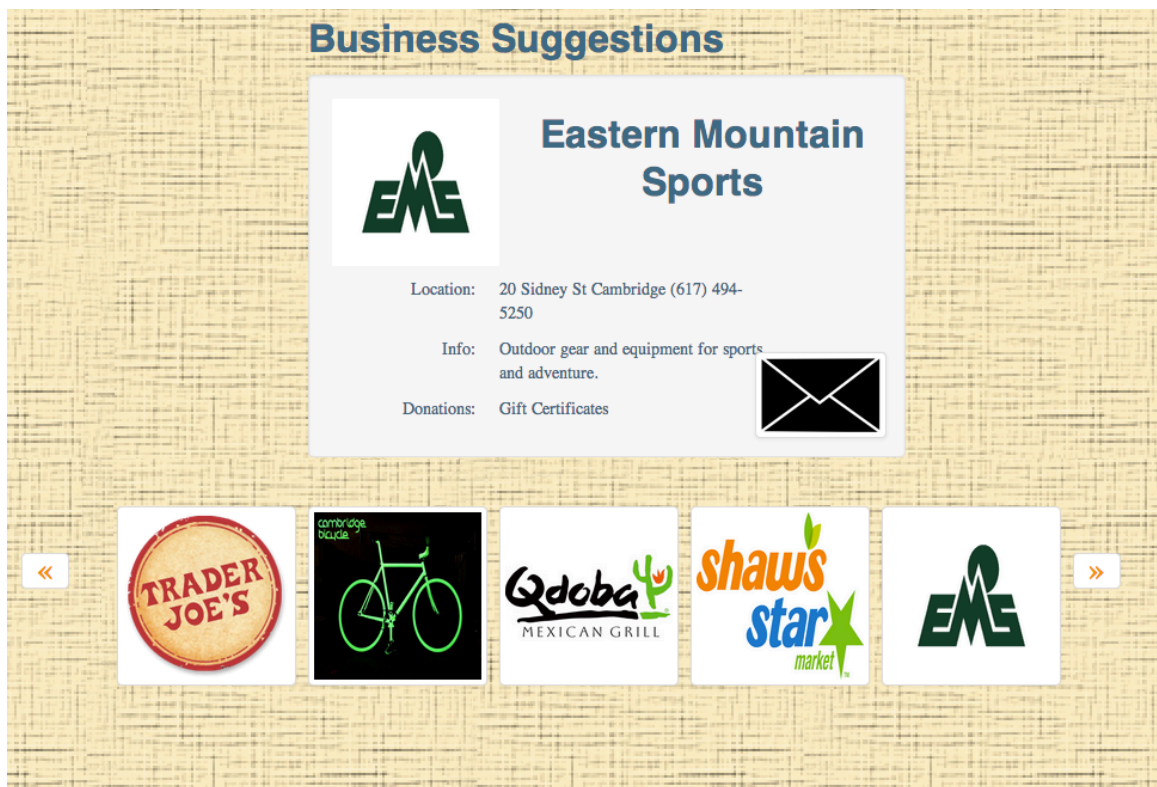


Heuristic: Efficiency

Severity: Major

Possible solution: Give a numerical indication of how many businesses are selected based on the event criteria, and when the user presses the advance button, have it replace all of the icons with the next 'page.' Also, have some obvious order to the businesses (such as alphabetical) so the user can recall where they are in the list.

16. **Problem:** There is no feedback on the "Business Suggestions" page concerning the event that was just created. It is not clear that the businesses were generated based on any specific event, or if the event was even created correctly.

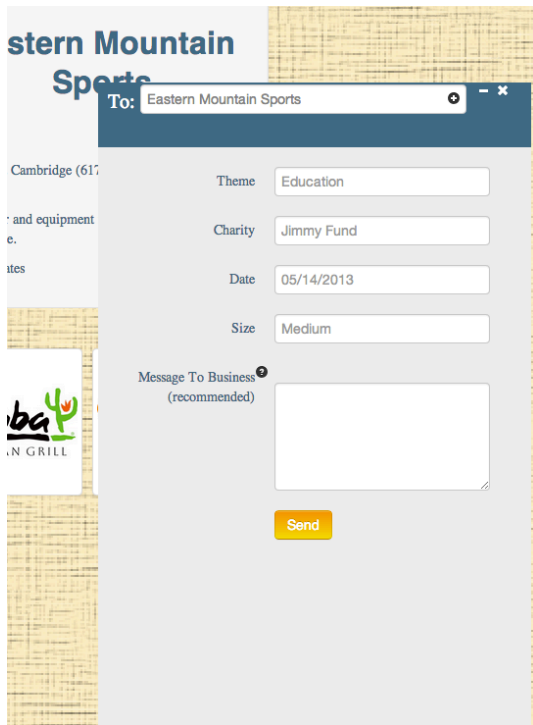


Heuristic: Feedback

Severity: Major

Possible solution: Provide some kind of reminder as to the event that was just created, either by propagating some of the selected information in the form of icons or by changing the wording from "Business Suggestions" to something like "These businesses are suggested based on the event you just created." Although the latter case would be simpler, it would still be beneficial to know that the event you created was the one you wanted.

17. **Problem:** Message window is not consistent with the UI of the page and is overall confusing. What does "size" refer to? The "Send" button is different from other buttons on the page and there is a lot of unnecessary white space. Additionally, it covers up the page awkwardly, so it is difficult to focus on.



Heuristic: Consistency, graphic design

Severity: Minor

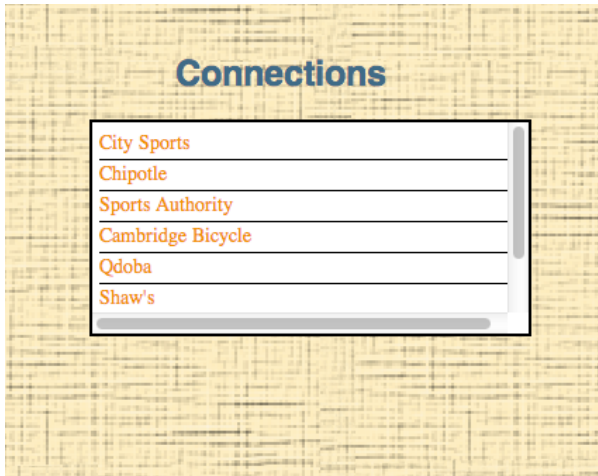
Possible solution: Make the message window a modal that comes up in front of the page and grays out the background so you can only focus on the pop up. Also, streamline the UI and get rid of excessive spacing.

18. **(Good):** The message window prepopulates information based on what you just selected. This is great feedback from the event you created and also saves the user time.

Heuristic: Efficiency, feedback

“My Events” page

19. **Problem:** The “Connections” box is confusing. What defines a connection? Is it just when you send a message to a business? As this wording does not appear elsewhere in the site, it is unclear why it is there.



Heuristic: Consistency, learnability

Severity: Minor

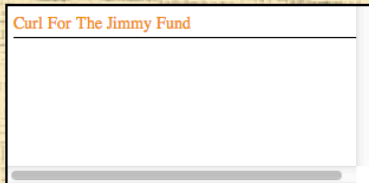
Possible solution: Define what a connection is earlier on. Perhaps when you see a business and select them, the text can say "Connect with this business." There may be some functionality missing from the site right now, which could explain my confusion.

20. **Problem:** The "My Events" page is cluttered and the page title is confusing because there are more than just events on the page. I would have expected this page to only go to a list of saved events.swe

CHARITABLE CONNECTIONS

My Events

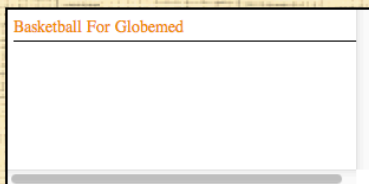
Events In Progress



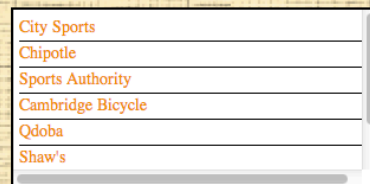
Messages



Past Events



Connections

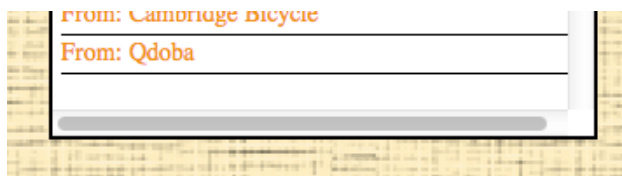


Heuristic: Anticipation, consistency

Severity: Major

Possible solution: Make each of the boxes (or at least the messages, connections, and events) separate pages. From the home page, there could be a button to a user profile, which there has links to these boxes, each as a different page.

21. **Problem:** Horizontal scroll bars in boxes are unnecessary because the text is very short.



Heuristic: Simplicity

Severity: Cosmetic

Possible solution: Remove the horizontal scroll bar and wrap text if it gets too long for the box.

22. **Problem:** "From:" label in the "Messages" box is redundant and takes up space.

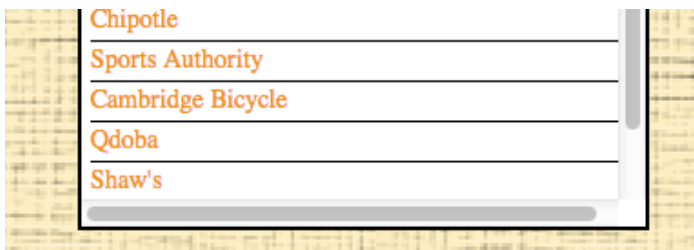


Heuristic: Simplicity, graphic design

Severity: Cosmetic

Possible solution: Get rid of the "From:" label and instead change the title to something like "Pending messages."

23. **Problem:** Lines are used instead of white space to separate elements in the boxes. This creates clutter.

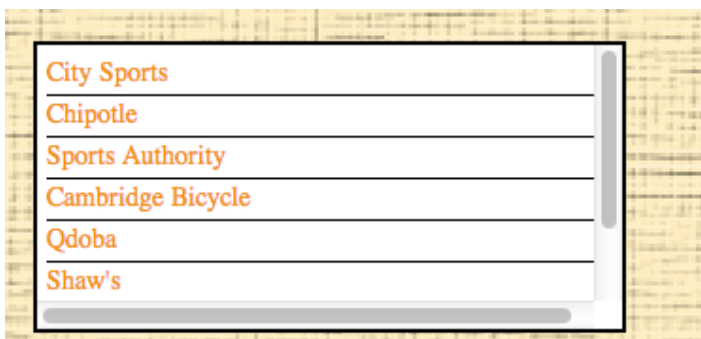


Heuristic: Graphic design, simplicity

Severity: Cosmetic

Possible solution: Get rid of the lines and put a little bit more spacing in between successive elements. Also, if the label is so long that it goes to a new line, tab the next line in so the different elements of the list are obvious.

24. **Problem:** Orange text is difficult to read against the white background.



Heuristic: Graphic design (contrast)

Severity: Major

Possible solution: Create more contrast between the background of the box and the text inside, perhaps by changing the text to a darker color.

General

25. **Problem:** Navigation is missing throughout the site. If I want to go from creating an event to viewing my events, I have to go all the way back to the home page.

Heuristic: Efficiency

Severity: Major

Possible solution: Add navigation elements to the page that take you from creating a new event to your user profile (at least).