Simple Heuristic Evaluation (Individual)

Due: Friday, February 22, 2013 (online-course dropbox)

Overview

The goal of this assignment is to learn how to apply Nielsen’s heuristic evaluation technique on one small, but flawed, piece of a user interface.

Deliverable

The following figure illustrates a shopping cart for an online store. Perform a heuristic evaluation of this interface, and describe at least twelve (12) usability violations. Label each violation with a number on the figure and make a list of violations.

For each problem, you must discuss which guideline is violated, and why. You should also suggest a solution to solve each of these problems.

Use Nielsen’s second set of heuristics to label each violation (see attached.) Remember to list each violation separately, and list the name of the related heuristic. You should write your answers on another sheet, scan in the annotated figure, put them together in one PDF document and turn in to the class dropbox.

The figure for this assignment appears on the backside of this page.
Your vehicle: 1989 Toyota Tercel
To select a different vehicle, click 'What Fits My Car' above

PLEASE NOTE

This component is NOT recommended for your vehicle. We suggest removing this item (bolded in red below) from your cart. Please call us toll-free at 1-888-535-6000 and we'll be glad to provide further assistance.

<table>
<thead>
<tr>
<th>Item #</th>
<th>Quantity</th>
<th>Item Description</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20443570</td>
<td></td>
<td>Panasonic DVD-LA95 Portable DVD-AV Player w/ 6&quot; Screen</td>
<td>$999.95</td>
<td>$999.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-- This item is temporarily out of stock. --</td>
<td></td>
<td></td>
</tr>
<tr>
<td>700160</td>
<td></td>
<td>Matsui GXX Silver T-160 VHS Video Tape</td>
<td>$2.49</td>
<td>$2.49</td>
</tr>
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<td></td>
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</tbody>
</table>

**Total Merchandise Total:** $5,582.19

**Standard Shipping/Handling Charge:** $13.95

**Order Total:** $5,596.14

- To change an item's quantity, enter the correct number in the **Quantity** column, then press **Update Cart**.
- To remove an item, check the box in the **Remove?** column, then press **Update Cart**.
- To order an item that appears in your printed Crutchfield catalog, enter the item number into the **Cart** and click **Update Cart**.
- International orders, please click here.
Ten Usability Heuristics by Jakob Nielsen (2nd version)
These are ten general principles for user interface design. They are called “heuristics” because they are more in the nature of rules of thumb than specific usability guidelines.

H2-1. Visibility of system status
The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

H2-2. Match between system and the real world
The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

H2-3. User control and freedom
Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

H2-4. Consistency and standards
Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

H2-5. Error prevention
Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

H2-6. Recognition rather than recall
Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable when appropriate.

H2-7. Flexibility and efficiency of use
Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

H2-8. Aesthetic and minimalist design
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

H2-9. Help users recognize, diagnose, and recover from errors
Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

H2-10. Help and documentation
Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.