((M)) MORE

Trending News & Fun Videos

Heuristic Evaluation Report

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Trending News & Fun Videos

Heuristic Evaluation Report

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1. Executive Summary

This problem report provides a detailed analysis of the heuristic evaluation process used to evaluate the MORE android app.

1.1. Goal

The overall aim of the evaluation is to identify issues of usability on the MORE App evaluated against a set of heuristics and disclose a prioritized list of issues to the developer's attention. The findings from this inspection will aid the developer to implement an informed change to the MORE App.

1.2. Method

The evaluation of the MORE App was executed using the heuristic evaluation usability method, as provided by Jakob Nielsen. This method consists of evaluating a system using several evaluation criteria based on general set rules of thumb and not necessarily specific usability guidelines.

1.3. Scope

For this inspection, Jakob Nielsen heuristic for the user interface was referenced as the evaluating criteria, focusing on the primary functions of the MORE App: Signup, Login, getting connected, chatting, searching, notification.

1.4. Severity Criteria

The severity scale was from 0 to 4, with zero being a violation of heuristics but not necessarily a usability problem, and four is a total violation of both heuristic with usability catastrophe.

1.5. Report

A visual report of findings from inspection and evaluation, as well as a tabulated summary of all issues encountered while evaluating the application, was documented.

2. Overview of the MORE App

The MORE App is a social media entertainment service that provides users with the ability to connect with the world, view trending news and fun videos from their smartphones. This multi-versatile application has incorporated in it are numerous features that distinguish it from other social media networks in the smartphone industry. Users can browse through content, share photos, post videos, follow their favorite celebrities, access news media, stay updated with sports news, chat with acquaintances, and lots more. The More App incorporates the features of several entertainment channels in one single repository, accessible at any time by its users.

3. Evaluation criteria for this case study

The criteria used in this evaluation was Jakob Nielsen's ten general principles for interaction design called the Heuristics. They are:

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

2. **Match between system and the real world**: The system should speak the user's 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.

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.

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

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.

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 the use of the system should be visible or easily retrievable whenever appropriate.

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.

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.

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.

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.

3.1. Metric System for Evaluation of Heuristics

To appropriately scrutinize the impact of each issue from the inspection, I appraised the severity of the problem in terms of the usability principles and the ease of fix for the issue. The compliance to each of the usability rules and ease of fix are measured against a criteria scale as illustrated in the table below.

3.1.1. Severity Key

Definition	Severity Value
Violates a heuristic but doesn't seem to be a usability problem.	**S0**
Superficial usability problem: may be easily overcome by the user or occurs extremely infrequently. Does not need to be fixed in the next iteration unless extra time is available.	**S1**
Minor usability problem: may occur more frequently or be more difficult to overcome. Fixing this should be given low priority for the next iteration	**S2**
Major usability problem: occurs frequently and persistently or users may be unable or unaware of how to fix the problem. Important to fix by the next iteration, so it should be given high priority.	**S3**
Usability catastrophe: Seriously impairs the use of product and cannot be overcome by users. Imperative to fix this by the next iteration before the product can be released.	**S4**

3.1.2. Ease of Fix (EOF) Key

Definition	EOF Value
Fix is trivially easy to implement. The problem isn't sinister can be resolve with ease	**E0**
Fix is easily completed by a single developer with minimal effort.	**E1**
Fix will require a more concentrated effort, but the issue and solution are clearly understood.	**E2**
Fix will require considerable effort to resolve Problem. Involves the implementation of changes to multiple aspects of the interface before the next iteration.	**E3**

Fix will require maximum effort, including more investigation into the proper solution. Requires concentrated development effort to finish before next iteration, involves implementation of changes to multiple aspects of the interface.	**E4**

4. Findings and Recommendations

4.1. Problem Areas

Task #1	Problem #1	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Opening MORE App for the first time as a new user	The screen goes blank with a logo beneath; No guide to bring the user onboard the MORE App	**#1 -** Visibility of system status **#10 -** Help and documentation	**S2**	**E3**

Problem Details:

As new users start the MORE App, most of them might have no knowledge of how and what the application is about. They might get overwhelmed with the application on first look and could be disoriented about what exactly the application does. On opening the app for the first time, you see a blank (white) screen that takes some seconds before redirecting to the App interface. Users are not being informed about the start of the system, and there is no help in assisting them in understanding the new application.
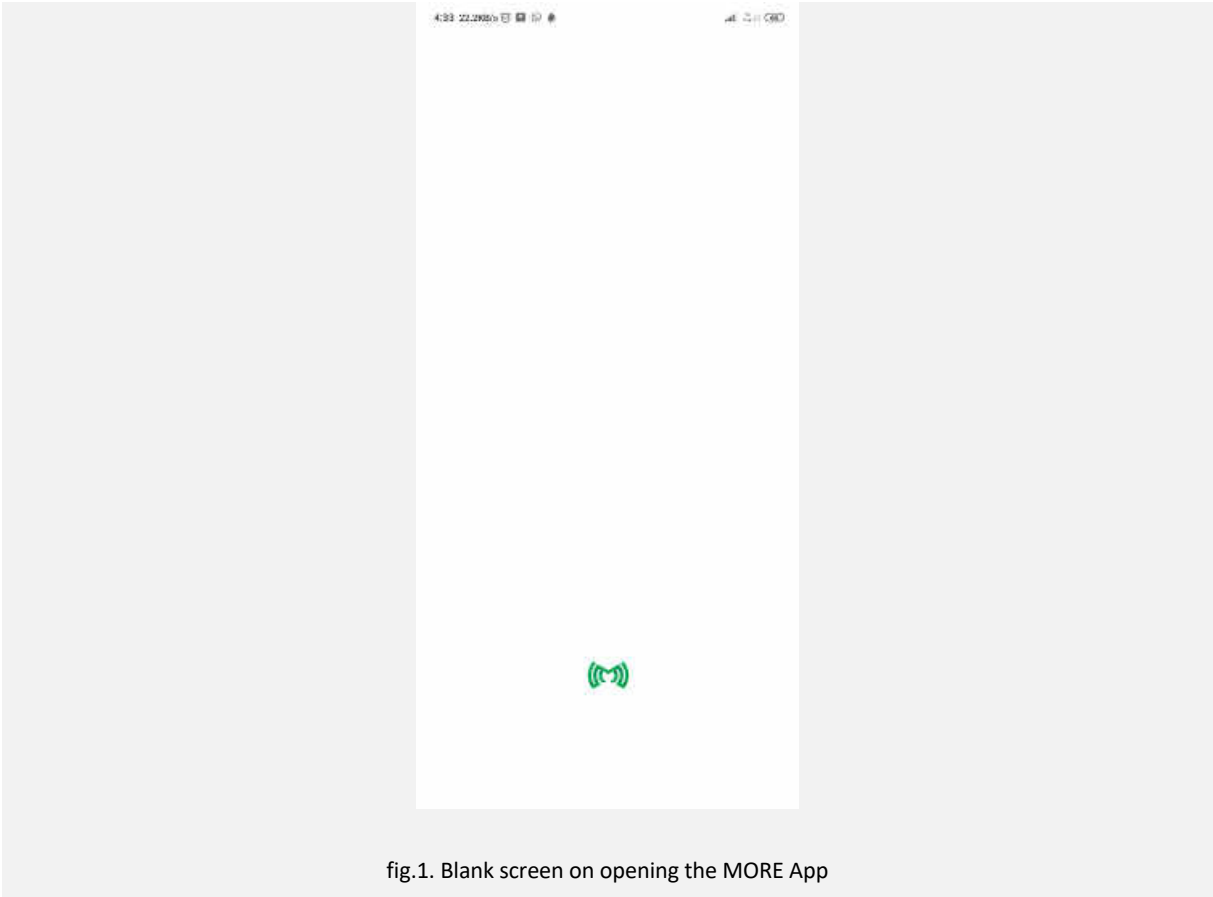
Proof:

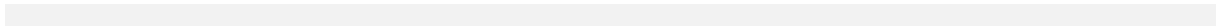fig.1. Blank screen on opening the MORE App

Recommendation(s):

Design onboarding screens for new users of the application to give them a good first-time comprehension of the application.

Task #2	Problem #2	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Getting Acquainted with the interface	There is no guide or help to give the user a walkthrough of the MORE app interface	**#10 -** Help and documentation	**S3**	**E4**

Problem Details:

As new users get on the homepage interface of the MORE App, there is a myriad of information to take in at once. Users might find it challenging to grasp the concept of new terminologies like TRIBE, HOT, and what their purpose is on the App. There are no snippets to guide them through some unfamiliar and essential features of the application. The users might not know how and what the application is about; users get overwhelmed by the interface.
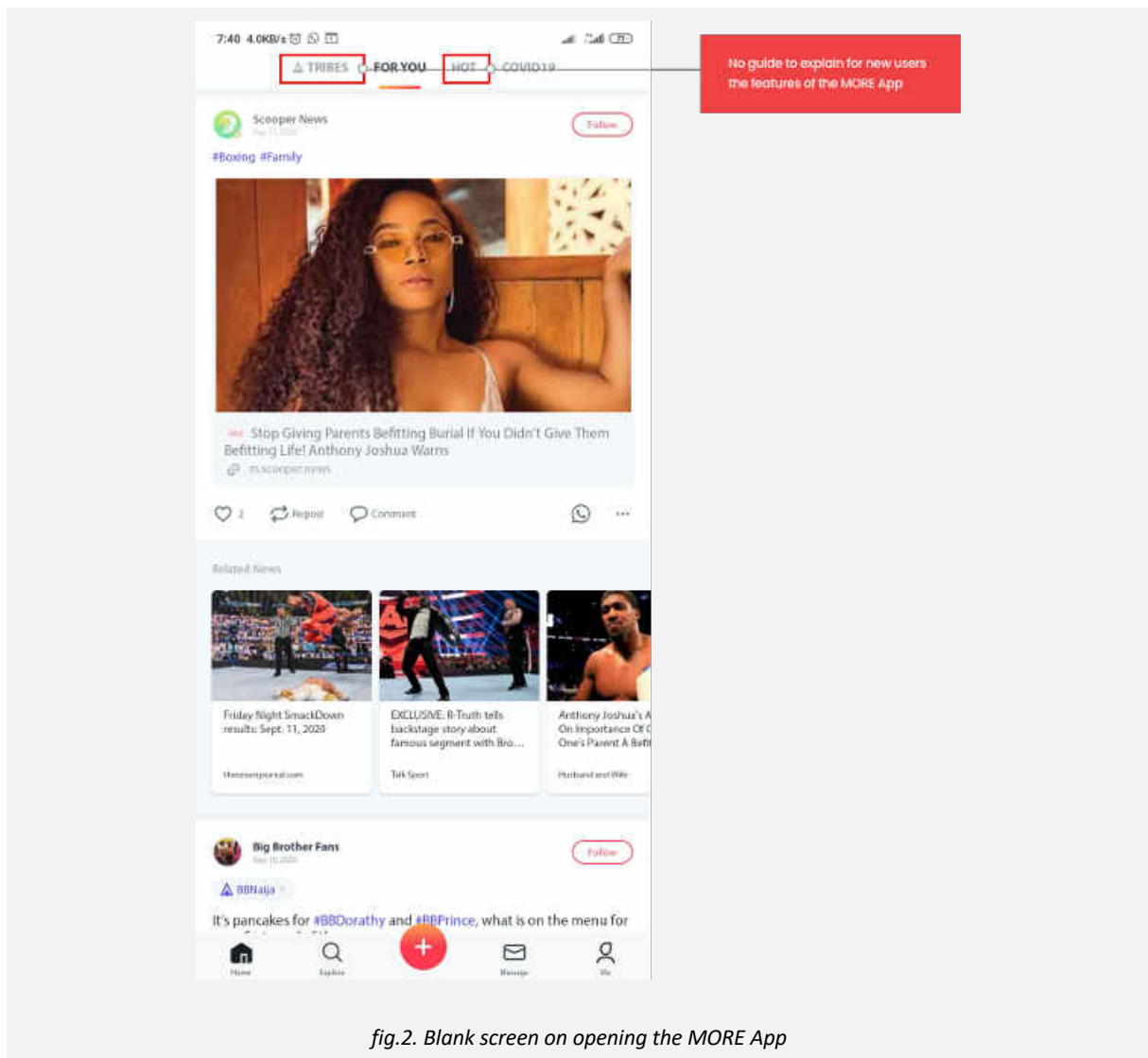
Proof:

fig.2. Blank screen on opening the MORE App

Recommendation(s):

Implement documentation and guide in the form of in-App interface snippets to assist new users in getting acquainted with the features of the App.

Task #3	Problem #3	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Existing User attempts to login account	The login text has a rounded box-like button, which confuses the user as to whether the whole shape is a clickable button.	**#8 -** Aesthetic and minimalist design **#6 -** Recognition rather than recall	S3	E0

Problem Details:

When an existing user of the application tries to login his/her profile on the MORE App, the user can be misled by the rounded box-like button (or shape) that the login text sits on. The grey box seems more like a button, which might lead to users clicking severely in frustration without any result. The grey box is not communicating the right information to the user, and such the user needs to recall that only the login text is a link.
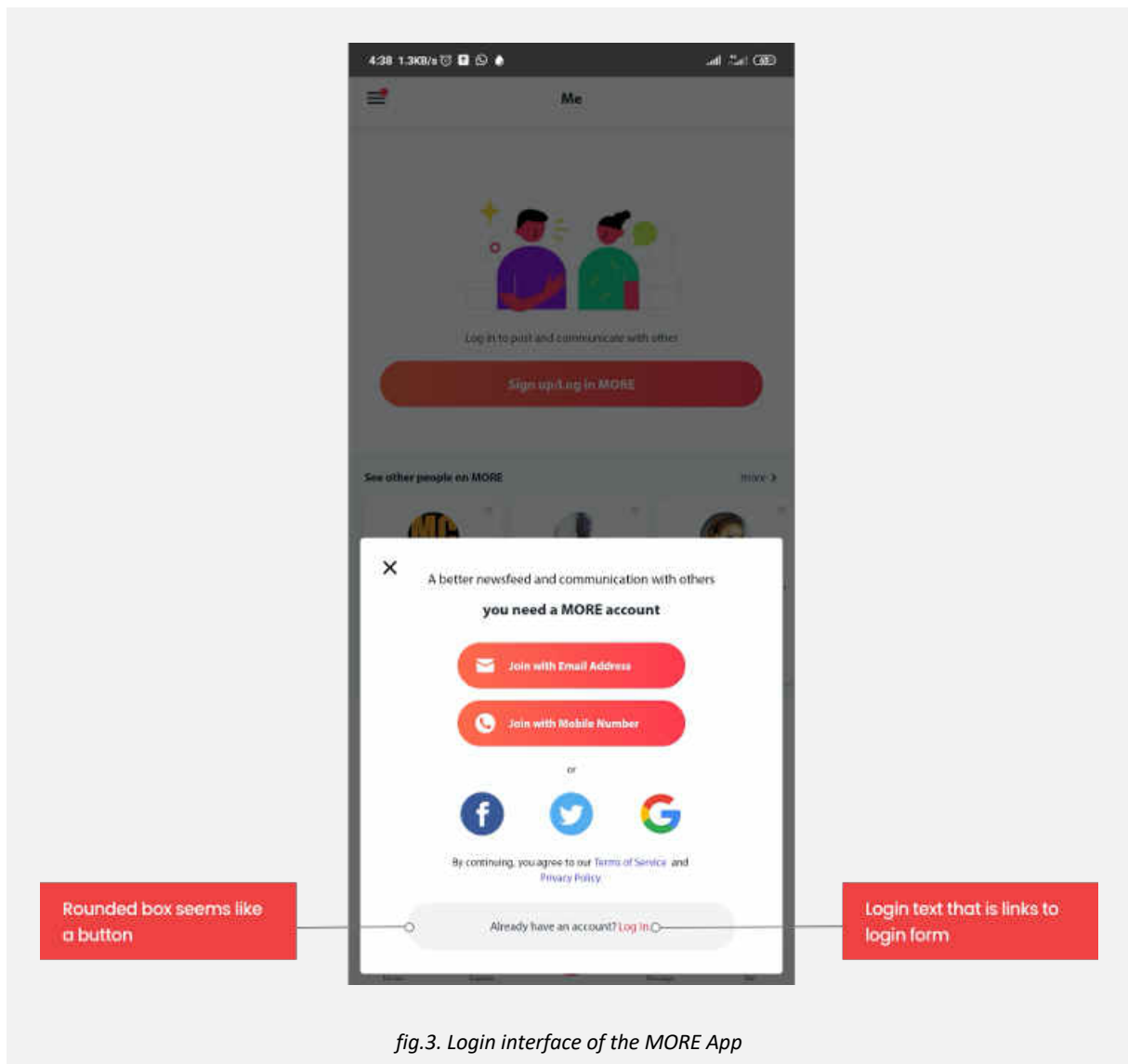
Proof:

fig.3. Login interface of the MORE App

Recommendation(s):

There are two ways to overcome this issue: either (1) the login should conform to the design language of that screen and be changed to a button or (2) the rounded box should be eliminated and the principle of emphasis applied to the login text for easy recognition.

Task #4	Problem #4	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
New user enters the TRIBE interface for the first time	Unable to quickly grasp the content flow in the tribe interface	**#6 -** Recognition rather than recall **#10 -** Help and documentation	**S1**	**E0**

Problem Details:

As new users get on the TRIBE interface, there is no documentation (cues) to help them with the structure of the interface. There are no snippets to guide them through some unfamiliar and essential features of the TRIBE. The users might not know how and what the TRIBE feature has to offer; users can get muddled by the interface.
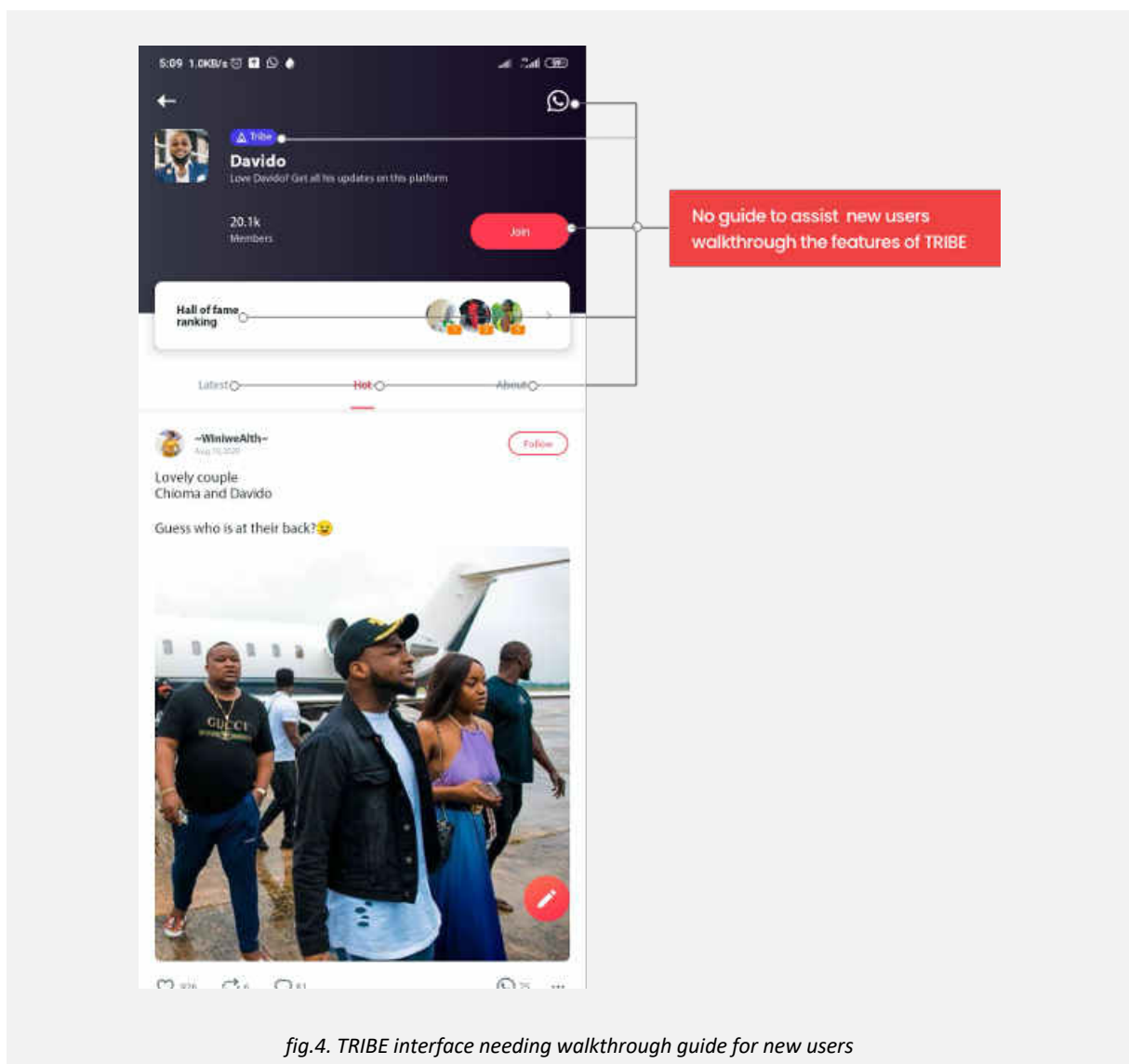
Proof:

fig.4. TRIBE interface needing walkthrough guide for new users

Recommendation(s):

Provide help and cues for new users to help them get acquainted with the features of TRIBE. Secondly, design a "how-to-use "content flow guide for the TRIBE feature to assist users in getting a quick start to the use of the application.

Task #5	Problem #5	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Liking a Post	Expert users might expect a double tap on an image or video to initiate a "like" gesture as it is conventional with other social apps.	**#7 -** Flexibility and efficiency of use	**S0**	**E2**

Problem Details:

Users are limited to a single method of liking a post, which is the love sign close to the post. For experienced users, there is less flexibility when it comes to having a "like" gesture. An expert user might get frustrated when trying to apply his knowledge of liking a post by double click.
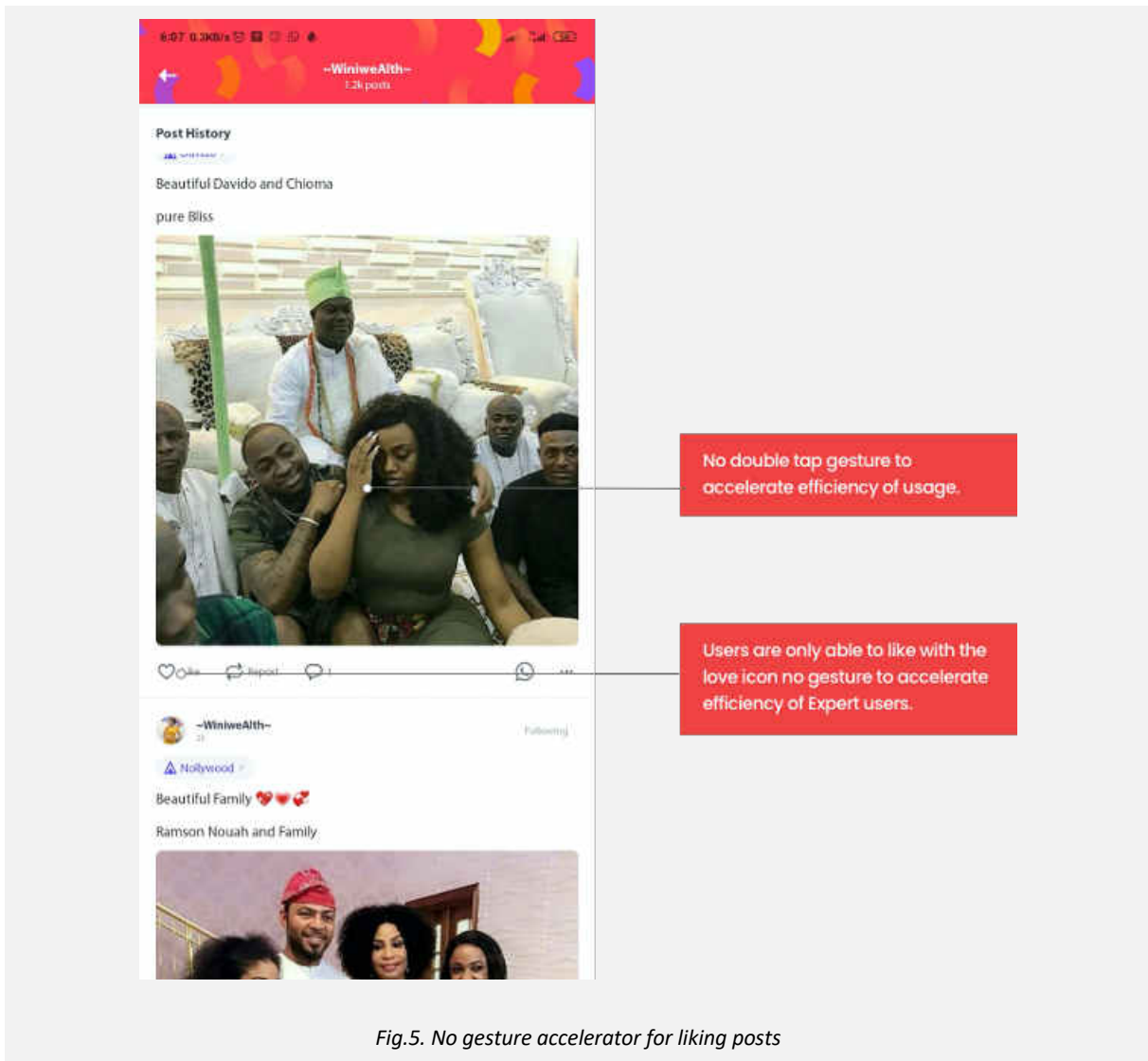
Proof:

*Fig.5. No gesture accelerator for liking posts*

Recommendation(s):

Implement an "accelerator" in the form of a double click for better efficiency in liking a post for improved flexibility and efficiency of usage for expert users.

Task #6	Problem #6	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Sharing a TRIBE or post in a TRIBE	The icon does not depict a conventional share icon; the WhatsApp or call icon used might mislead the user on to thinking the post can only be shared on WhatsApp.	**#2 -** Match between system and the real world **#6 -** Recognition rather than recall	S3	E1

Problem Details:

The WhatsApp icon used for the share feature goes against real-world usage. The icon to a user might indicate a call feature on the App; thus, it can be misleading. Secondly, the icon "WhatsApp" does not represent a share icon and cannot be easily recognized as one on the first look.

Proof:

fig.6. Inappropriate share icon for sharing posts
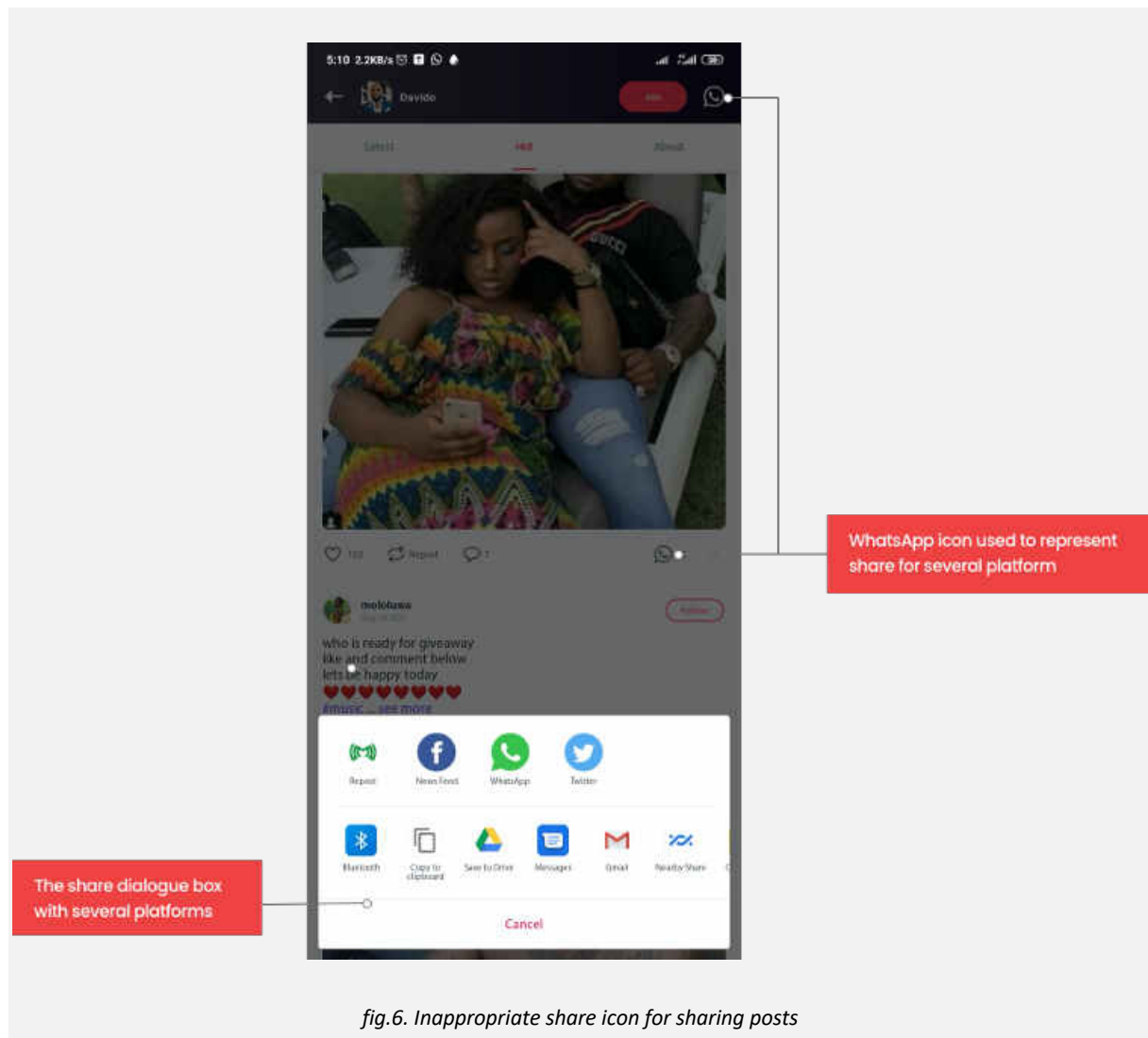
Recommendation(s):

Change the WhatsApp icon to a more suitable share icon (share icon) that would illustrate an option to share a post on multiple platforms.

Task #7	Problem #7	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)

Changing privacy settings when trying to share a post	The word "Private" does not depict the action to be performed. Users might get confused and think the post is meant to be private only.	**#2** - Match between system and the real world **#6** - Recognition rather than recall	**S0**	**E0**

Problem Details:

As a user attempts to share a post, there is an option to select a privacy mode for who gets to see the post. The word "private" isn't an appropriate description of the action that the user needs to execute. This can create a misjudgment by the user as they could view the post as being private. The word has no clear description of the action to be performed.
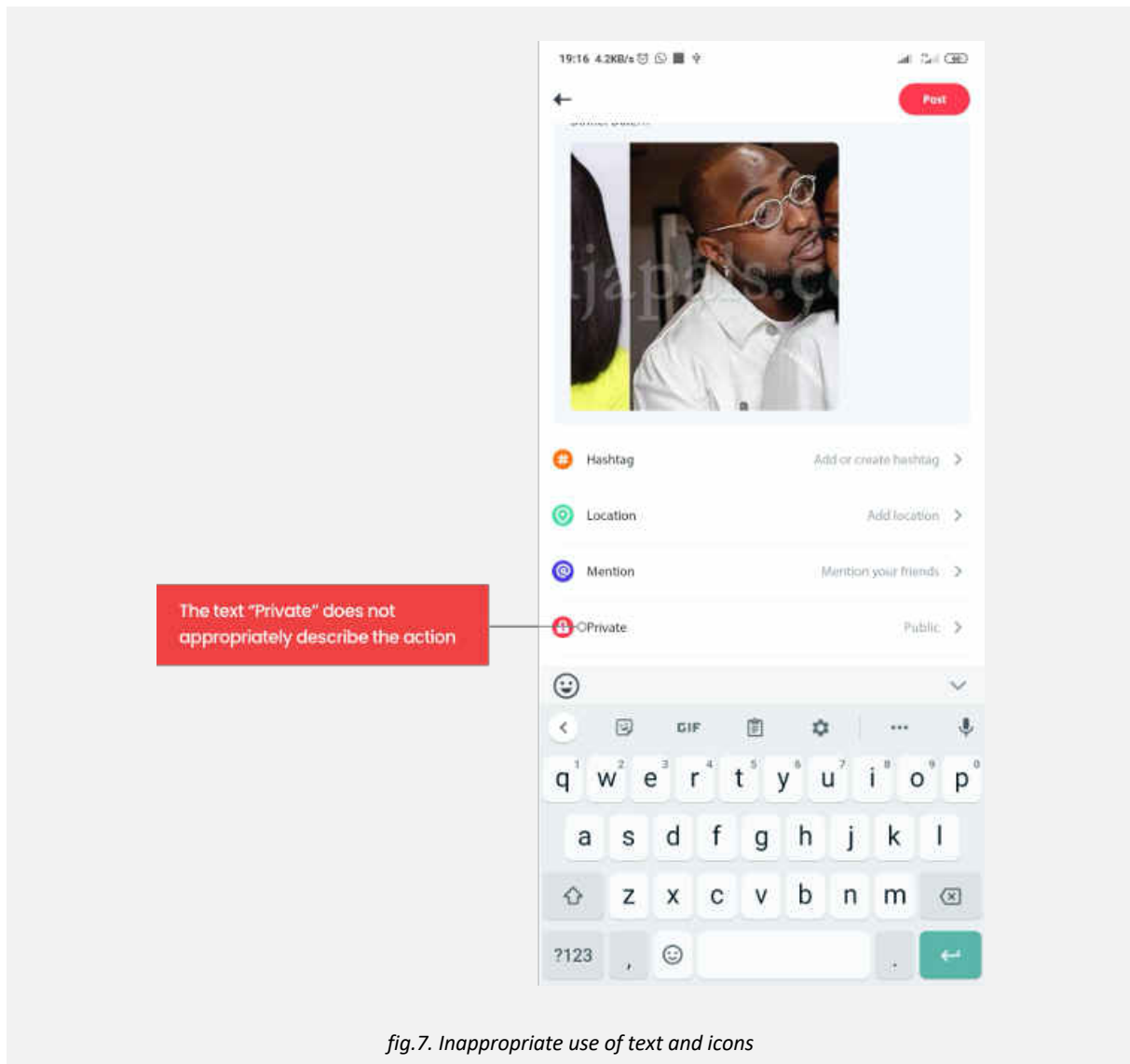
Proof:

fig.7. Inappropriate use of text and icons

Recommendation(s):

Consider replacing the word "Private" to a more suitable description of the action to be executed, e.g., "Privacy."

Task #8	Problem #8	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Selecting PRIVACY options: "Private" and "Public".	The icon ">" used to represent the "private" and "public" mode can get the user confuse onto thinking there are sub-sections for each of the mode.	**#2 -** Match between system and the real world **#6 -** Recognition rather than recall	S0	E1

Problem Details:

On the privacy option interface, a user has an option to select between two privacy modes: "private" and "public". An arrow icon ">" was use to represent each individual selection and this can send out the wrong information to the user. The user might expect to see a drop-down sub selection for a chosen option.
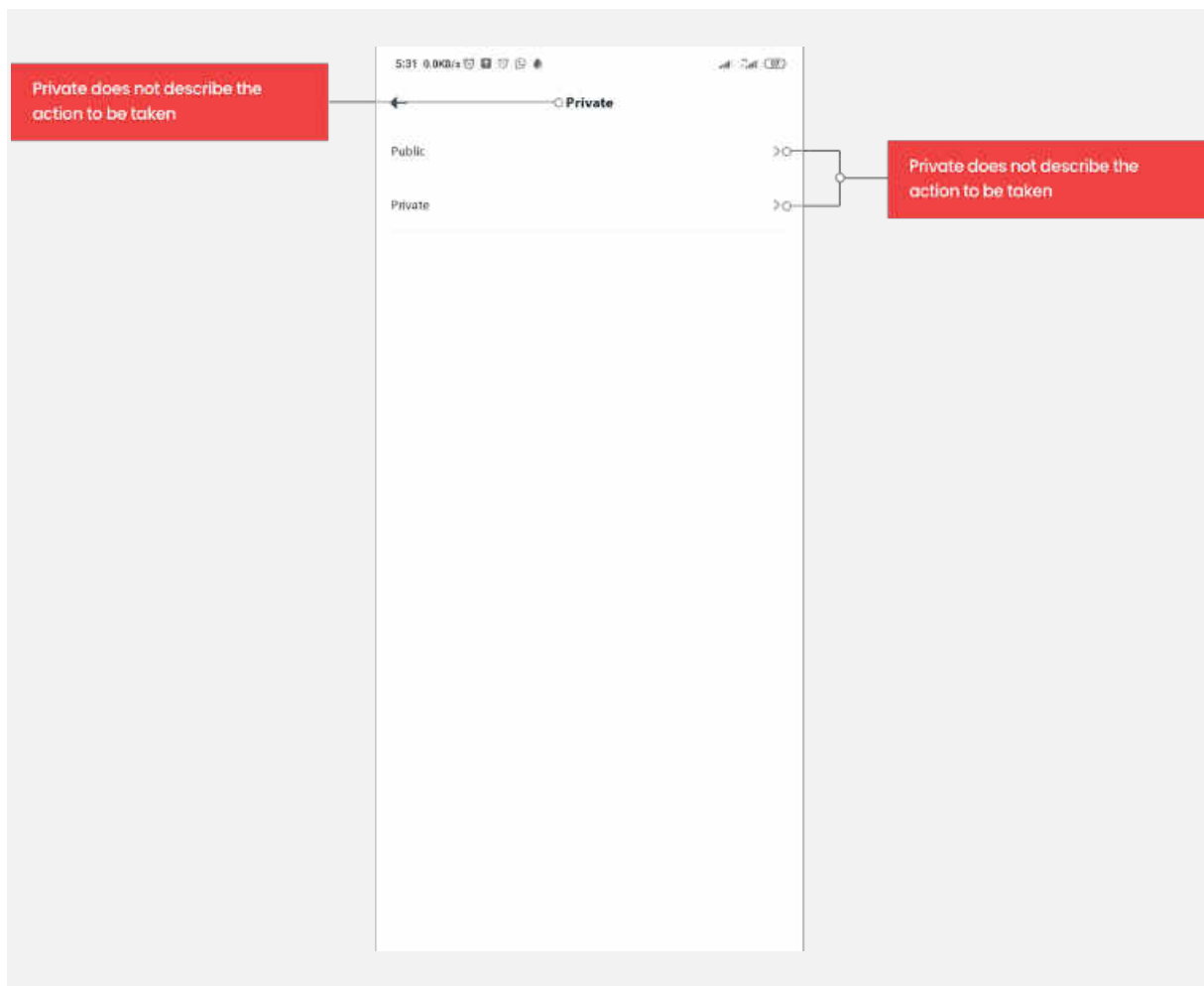
Proof:

fig.8. Inappropriate use of text and icons

Recommendation(s):

Since the user is expected to make a single selection, it is common convention to make use of a radio button to represent a single selection from a list. The arrow icon should be replaced with a radio button for ease of recognition of purpose.

Task #9	Problem #9	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Selecting Tribes to be associated with a post.	The icon ">" used to represent the TRIBES can get be misleading. Users might think there are sub-sections for each of them.	**#2 -** Match between system and the real world **#6 -** Recognition rather than recall	**S0**	**E1**

Problem Details:

Another case of use of the wrong icon to represent a selection. The arrow icon ">" doesn't serve the right function in that aspect. Users might think there are sub-sections for each of the TRIBES.
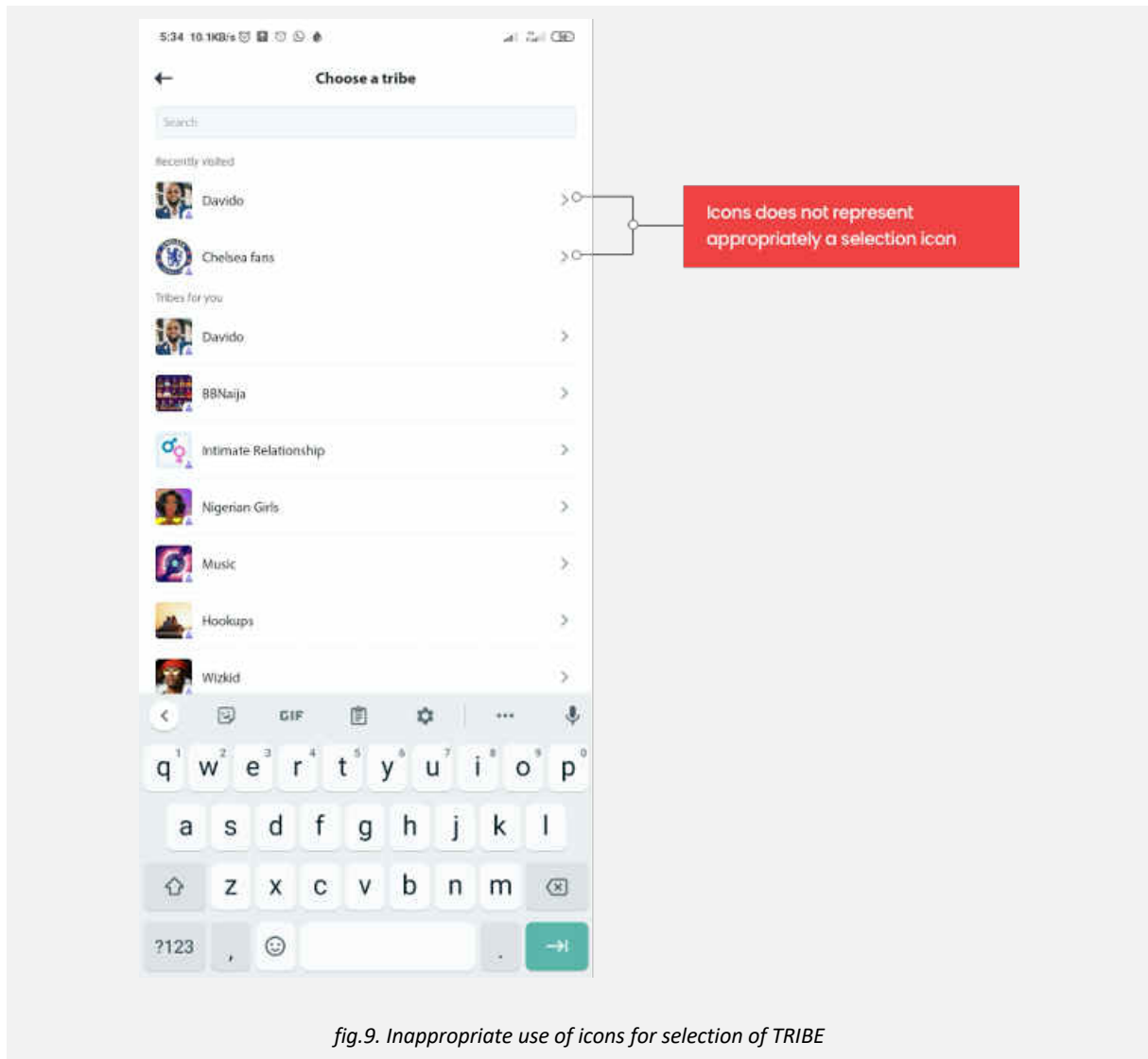
Proof:

fig.9. Inappropriate use of icons for selection of TRIBE
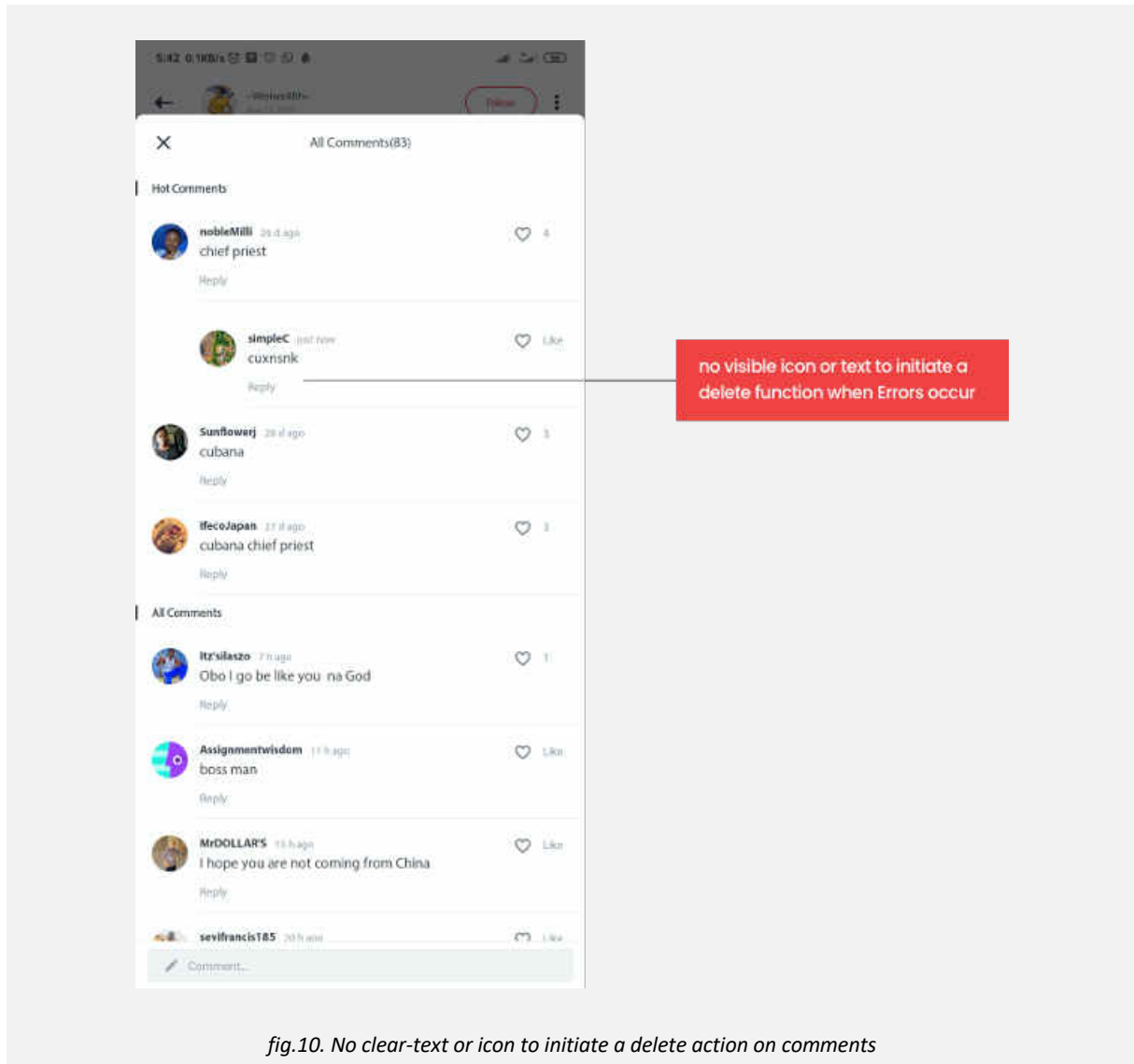
Recommendation(s):

There are two recommendations to this; (1) replace the arrow icon ">" for all TRIBE to a radio button or checkbox to indicate a case of selection or (2) delete the arrow icon so users can simply click to make a single selection of a TRIBE.

Task #10	Problem #10	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Deleting a comment or reply to a post	Users (especially inexperience users) are unable to see a delete icon or text that can perform the action directly on the interface	**#6 -** Recognition rather than recall **#7 -** Flexibility and efficiency of use	S3	E2

Problem Details:

As user comments on posts, they are bound to make mistakes and so they need to be able to delete a comment with a single click. Users are required to double click on the post to delete a comment. There is no visible delete icon for users to make use of conveniently.

Proof:

fig.10. No clear-text or icon to initiate a delete action on comments

Recommendation(s):

Implement a visible delete option or icon close to the comment icon so users can carry out the delete function without frustration.

Task #11	Problem #11	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Editing a post or a Repost	Users are unable to make edits to a post. There is no option to recover from an error.	**#9 -** Help users recognize, diagnose, and recover from errors.	**S4**	**E4**

Problem Details:

As humans, we are prone to errors. When a user makes a mistake with a post or reposts, there is no way to make a change to correct the error. Users are forced to delete a comment or post completely; this hinders their ability to recover from mistakes with ease. The App doesn't offer the user an option to resolve this issue quickly.
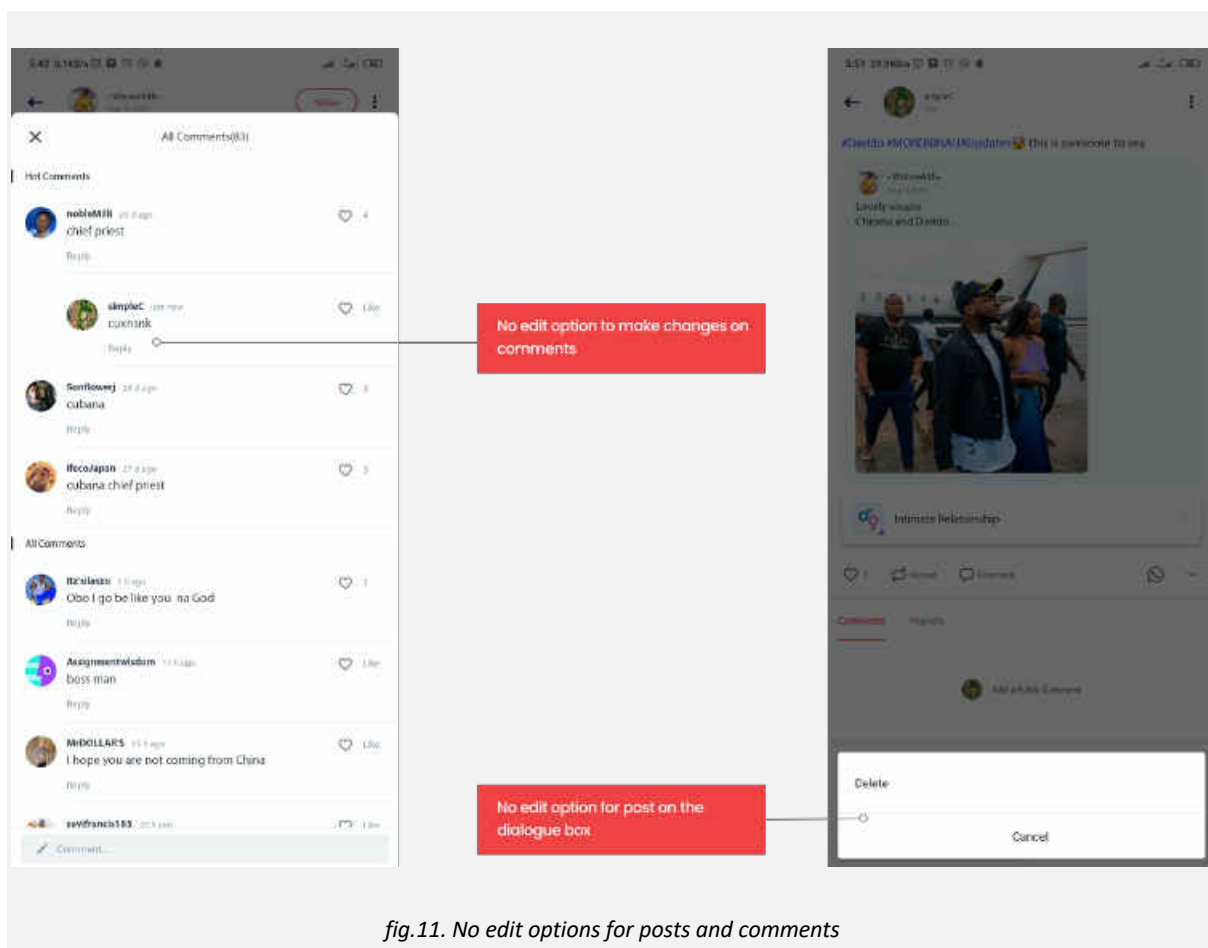
Proof:

fig.11. No edit options for posts and comments

Recommendation(s):

Add an edit function to the breadcrumb "**…**" on the post tab alongside the delete option. This will enable users make changes to post quickly.

Task #12	Problem #12	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Returning to Home interface after navigating into numerous pages.	Users are unable to return to the homepage as there is no visible navigation button to perform this action.	**#3** - User control and freedom	**S2**	**E2**

Problem Details:

As users navigate through post and comment, they can sometimes get lost in the pages and might need to return to the homepage interface. When this happens, they have no option to go back on a single click of a button. Users can get frustrated by clicking the back-arrow button multiple times just to return to the home screen of the App.
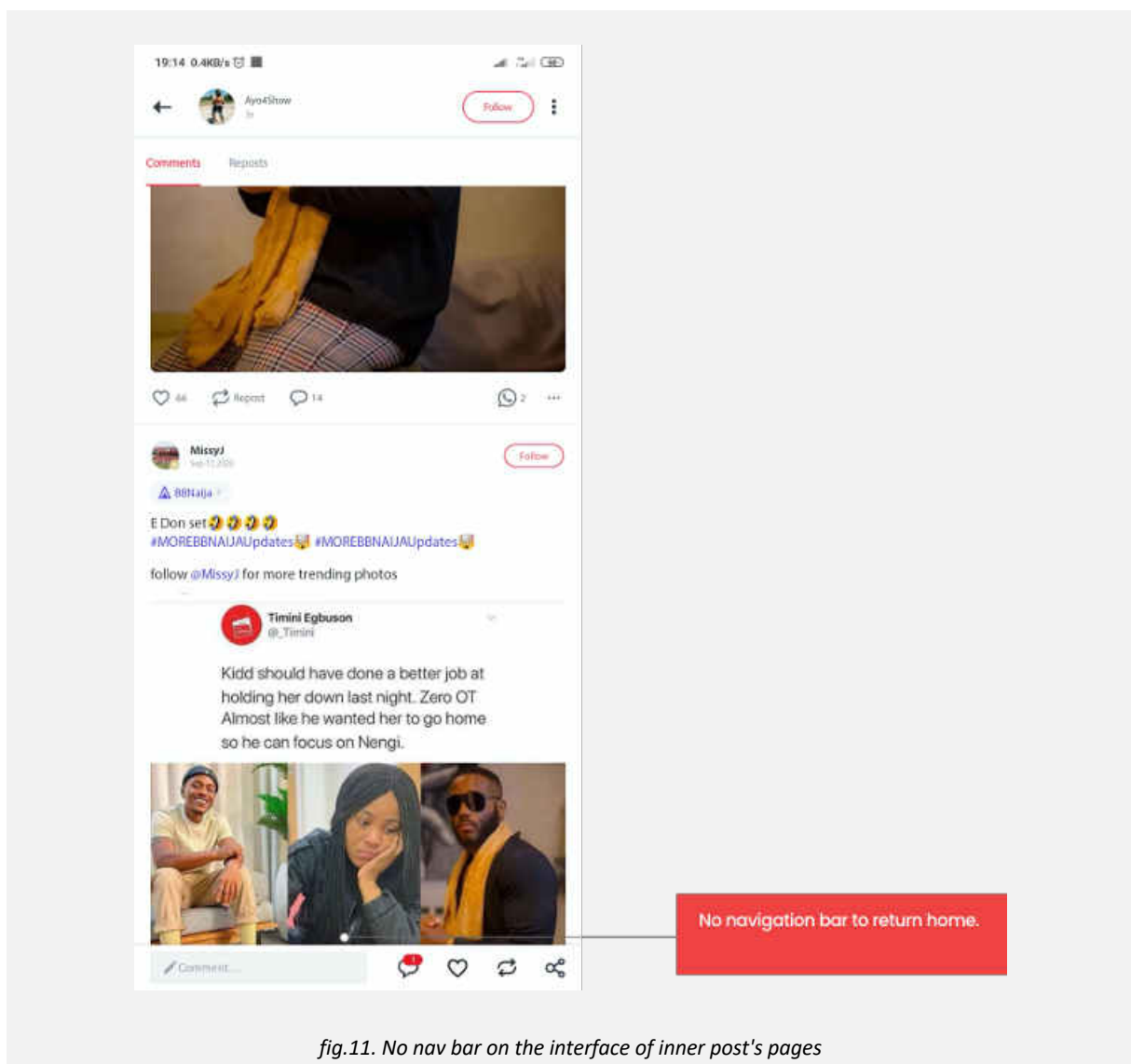
Proof:

fig.11. No nav bar on the interface of inner post's pages
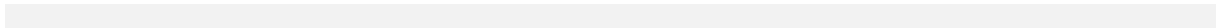
Recommendation(s):

Make visible the navigation pane on inner pages of posts with a subtle gesture to reveal it when users want to make use of the icons on it.
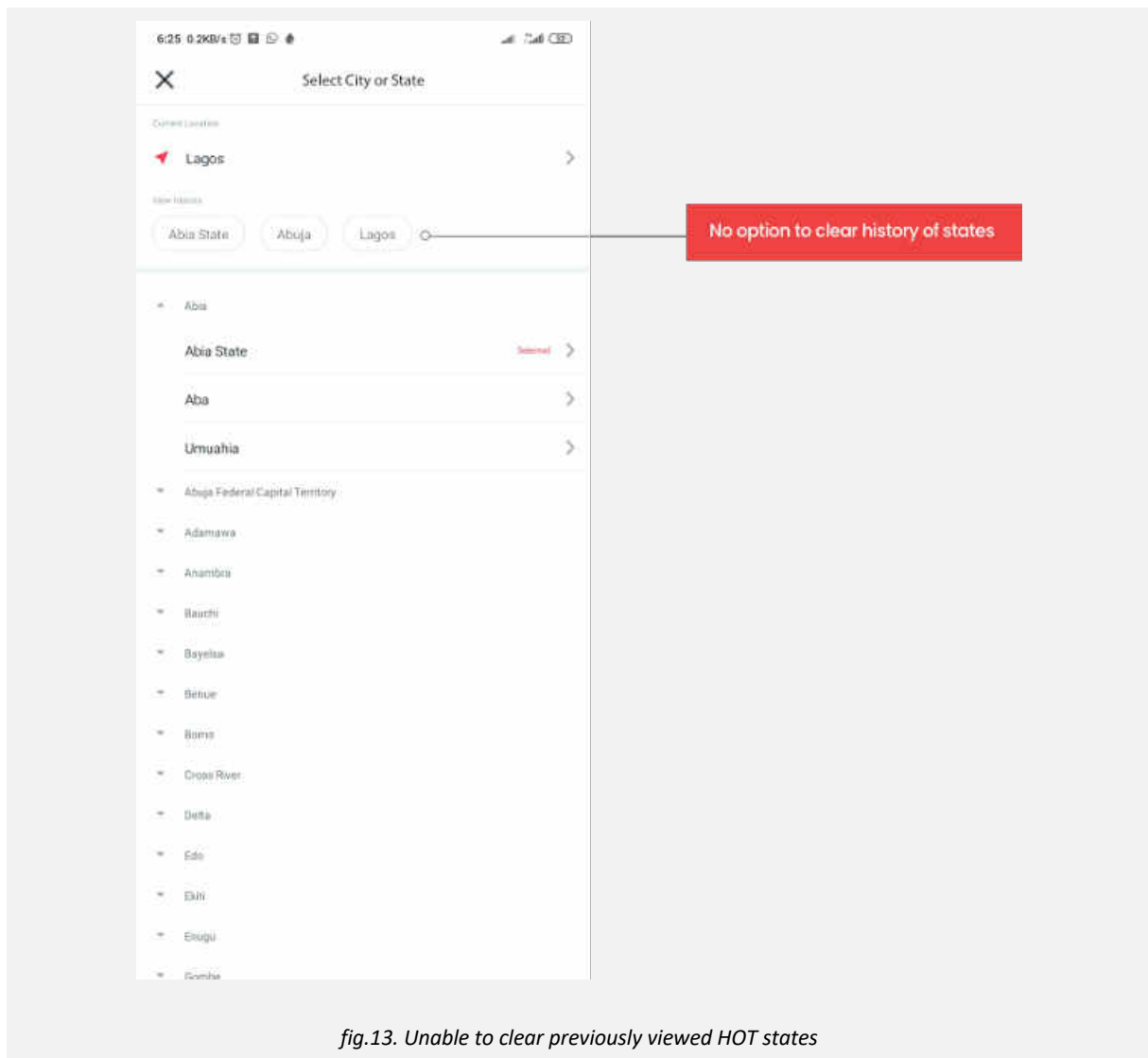
Task #13	Problem #13	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Clear selected States after selecting a city or state on the "HOT" tab	Users are unable to clear or delete all past previewed state from history	**#3 -** User control and freedom **#9 -** Help users recognize, diagnose, and recover from errors.	**S0**	**E2**

Problem Details:

The option to view news or entertainment from different regions of the country enables users to select a state and then a city within the state. When users perform this action, the system keeps a history of the states they have selected in the past. But users are unable to clear their history, and this has a tendency to impede their freedom.

Proof:

fig.13. Unable to clear previously viewed HOT states

Recommendation(s):

Create an option to clear up the past history of the selected state in the history section.

Place a clear text on the history tab.

Task #14	Problem #14	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Selecting a "City" from a "State" submenu	The arrow icon ">" does not depict a select option list. Users can be misled onto thinking a different action can be taken.	**#4 -** Consistency and standards **#6 -** Recognition rather than recall	S1	E3

Problem Details:

The option to view news or entertainment from different regions of the country enables users to select a state and then a city within the state. Arrow icons ">" are used to depict a select option list for the cities in a state. This does not represent a list with a single choice option for a user to select from.
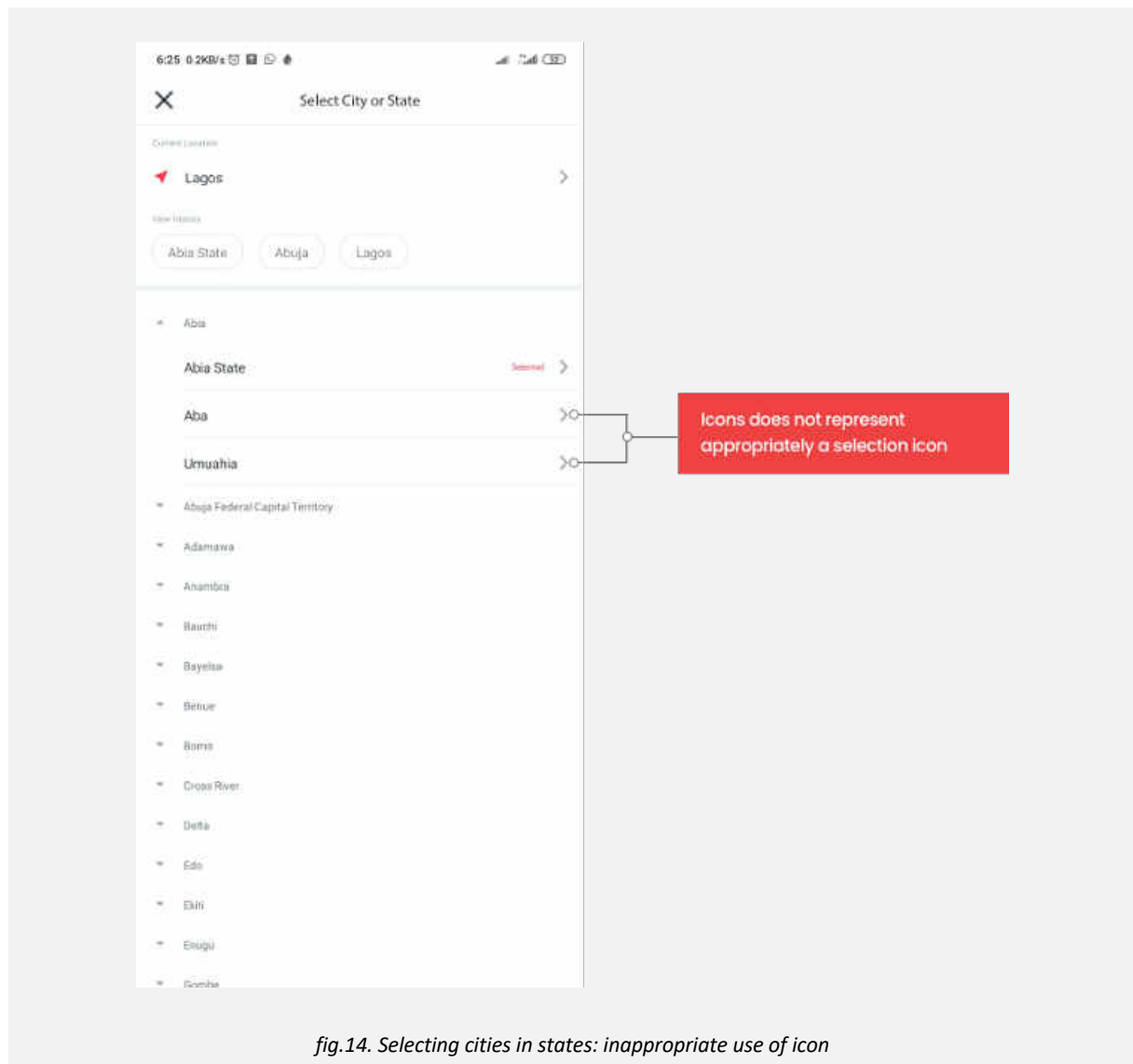
Proof:

fig.14. Selecting cities in states: inappropriate use of icon

Recommendation(s):

Change the arrow icon ">" to radio buttons for each city within a state. This will enable the interface to conform to UI standards.

Task #15	Problem #15	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Returning to selected "Hot Topic" primary page	Users are not giving the option of exiting the "headlines" details page back to the "Read more headlines" page by clicking the text of the Hot Topic on the breadcrumb	**#4 -** Consistency and standards **#6 -** Recognition rather than recall **#7 -** Flexibility and efficiency of use	S1	E3

Problem Details:

As Users navigate different TRIBES on the HOT tab, they have an option to see more related news on a particular headline selected on a separate page. On this page, there is a breadcrumb that shows the primary TRIBE selected. Users are unable to use the breadcrumb to navigate back to the previous page.
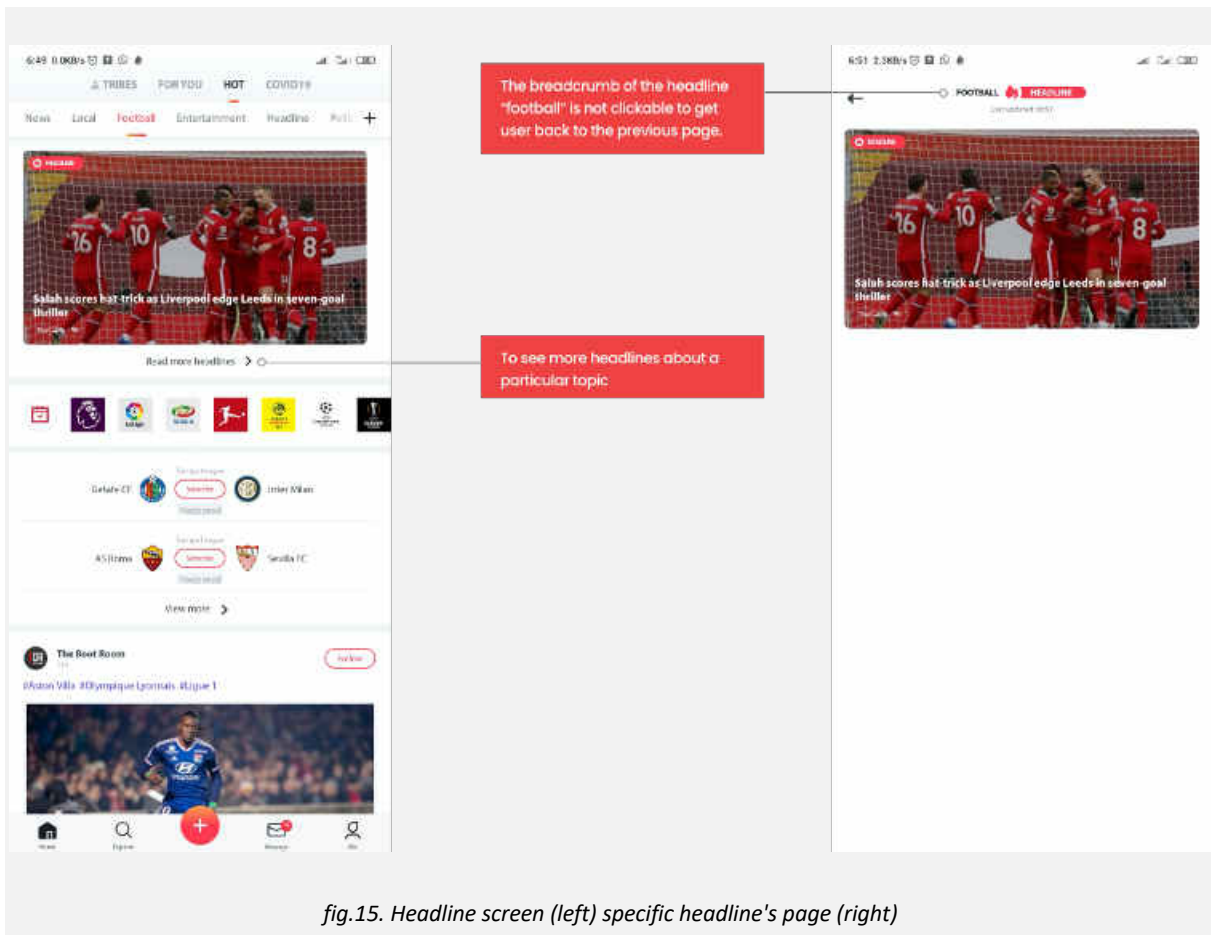
Proof:

fig.15. Headline screen (left) specific headline's page (right)
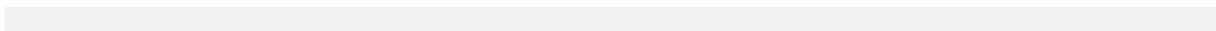
Recommendation(s):

Change the breadcrumb preceding the "more headlines page" a link so users can click and go back. It is a common standard for breadcrumb to give users a trail of where they came from, and through that, users can click to return to the previous page.

Task #16	Problem #16	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Searching through the explore tab.	There is no search box for users to make a manual search of TRIBES.	**#4 -** Consistency and standards **#7 -** Flexibility and efficiency of use	**S3**	**E4**

Problem Details:

On the EXPLORE section, where users can view several channels and scroll through different TRIBES, there is no search box that would enable them to filter through what they want to see quickly. Users are not able to manual search for a Channel, a TRIBE, or NEWs; they have to painstakingly scroll through a list made available on the EXPLORE interface. This is limiting the user's flexibility and efficiency of use.
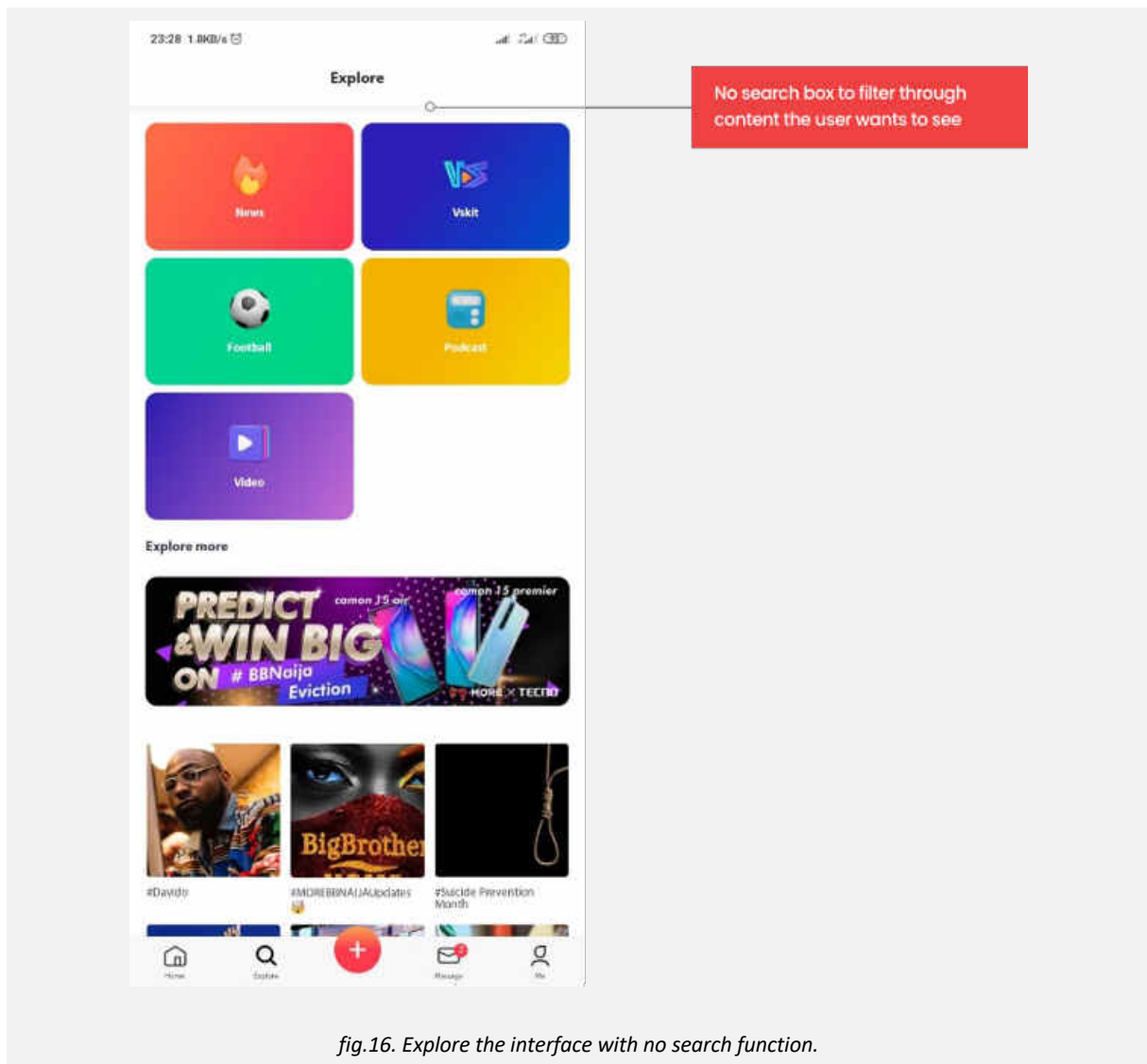
Proof:

fig.16. Explore the interface with no search function.

Recommendation(s):

Create a search box at the top of the EXPLORE interface to allow users to search for the information they want to see.

Task #17	Problem #17	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Viewing notifications	The Message icon and text "message" used to represent notifications can be misleading for users	**#4 -** Consistency and standards	**S3**	**E4**

Problem Details:

On the navigation pane, the "message" text and mail icon use to represent notifications are inappropriate as users might mistake it to be a private chat box or mail. This goes against standards because information on the notification interface is from likes, comments, follows, posts, etc. and not directly sent to the user as a mail.
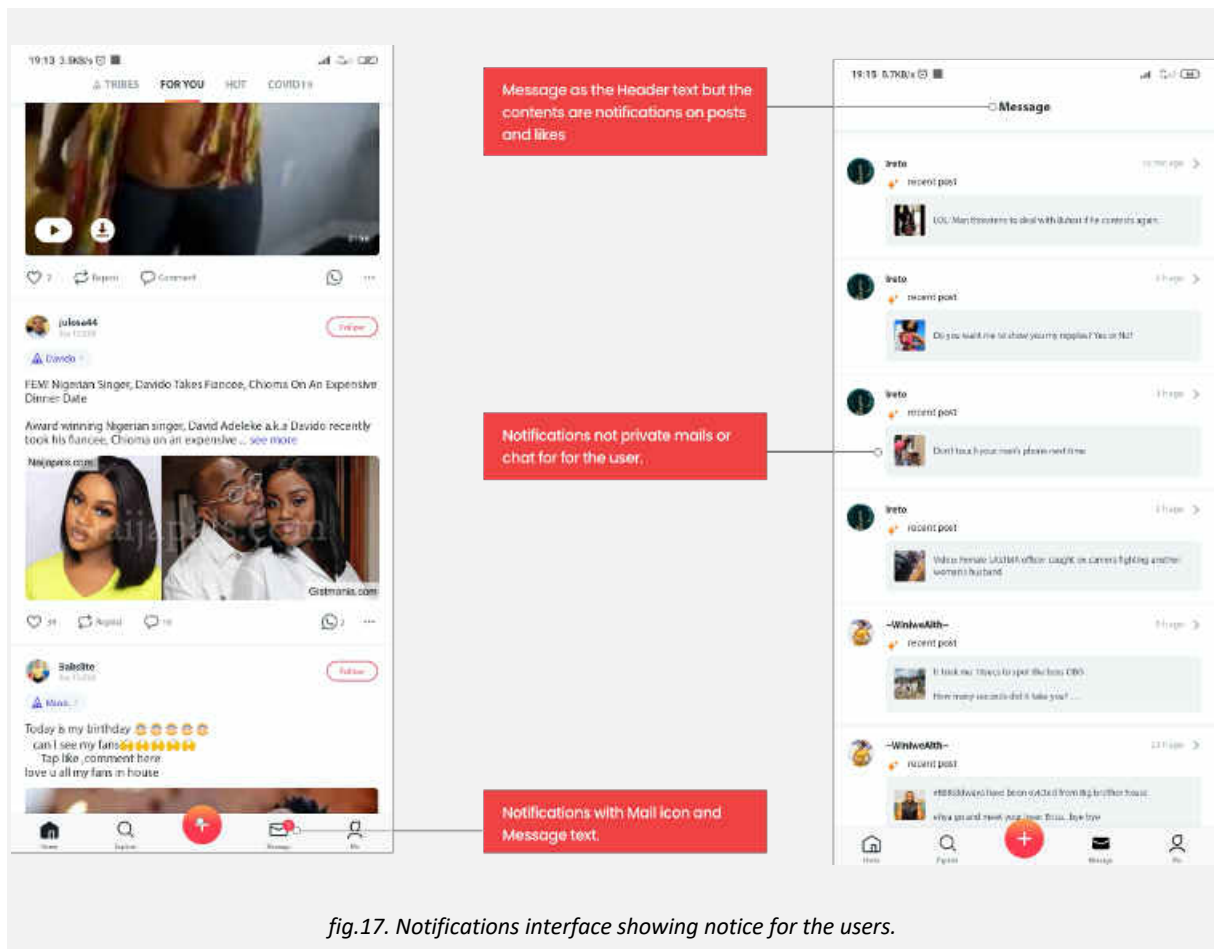
Proof:

fig.17. Notifications interface showing notice for the users.

Recommendation(s):

Replace the mail icon with a notification bell icon and replace the text "message" with "notifications" so users get a clear picture of what to expect when they go into the page.

Task #18	Problem #19	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Editing date of birth	There is no data validation when a user attempts to edit his/her date of birth	**#5 -** Error prevention	**S3**	**E2**

Problem Details:

While a user is editing his or her profile, the "Date of Birth" calendar allows the user to fix a date in the future as a valid date of birth. There is no validation to the date a user can select. The user obviously can't be born tomorrow, and as such, at the very list should not be able to pick a date of birth that is greater than the da, the profile is being updated.
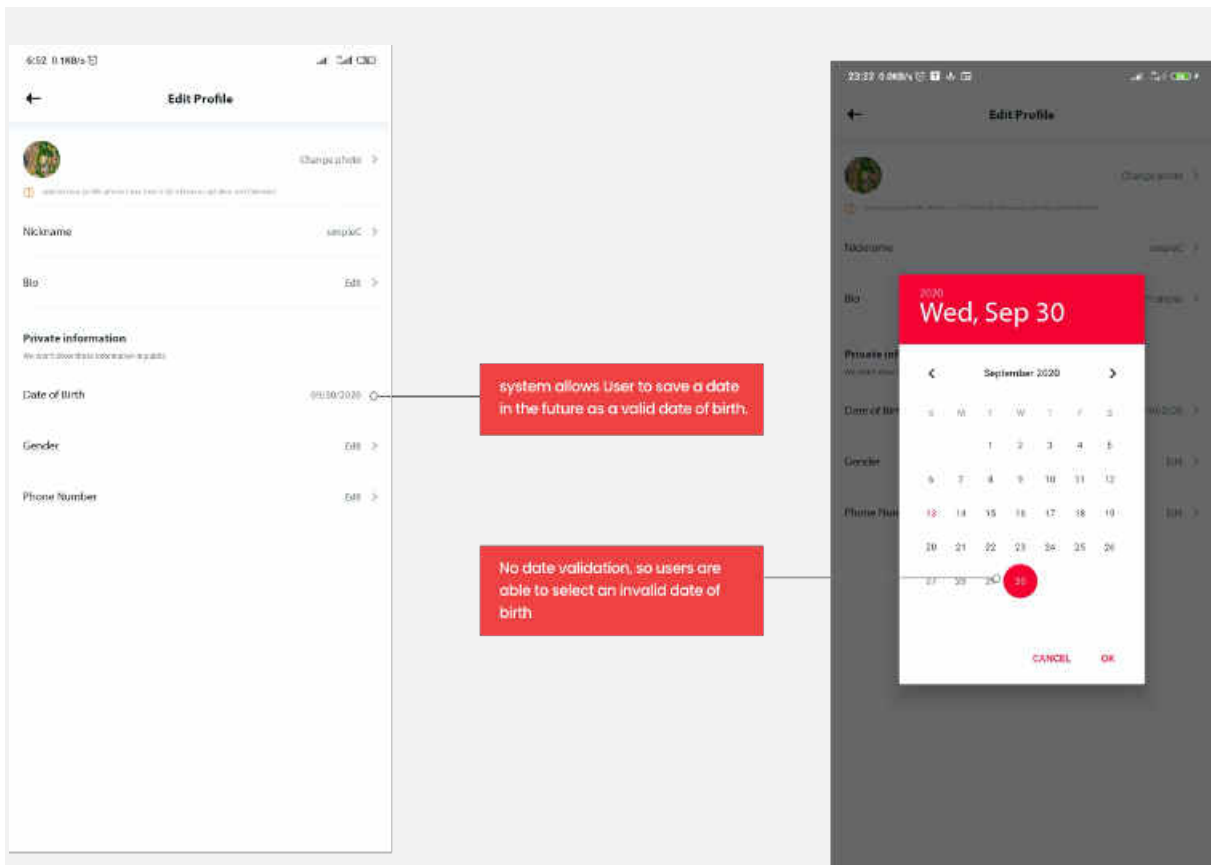
Proof:

fig.18. Editing profile: date of birth interface without date validation.

Recommendation(s):

Implement form validation on the "date of birth" section to prevent an error of date selection from users.

Task #19	Problem #19	Issue Category Heuristic(s)	Severity Rating (S0-S4)	EOF Rating (E0-E4)
Change profile picture	There is no button for the novice user of the App to return to the App if they decide not to proceed with changing of the profile picture	**#3 -** User control and freedom **#7 -** Flexibility and efficiency of use	S1	E1

Problem Details:

Sometimes users might have a change of decision when the attempt to change a profile picture or might mistakenly click on the change photo icon beneath their profile pic. When this happens, they will obviously want to return back to the App. The system doesn't provide an exit like the "X" or "Cancel" for easy exit, especially for the inexperienced user. They swipe gesture might not be familiar to some users of the social media App.
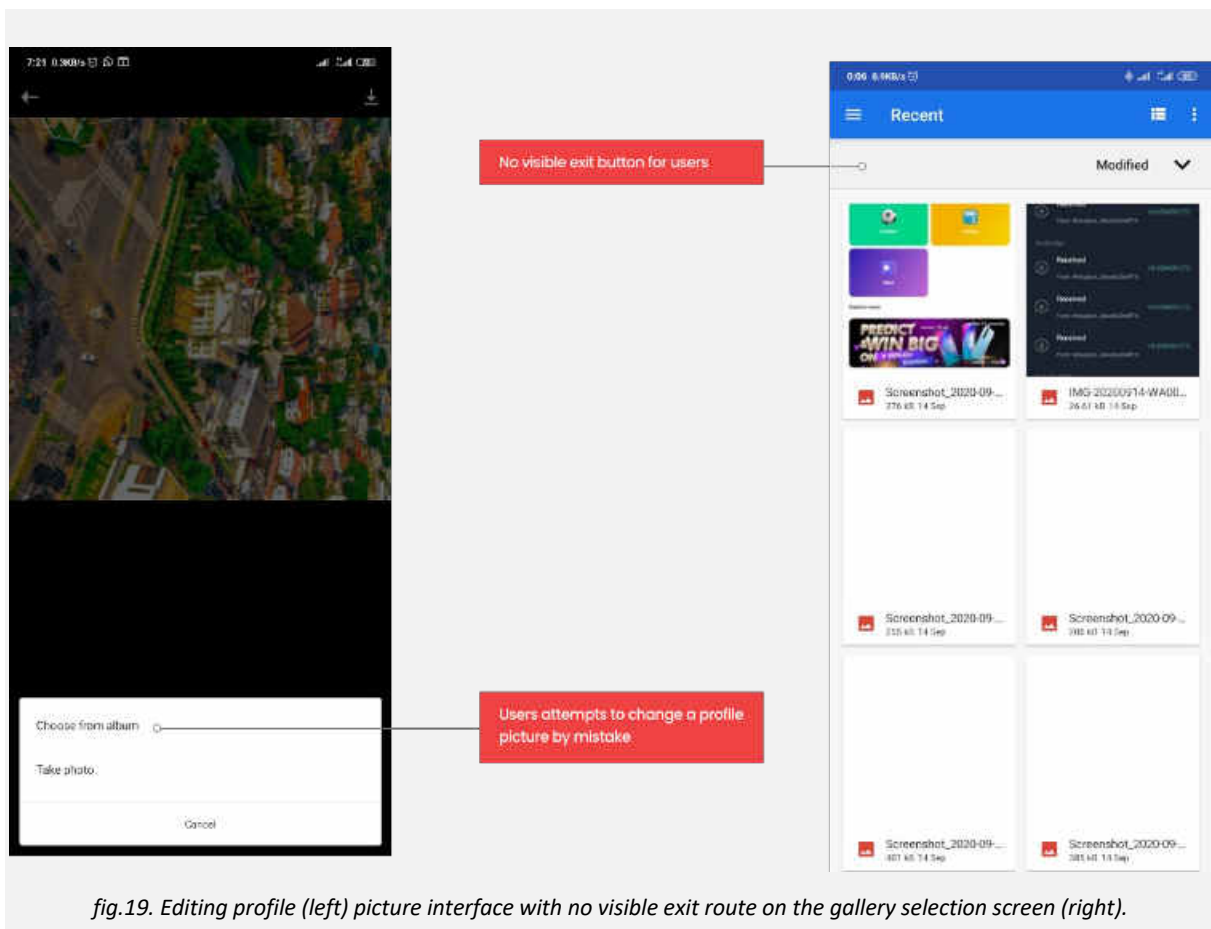
Proof:

fig.19. Editing profile (left) picture interface with no visible exit route on the gallery selection screen (right).

Recommendation(s):

Create an exit route for changing profile selection interface. Implement a "cancel" text by the left to enable users exit the App at will.

5. Conclusions

This report represents an individual investigative analysis of the MORE App based on Jakob Nelson's Heuristics. The issues were ranked in order of the severity to and Ease of Fix of the problem. Lastly, only the problem areas where reported as there are areas of the application where heuristics principles were appropriately applied.

6. Problem Report Summary

No.	Task #19	Problem #19	Heuristic(s)	Severity Rating	EOF Rating
1.	Opening MORE App for the first time as a new user	The screen goes blank with a logo beneath; No guide to bring the user onboard the MORE App	#1 #10	S2	E3
2.	Getting Acquainted with the interface	There is no guide or help to give the user a walkthrough of the MORE app interface	#10	S3	E4
3.	Existing User attempts to login account	The login text has a rounded box-like button, which confuses the user as to whether the whole shape is a clickable button.	#8 #6	S3	E0
4.	New user enters the TRIBE interface for the first time	Unable to quickly grasp the content flow in the tribe interface	#6 #10	S1	E0
5.	Liking a Post	Expert users might expect a double tap on an image or video to initiate a like gesture as it is conventional with other social apps.	#7	S0	E2
6.	Sharing a TRIBE or post in a TRIBE	The icon does not depict a conventional share icon; the WhatsApp or call icon used might mislead the user on to thinking the post can only be shared on WhatsApp.	#2 #6	S3	E1
7.	Changing privacy settings when trying to share a post	The word "Private" does not depict the action to be performed. Users might get confuse and think the post is meant to be private only.	#2 #6	S0	E0
8.	Selecting PRIVACY options: "Private" and "Public".	The icon ">" used to represent the "private" and "public" mode can get the user to confuse onto thinking there are sub-sections for each of the mode.	#2 #6	S0	E1

9.	Selecting Tribes to be associated with a post.	The icon ">" used to represent the TRIBES can get be misleading. Users might think there are sub-sections for each of them.	#2 #6	S0	E1
10.	Deleting a comment or reply to a post	Users (especially inexperience users) are unable to see a delete icon or text that can perform the action directly on the interface	#6 #7	S3	E2
11.	Editing a post or a Repost	Users are unable to make edits to a post. There is no option to recover from an error.	#9	S4	E4
12.	Returning to Home interface after navigating into numerous pages.	Users are unable to return to the homepage as there is no visible navigation button to perform this action.	#3	S2	E2
13.	Clear selected States after selecting a city or state on the "HOT" tab	Users are unable to clear or delete all selected state from history	#3 #9	S0	E2
14.	Selecting a "City" from a "State" submenu	The arrow icon ">" does not depict a select option list. Users can be misled onto thinking a different action can be taken.	#4 #6	S1	E3
15.	Returning to selected "Hot Topic" primary page	Users are not giving the option of exiting the "headlines" details page back to the "Read more headlines" page by clicking the text of the Hot Topic on the breadcrumb	#4 #6 #7	S1	E3
16.	Searching through the explore tab.	There is no search box for users to make a manual search of TRIBES.	#4 #7	S3	E4
17.	Viewing notifications	The Message icon and text "message" used to represent notifications can be misleading for users	#4	S3	E4
18.	Editing date of birth	There is no data validation when a user attempts to edit his/her date of birth	#5	S3	E2
19.	Change profile picture	There is no button for the novice user of the App to return to the App if they decide not to proceed with changing of the profile picture	#3 #7	S1	E1

Reference:

Nielsen, J. (1994). Heuristic evaluation. In J. Nielson & R. L. Mack (Eds.), Usability inspection methods (pp. 25-62). New York: John Wiley & Sons - https://www.nngroup.com/articles/ten-usability-heuristics .