Heuristic Evaluations

Scott Klemmer
Sit near your studio leader.
Quiz 2

- 7 mins for quiz
- Don’t start quiz until instructed to
If it beeps, make it quiet
Quiz 2

1. B
2. All are correct.
3. D
4. 3rd & 4th
5. A
6. False
7. D
8. 1st & 3rd
9. A
10. B
A3 Examples
POV Examples

- Point of view: “extensive course-related logistics are unavoidable, but feeling disorganized, unmotivated, and unproductive aren’t.” → with a proper interface, (1) no one should feel disoriented in class (2) people should be able to reflect on and improve their working habits.
  - How it relates to Quantify: we hope to help users stay motivated and organized by providing relevant statistics and feedback based on their self-tracked data (such as task completions)

Point of View:
It’s difficult to remain focused while working, especially if the material is dull or there’s an overwhelmingly large task that needs to be finished. Our solution’s goal is to help people manage distractions and get work done by breaking down large tasks and providing a brief, healthy outlet to relieve boredom.

their stories. Our point of view is that sharing stories is a fun thing to do, but often time people do not know how to make their expressions more empathetic to others and there needs to be a tool that can help them express their feeling more accurately and more easily.

They are stymied by the broad scope and deep investment of a full-effort project. With the right initial commitment, people will be able to take a project from inception to deployment. If we can set people up on a proper springboard for starting their assignment, we will be helping users to pass the crucial starting hurdles that can make or break a resolution to complete a project.
3. “Keyless” car entry/start: Sometimes the best interface is no interface, or one that is not easily noticeable: Having an app to unlock your car may seem like a quick and helpful alternative to having to bring your car key around with you all the time, but actually is quite clunky, as you may have to navigate through a bunch of different screens every time you get inside your car. The solution modern cars have used is to simply have a “key” in your pocket, and a button for the ignition switch that allows you to turn on the car and press it if the “key” is in the car. We want our app to be as unobtrusive as possible.
Rachel Chen, Janarthan Nadendla, & Sabryna Chang

Amy knows she has a midterm coming up but feels overwhelmed.

With the lack of personal interaction with the professors, Amy feels like no one cares about her learning.

As unmotivated as she is, Amy checks for the midterm logistics on her phone.

Amy checks the box to the question "Have you started studying?"

Thank you phone for being so encouraging!

Progress check

Want to feel good & motivated

Positive reinforcement
Prototype #2: Creeping DeadLions

An app for helping users to manage their distractions by motivating them to keep on task by assisting them in breaking down large tasks into more manageable subtasks.
Announcements

• If you’re having group problems, let your TA know privately THIS WEEK
• Mid-quarter evaluations
• Design Tips:
  • Need finding never ends
  • All design is redesign
10 Heuristic Examples
My somewhat revised names for Jacob Nielsen’s heuristics: http://www.nngroup.com/articles/ten-usability-heuristics/
Are you sure you want to change the extension from “.png” to “.jpg”?

If you make this change, your document may open in a different application.

Keep .png  Use .jpg

Clearer choices
Consistency

Apple Mac OS X Finder
Jim Hollan Earns Lifetime Achievement Award

Click here to watch Scott Klemmer talk to BBC News about Cloud Education.

Adobe Acrobat 2015

Metaphors
Familiar metaphors & language
Metaphors

Familiar metaphors & language

Images courtesy of SAP
Familiar metaphors
Familiar metaphors & language
Signal to noise
Clean & Functional Design
Get a $5 credit for Prime Pantry
Choose FREE No-Rush Shipping and receive a $5 credit towards your next Prime Pantry purchase.

Order now and we’ll notify you by email when we have an estimated delivery date for this item.
Items shipped from Amazon.com

Dieter Rams: As Little Design as Possible
by Sophie Lovel
$53.32 Free Prime shipping when in stock
Sold by: Amazon.com LLC
Temporarily out of stock.
Quantity: 1 Change
Add a gift receipt

Choose your Prime delivery option:
- $13.97 One-Day Shipping (1 business day)
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- FREE No-Rush Shipping (5 business days)
Get a $5.00 credit for Prime Pantry. Details

Guaranteed delivery date: Aug. 1, 2015 if you order in the next 8 hours and 1 minute (Details)
Items shipped from Amazon.com

Post-it Notes, 3 in x 3 in, Jaipur Collection, 14 Pads/Pack, 100 Sheets/Pad
(654-14AU)
$12.30 Prime
Sold by: Amazon.com LLC
Quantity: 1 Update | Remove
Add a gift receipt
and see other gift options

Undo
Freedom
Amazon check out
**New York → Paris**

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**JFK**

21:00 → ZRH

- Connection time: 1h 40m
- LX 15 operated by SWISS

**ZRH**

10:50 (+1)

- Travel time: 10h 50m
- LX 638 operated by SWISS GLOBAL AIR LINES

**Economy**

- not available

**Business**

- from USD 4,326

**First**

- from USD 6,448

**CDG**

12:30 → 13:50 (+1)

- Travel time: 10h 50m

**JFK**

21:00 → ZRH

- Connection time: 6h 00m
- LX 15 operated by SWISS

**Economy**

- not available

**Business**

- from USD 4,326

**First**

- from USD 6,448

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Explore
Flexible shortcuts
Flexibility

Chrome view menu
### Keep it relevant

**Flexibility**

- **SAP for Professional Services**

**Actions**
- Start a discussion
- Write a document
- Write a blog post
- Create a poll

**View the blog**
- SAP for Professional Services

**Sponsored Content**

- **BackOffice Associates**

  - **Boost Data Quality in Record Time**
  - Resolve data quality issues faster than ever before
  - **View Demo**: find out more about the SAP Information Steward Accelerator

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**All Content (67)**

- **All discussions**

**Search**
- Type to filter by text
- Filter by tag
- Sort by latest activity (descending)

**Latest**

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MANAGE YOUR EMAIL PREFERENCES

EMAIL FREQUENCY
CHOOSE WHEN YOU RECEIVE OUR EMAILS.

- [ ] ONCE A WEEK
- [x] TWICE A MONTH
- [ ] I WANT TO RECEIVE ALL EMAILS

UPDATE

EMAIL UNSUBSCRIBE

YOU ARE CURRENTLY SUBSCRIBED AT: KATRINAVYNERHOM@EMAIL.COM

- [ ] DO NOT SEND ME ANY FUTURE EMAILS FROM WHITE HOUSE BLACK MARKET.

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White House Black Market

Proactivity
Flexibility
Previews
Recognition over Recall
Class HE
Walkthrough
HEs of Websites

• Google Form: http://goo.gl/forms/yVoXjllsh6
• Go to each website instructed in the Google Form and conduct HEs based on the question asked
A4 HE Time
A4 Heuristic Evaluation Steps

• **Step 1:** (Team) Practice walkthroughs of your prototype
• **Step 2:** (Team) Receive 3 HEs from your assigned evaluators
• **Step 3:** (Individual) Evaluate another group’s prototypes
• **Step 4:** (Individual) Meet with the other evaluators of your evaluation group to make a joint usability statement
A4 Heuristic Evaluations

• Use this time to either evaluate your assigned group’s prototypes or meet with your other evaluators