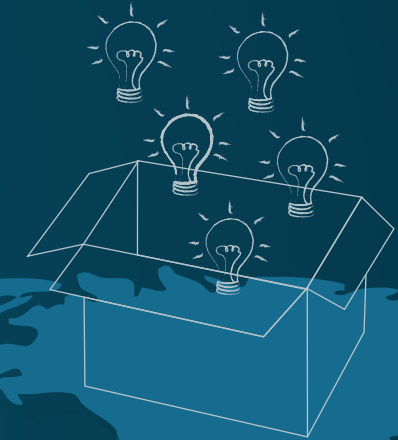


# Heuristic Evaluations



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.

resolve). **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.



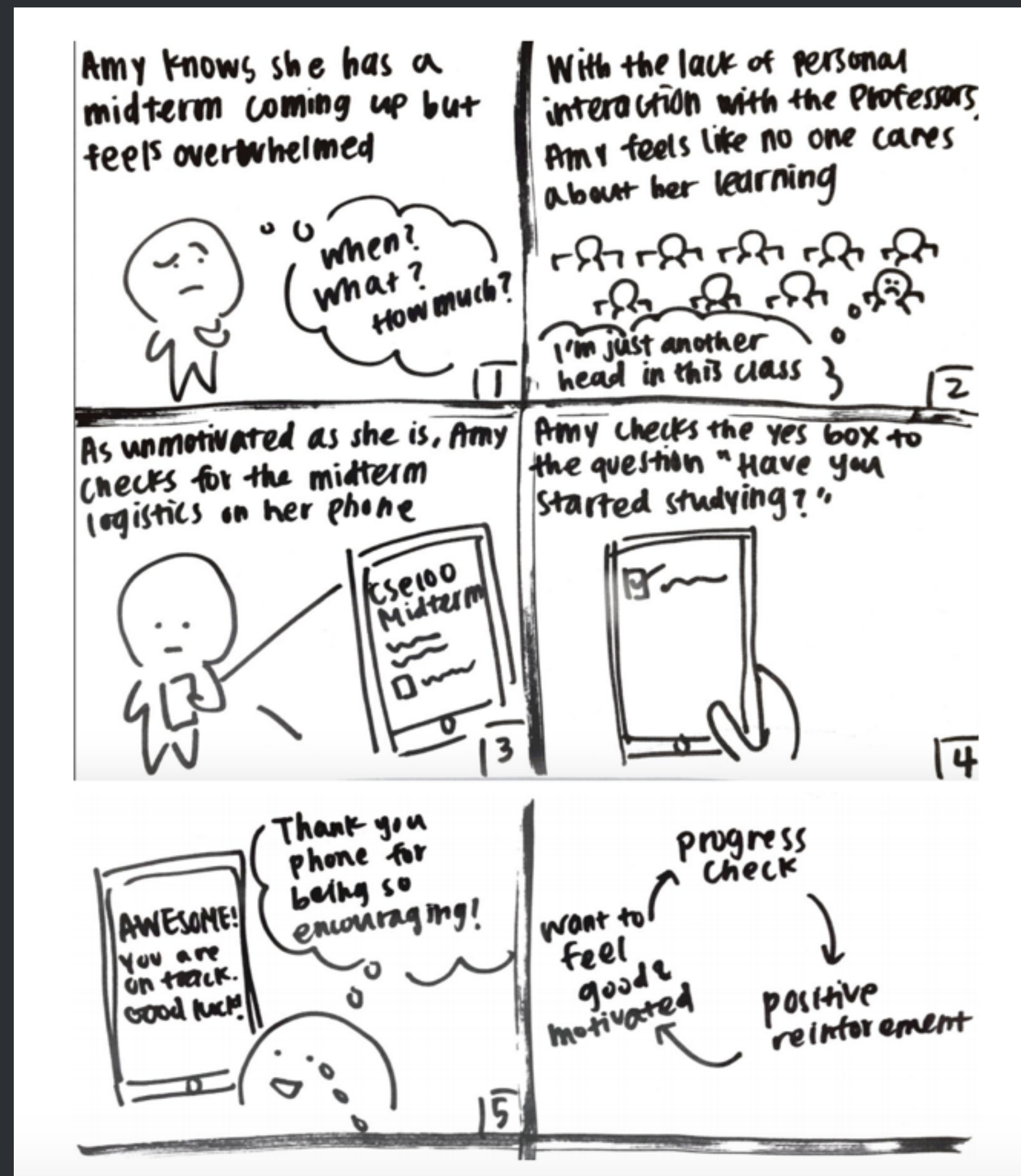
# Andrew Jabasa, Mark Hwang, & Kanudarp Khandwala

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





# Vincent Huang, Alexie Sousa, & Jordan Yoshihara



# 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



# Ten Design Heuristics

## UNDERSTANDING

 Consistency

 Use Familiar  
Metaphors &  
Language

 Clean & Functional  
Design

## ACTION

 Freedom

 Flexibility

 Recognition  
Over Recall

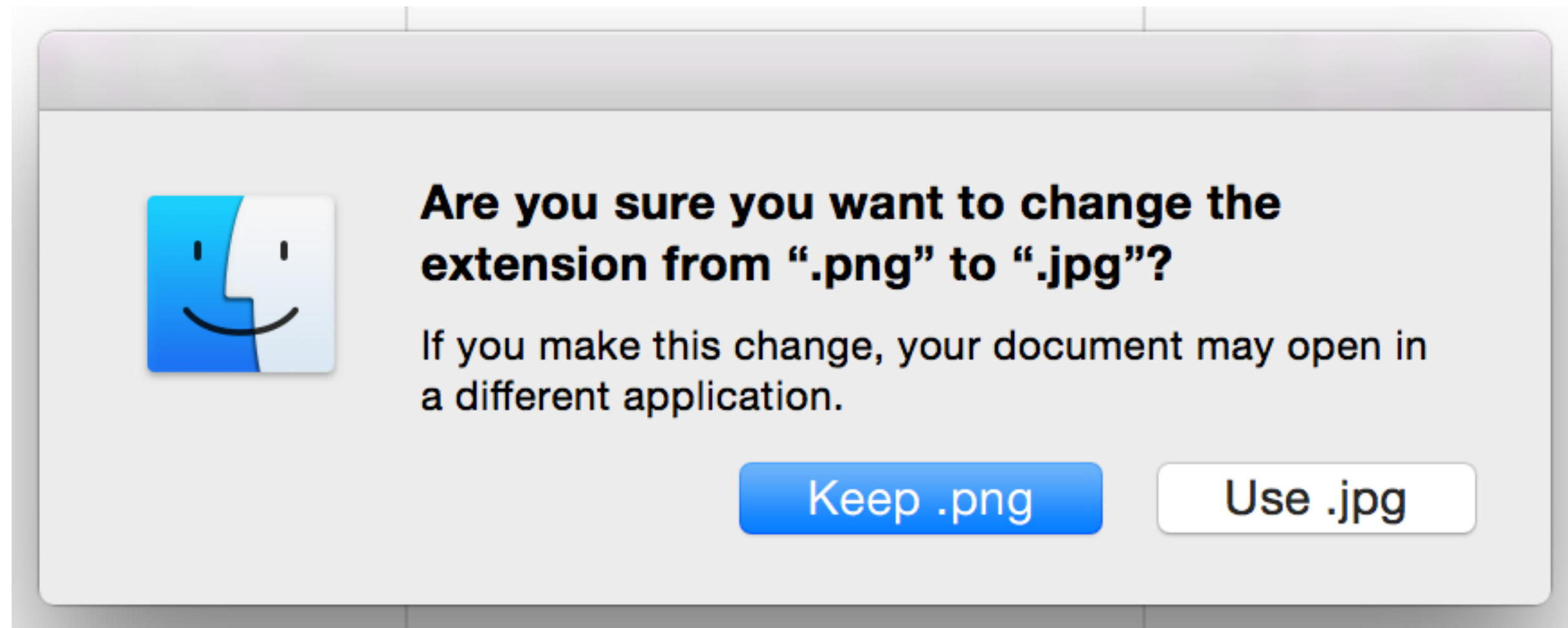
## FEEDBACK

 Show Status

 Prevent Errors

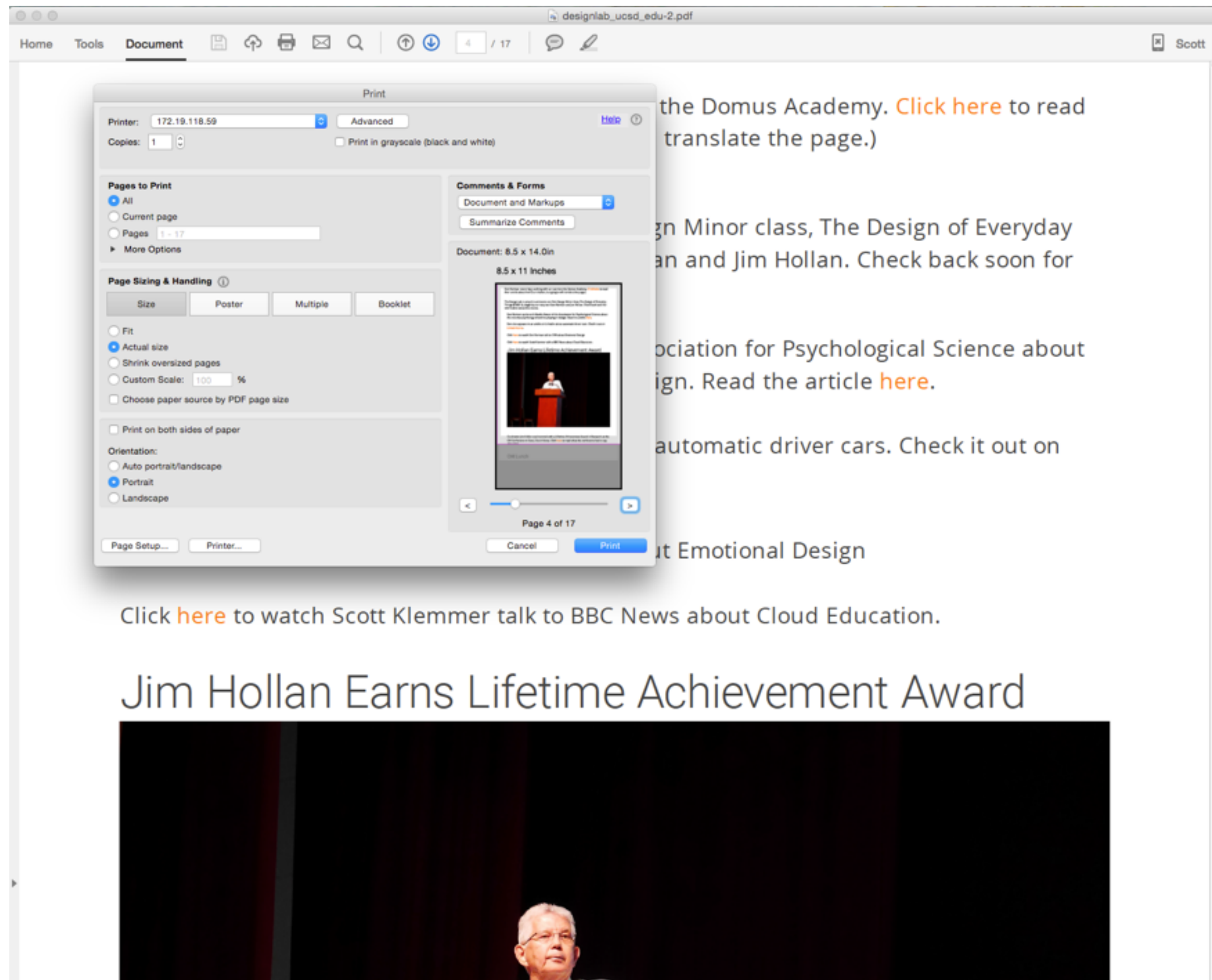
 Support Error  
Recovery

 Provide  
Help



**Clearer choices**  
**Consistency**

Apple Mac OS X Finder



# Metaphors

## Familiar metaphors & language

Adobe Acrobat  
2015



Desktop



Folder



Cart

# Metaphors

## Familiar metaphors & language

Images courtesy of SAP





GAMES ▾

VIDEO ▾

COMMUNITY



SEARCH



## GAMES



TEEN TITANS GO!  
Last Villain Standing



TEEN TITANS GO! GAMES

**PLAY** ►

GUMBALL GAMES

# Familiar metaphors

## Familiar metaphors & language

<http://www.cartoonnetwork.com/>



**CAR LEASING**  
Want a cheap new lease car?  
Start HERE!



My cheapest leasing deals!

Click to chat  
is closed

**ABARTH CAR LEASING**

500  
500 Convertible  
595  
595 Convertible

**ALFA ROMEO LEASE CARS**

Giulietta  
Mito



**LINGsCARS.com**

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1.

You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP)!



Play stupid game  
NEW



**CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS**

Home

Cars and Vans

How It Works

Price Lists

About Ling

Customers

Fun Stuff

Quote/Order

Business Customer Pricing

Personal Customer Pricing

The Best FAQs in the World!

NEW  
SEXY  
christine  
full rep



FEAR  
CARS



Search Cars Here

Go

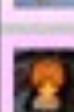


@LINGsCARS  
Follow Me

LING'S LIVE TWITTER FEED



ruan\_odendaal: @LINGsCARS I do, commute via train into London and use the car evening & weekends only. I wouldn't buy a Fiesta though lol



Kentmoto: @LINGsCARS @BuckinghamFord do think individuals sign to these cheap low mileage lease cars? I'd clock the car before handing them back?



LINGsCARS: I've hit last year's invoice total for July, with 1 week of invoicing still to go this month. Onward and upwards!



Intro Film

News

Blog

Office TV

Contact

Moan

Links

Play Quiz

Privacy Policy

Google Visitors

"JUST CLICK!"



THE BEST...  
FREQUENTLY ASKED QUESTIONS  
...IN THE WORLD!



You can't find a car?



Apply for a CAR QUOTE



AS SEEN ON  
TV

DRAGONS DEN



Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

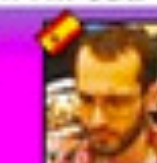
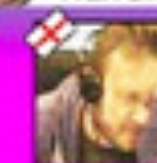
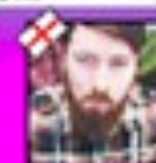


Duncan Bannatyne - "I wanted to invest... but ye turm'ed me doon!"



Deborah Meaden - "Harrumph! I'm out!"

**MEET MY STAFF**



Ling is OFFICIAL VIZ ethnic business ambassador!



CHEAP INSURANCE



Google Spider Food



View LIVE visitors: 39 online

Hi! I am Ling from Dragons' Den. I lease cheap new cars!



UPDATE... The latest car I've added is a Smart ForTwo Coupe 1.0 i 12v (70bhp) Passion Premium Coupe 2dr 999cc Petrol at



Close (X)



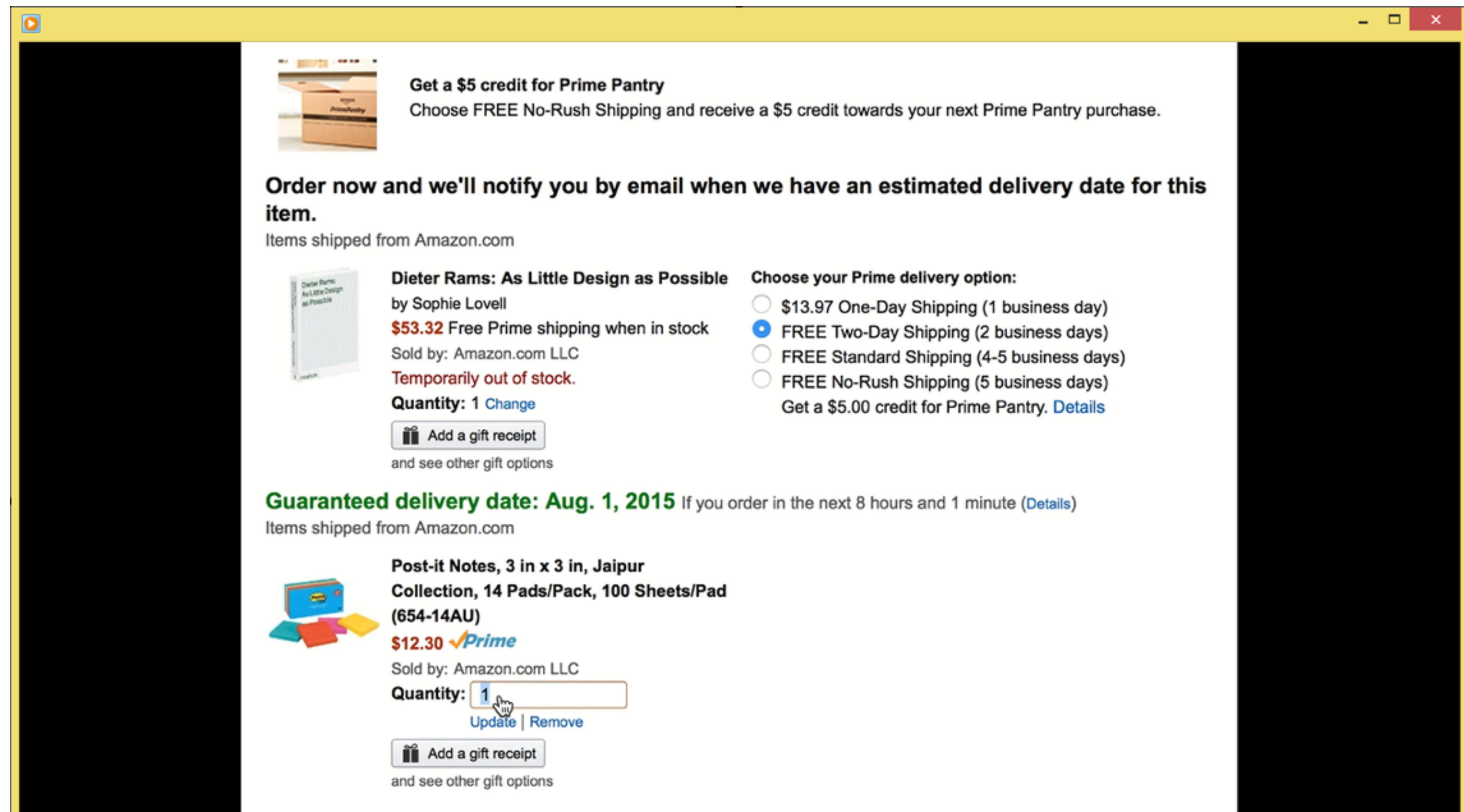
THE BEST  
FAQs  
JUST CLICK  
IN THE WORLD!

Close (X)

LIVE  
CHAT!







Undo  
Freedom

Amazon check out



## New York → Paris


Fri 31/07/2015  
from USD 4,326

Sat 01/08/2015  
from USD 1,364

Sun 02/08/2015  
from USD 566

Mon 03/08/2015  
from USD 566

JFK ZRH  
**21:00** → **10:50 +1**  
JFK Intl. Apt.

 Connection time: 1h 40m  
LX 15 Operated by SWISS

Economy  
not available


Business  
from USD 4,326

First  
from USD 6,448

ZRH CDG  
**12:30** → **13:50 +1**

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

JFK ZRH  
**21:00** → **10:50 +1**  
JFK Intl. Apt.

 Connection time: 6h 00m  
LX 15 Operated by SWISS

Economy  
not available

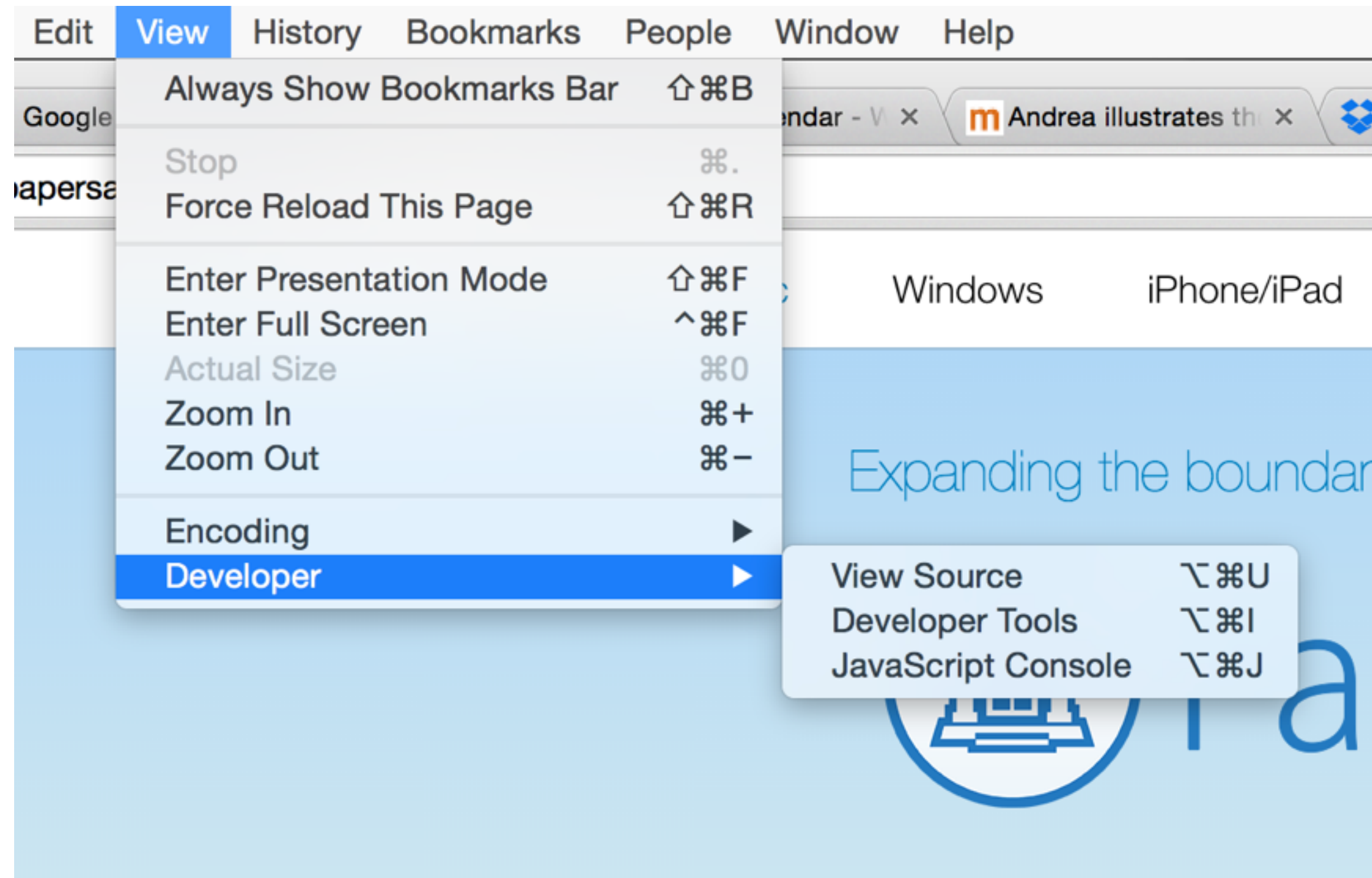
Business  
from USD 4,326

First  
from USD 6,448

Swiss International Airline  
Ltd.

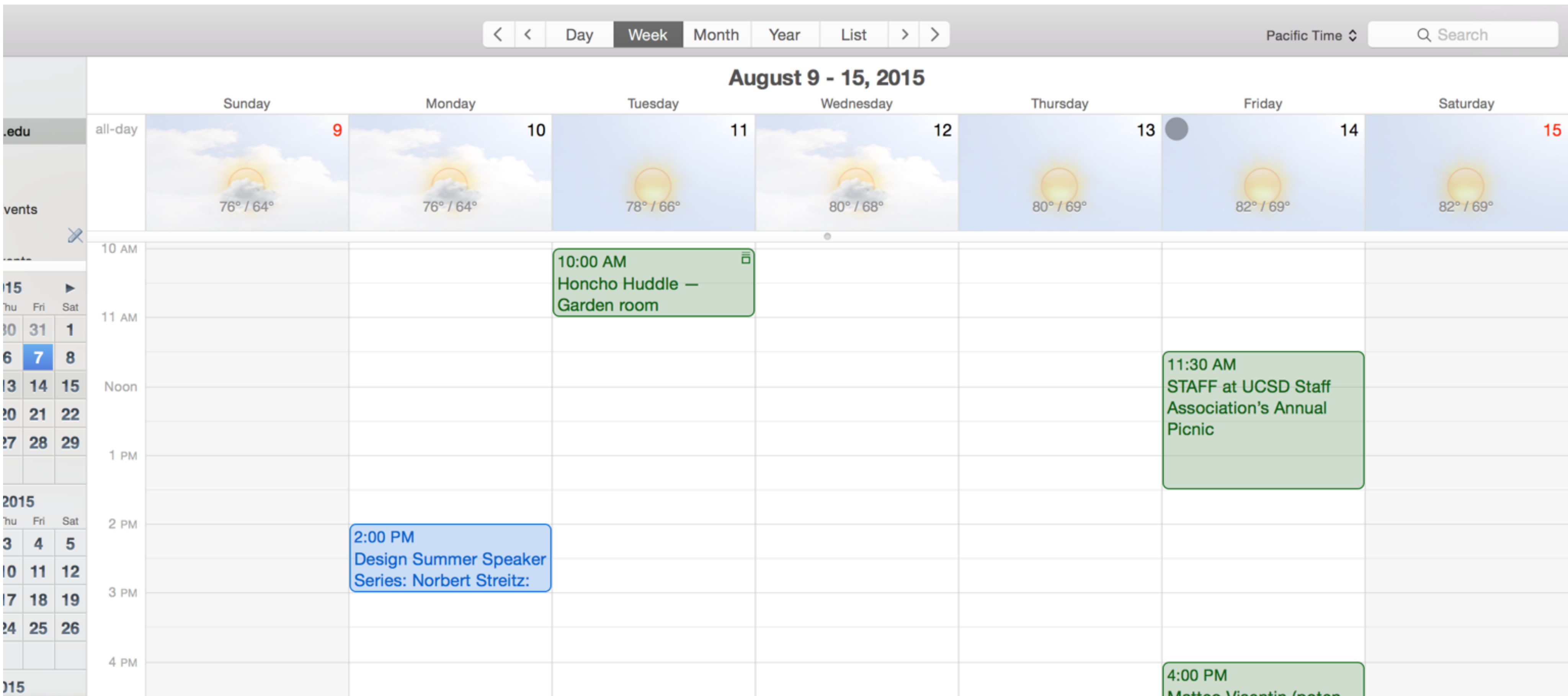
# Explore





**Flexible shortcuts**  
**Flexibility**

Chrome view menu



# Ambient information Flexibility

BusyCal Weather

Overview





Content

People

Subspaces

Manage

## Actions

-  [Start a discussion](#)
-  [Write a document](#)
-  [Write a blog post](#)
-  [Create a poll](#)

## View the blog

SAP for Professional Services


## Sponsored Content

**Boost Data Quality in Record Time**

Resolve data quality issues faster than ever before.

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All Content (67)

 Blog Posts (18) Documents (13) Discussions (36) Polls (0)





















All discussions

Type to filter by text

Filter by tag

Sort by latest activity (descending)

1 2

Title	Author				Views	Latest activity	
 EHP 6: Can't find Enterprise Extension EA-SAW in SFW5	Peter Meyer	0	0	2	168	June 9, 2015 4:11 AM	
 Product Category Error in SRM	Vishvas vs	0	0	0	70	April 21, 2015 3:00 AM	
 HOW TO DELETE RSBKDATA IN BW SYSTEM	RATHINA SENATHIPATHY	0	0	0	98	April 19, 2015 3:38 AM	
 HOW TO DELETE RSBKDATA IN BW SYSTEM	RATHINA SENATHIPATHY	0	0	0	83	April 19, 2015 3:26 AM	
 SuccessFactors Migration limits	Gonzalo Bas	1	0	1	144	April 16, 2015 3:49 PM	
 Progress Bar for Z programs to avoid timeout dump	Aditya Rathore	0	0	0	73	March 29, 2015 2:29 AM	
 Commercial project inception - copy partner function	Grégory Mathelot	0	0	0	94	January 29, 2015 2:26 AM	
 WAD Template Issue	Gagandeep Singh	0	0	0	68	January 19, 2015 6:30 AM	

# Keep it relevant

## Flexibility

SAP Community Network



WHITE  
HOUSE | BLACK  
MARKET

NEW ARRIVALS | WORK | PETITES | DRESSES &amp; SKIRTS | TOPS | JACKETS | JEANS | PANTS | SHOES &amp; ACCESSORIES | JEWELRY | SALE

## MANAGE YOUR EMAIL PREFERENCES

IT'S UP TO YOU. PICK YOUR PREFERRED SCHEDULE BELOW.

## EMAIL FREQUENCY

CHOOSE WHEN YOU RECEIVE OUR EMAILS.

- ☐ ONCE A WEEK
- ☐ TWICE A MONTH
- ☒ I WANT TO RECEIVE ALL EMAILS

UPDATE ►

## EMAIL UNSUBSCRIBE

CHOOSE THE "DO NOT SEND" OPTION AND CLICK "UNSUBSCRIBE"  
IF YOU'D NO LONGER LIKE TO RECEIVE OUR EMAILS.

YOU ARE CURRENTLY SUBSCRIBED AT: KATARZYNAWERNER@GMAIL.COM

- ☒ DO NOT SEND ME ANY FUTURE EMAILS FROM WHITE HOUSE | BLACK MARKET.

UNSUBSCRIBE ►

PLEASE CONTACT CUSTOMER SERVICE VIA EMAIL AT

[CUSTOMERSERVICE@WHITEHOUSEBLACKMARKET.COM](mailto:CUSTOMERSERVICE@WHITEHOUSEBLACKMARKET.COM)

OR CALL 877-948-2525 IF YOU HAVE ANY QUESTIONS.

IF YOU'VE MISTAKENLY VISITED THIS PAGE AND WANT TO KEEP YOUR  
SUBSCRIPTION, [CLICK HERE](#) TO VIEW OUR LATEST COLLECTION.

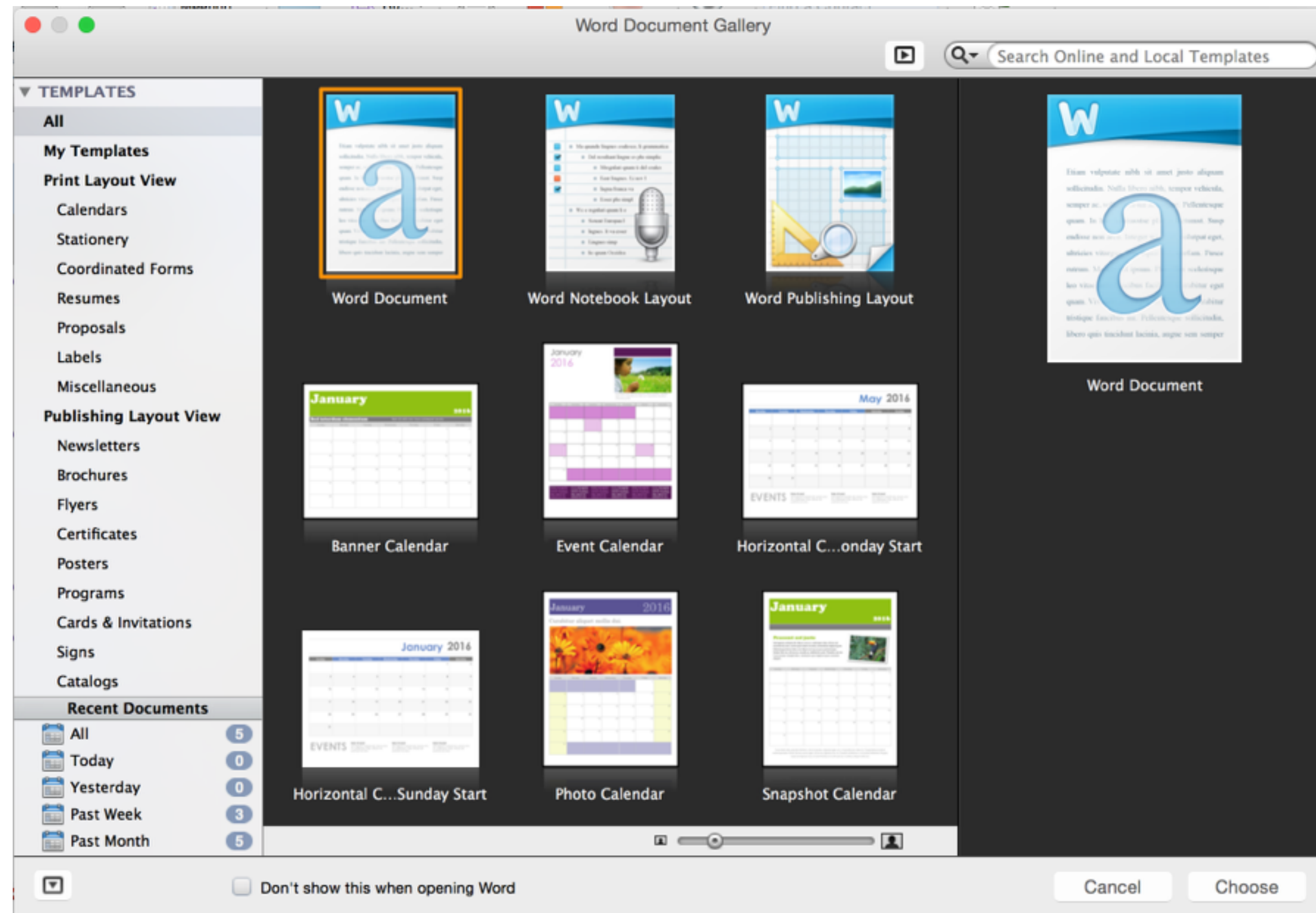
FIND A BOUTIQUE | GIFT CARDS | OUR STORY



# Proactivity Flexibility

## White House Black Market





# Previews Recognition over Recall

Word for Mac

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