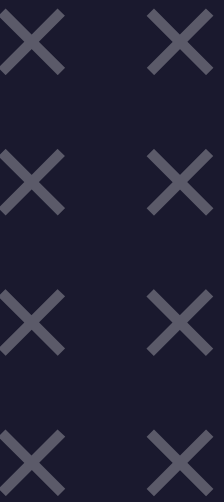


UX3

HEURISTIC EVALUATION



Alex Fleming





About Company

The restaurant I've chosen to help evaluate is Planted in Hamilton on Locke St. Recently they have completely remodelled the ordering process on different software (Square to Truffle) and have noticed a decrease in online take-out orders. They have asked me to figure out why!





TEAM

Coordinator: Alex Fleming

Usability Tester: "M"



HEURISTIC EVALUATION



Visibility of System Status

Does the interface keep users informed about what is going on, through appropriate feedback within reasonable time.



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.



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 redoing.



Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing.

HEURISTIC EVALUATION

Error Prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

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.

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.

Aesthetic and Minimalist Design

Does the user see the content they need to and doesn't compete with irrelevant information.

HELP USERS RECOGNIZE AND RECOVER FROM ERRORS

Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.

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.



HEURISTIC EVALUATION





ONTO TESTING LET'S GET STARTED

The goal we will be testing today is: "Place an order for delivery"



Testing

01 Visibility of System Status

Severity:



Issues: No problems.

Recommendations: None.

02 Match Between System and the Real World

Severity:



Issues: Minor issues regarding some BOH terminology. Not familiar to the average user

Recommendations: Just switch around some phrasing

More Testing

03 User control and freedom

Severity:



Issues: While you can exit the checkout process, it restarts the cart

Recommendations: Save the cart when the client quits the checkout process

04 Consistency and standards

Severity:



Issues: No problems.

Recommendations: None.

05 Error prevention

Severity:



Issues: No Problems.

Recommendations: None.

06 Recognition rather than recall

Severity:



Issues: Adding an address for delivery isn't part of the standard checkout process. You can only add it via your account page

Recommendations: Add the address into the checkout process

07

Flexibility and efficiency of use

Severity:



Issues: Login/Sign-Up is unnecessarily long

Recommendations: You can add an auto-save feature for addresses in the checkout

08

Aesthetic and minimalist design

Severity:



Issues: No Problems.

Recommendations: None.

09

Help Users Recognize Recover From Errors

Severity:



Issues: In the errors, there was not plain language, just coding.

Recommendations: Add precisely with the problem is and suggest a solution

10

Help and Documentation

Severity:



Issues: There is no way of documenting errors

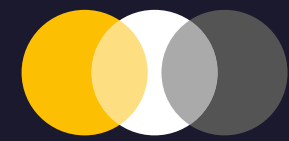
Recommendations: Add a help section to connect a user to customer support or the restaurant itself

EVEN MORE TESTING



OVERALL

While Planted In Hamilton's online ordering system (runs on Truffle software) does some elements well. A handful of issues, for example, error prevention, should be patched for maximum efficiency.



THANK YOU!

