Heuristic Evaluation
(Usability)

Heuristic **Evaluation**

Evaluation of visibility of system status, understanding, control, consistency, error prevention, recognition over recall, flexibility, aesthetics, error recovery, and system help of the site or application.

GRADING SCALE

0 Not a usability problem at all.

1 Cosmetic problem only: need not be fixed unless extra time is available on project.

2 Minor usability problem: fixing this should be given low priority.

3 Major usability problem: important to fix, so should be given high priority.

4 Usability catastrophe: imperative to fix this before product can be released.

SUMMARY

We found that there were a few user flows that limit the user to completing their task at hand because of incorrect links, or missing information on some pages. There were a few instances that could aggravate the user since they did not work as expected.

Average usability score: 1's and 2's.

This means that you don't have any major risk items that will affect the user, but more small tactical items that will be easy to update.
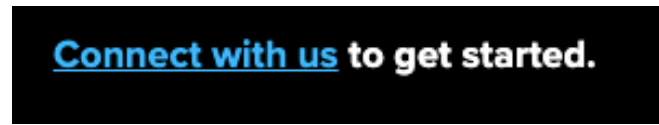
Heuristic
Evaluation

Theme 01

Consistency and Standards

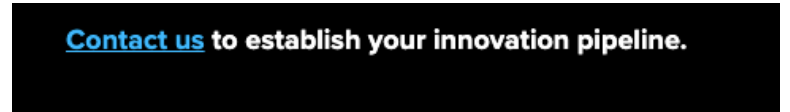Users should not have to wonder whether different words, situations, or actions mean the same thing.

Average Scale: ②

Minor usability problem

Fixing this should be given low priority.

Let's Talk

Connect with us to get started.

Let's Talk ❯

Contact us to establish your innovation pipeline.

Issues

Buttons labels communicate ways to connect with the company but are asking for different actions. For example, 'Let's Talk' is asking the user to submit a form, not call the company or start a chat.

Recommendation

Be clear on how you want the user to contact the company and keep the language consistent for the same action.

Heuristic
Evaluation

Theme 02

Error prevention

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

Average Scale: 2

Minor usability problem

Fixing this should be given low priority.

Issues

If the main way a customer would interact with you is the form, make sure it is working properly. The form would not allow us to upload a file. And when we filled out a form and submitted it, the information remained making us believe the submission didn't work.

Recommendation

Make sure your form is working the way it is intended. For a user to feel confident that their message was sent, make sure that the form is submitted by removing their information for the inputs after the submission takes place.
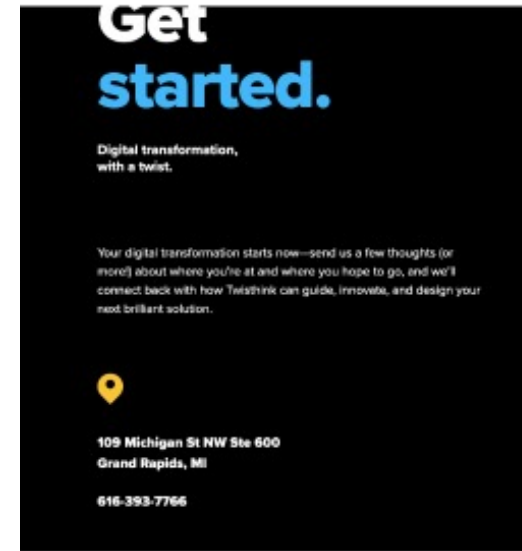
Heuristic
Evaluation

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue compete.

Average Scale: (1)

Cosmetic problem only

Need not be fixed unless extra time is available on project.

Issues

There is a lot of content once getting into a case study for a user to read, I was not urged to click arrows in slideshows to learn more because of this. Vertical arrows feel strange compared to rest of site. Gray text is a little too light against a white background and gets washed out.

Recommendation

Negative space is nice, but I feel like the content could be cut further and more to the point. Summarize the study with a problem/opportunity statement. Use horizontal arrows (left/right). Choose a darker gray for text. Use clearer concise text, don't make the user read too much.

Heuristic
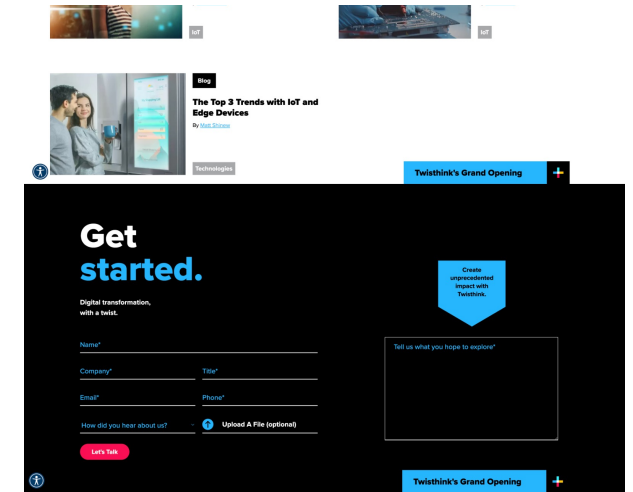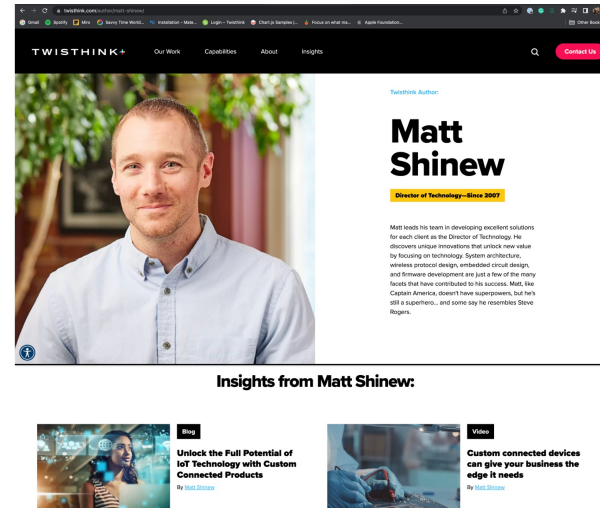# Evaluation

Theme 04

Match between system and the real world

Use words, phrases and concepts familiar to the user, rather than system-oriented terms. Make information appear in a natural and logical order.

Average Scale: **1**

Cosmetic problem only

Need not be fixed unless extra time is available on project.

Insights from Matt Shinew:

Issues

If a user navigates to blog authors, a contact us section appears at the bottom scroll as if the reader can reach out to the author-which is inaccurate.

Recommendation

Be clear the Contact Us form will go to the Twisthink company, not an individual author highlighted in the page.