# HEURISTIC EVALUATION

A **Heuristic Evaluation** is a usability inspection technique where one or a number of usability experts evaluate the user interface of a product (for example a website) against a set of Heuristic Principles (also known as Heuristics).
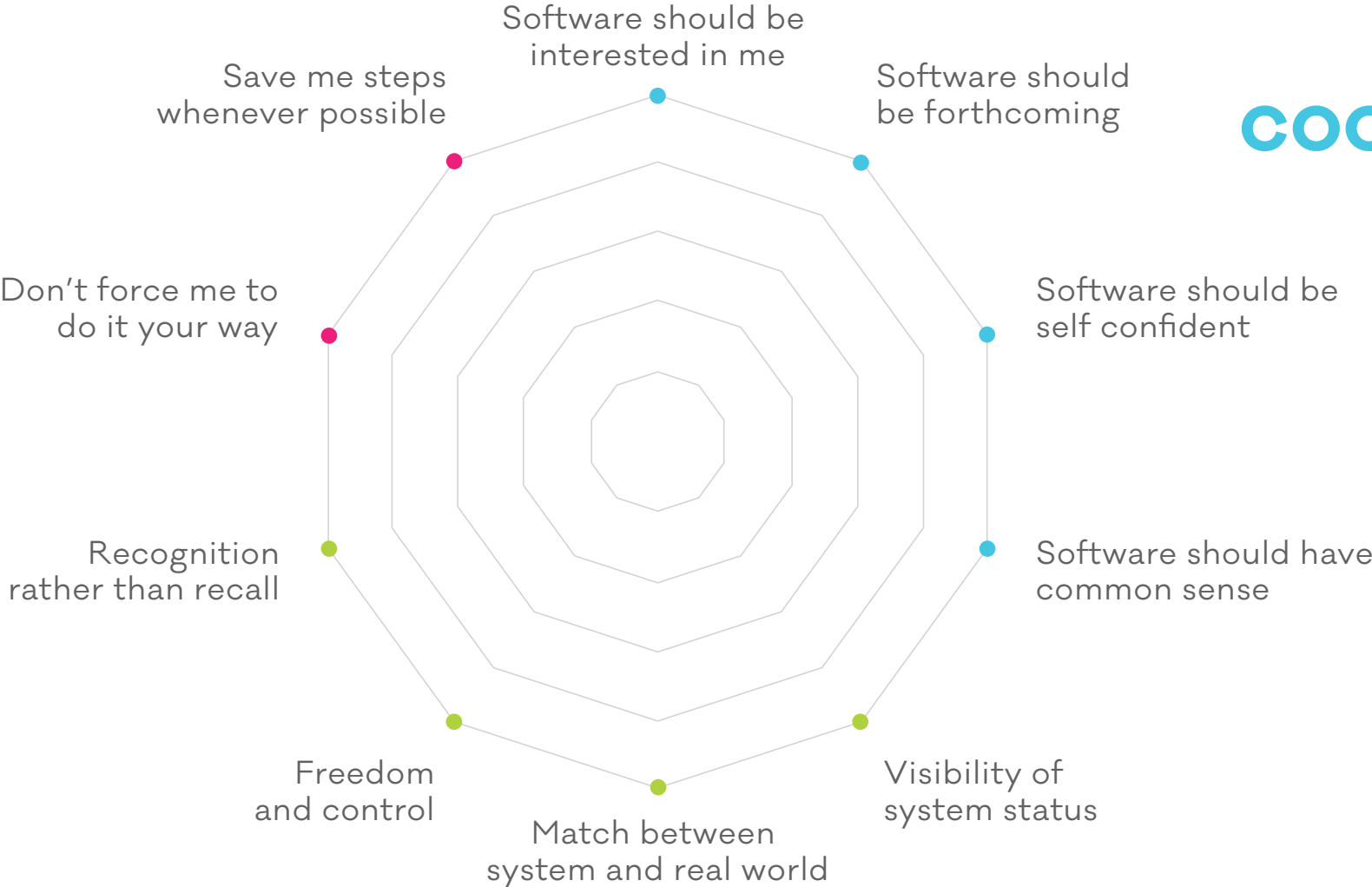
# THE PRINCIPLES

# Principles selected from 3 of the most influential UX Gurus

**KRUG**

**COOPER**

- Software should be interested in me
- Save me steps whenever possible
- Software should be forthcoming
- Don't force me to do it your way
- Software should be self confident
- Recognition rather than recall
- Software should have common sense
- Freedom and control
- Visibility of system status
- Match between system and real world

**NIELSEN**

03

# ALAN COOPER

Software should **be polite**

## SOFTWARE SHOULD BE INTERESTED IN ME

Software used regularly should know the user's name, learn his preferences over time.

## SOFTWARE SHOULD BE FORTHCOMING

If software has info that is useful to complete the task at hand it should never withold that info.

## SOFTWARE SHOULD BE SELF CONFIDENT

SW should follow through on people's actions, and don't assume in the first instance that a mistake is being made.

## SOFTWARE SHOULD HAVE COMMON SENSE

Software should behave with the same common sense as a humans.

# JAKOB NIELSEN

**Usability** Heuristics

## VISIBILITY OF SYSTEM STATUS

User should be kept informed about what's going on though approiate feedback within reasonable time.

## MATCH BETWEEN SYSTEM AND REAL WORLD

The system should speak a language familiar to users, rather than using system oriented terms.

## FREEDOM AND CONTROL

Avoid dead ends or irreversible actions. Support undo and redo.

## RECOGNITION RATHER THAN RECALL

Minimize the users memory load by making actions and options visible as well as instructions whenever appropriate.

# STEVE KRUG

The resevoir of **goodwill**

## SAVE ME STEPS WHENEVER POSSIBLE

Don't force the user to go through unecessary additional steps.

## DON'T FORCE ME TO DO IT YOUR WAY

Don't complicate the user's life, the design should reflect the mass point of view, not your own.

# THE PROCESS

## WHO

Learn backgound information about the product and its features.
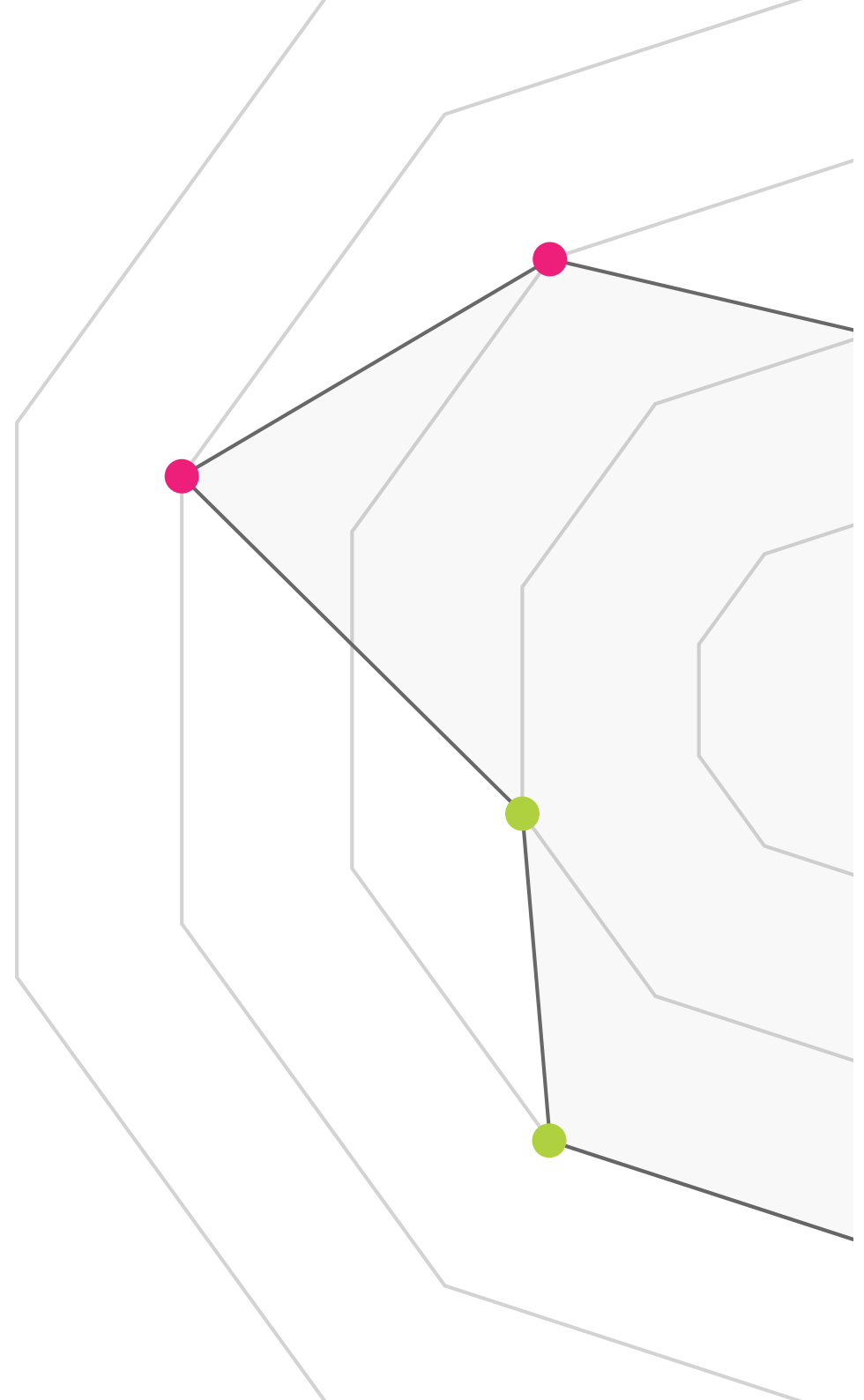
## WHAT

Create a list of what to monitor during the analysis.

## INSPECTION

Screenshots, scores, problems detected and solutions.

# THE SCORES

**1**    Don't agree that this is a usability problem

**2**    Cosmetic problem

**3**    Minor usability problem

**4**    Major usability problem; important to fix

**5**    Usability catastrophe; imperative to fix

# THE INSPECTION

# WHO

**Zain Games:** http://zaingames-kw.com

## TYPE OF PRODUCT

web-app

## TARGET USER

All (any player aged 0-99 yrs)

## SALES KIT FEATURES

- Smooth game experience

- Animated onboarding

- Coin op concept

- Revival games core catalogue

- Most of bandai catalogue in home page

- Available on any kind of device and OS.

- Subscription & Freemium Biz Model.

- Available worldwide

# WHAT

**Scope** of analysis

## DEVICES

- Smartphone android

- Smartphone ios

## MAIN POINTS

- Learn about games and how the site works

- Subscription/Play a game

- Unsubscription

- Continuous engagement (related cnt/favourites)

## RELATED

- Pages layout

- Help section

- Task orientation

- Navigation and IA

- UI/graphics

- Forms (sign up)

- Language

- Trust and credibility

# INSPECTION
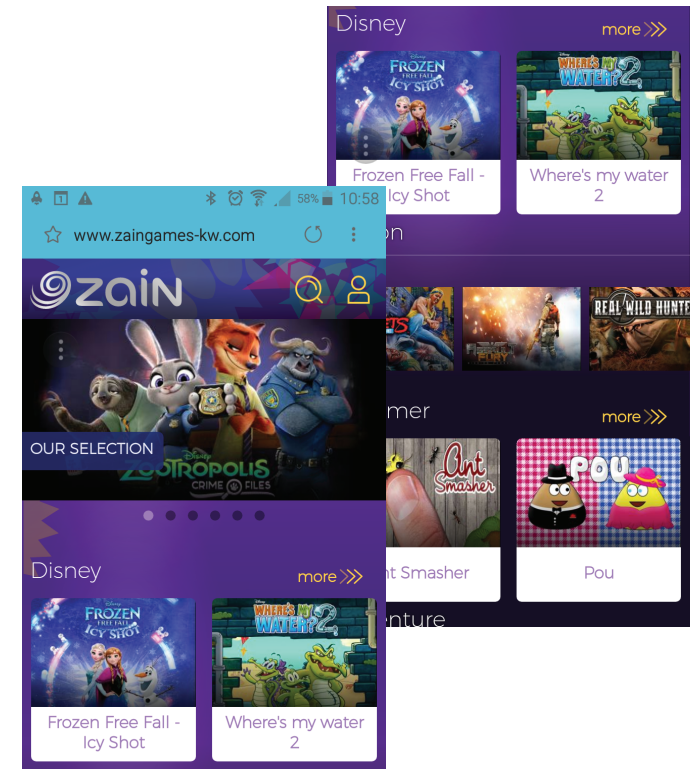
Learn about games and how the site works: **home page**

## ISSUE/VIOLATION

- During scrolling the relationship between title and image is not clear. The Gestalt law of proximity states that the human eye perceives connections between visual elements. Elements that are close to each other are perceived to be related when compared with elements that are separate from each other.

## SEVERITY ( **3** )

## HEURISTICS VIOLATED

- Software should have common sense
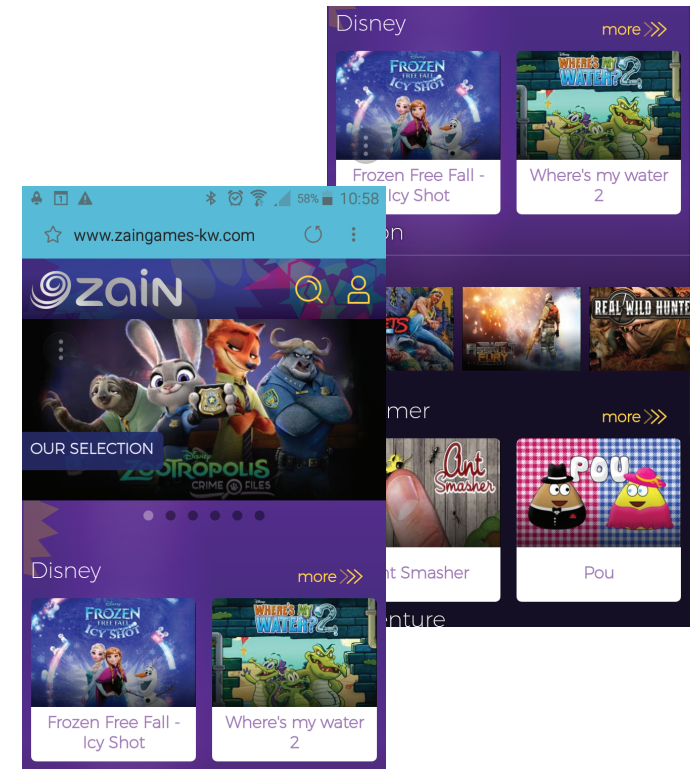
● Cooper    ● Nielsen    ● Krug

# INSPECTION

Learn about games and how the site works: **home page**

## SUGGESTIONS

- Place labels close to images

# INSPECTION

Learn about games and how the site works: **lists**

## ISSUE/VIOLATION

- Card components are not displayed properly: text is too close to the separation line. Aesthetically pleasing and attractive objects allow the user to work better. Users are more tolerant of minor usability issues when they find an interface visually appealing (Norman).

- Info icon is not clear. According to Jakob's law everaging on existing mental models, we can create superior user experiences in which the user can focus on their task rather than learning new models.
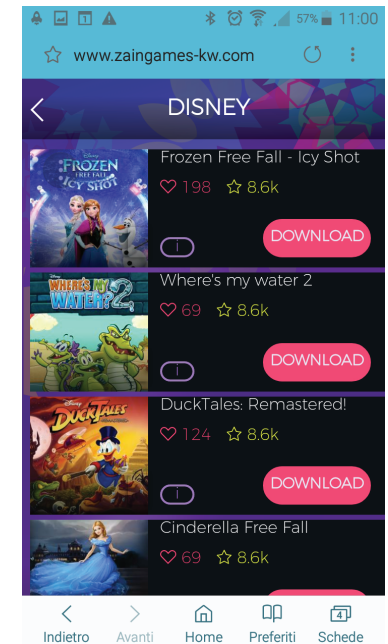
**SCORE** ( 2 )

## HEURISTICS VIOLATED

- Software should have common sense

- Recognition rather than recall

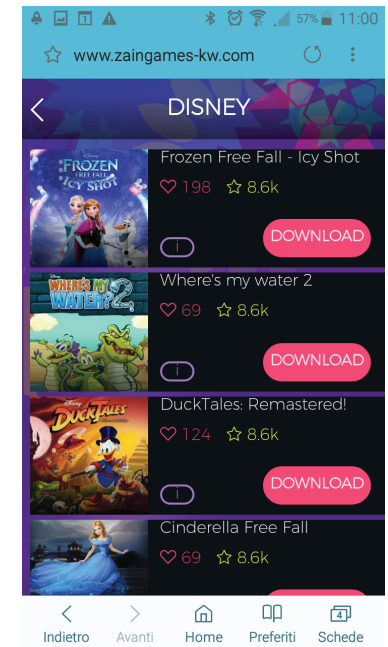- Cooper   - Nielsen   - Krug

# INSPECTION

Learn about games and how the site works: **lists**

## SUGGESTIONS

- Adjust componet spacing of list items

- Use well-known info icon

# INSPECTION

Learn about games and how the site works: **product page**

### ISSUE/VIOLATION

- Icons next to image look like calls to action

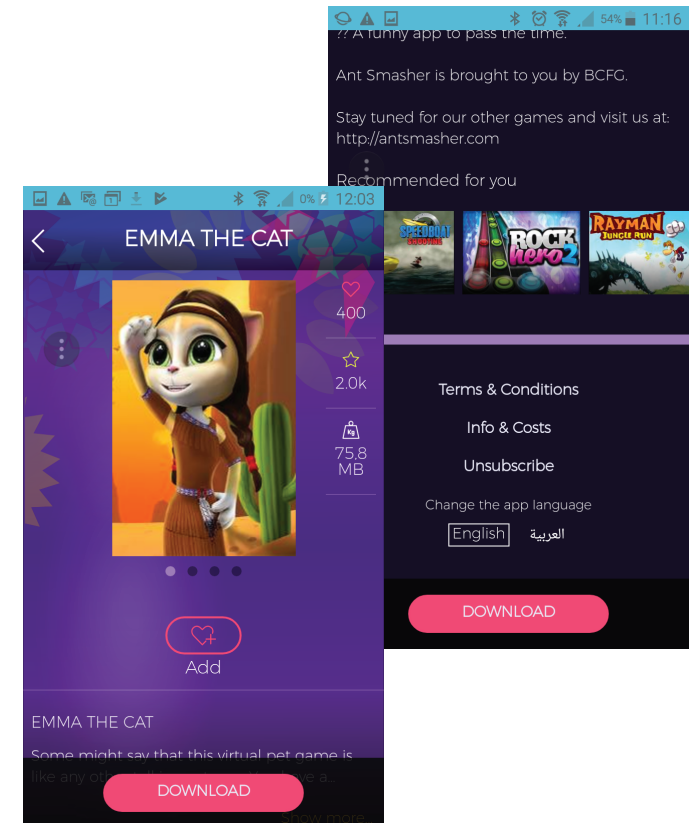- During download there is no feedback displayed to the user

### SCORE ( 4 )

- Visibility of system status

### SUGGESTIONS

- Create some kind of animated feedback during and at the end of download to keep the user informed as to what's going on.

- Add another related section "others also played" to keep user engaged.

# INSPECTION

Learn about games and how the site works: **Sign in**

## ISSUE/VIOLATION

- Labels are unclear

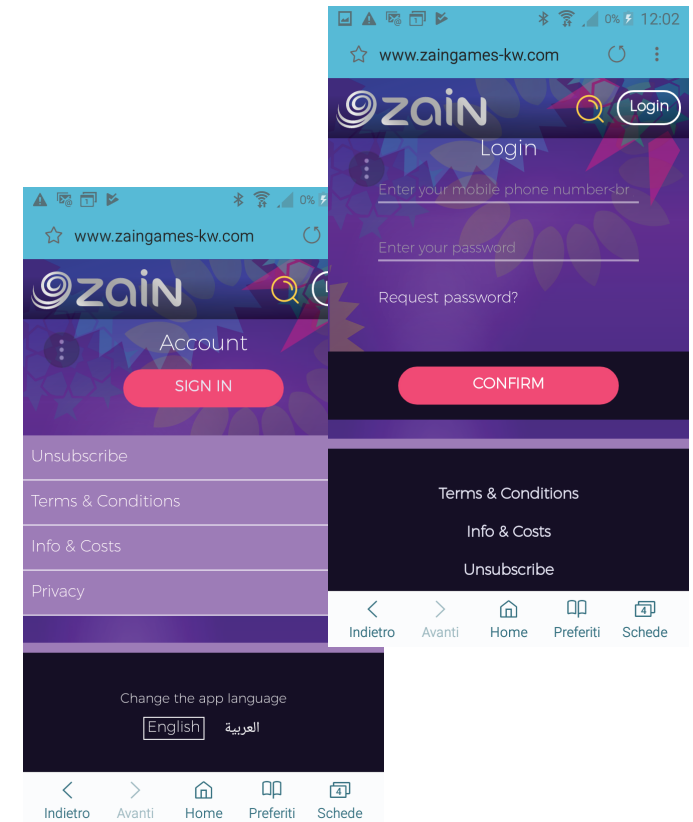- The Login form could be shown immediatly to avoid an extra step

## SCORE 3

## HEURISTICS VIOLATED

- Software should have common sense

- Save me steps whenever possible

## SUGGESTIONS

- Label consistency and remove sign in's first step

● Cooper  ● Nielsen  ● Krug

# INSPECTION

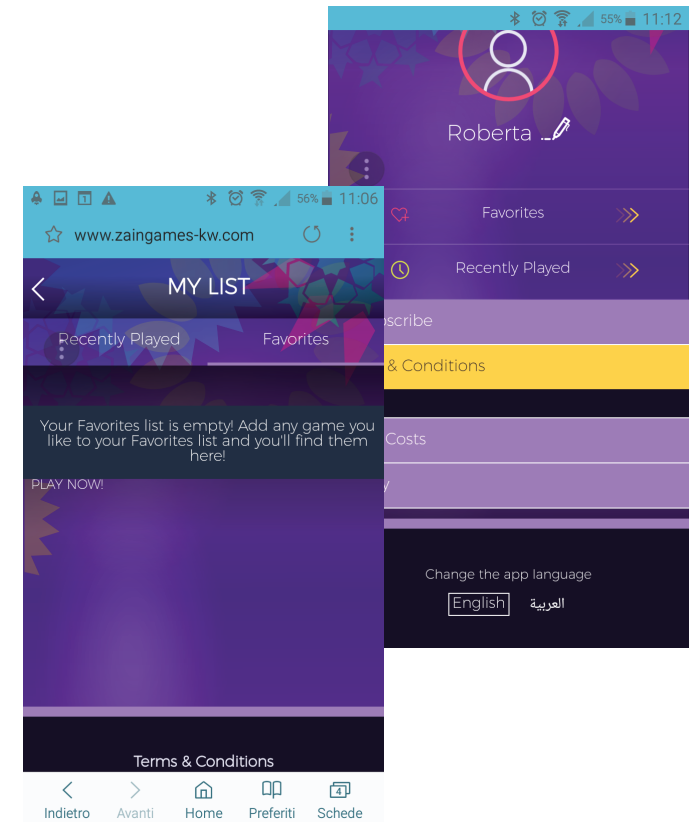Continuous engagement (related cnt/favourites): **account page**

## ISSUE/VIOLATION

- "Terms & Conditions" is empty

- "Recently played" and "favourites": First time experiece displays an empty state. This section could be more engaging.

## SCORE  ( 3 )

## HEURISTICS VIOLATED

- Software should be forthcoming

- Save me steps whenever possible

● Cooper   ● Nielsen   ● Krug

# INSPECTION

Continuous engagement (related cnt/favourites): **account page**

## SUGGESTIONS

- Add a call to action like "discover better games" after the empty state list message to keep the user engaged.

- Find a more suitable backgound colour for the empty state message.

● Cooper  ● Nielsen  ● Krug