# Heuristic Evaluation: MenuMe
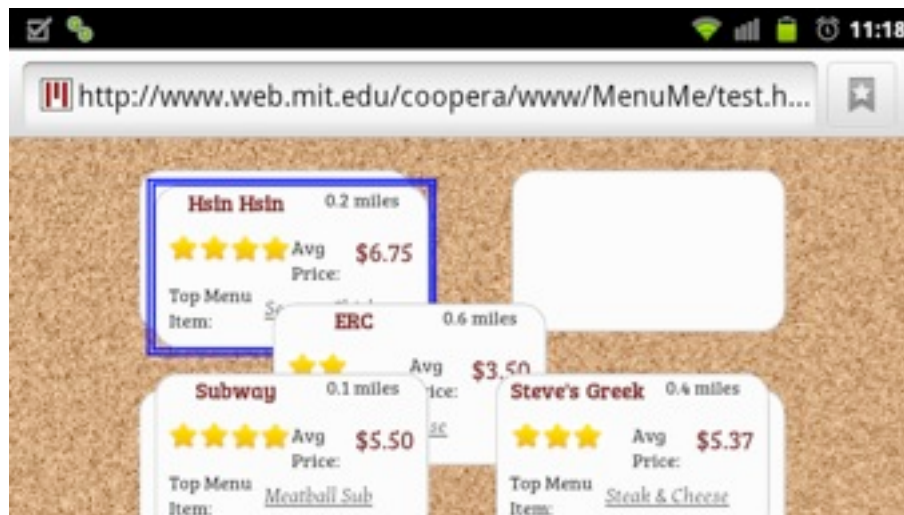
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## 1. Major: Metaphorical Consistency

The pinboard metaphor is pretty good for this - I know people who actually keep menus pinned up. However, if you want to use it, it has to be consistent. Dragging things around should have some other sort of functionality, and dropping them on other stacks intuitively feels like it should put them on top of those stacks. Plus, the cards revealed when you drag shouldn't be blank. The current behavior is a poor match between the system and the real world, à la Nielsen.

## 2. Minor: Discoverability of item removal

Without the hint, I would never have figured out that you can swipe away restaurants. There are no affordances for this behavior, and in a mobile browser there aren't sufficient conventions for this to have been an expected interaction.
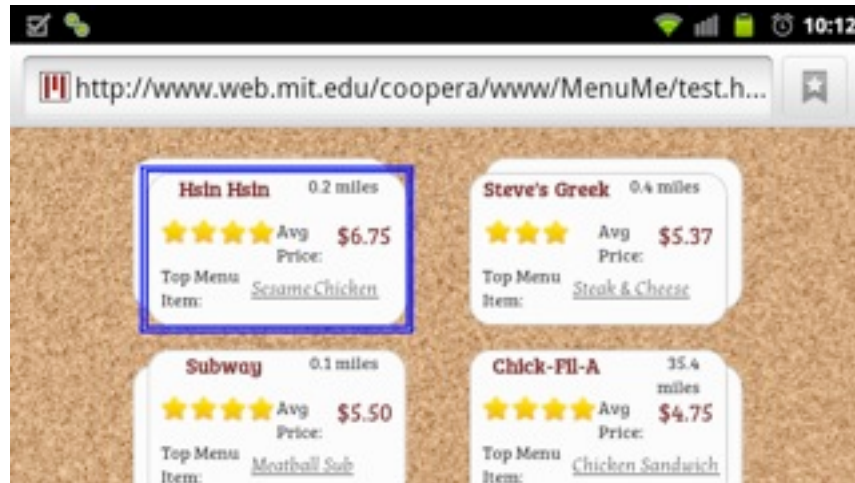
## 3. Cosmetic: Behavior of item dragging

I can drag the item around arbitrarily, but this has no functionality outside of dragging off the edge of the region to remove the item. Adding some visual for a trash can, perhaps in combination with drop shadows on items currently being dragged, would make this a much more learnable interface. Learnability and Safety are threatened by the current interface.

## 4. Catastrophic: Responsiveness of item selection

Items can be tapped to select/deselect them for comparison, but this works a very small fraction of the time for me. Usually tapping has no effect. This doesn't fit precisely into any of the usability categories, so I'll call it Functionality.



## 5. Cosmetic: Layout

The layout does not allow for the address bar in its current version, and on this page my address bar never goes away, because I also cannot scroll. As all the content is still visible, I'll call this a problem with Aesthetics, but it also kills a huge chunk of screen real estate that should be devoted to other things.

## 6. Cosmetic: Selection

From the above screenshot, the blue-box selection isn't especially attractive, and doesn't follow any normal convention for selected items. If the user were to find themselves in this state, as I did, they might be unable to ascertain the meaning of this UI element. Plus, it breaks the metaphor pretty badly. This damages what is otherwise a good feature for maintaining the visibility of the system status.

## 7. Good: Hardware "Back" button functionality

Hitting the hardware "Back" button on Android devices has precisely the expected behavior, which isn't the case with many mobile webapps. Excellent consistency with standards. However...

## 8. Minor: No on-screen "back" or "home" button

I was a little worried when I first got to the second screen and saw no indication of a way to get back to the start. I hoped that hitting the hardware button would do the right thing, but it would be way better for safety and user freedom if there were some more visible way to go back. I was half-convinced that hitting the hardware button would take me to a previous web page or app instead of back to the beginning of this webapp.

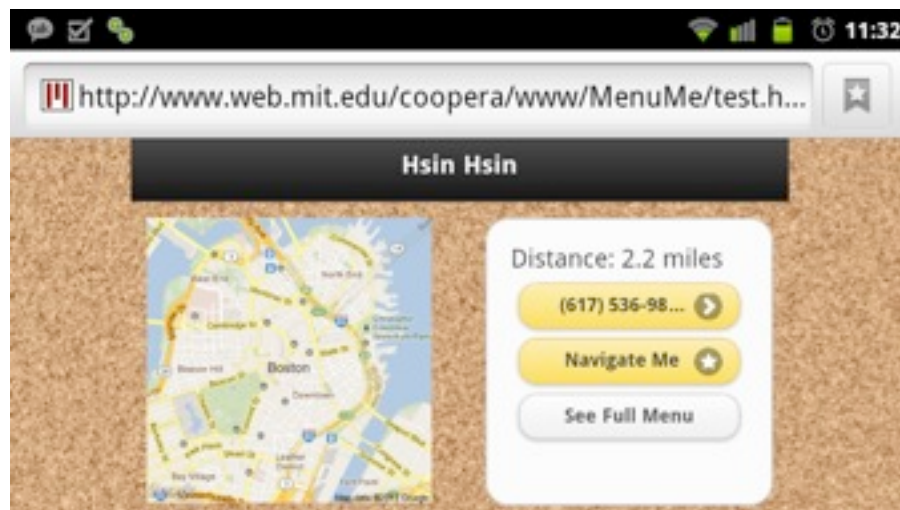## 9. Major: Efficiency of restaurant selection

The selection process, when it works, is very slow. The user must flip through a potentially large number of restaurants, only being able to change one at a time, in order to find two to compare. For an app that is so clearly based on efficiency (because comparing two restaurants side-by-side is more efficient), this is a killer.

### 10. Cosmetic: Corkboard/card imagery
The decorative, detail stuff could use some polish. Drop shadows or detail on the cards, less artificial-looking grid spacing, all the details of the design. A metaphorical UI requires a lot of attention to detail to get good results. Minimalist design and match between system and real world.

### 11. Good: Efficiency of comparisons
The second screen in the app, with the side-by-side comparisons, is really efficient. It has all the relevant decision-making information immediately visible: restaurant name, rating, distance, and popular menu items. Well done!



### 12. Good: Direct links to common tasks
Once they're implemented, the buttons to take you to phone and navigation will be very fast and efficient to use. Plus, they're very much consistent with the behavior of such apps in the wider web.

### 13. Cosmetic: UI fitting screen
Similar to #5, but for the third screen. That black bar should go all the way across, and there shouldn't be so much big blank space on the sides. Screen real estate is a very valuable resource on mobile - don't waste it! Efficiency and aesthetics.

### 14. Major: Flexibility of use
The flow for your use case will work pretty well, once the kinks are ironed out, but sometimes I just want to see more info about a restaurant without having to select another restaurant to compare it to. There should be a way to do this.

**15. Major: Safety of restaurant selection**
It's a real pain when you have one restaurant selected, you're looking through the other options, and you accidentally select one of them. With no further input or warning, it takes you to the next screen. The back button takes you back to the main screen, once you figure that out, but it's pretty dangerous to the novice user to take them to another screen without having them take any unambiguous action in that direction.