

Feedback:

At the end of each comment, the words in brackets [] refer to the usability heuristic in question, and the italicized words in parentheses () refer to the figure number.

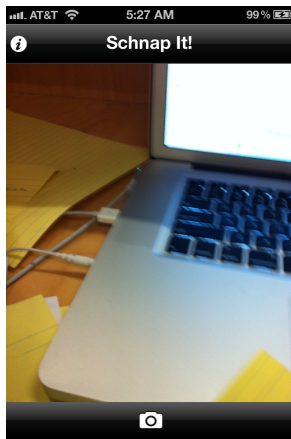


Figure 1

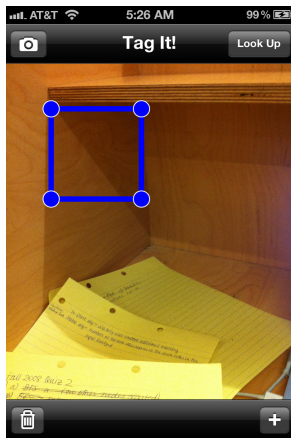


Figure 1

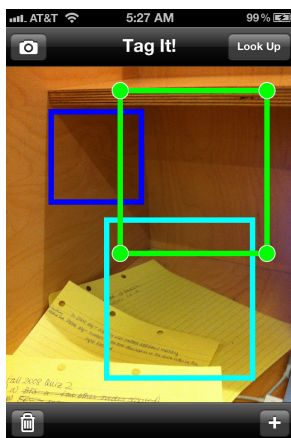
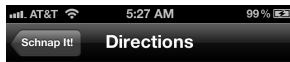


Figure 3

1. Good learnability! I was able to learn how to use the app, without knowing anything about it, within 10 seconds or so. I like that users are immediately brought to the camera view rather than to a home screen, and that quick information is accessible via the “i” button. [Aesthetic and minimalist design] (*Fig. 1*)
2. Cosmetic issue: The “i” button needs more padding to the left; preferably, have the same amount of padding above, below, and to the left of the button. [Aesthetic and minimalist design] (*Fig. 1*)
3. Minor/cosmetic problem: An ultimately subjective issue, but I did not like that the name of the app was only visible on the picture-taking screen. While “Tag It!” maintains grammatical consistency, I think the entire app could benefit from an identifying color scheme (other than in the bounding boxes) or a logo to let users know that they are still using the same app rather than, say, being redirected to Safari. [Consistency and standards] (*Fig. 2*)
4. Major problem: Currently, the app only supports resizing via one vertex at a time. Users should be able to manipulate the bounding box with two-finger pinch/expand gestures. Supporting two-finger gestures would both maintain consistency with similar apps and increase user efficiency. [User control and freedom] (*Fig. 2*)
5. Cosmetic problem: The colors used in bounding boxes are hard on the eyes and may clash with the colors in the photo. I recommend using a white box with a light-gray border (see Facebook’s photo tag boxes) for something neutral yet still visible. Different colors for different boxes are also unnecessary; I could guess that they were to be used for selecting different items. [Aesthetic and minimalist design] (*Figs. 2, 3*)



Schnap It! is an application designed to help you find consumer reviews on products on the go. First take a photo of one or more of the products. Dragging the corners and center of the bounding box, wrap the box around the entire object. You can add or delete boxes however you may please. Upon lookup, a product listing will appear and reviews and purchase methods will be at your disposal!

Figure 4



	<b>Toshiba V2 (57982)</b> Price: \$1399.99 Rating: Poor
	<b>Lenovo X200 (71478)</b> Price: \$1199.99 Rating: Good
	<b>Macbook Air (7371)</b> Price: \$1199.00 Rating: Great
	<b>Dell XPS (97306)</b> Price: \$1699.99 Rating: Adequate
	<b>Toshiba V2 (87833)</b> Price: \$1399.99 Rating: Poor

Figure 5

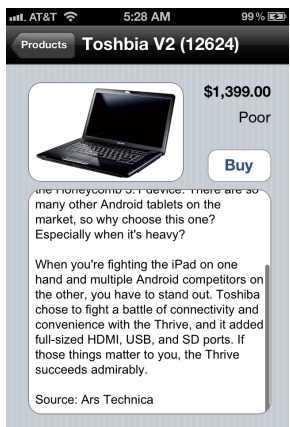


Figure 6

6. Good visibility: I liked that only the currently-selected bounding box had handles to afford resizing. [Visibility of system status] (Fig. 3)
7. Minor problem: “Directions” page is currently just a block of text. A numbered or bulleted list of directions would be better. Would also benefit from a more aesthetic presentation! [Help and documentation] (Fig. 4)
8. Major problem? “Products” page also lists previously-displayed items. I was under the impression that the list would only display products relevant to the latest photo. I understand the “Products” page has not been fully implemented yet. [Flexibility and efficiency of use] (Fig. 5)
9. Catastrophic problem: There are no clearly-defined back buttons or history features. Perhaps the camera button in the upper left-hand corner can be changed into an arrow shape. [User control and freedom] (Figs. 2, 3, 5)
10. Cosmetic problem: For some reason, the Macbook Air entry text is not aligned with the other entries’ text. (Fig. 5)
11. Cosmetic problem: The scroll bar on the product detail view should not extend past the corners. (Fig. 6)
12. Minor problem: What do the numbers mean on the product title? Are they product ID numbers? If so, at least include “ID” in front of the numbers. [Consistency and standards] (Fig. 6)
13. Major problem: The rating system would be improved with a star or a percentage rating rather than simply using the vague terms of “poor,” “good,” “great,” etc. The adjectives don’t make for easy scanning, and “good” vs. “adequate” may mean different things to different users. [Consistency and standards] (Fig. 6)
14. Major problem: Users should be allowed to search for the item or brand they want within the app as well, in case the photo recognition does not work. [Error prevention, user control and freedom]
15. Minor problem: While I found the app highly learnable, first- and second-time users may benefit from pop-up boxes around important icons explaining their uses. [Flexibility and efficiency of use]