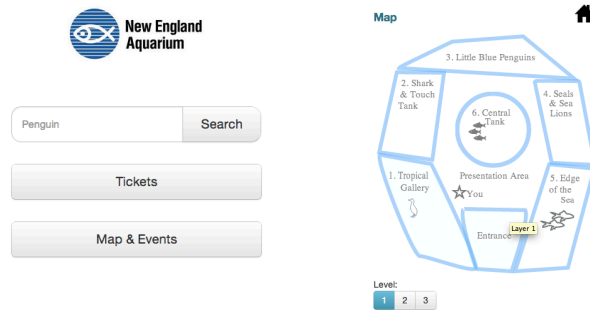


Samuel Millington
6.813 HW2

Heuristic Evaluation of *Little Blue Penguin*

Positive Comments

1. Minimalist Design



The design is simple with few buttons and fields and makes it simple to navigate the application.

2. Graphic Design



The buttons to select different floors are highlighted when pressed and make it very clear to tell which floor map one is looking at.

3. External Consistency



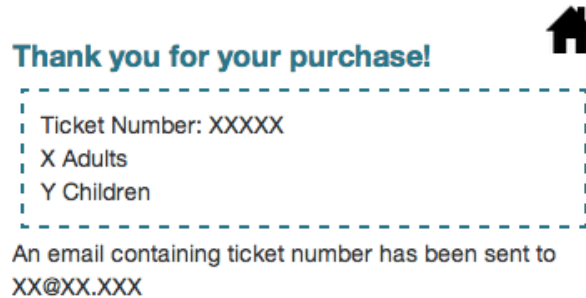
The home button is very simple and consistent with various applications, which use a small house as a representation of the home page.

4. Help & Documentation



The visual aid of the graphic below the text in the map is great for people who may not speak the language or those who are too lazy to read the text.

5. Help & Documentation/ Visibility of System Status



Providing a confirmation page so the user knows exactly what was purchased and to ensure that the request was successful is reassuring for the user and helpful in terms of recordkeeping.

6. Shortcuts



The feature of being able to locate the sea creature on the map immediately after having searched for it is a useful shortcut saving the user the extra step of going back to the home page and selecting the map. Additionally, it might be useful to highlight the location of the sea creature when redirecting to the map.

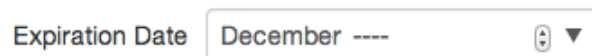
7. Graphic Design



The use of a different color and bold lettering for the heading and labels passes the squint test and allows users to directly locate the important information.

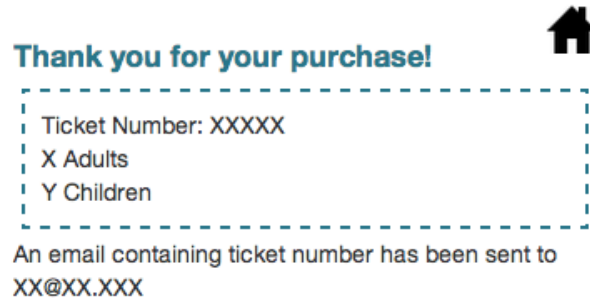
Negative Comments

1. External Consistency



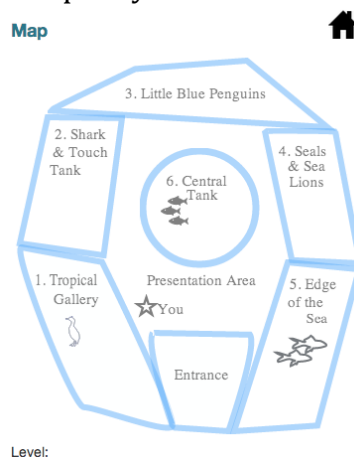
Normally credit card expiration dates are in the forms 00 00 or Jan 00 indicating month and year as opposed to including the full name of the month. This is a cosmetic problem.

2. User Control & Freedom



There is no review to make sure that your order is correct. Often when making a purchase online, the user may make a mistake. Not having some form of order review page for the user can make the action irreversible in the event of mistakenly clicking the purchase button or hitting the purchase button with a mistake in the order form. A simple way to fix this would be to add a review order page that the user can look at before making the final purchase. This is a major problem.

3. Minimalist Design/ Simplicity



The map is a little too minimalist; it lacks information about stairs and exits that are useful inside a museum. While simplicity is an important heuristic to keep in mind, there must exist a balance between simple and too much information. I believe the map would be more useful for the reader if it included the following: more icons as visual representation of the text and stairs and exit icons so the user can go between floors easily. This is a minor problem.

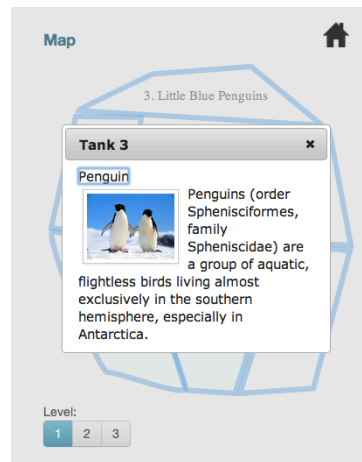
4. User Control and Freedom

?



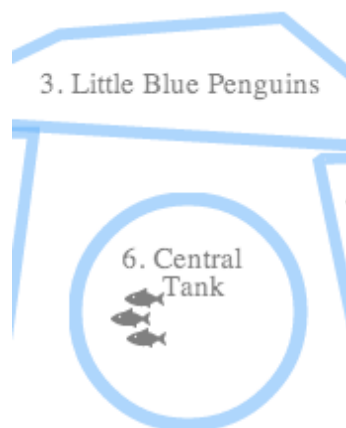
No *Go Back* or *Purchase Later* button on the ticketing page in case the user wants to look back at the map before purchasing the tickets. This is a problem when the user is about to finish buying tickets but want to look for more information before being fully sure that he/she wants to complete the order. This is a major problem.

5. Help & Documentation



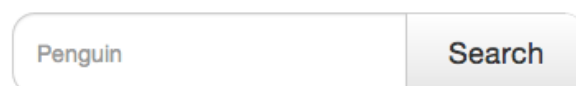
Accidentally clicking on the map revealed information about the selected area. There is no link or a highlight to indicate that clicking on the map will show additional information. This can be fixed with a simple tooltip. This is a minor problem.

6. Inconsistency



Not all locations on map have icon. This is a cosmetic problem.

7. Help & Documentation



The Search Field isn't exactly clear on its purpose. The word *Penguin* is grayed out but it is not clear whether it is a search field to search different animals or to search any information in the app. This is a minor problem.

8. Graphic Design



Penguin

Penguins (order Sphenisciformes, family Spheniscidae) are a group of aquatic, flightless birds living almost exclusively in the southern hemisphere, especially in Antarctica.

The Text is not justified in penguin description. This is a cosmetic problem.

Collaborators: None