

Heuristic Evaluation: Little Blue Penguin

I did not collaborate with anyone on this assignment.

Overall, I thought the design prototype for Little Blue Penguin was very nice. I wanted to give as much constructive criticism as possible so that you would have more ideas to work with, so many of the comments are labeled as “issues”. I hope this helps!

Summary Of Comments

1. **Success:** Overall Sleek and Clean Design
2. **Issue:** Not Understanding Purpose of Search Bar
3. **Issue:** Page Navigation with Browser Forward/Back Buttons
4. **Issue:** Image Quality
5. **Issue:** Affordability of Map
6. **Issue:** Spelling on Species Page
7. **Issue:** Repetitive Information About Species
8. **Success:** Good Navigation Affordability
9. **Success:** Animal Location is Indicated on the Map
10. **Issue:** Users Are Able to Change the Map on the Tank Page
11. **Issue:** Negative Ticket Quantities
12. **Issue:** Credit Card Expiration Month Picker
13. **Issue:** Calendar Consistency
14. **Issue:** Checking Valid Credit Information
15. **Success:** Good Feedback on Purchase

1. Success: Overall Sleek and Clean Design



Usability Heuristics: Aesthetic and Minimalist Design (Nielsen)

I really liked the app design overall; it has an obvious consistency throughout the pages as you can see above (e.g. headers were always the same size, weight, and color). There weren't an overwhelming number of colors, and the pages were not cluttered.

Severity: None, Great Job!

2. Issue: Not Understanding Purpose of Search Bar



Usability Heuristics: Learnability (Tog's First Principles)

When I visited the front page, I didn't understand the purpose of the search bar immediately. The default text, "penguin", implies that users would be able to search for animals that are in the aquarium.

Severity: Major

It would be important to fix this, because it wouldn't be good for users to be confused right when they land on the homepage. Although users could do a trial search to find out what it is searching for, this would not be efficient. One fix could be as simple as changing the default text to say "Find the location of an animal".

3. Issue: Page Navigation with Browser Forward/Back Buttons



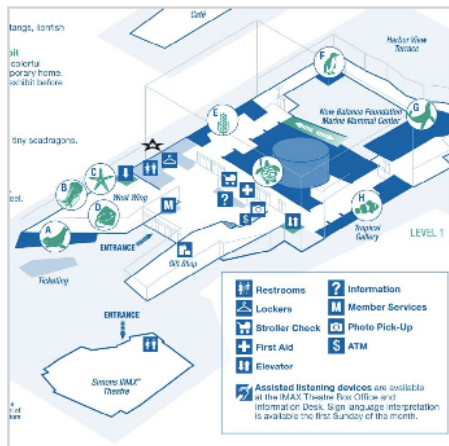
Usability Heuristics: Reversible Actions (Shneiderman's 8)

When the user navigates through the pages, the back button doesn't bring the user back to the previous page; the page that it brings the user to is somewhat unpredictable. Shown above is a trace of my navigation through the site; I clicked on "Maps and Events", was brought to a map of the aquarium, clicked on the map, and was brought to a page describing the penguin area. From there, the back button kept me on the penguin page.

Severity: Major

This problem prevents users from navigating around the site easily. If they wanted to return to another page, they would have to click on the home icon and re-navigate to the page, or explicitly enter the URL of that page to return there. Either way, this is not too efficient. It would be nice to have the mobile "menu" icon to navigate between pages.

4. Issue: Image Quality



Usability Heuristics: Readability (Tog's First Principles)

With some of the map images on the "Maps and Events" page, and the "Tank" page, it is difficult with the small resolution to read the words on the map.

Severity: Major

Especially because the site is geared toward mobile users, it is important to have large text and less detail to make it easy to read the maps. Also, the extra details about restrooms and first aid aren't really necessary for the purpose of the map here.

5. Issue: Affordability of Map

Tank 4

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

California Sea Lion
Zalophus californianus
California sea lions are faster than any other seal or sea lion. They can swim at speeds up to 25 miles per hour. They can also make deep dives, staying under water for up to 10 minutes pursuing fish, squid and shellfish.

Level: 1 2 3

Usability Heuristics: Visible Navigation (Tog's First Principles)

On the map page, it is difficult to realize that you can click on the map, and that the action will bring you to a description of an area of the aquarium. Also, it isn't clear immediate when you are brought to the next page whether you are looking at a page about a particular animal or at a page about what animals are in an area.

Severity: Minor

It would be good if the map gave an obvious affordance that you can click on a certain area, because right now it's not obvious where the boundaries of your clicks are. Maybe you could highlight areas of the floor to show the different regions. Also, the page titled "Tank 4" could probably use a better title.

6. Issue: Spelling on Species Page



Penguin

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

Location: Floor, Tank 5 [Find In Map](#)

Eevent:

1. Penguin Show
3:30 - 5:00 pm

Usability Heuristics: Consistency and Standards (Nielsen)

“Event” is spelled wrong. See highlighted above.

Severity: Cosmetic

It is not particularly a usability problem, but this should be easy to fix!

7. Issue: Repetitive Information About Species

Tank 4

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1. Penguin Show
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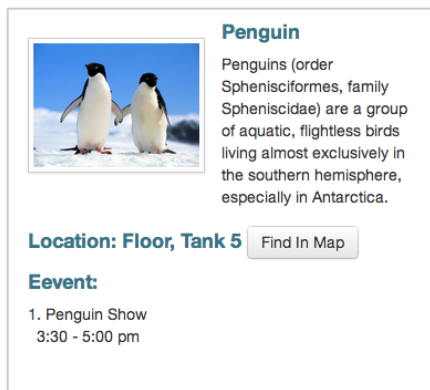
Usability Heuristics: Consistency and Standards (Nielsen)

The tank page and species page contain a repeat of the exact same information.


Severity: Minor

The space in the tank page might be better used for stating the event, and the user can click on penguin to see more information about the species. This might also help with consistency because the button the front page that leads to the tank page was labeled “Map and Events”.

8. Success: Good Navigation Affordability



Penguin



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Location: Floor, Tank 5 [Find In Map](#)

Event:

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3:30 - 5:00 pm

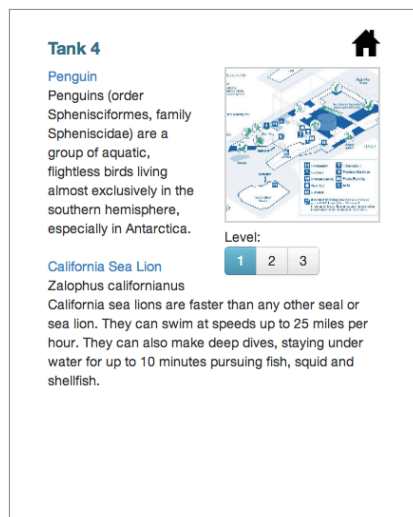
Location: Floor, Tank 5 [Find In Map](#)


Usability Heuristics: Explorable Interfaces (Tog's First Principles)

If the user navigated to the penguin page from the search results, the "Find in Map" button is quite helpful in allowing them to find the actual location of the penguins or navigate around the site more.

Severity: None, Good work!

9. Success: Animal Location is Indicated on the Map



Tank 4 

Penguin


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Level:

[1](#) [2](#) [3](#)

California Sea Lion
Zalophus californianus

California sea lions are faster than any other seal or sea lion. They can swim at speeds up to 25 miles per hour. They can also make deep dives, staying under water for up to 10 minutes pursuing fish, squid and shellfish.




Usability Heuristics: Feedback (Shneiderman's 8)


When you click on the main search map and are navigated to the above page, the star on the mini-map on the new page shows which section of the aquarium the user is reading about.

Severity: None, Good work!

10. Issue: Users Are Able to Change the Map on the Tank Page

Tank 4 

Penguin
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Level:
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Level:

1 2 3

Usability Heuristics: Error Prevention (Nielsen)

On the tank page, users are able to click the level buttons, which switches which floor of the map is displayed. This is bad because the penguins are actually on the first floor, and the user shouldn't be able to change the animal's location.

Severity: Major


If a user accidentally presses the level buttons and changes the floor of the map, they may be confused when referencing the map for the animal's location.

11. Issue: Negative Ticket Quantities

Ticket Information

Date

Number (Adult) (Child)

Email 

Total Price: \$-80 (-8*\$10)

Usability Heuristics: Simple Error Handling (Shneiderman's 8)

When the user purchases tickets, the system doesn't prevent them from buying negative quantities

Severity: Severe

If the system somehow managed to pay people for buying negative amounts of tickets, it would be pretty terrible.

12. Issue: Credit Card Expiration Month Picker

Ticket Information

Date: 04/19/2013

Number: -€ (Adult) -1 (Child)

Email: [input field]

Total Price: \$-80 (-8*\$10)

Credit Card Information

Card Holder Name: [input field]

Card Number: 1231924143573959484

Expiration Date: April 2013

Security Code: [input field]

Billing Zip Code: [input field]

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

This month Clear

Usability Heuristics: Consistency and Standards (Nielsen)

The date for the credit card expiration should just be a month and year, but the affordances of the calendar imply that you could pick a day too. Also, the calendar itself goes out of bounds of the implied mobile screen.

Severity: Minor

The calendar looks nice and works, although probably the only necessary part is the upper section, which has the month name and year/navigation.

13. Issue: Calendar Consistency

Ticket Information

Date: 04/19/2013

Number: **April 2013**

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Credit Card Info

Card Holder Name: _____

Card Number: _____

Expiration Date: April 2013

Security Code: _____

Billing Zip Code: _____

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

This month Clear

Usability Heuristics: Consistency and Standards (Nielsen)

The calendars for ticket information and credit card expiration don't have the same styling.

Severity: Cosmetic

If you decide to change this, the second style looks better.

14. Issue: Checking Valid Credit Information

Credit Card Information

Card Holder Name: _____

Card Number: 12312903182938102938

Expiration Date: May 2013

Security Code: 12312382648629862591

Billing Zip Code: _____

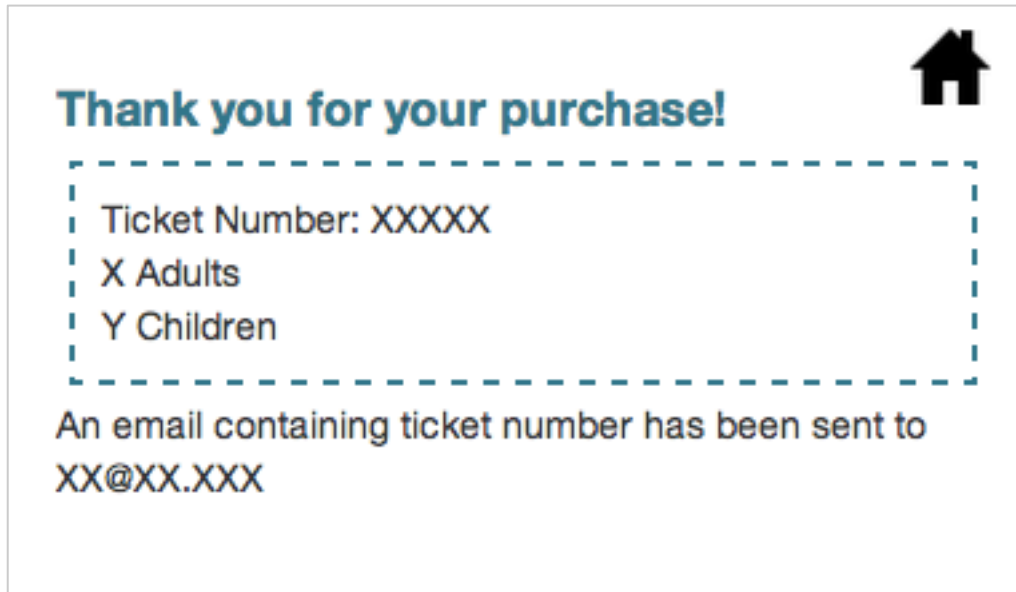
Usability Heuristics: Error Prevention (Nielsen)

The text entry for credit card numbers and their security code do not prevent you from entering an invalid length number.

Severity: Major

It really helps the user to enter their card number correctly and have it be validated the first time if there are dashes between groupings of numbers, and the text box prevents you from entering too many numbers.

15. **Success:** Good Feedback on Purchase



Usability Heuristics: Feedback (Shneiderman's 8)

The system returns a helpful summary of what was purchased. *It could be improved slightly by stating how much was charged to the person's card.*

Severity: None, Good work!