

HW2: Heuristic Evaluation for Little Blue Penguin

My comments are divided into sections by page and then sorted by severity.

Overall Application

1. **Major:** Navigation history is not preserved (user control and freedom, reversible actions)

Once I navigate to a page I am unable to go back using the standard controls of the browser. Additionally, once I am more than 2 pages deep into the site my only option to undo a navigation decision is to return to the home page and restart.

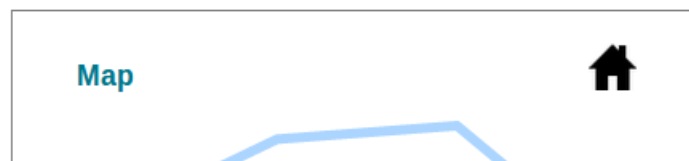
Solution: Use anchor tags instead of calls to `document.location.replace()` in your javascript

2. **Moderate:** Home button doesn't look like an icon that is clickable (help and documentation, affordances)



3. **Minor:** Placement of home button in upper right is not standard practice (external consistency)

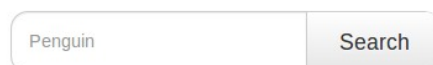
I was unable to locate it when I first came to the site.



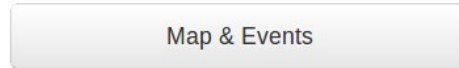
Search Page

4. **Major:** There is no communication about what I can search for (help and documentation)

The placeholder text "Penguin" seems to suggest I can type in broad animal names, but can I also search for something more specific like little blue penguin?



5. **Major:** The “Map & Events” button takes me to a page that only has a map (consistency)



6. **Major:** Clicking search without typing anything into the input navigates me to the penguin page (error prevention)
7. **Moderate:** No autocomplete on search input (efficiency)

For example, typing in “Little Blue Penguin” takes a long time even though the application probably knows what I intend to search for much earlier.

8. **Minor:** Search seems like the wrong word (external consistency)

To me, search implies I can be fuzzy in what I type in. It appears that I have to type in the exact page I want to go to in order to get a result. A better word might be “find”.

Penguin Page



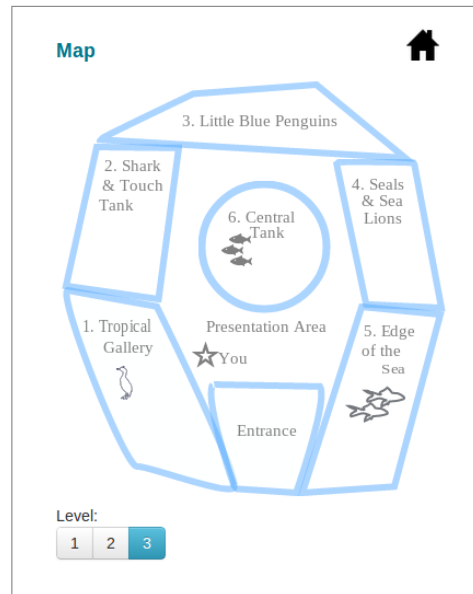
9. **Moderate:** There is a lot of whitespace at the bottom of page, but everything is cramped together at the top (graphic design)
10. **Moderate:** Clicking “Find in Map” does not actually find my item on the map. It simply

shows me a map. (consistency)

I expected click that button to circle the penguin exhibit on the next page.

11. **Minor:** There is a typo where “Event” is spelled “Eevent” (external consistency)

Map Page



12. **Major:** There is a star incorrectly marking my location (consistency)
13. **Major:** There is no affordance that I can click an exhibit on the map to get more info about that exhibit (help and documentation, affordances)

I only discovered that I can click for info on the map by accident.

14. **Moderate:** The level buttons are too small to be efficiently used on a phone (efficiency)

I recommend utilizing the whitespace to their right to make them bigger

15. **Good:** Map is large making it easy to interact with (explorable interfaces)

Tickets Page

16. **Major:** I can select a negative number of tickets (error prevention)

The total price also goes negative when I do this.

Number (Adult) (Child) Total Price: \$-30 (-3*\$10)

17. **Major:** I do not know the purpose of the question mark next to email. It does not respond to clicks, so I hard to determine what it is for. (feedback)

This may just be a bug or an unimplemented feature.

Email ?

18. **Moderate:** Adding children does not affect price (feedback)

My guess is children are free, but it would be nice to communicate this in the price calculation.

Number (Adult) (Child)
Email ?
Total Price: \$20 (2*\$10)

19. **Moderate:** Easy to prematurely submit checkout (external consistency, error prevention)

Standard practice is to have a confirmation page before charging my credit card. Adding an intermediate page will increase the safety of the checkout process.

20. **Minor:** Interface doesn't communicate what exactly the user is buying a ticket for (feedback)

I assume it is a general admissions ticket, but I can imagine other possibilities

21. **Minor:** Date is autofilled in for today, but there is no way to buy a ticket at 11:00pm for today (defaults, error prevention)

In addition, consider how far in advance people buy aquarium tickets. My guess is buying for tomorrow is more likely than today.

22. **Good:** The total price auto updates when I change ticket amount (feedback)