Ido Efrati

<h1 style="text-align:center">HW 2 – ArtUp Heuristics evaluation:</h1>

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Collaboration: None - I did not discuss the assignment with anybody.

1) The font of ArtUp's title is consistent with the "artistic" design it is trying to convey. However, when I evaluated the pages using Nielsen heuristics I found one problem with consistency and standards that may lead to learnability issues. Each page title is colored black, except the results page title, which is colored blue. In addition to lacking of consistency, this can also confuse the user because blue text gives an information scent of a hyperlink. The severity of this problem is minor. A quick solution for this problem would be to change the color of the title in the results page.

   a. Figure 1: regular title on ArtUp website:

    b. Figure 2: The misleading title on the results page:

2) I evaluated the login/main page using Shneiderman's 8 Golden Rules. This page has a great feature that is both helpful for learnability and for shortcuts. The page presents popular requests. This both saves users time because they can go directly to the popular results (I am assuming that the labels are also buttons, based on their information scent), and also allows novice users to learn what art styles ArtUp supports.
   The only issue I had with the feature was that I could not click on the labels, and had to assume the labels are buttons based on their 3D shape. I would categorize this as a major issue, because the user does not know what the purpose of the labels is.

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3) I also used Tog's First Principles to evaluate the main page. The current location of the labels on some of the pictures (see the Matrricism) might cause problem with distinguishing between colors with elderly users. The blue label on the black painting makes reading harder for older users, who have a problem distinguishing between blue and black. I would classify this issue as major. The website does not target younger users; it targets anyone who would like to learn about art. I would consider moving the label above the image. For example, the label can be centered above the picture. Another option would be to only show labels, and when a user hovers over them, to present an example of that art style.
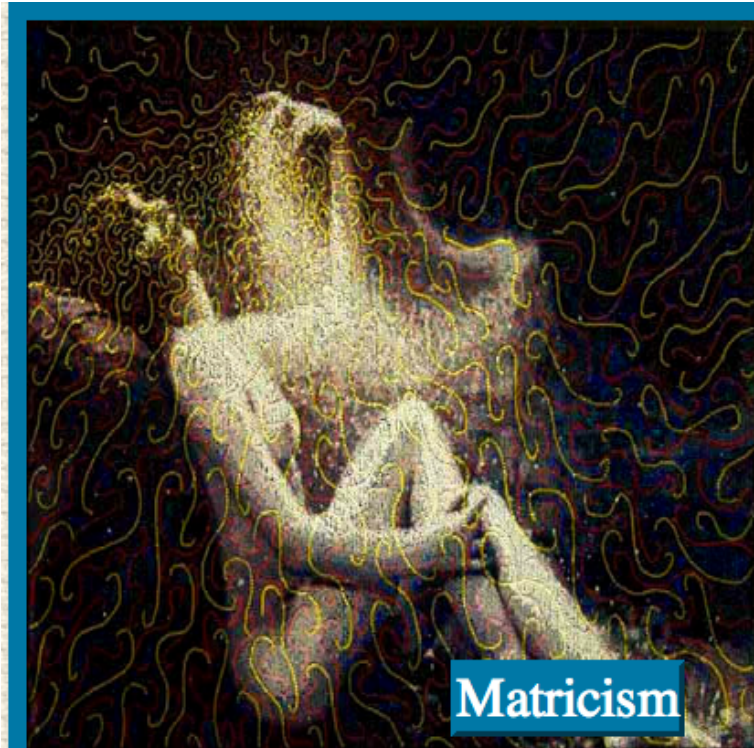
4) I evaluated the level page with Tog's First Principles. This page uses a metaphor for the different levels one can master. The page uses a Pokemon, and assumes the user is familiar with the concept of Pokemon evolution. If users are unfamiliar with Pokemon, they might not understand the metaphor. I would classify this issue as minor, because there are also easy, medium and hard titles that give the user a good indication of the possible levels.


5) I also used Tog's First Principles to evaluate the background image on all of ArtUp pages. The background image serves as another metaphor throughout the website. The image successfully conveys a feeling of a canvas. This is a good use of a metaphor that fits the overall design of the page. The image clearly tells the users that they are on an art-related website. There is a minor issue with this metaphor; a canvas background might lead the users to

think ArtUp is restricted to paintings, and does not deal with other types of arts, such as photography.

   a. A figure of the canvas background as it looks on chrome V26 on OSX 10.8.

6) I used Nielsen's heuristics to evaluate the results page and there is a potential error prevention security issue on this page. ArtUp allows users to take a lesson without being registered for the website (as indicated by the register and save button). In addition, it allows users to go to their personal page. If the user is not registered he or she will be unable to go to a personal page. Clicking on such a link might cause data loss. Further, a user might accidentally click on the main page button and would end up losing the lesson he or she had just completed. I would classify this as a major issue, because users might lose all of the work they had done.
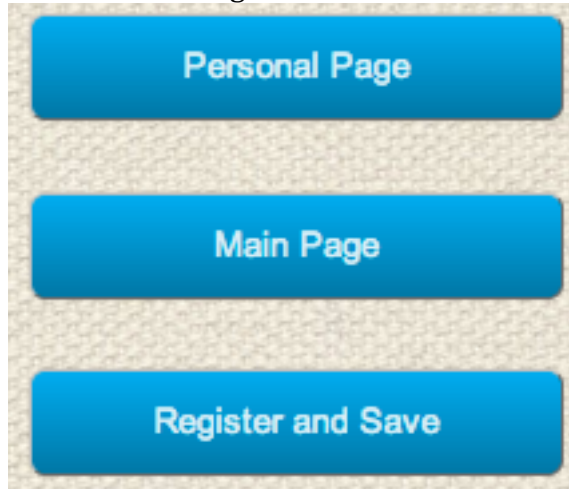
7) Another issue that I found with Nielsen's heuristics was related to consistency and standards. The "Resister and Save" and the "Personal Page" buttons conflict. The first indicates that the system does not recognize the user, while the second indicates that the user already has a personal page. I would classify this as a major issue, because it might cause significant confusion for novice users, who might think that they are just trying out the website, but already have a personal page on it.

8) Another issue I found with Nielsen's heuristics that is related to consistency and standards was with the title of the personal page. On the results page, the button indicates that the user's page will be called "personal page", but on the personal page the title says, "Profile Page". This is a minor issue that can easily be fixed by maintaining a naming convention throughout the website.

Profile Page
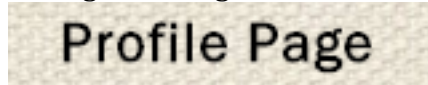
9) Another issue I found with Nielsen's heuristics was related to consistency and standards was with the font of the personal page. Unlike the rest of the pages, which use the same font, the personal page uses a different font. For example, the font in the main page is , while the font on the profile page is .

10) Evaluation of the search page with Tog's First Principles reveals an explorable webpage problem. The only action that a user can perform on the search page is more searches. There is no indication of where the user is on the webpage, and no indication of how to go back to the page the user launched the search from. This is a critical issue, because the user might get trapped in an endless search. It could be fixed by adding a home button, a navigation bar, or by using bread crumbs.
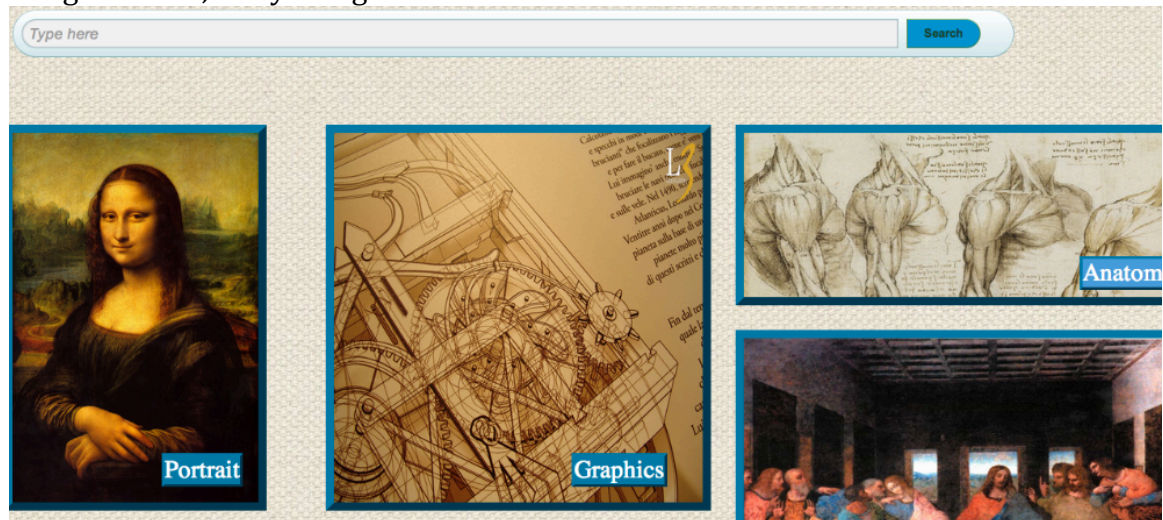

11) By evaluating the search page with Shneiderman's 8 Golden Rules, one can find that the page does not reduce short-term memory load or support reversible actions. There is no indication in the page for what the user searched for. In the example search page, it is easy to infer that the user searched for "Da Vinci", but users might move to a different tab without remembering what they searched for. This is a major issue because it can also lead to an efficiency problem. For example, users will have to search

what they searched for). This problem can be fixed by either putting a label with what the user searched for, or by not clearing the search bar (this is what Google does).
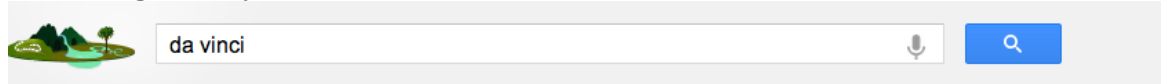

12) When evaluating the drawing page with Norman's principles, one can find an affordance problem. The page has no indication for how a user can actually participate in a drawing exercise. There is a progress bar and it seems that the user is required to paint a flower on paper and somehow transfer it to the website for evaluation, but there is no sketch area or a place to upload a file. This is a critical issue, because it is not clear what the user can and cannot do.
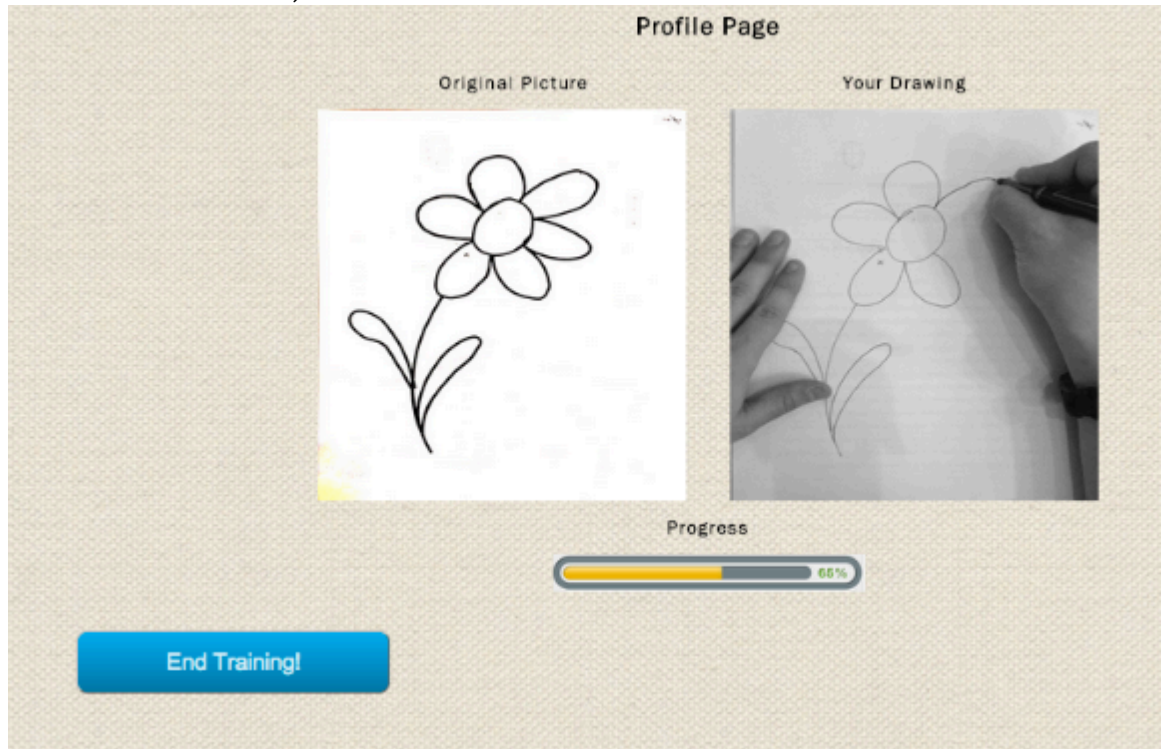
13) Using Tog's First Principles on the drawing page shows a learnability problem. The page's title indicates that the user is in the profile page. This makes it harder for users to keep track of where they are and learn about the layout of the website. This is a minor issue that can easily be fixed by changing the title of the page.

14) When evaluating the profile page with Norman's principles, one finds an affordance problem. "Your techniques" and "suggested techniques" are images. It is unclear to the user if the images are clickable and will lead to another page, or are just images of skills that the user has mastered or should master. This is a major issue because it is not clear what the user is supposed to do and can do on that page.
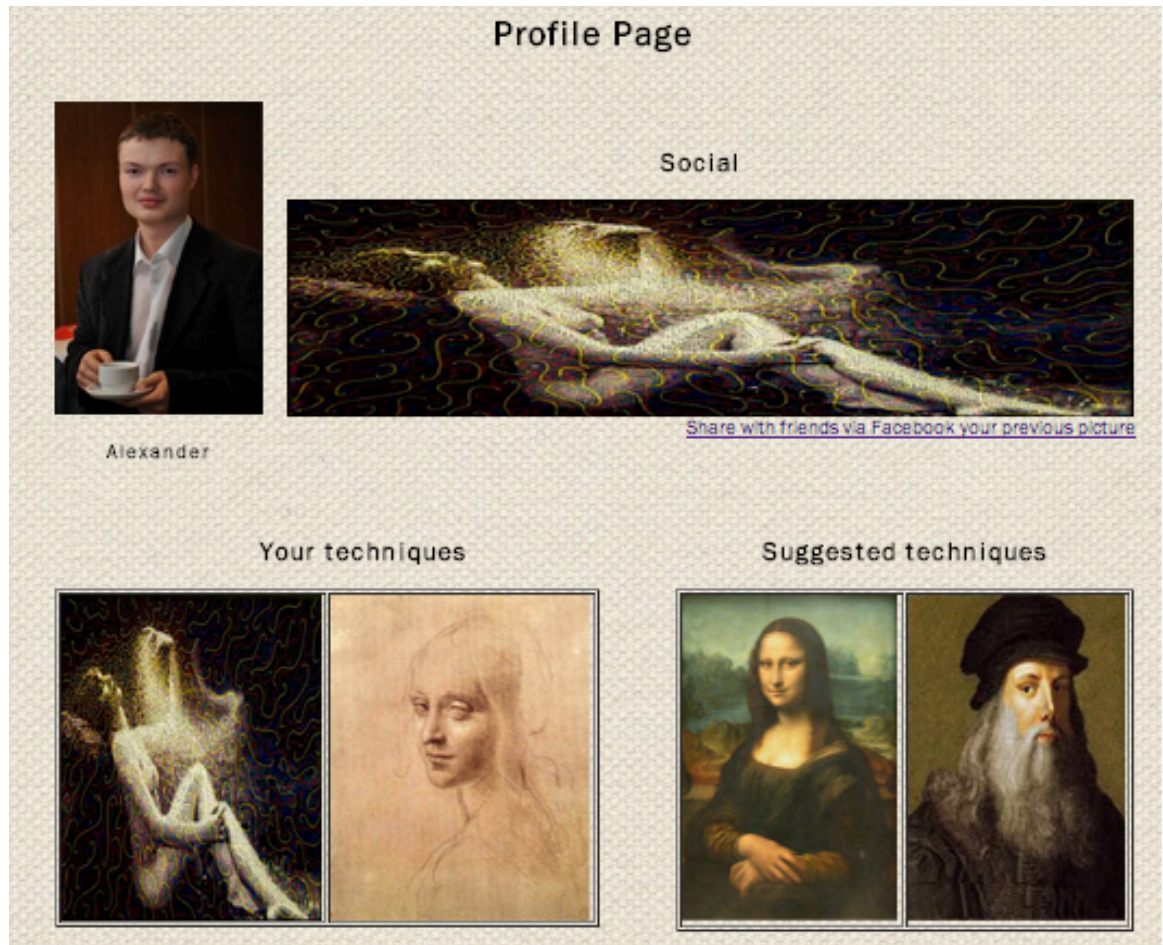
15) Finally, evaluating the profile page with Nielsen's heuristics reveals several learnability issues (standards and help and documentation). The techniques are only represented by pictures; users will find it hard to learn art's terms from these pictures. Furthermore, having only pictures also makes it harder for users to search for similar techniques later, because they won't know what they learned or need to learn. This is a major issue, because it interferes with the learnability of the interface.