

Charitable Connections

Heuristic Evaluation by Max Kolysh

Collaborators: None

Problems on “Create Events” page:

- Can't remove icons from chosen events
 - This is an issue of safety and/or redundancy – users should be able to remove the icon of the charity they just added by manipulating that icon. The fact that the charity icon is highlighted once added is helpful, but is not intuitive.
 - Possible solutions:
 - Drag and drop from “choose your charity” box, so that once dragged, the charity disappears from the available choices. The user can drag it back or double-click to remove it.
 - Add a mouseover “close” (x) icon to each of the added charities.
 - Severity: major
- Can't go back to home page from “create events” page – “back” button is disabled (Fig 1)
 - This affects safety, as a user should be able to easily navigate back to the home page at any time.
 - Severity: major

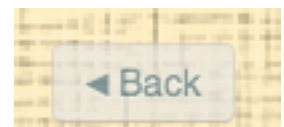


Figure 1: Back button is disabled.

- Names of buttons and names of categories are not identical (Fig 2)
 - For internal consistency, it is best to have the button names be identical to the category boxes. A user may not be able to immediately notice that “Donations” and “Donation Types” are referring to the same categories.
 - Possible solution: rename appropriately
 - Severity: minor
- Unintuitive that “back” and “next” buttons are referring to the buttons
 - Learnability is affected negatively when the names are not consistent with standards that the user has seen in other applications.
 - Possible solutions:
 - Change button names to “previous” and “next”
 - Remove these buttons entirely (for minimalistic design)
 - Severity: minor

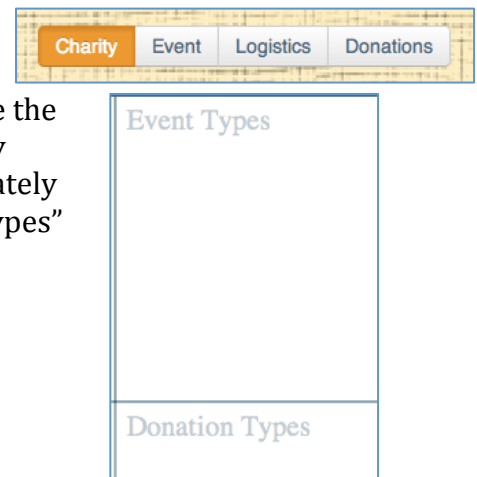


Figure 2: Names in selector buttons and category labels are not identical.

- No padding under search box div (Fig 3)
 - Aesthetic issue that causes undesirable blending between the events and the search box.
 - Severity: cosmetic



Figure 3: Lack of padding on search box.

Problems on home page:

- No instructions or link to “help” page
 - A user that navigates to this page may have little knowledge of what to do on this website. Understandably, you are going for simplicity on this page; however, a simple mission statement sentence or a link to a help page can greatly improve the learnability of the tool.
 - Severity: major
- Buttons at the bottom of the page
 - The two buttons on the home page are at the far bottom of the screen, whereas the rest of the navigation on the other pages is at the top. This may seem minor but will likely be noticeable to a user looking for efficiency.

Problems on “Suggestions” page:

- Rank business results based on relevance (Fig 4)
 - Based on the horizontal carousel, it seems like each business is given the same priority. In actuality, this may not be the case – some businesses may have been matched better with the users’ preferences.



Figure 4: No particular business stands out as the “best” result.

Implementing a list with some sort of priority will allow for more flexibility and efficiency by the users.

- Severity: major
- Logos do not necessarily scale to squares (Fig 4)
 - Not all business logos are square, and it distorts the logo when they are stretched to fit into a square box. This is largely an aesthetic issue, but can cause users to believe the interface is sloppy.
 - Severity: cosmetic

Positive comments:

- Very simple and sleek design. The app has one major use case, and it is optimized to handle the expected user action flow very well.
- Good search functionality. When (hopefully) many charities sign on to use this product, it becomes more likely that the users will use search to find their charity of choice instead of scrolling through all possibilities, making the interface more efficient.
- Most content is presented as both an image and a label (Fig 5). This makes it easy for a user to notice the purpose of a label at a glance, while providing a more comprehensive description if the user is confused by an image, facilitating error prevention.
- Descriptive instructions (Fig 6). The user would have a hard time getting lost in this interface, as each box is labeled with the action desired of the user. This favors recognition over recall.



Figure 5: Visual and textual clues to the purpose of the label.

Choose date and location

Date Location

Start typing a place name...

Figure 6: Descriptive instructions for the user.