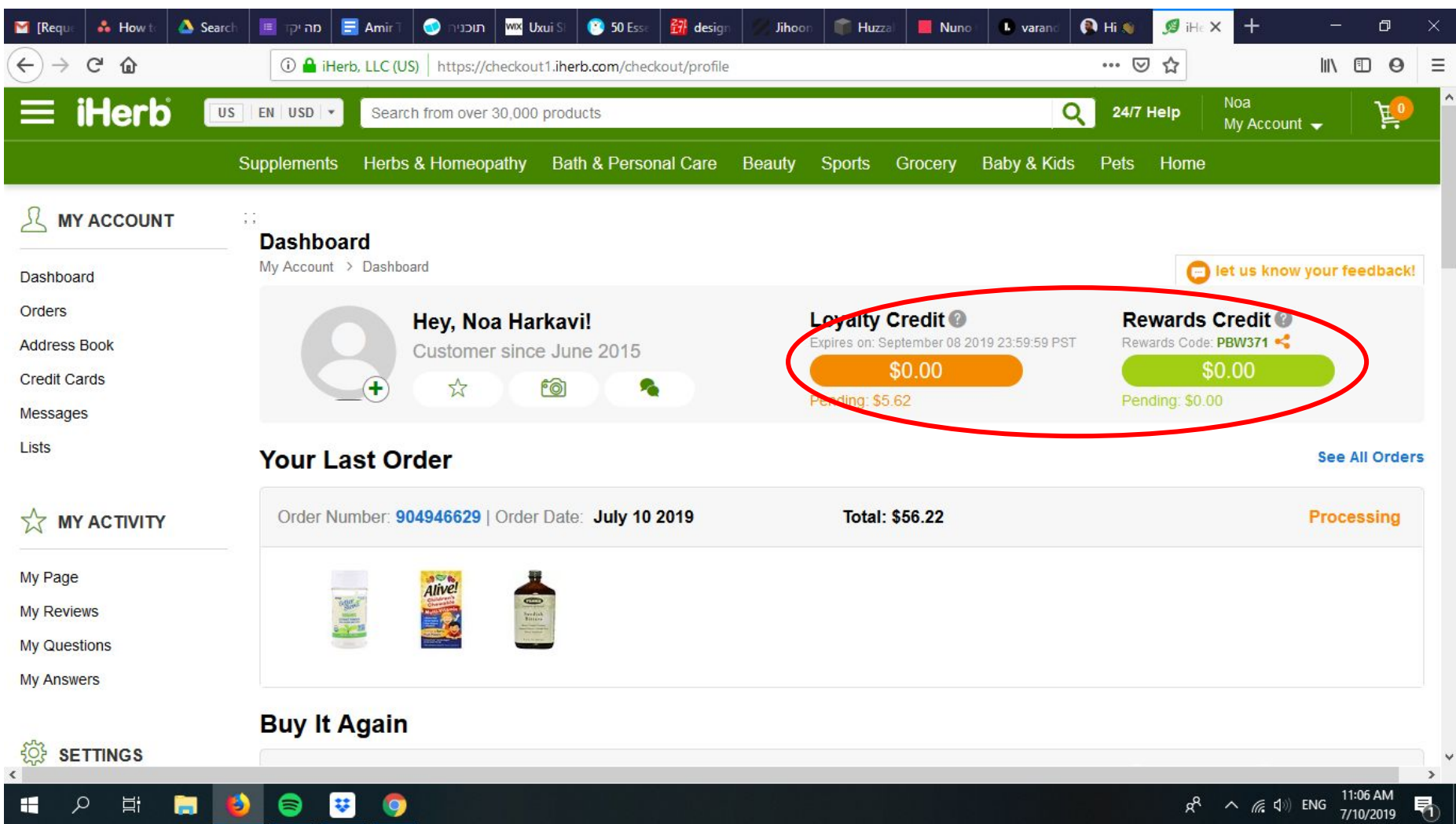# User Friendliness/Usability Heuristic Evaluation

iHerb Wellness site, Mobile Travel Sites and Android Apps

by Shachar Erez

Clean and Functional Design and Consistency issue - Severity level 1 - Not urgent, but fixing is easy

These look like action buttons, but they're not. The loyalty and rewards credit already stand out because of the boldface. If the business plan wants to highlight these incentives, attention can be drawn to it without making it look like a button. For example, a box or icon/character can animate in saying, "How much have you saved recently on iHerb?" with the info clearly stated below it.

Flexibility, user control and functionality/design issue - Severity 2 - Fix when we get a chance.

It is smart that on the account home page, after scrolling down, I can quickly see what I've bought before. Odds are that I'll want a refill. The problem here is that the major action button says to add all, which may be useful to people who always buy the same thing every time, and should be an option. But, most people want specific items.

Each item should have an orange + button. Each press adds one of these to the cart. I would also have a box showing how much the total cost is with each button pressed. Also, move it up a bit, so I won't need to scroll to see it.
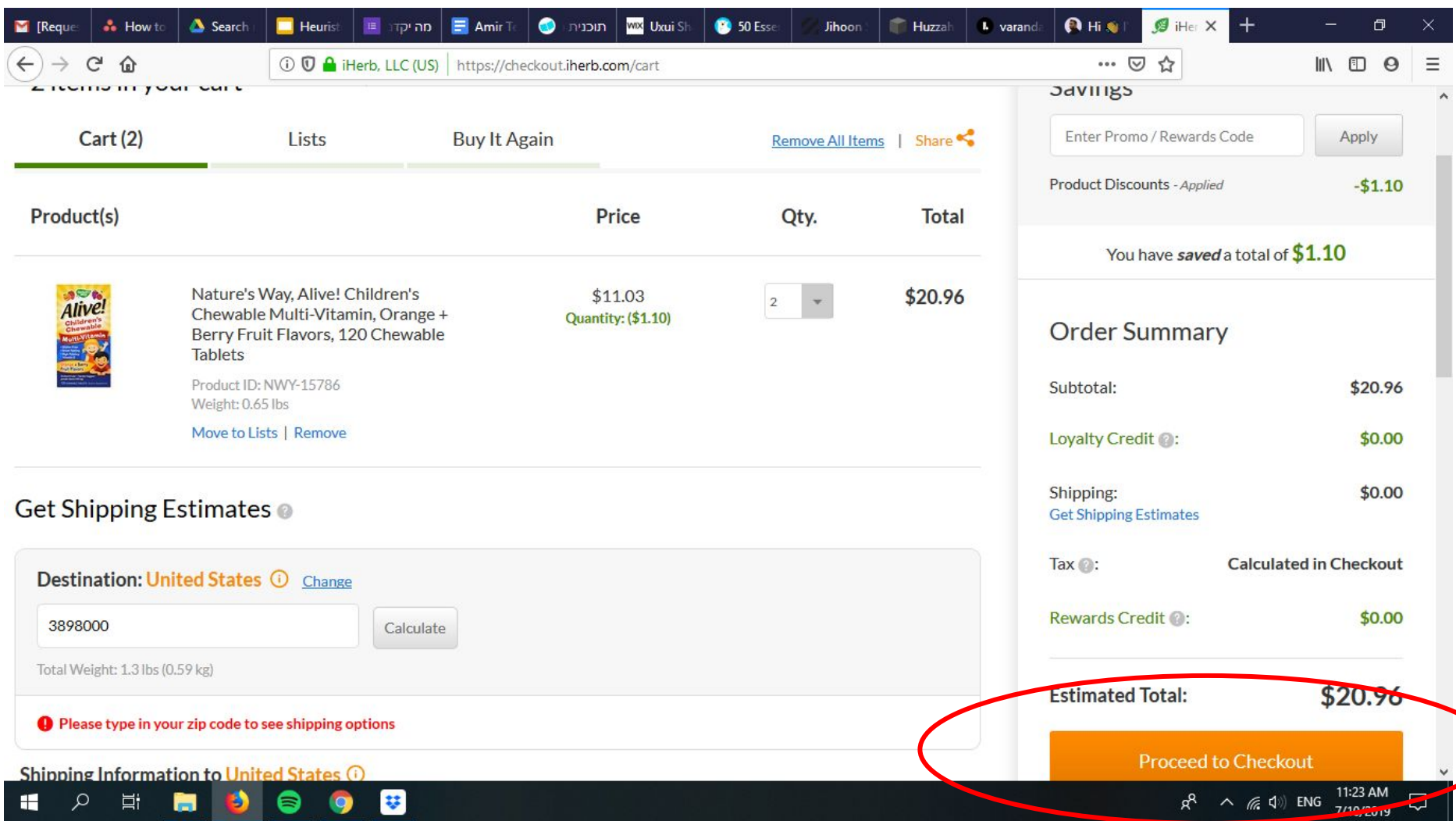
Cognitive load (Recognition vs Recall) and Clean/functional design issue - severity 3 - Fix urgently

In the shopping cart, I needed to remember to scroll down to find the key action "Proceed to Checkout" button. During usability test, a user got stuck here a few times, until I showed her the need to scroll.

To fix, simply reduce the spacing in the Order Summary above, so that the key action button will move up and users won't need to remember to scroll.
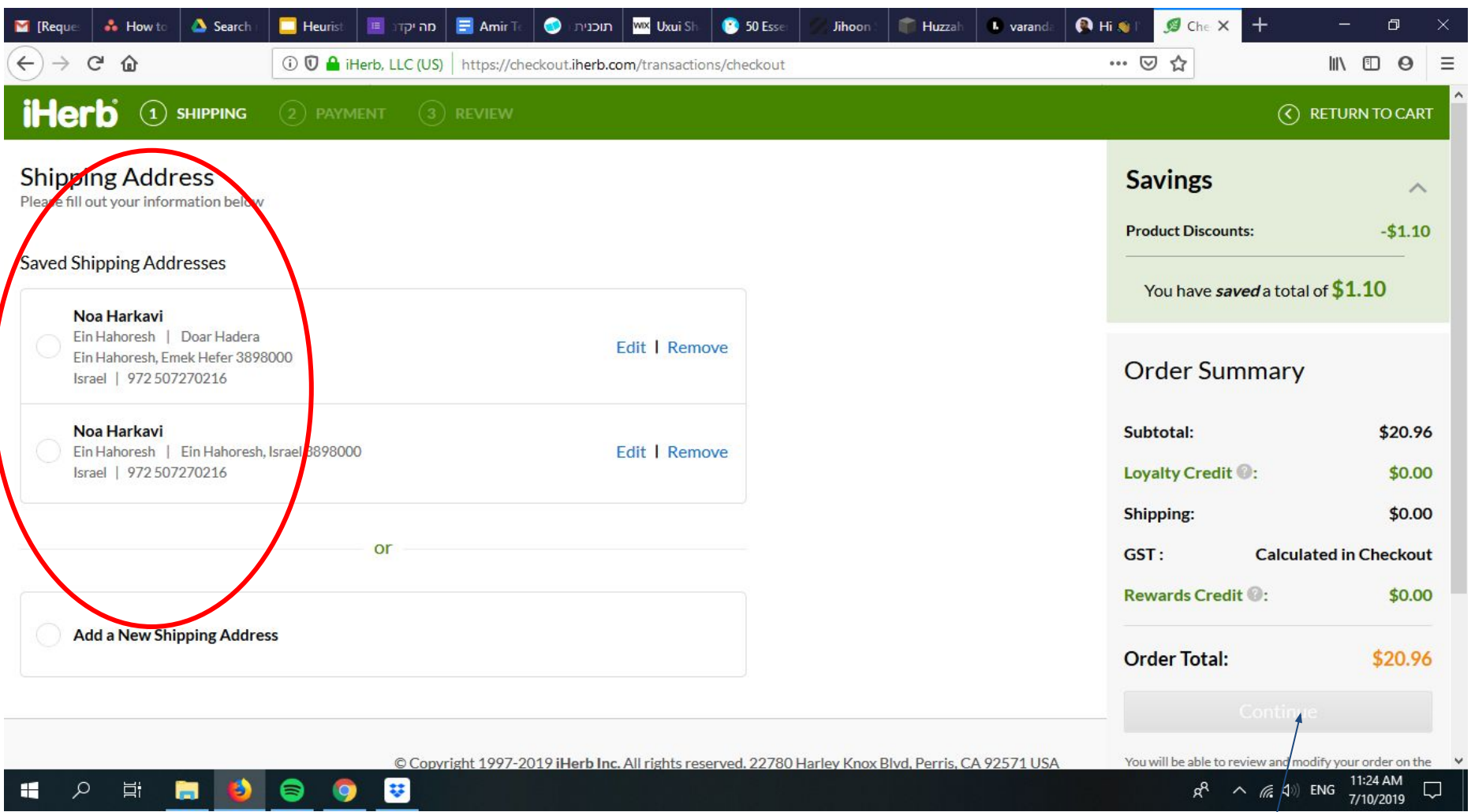
Clean and functional design issue - <mark>Severity 3 - Fix urgently</mark>

This is a necessary action item, but there is almost no attention drawn to it or clear instructions. People with vision impairments (such as elderly folks, who are probably a main customer base) don't easy see the thin, light gray lines with no attention getting action button to do this necessary step in order to finish the order. The design sacrifices functionality for minimalist appearance.

To fix, give a clear, bold instruction "Choose shipping address." and make the buttons stand out, while making sure they change when pressed to show the button's status. Then color and animate the "Continue" button.

Flight Options – doesn't show day of week
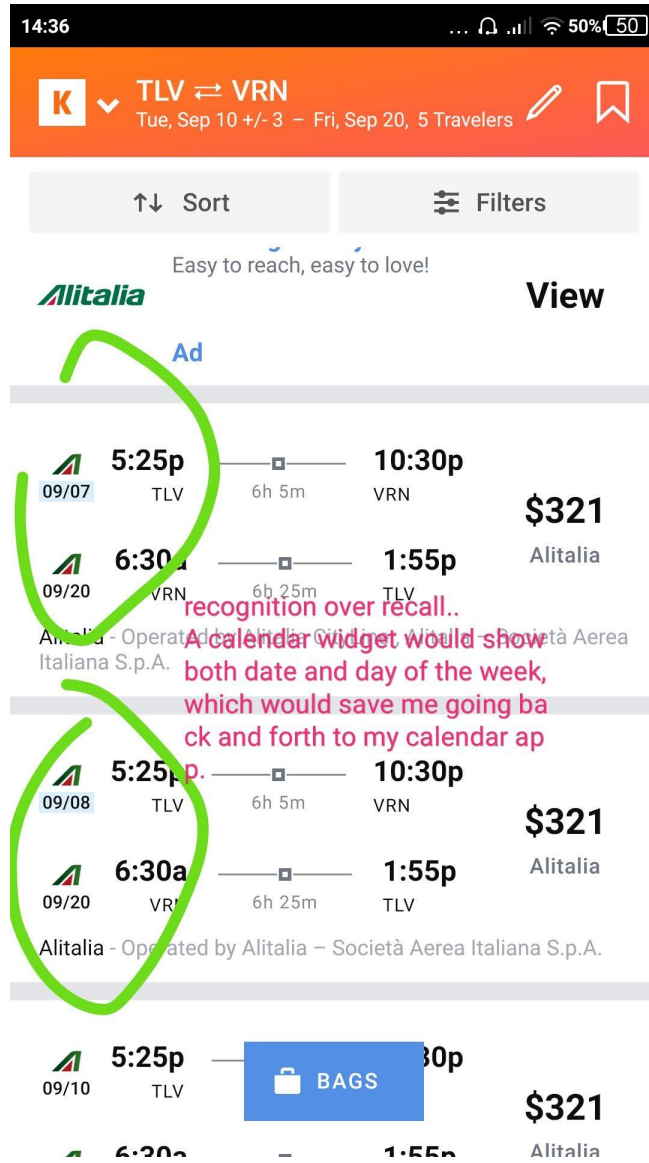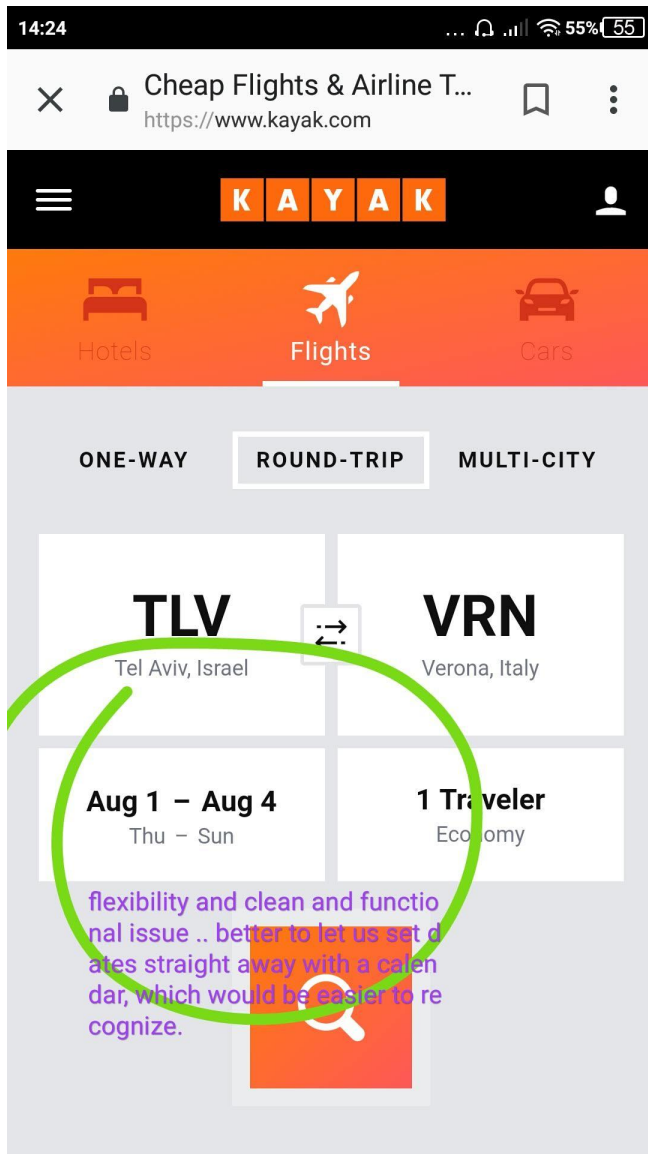
Recognition over recall issue

both annoying and causes customer to leave app – Fix ASAP

It shows the logo of the flight company and the date, but not the day of the week. This forces me to go back and forth to my calendar app, where I may get distracted by another upcoming appointment.

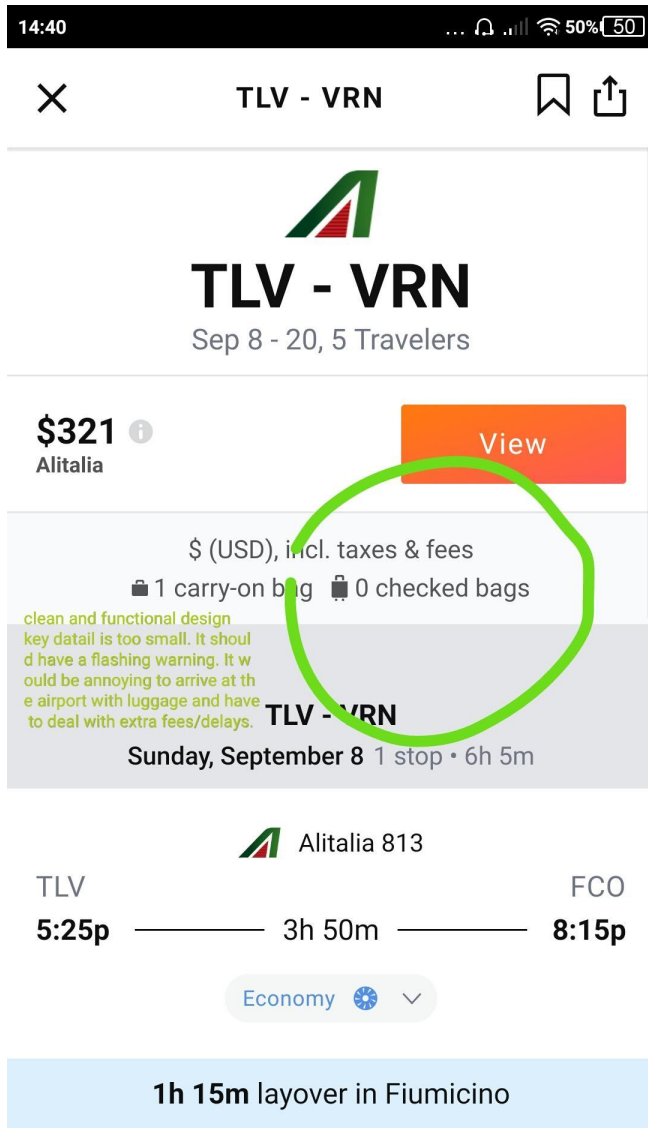Recommendation – Include day of the week under date.

Kayak – home screen – no calendar

User Control as well as Clean/Functional Design Issues

Severity level 2 – Minor problem – Fix when we get a chance to

Most native English speakers will know what Aug 1 is, but non-natives may not and it doesn't get my attention as much as a calendar would. Also, it is an additional step.

I recommend giving 2 calendars a large amount of real estate, because it is a key first step so it should be very clear and easy. I suggest a depart calendar and a return calendar with a button to choose +-__ days for each calendar, if the departure or return flights are flexible.

14:40

TLV - VRN

TLV - VRN

Sep 8 - 20, 5 Travelers

$321 ⓘ

Alitalia

View

$ (USD), incl. taxes & fees

💼 1 carry-on bag   🧳 0 checked bags

clean and functional design key datail is too small. It should have a flashing warning. It would be annoying to arrive at the airport with luggage and have to deal with extra fees/delays.

TLV - VRN

Sunday, September 8   1 stop • 6h 5m

Alitalia 813

TLV ——— 3h 50m ——— FCO
5:25p   8:15p

Economy ✳ ⌄

1h 15m layover in Fiumicino

No checked bags should have a clear warning

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Clean/functional design issue

Severity level 3 – Major Problem, could anger customers. Fix ASAP

This flight does not include checked baggage. Customers will arrive at airport and have to pay extra fees for their luggage, which will make them angry. Although this detail has prime real-estate, it doesn't stand out.

Recommendation: There should be a proper red warning symbol and customers should have a button to choose how many bags to bring. In fact, they should only go to the next step after they've chosen how many bags.
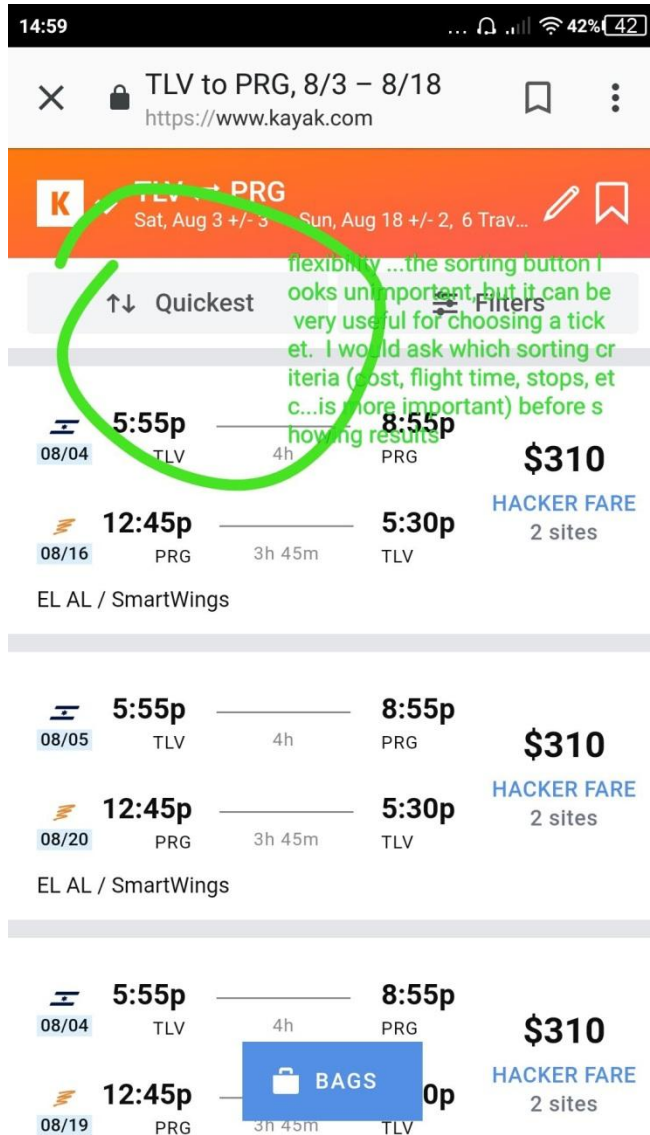
Sorting options not clear

User Control and Clear Design issues

Severity – 2 – Minor Problem – Fix when we get a chance

Different people have different priorities when searching for flights (price, flight time, number of stops, etc…)

Recommendation - Before it sorts, we would find what we want more quickly if we're asked which one or two sorting option(s) are more important to us. (If it sorts according to two parameters, it would probably take a bit longer to sort, but would save a lot of user time scrolling. They would find exactly what they want right away.)
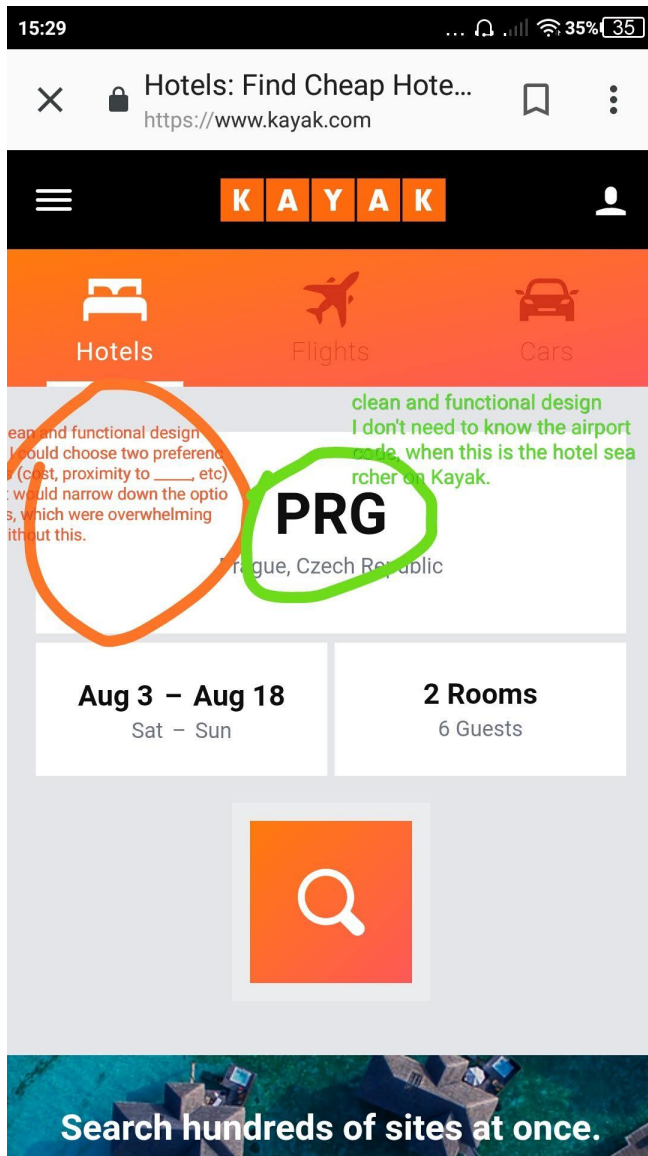
No sorting feature and airport code N/A

Orange – Clean/functional Design issue

Severity level 3 – Major
Leads to very frustrating search results. Fix ASAP

There is no sorting option given, so after I tapped the search button, I was given an overwhelming amount of hotel options, most of which were not what I want. It was hard to make sense of the search results, though it had a nice map layout.

Recommendation – Take user through the necessary step of choosing sorting options, to narrow results by price (with price range), proximity to cultural center, Village B&B or most highly recommended.

Green – Clean Design

Severity level 1 – Minor problem. Not necessary, but fix it if we get a chance to

This is a hotel search screen. The airport code is irrelevant, but it gets prime real-estate and is bolded, drawing attention primarily to it.

Recommendation – Replace the code with the name of the city and country.
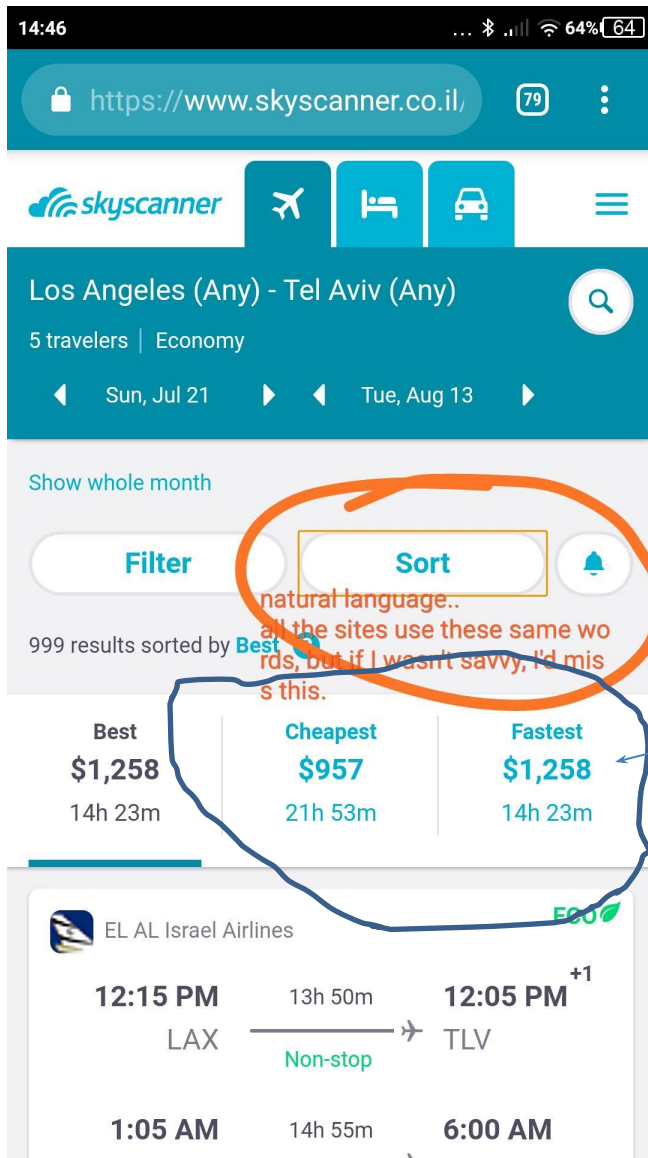
Sort feature not properly used

Intuitive Design and Natural Language issues

Severity level 2 – Fix when we get a chance

Different people have different priorities when searching for flights (price, flight time, number of stops, etc…)

Recommendation - Before it sorts, we would find what we want more quickly if we're asked which one or two sorting option(s) are more important to us. (If it sorts according to two parameters, it would probably take a bit longer to sort, but would save a lot of user time scrolling. They would find exactly what they want right away.)
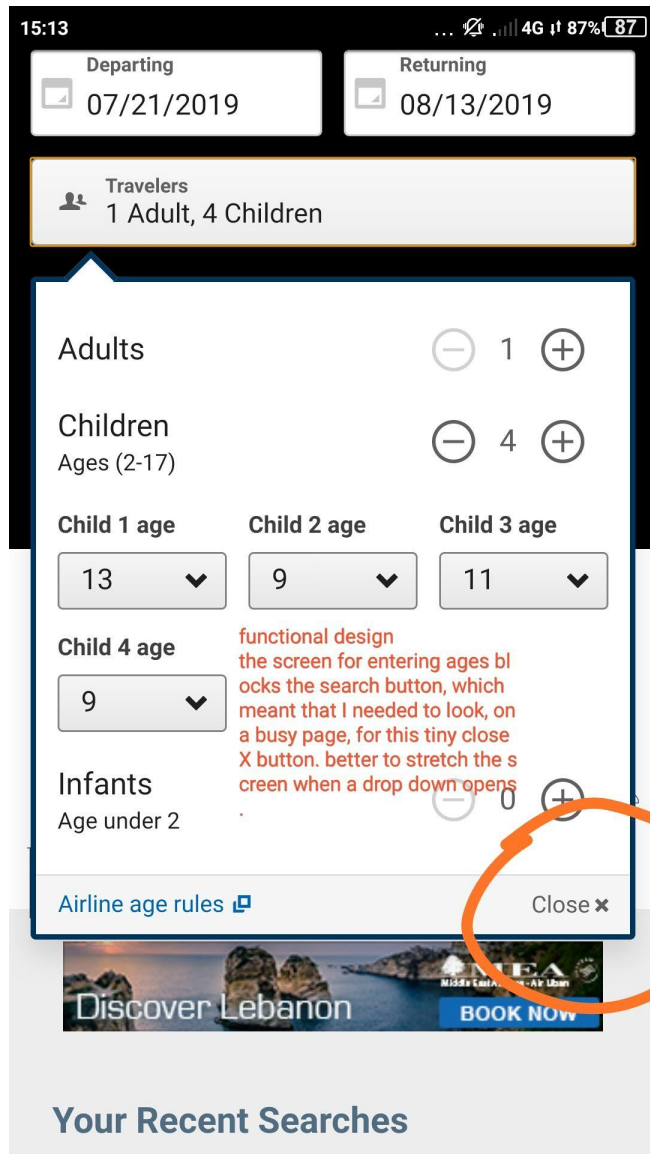
Age window blocks GO button

Clean Design issue

Severity 1 – Minor problem. Not necessary, but fix if we get a chance

The pull-down window for entering children's ages blocks the 'continue' button. I needed to find the small 'close x' button on a busy page before I could continue.

Would be more intuitive and user friendly if the page stretched with the pull-down window, so that we'd still see the continue button without needing to close this window.

IS THEIR EXACT AGE RELEVANT? They are already asked to specify how many adults, children and infants there are.

If it is, and customer doesn't enter these details, s/he should get a window saying, 'You can save money if your children are of certain ages. Let us know how old they are.'
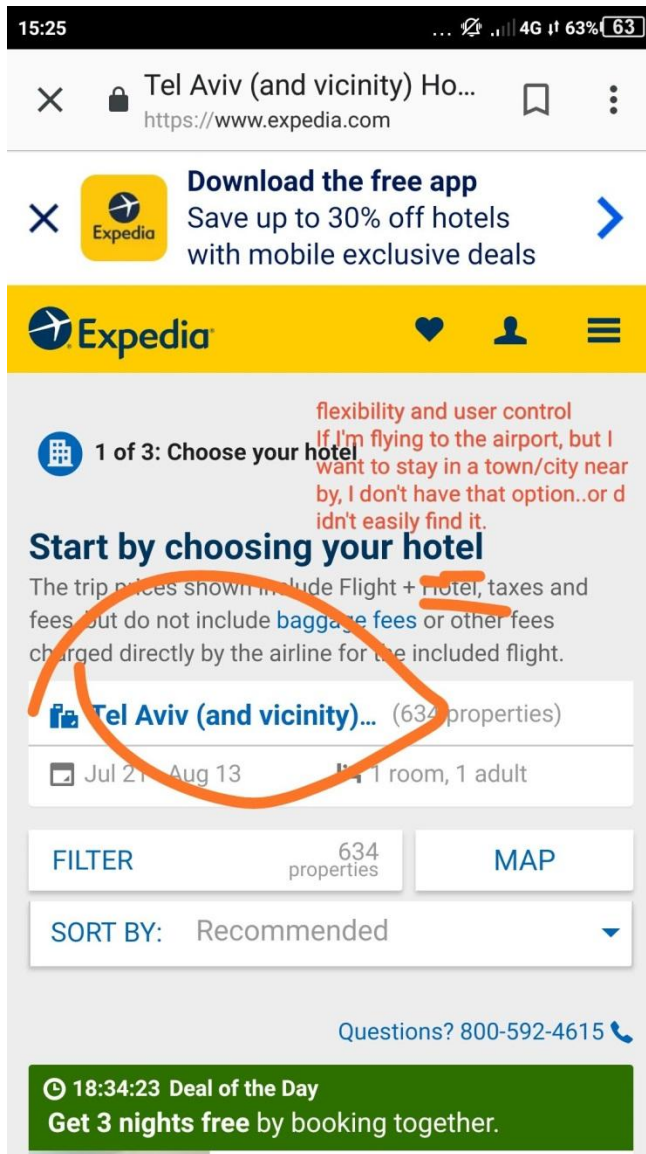
No control over where to search for hotels

User control issue

Many customers won't find what they want. Fix ASAP

Although it says (and vicinity), the results don't really show surrounding towns or other major cities nearby. I may fly into this city and want to stay near my family 50 km away.

Recommendation – Have customer choose from list of cities with nearby towns underneath. Or, list major relevant cities and results automatically show nearby towns.

Also, have option for small-town/village preference. Some people want a village B&B, instead of a big city, big hotel experience.

Clean design issue

Severity 2 – Minor Problem – Fix when we get a chance

Browsing is one good way to find a movie, but we often want something specific (after a recommendation, for example). A direct search is a primary action and we shouldn't need to look for the search button.

Recommendation – Add a search button at the top, or a search bar.
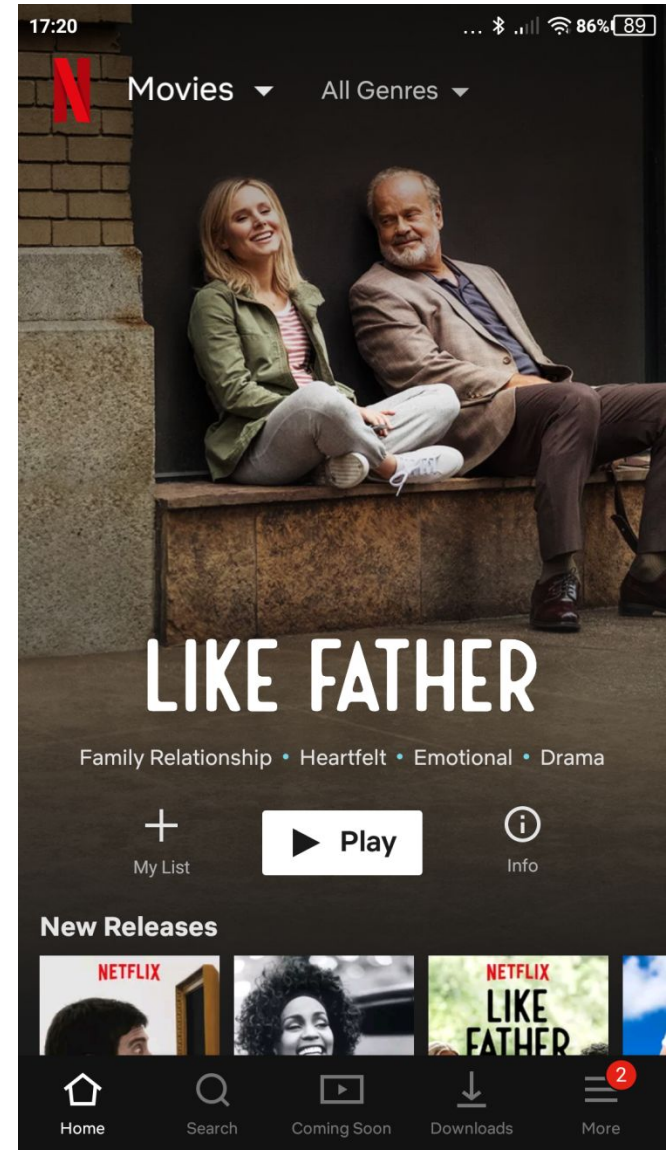
Search button gets bad real-estate

Language/Clarity issue

Severity 2 – Minor, time consuming issue. Fix when we get a chance

People often choose movies/shows according to our moods, so knowing the genre is a key factor in our choice. Making the genre clear up front will save the user time and frustration in choosing the right show/film.

Recommendation: Although the image gives us a clue towards the mood, it would also help to explicitly write the main genre (Drama, RomCom, Family, Horror, Action…) or have an icon under each thumbnail. I would use a different color text for the genre than the categories ("TV Shows", "Trending Now", "Recently Added").
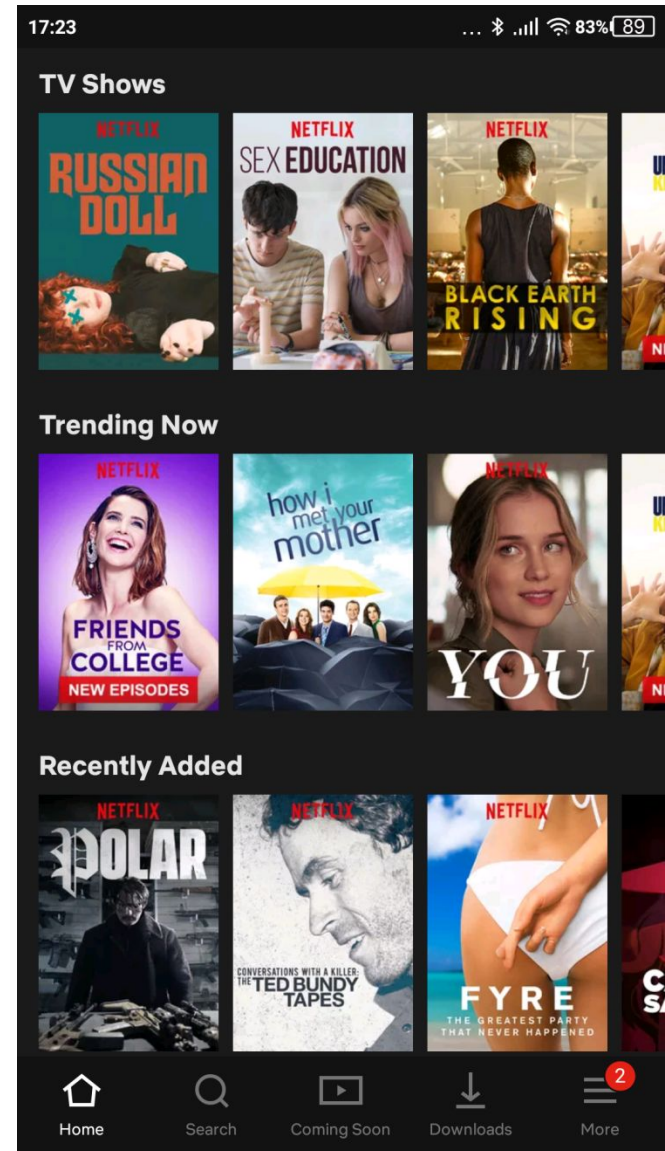

Genre not clear

What's this? Oh..random videos that users posted of them playing. Most are not my music genre. I'd rather have a clear title ("Members' vids"), then choose the genres that I like, which the app will remember. Also, it's cool, but shouldn't get prime real estate (top of page).

There is no label here...ok. It's the editor's playlists. Nice feature for finding new songs. Maybe a title and thumbnails to scan them faster?

This button is the main reason why I'm here... to play the songs I've saved. This feature should have a box at the top, perhaps below the search line, and should be about a quarter of the page, which I can scroll within that box to find the songs I want. Also a quick sort button (last played, by song, by musician..)

This icon represents what I really want to do, but instead of playing, it gets me to a set of tools (tuner, metronome..) I would switch the icons with the one next to it and call this one "Toolbox".
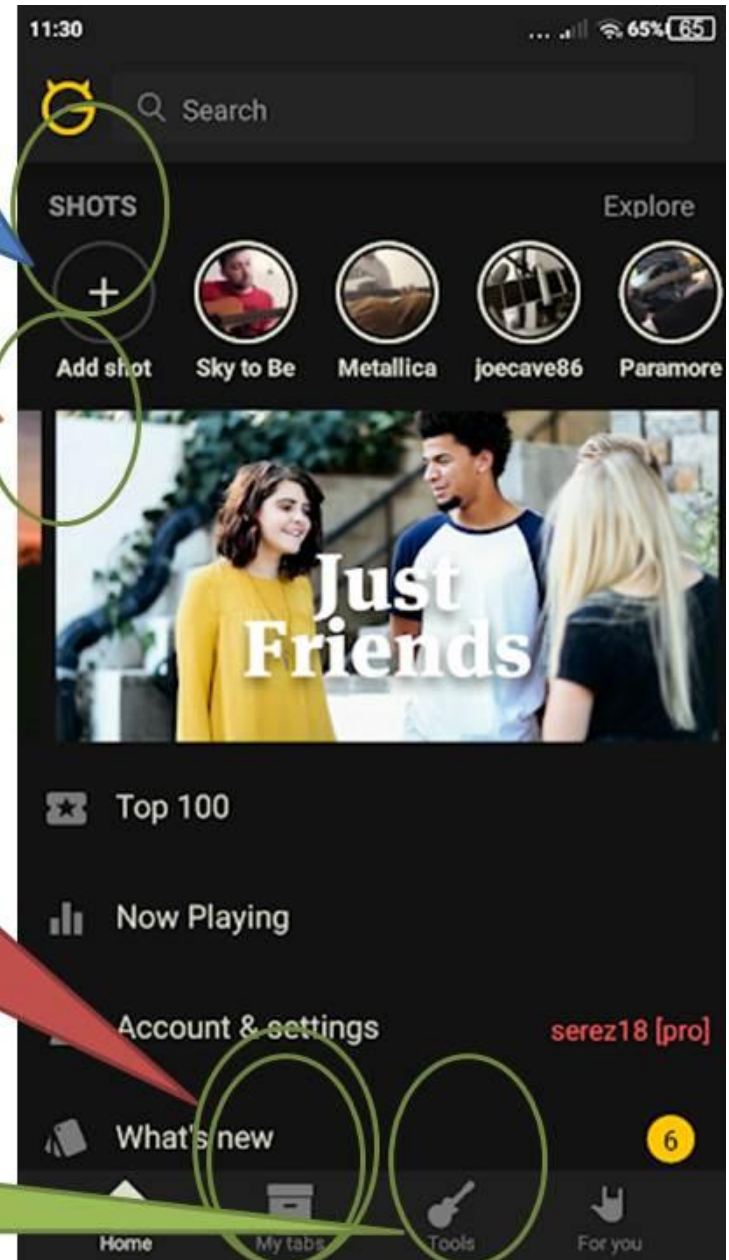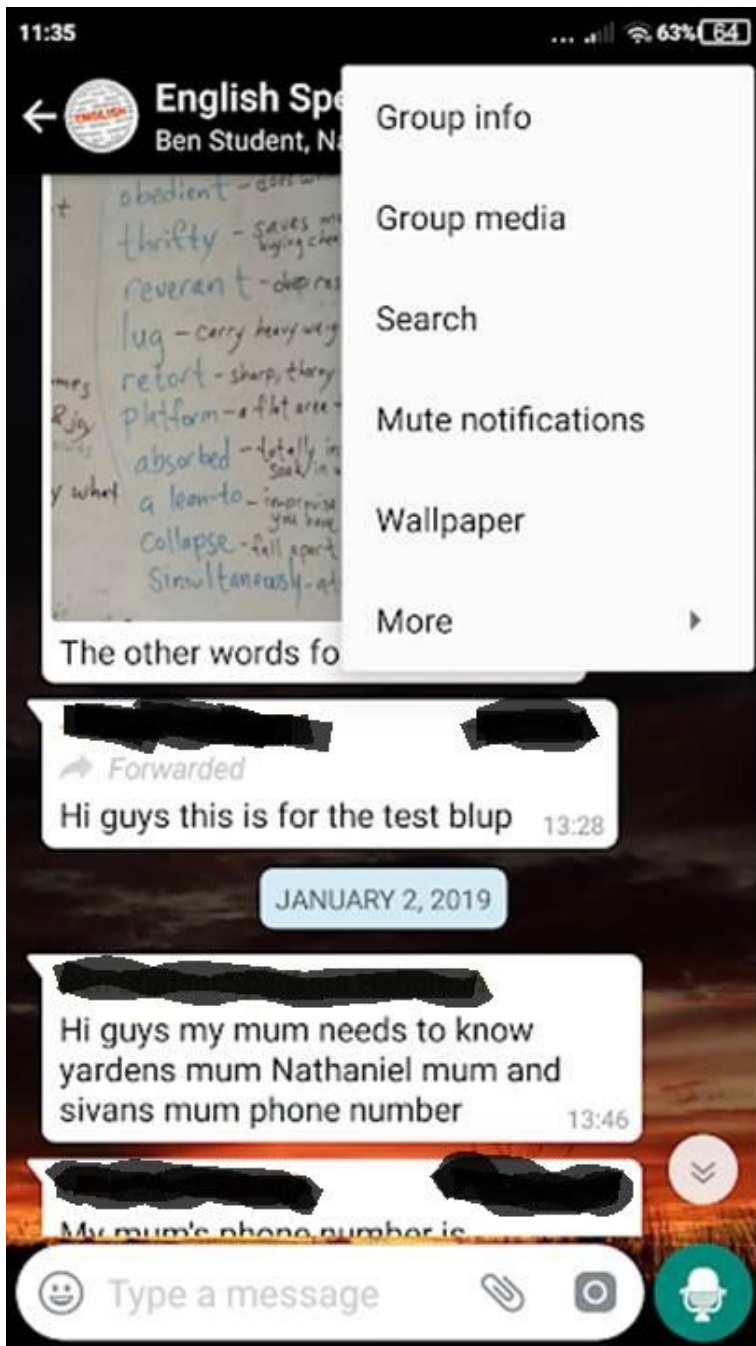
Group chat apps...

If I'm looking for someone, or something that someone sent, it takes a lot of time. It's something I do frequently.

There should be a clear search/magnifying glass button to look for people/phrases.

Also, there should be a media icon button, to look for pics or videos that people sent.

Efficiency of Use issue

Severity 2 – Minor, time consuming issue. Fix when we get a chance to.

While opening my standard radio app, I was somehow logged out previously and had to log back in using Facebook. Entering my Facebook login is a waste of time, especially when I'm probably already logged into Facebook and Google on my phone.

Recommendation: Include "Log in with Facebook" or "Log in with Google" buttons, as in most apps nowadays. The ease of logging back in would make this mishap less annoying.
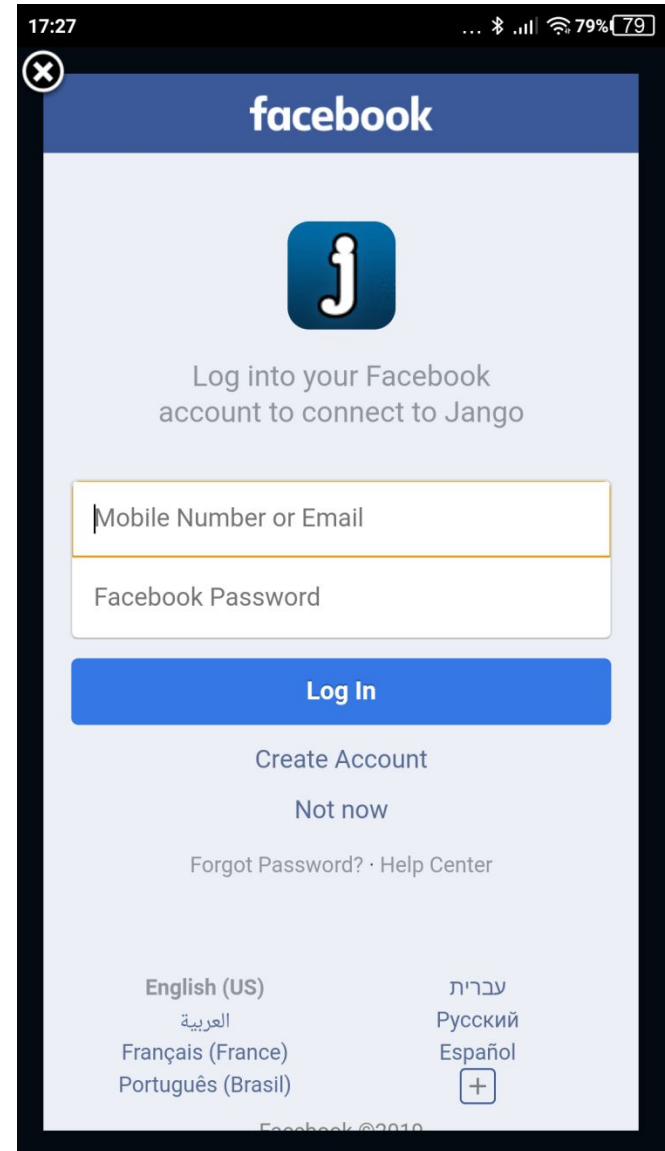
Sign in time consuming

Efficiency of Use issue

Severity – 1 – Not urgent, only a bit time consuming

The only option on this page is to enter a search for a musician. I waited for the keyboard, but, I need to tap the search bar before the keyboard pops up.

Recommendation - If the only thing that I can do here is type, the keyboard should pop up as soon as the screen opens, saving me from waiting for the keyboard and then taking a step to call it up.

Also, perhaps the app didn't need to open up a new window for this action. I clicked on a + button on the previous page, that led to a new screen. The + button could have just popped up a search bar and keyboard in the previous screen.
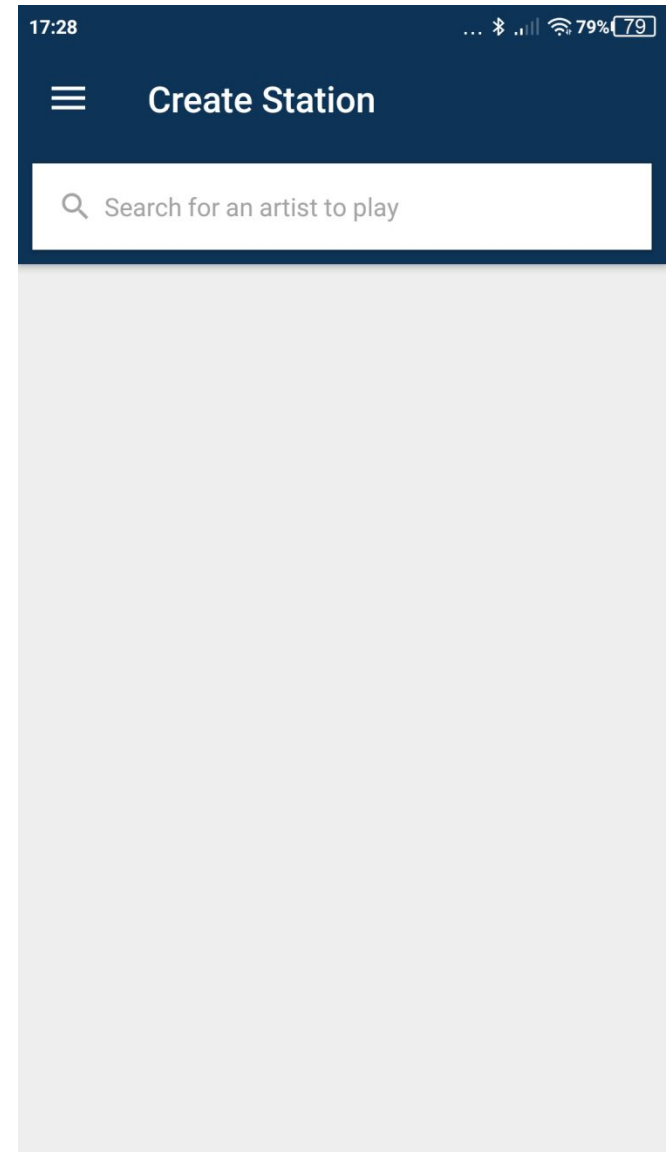

I need to type in a search, but no keyboard

No feedback/system status issue

Severity – 2 – Confuses user – Fix when we get a chance

In the lock screen it's great that I see the name of the song/artist and I can either skip, pause or say if I like it. Skipping and pausing give instant feedback if my tap was acted on, but the thumbs up/down buttons don't change color or grow or give any signal that my selection was marked.

Recommendation: Change color, circle or grow the icon that was selected, so that the user knows that his/her choice was 'heard'.
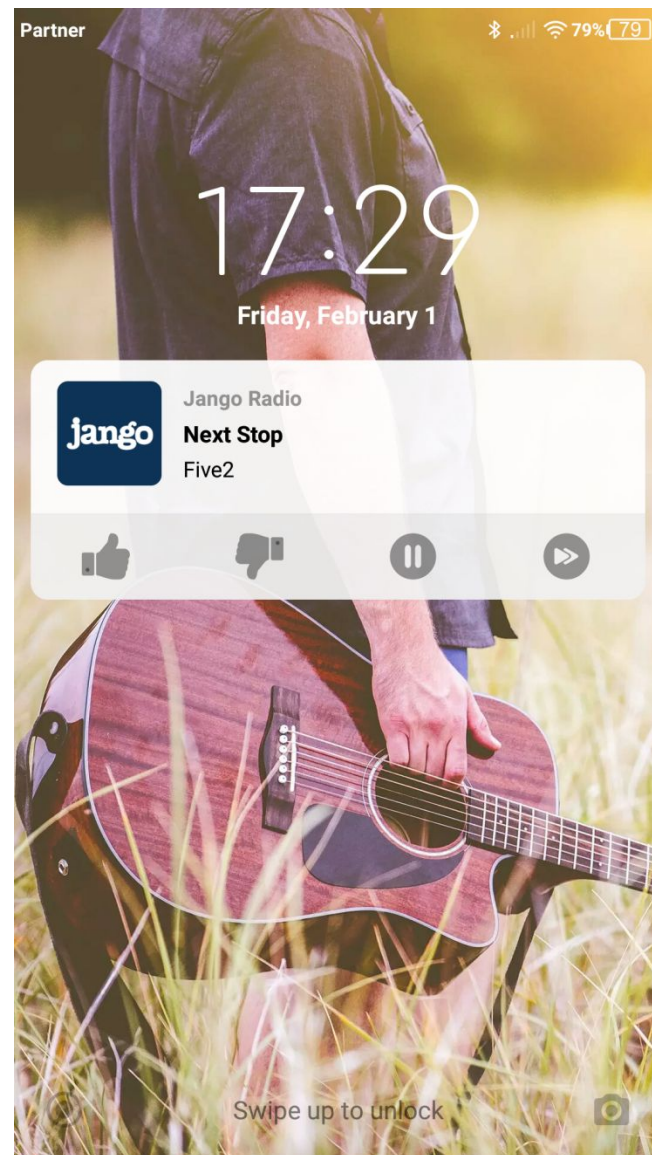

No feedback to tap

Usability and control issue

Severity 2 - Change when we can because it may cause confusion

The search bar in a popular music player app only searches within the sub-categrory (artists or genre or album…). If a user is looking for a band, but didn't notice that s/he is in the genre sorting category, he won't find the band by name. He would be confused by the 'no results' response and hopefully realize that he needs to click on the artists category, then search.

Recommendation: Make the search global, so that it searches by artist, album and genre.
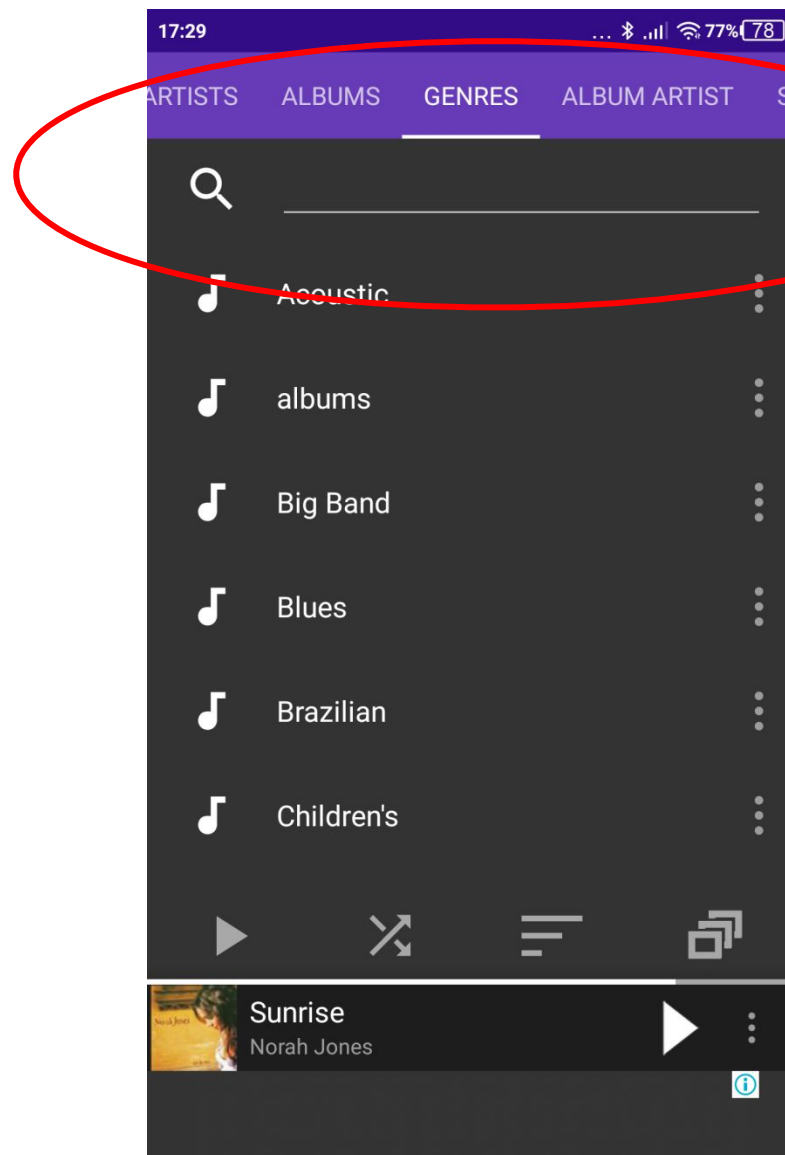
Searches only in sub-category

Functional design and user control issue

Severity 2 - Users won't find a key feature that gives the app a competitive advantage.

While onboarding on a successful blue light filtering app, users are invited to adjust the color hue and dimness, but the app has a useful auto-time dimmer where users can set the hours of dim light. I actually scrolled down a bit to show that we are about to find it below, but it was hidden.

Recommendation: Reduce the top margin of both boxes above it, to bring the auto-on control up.
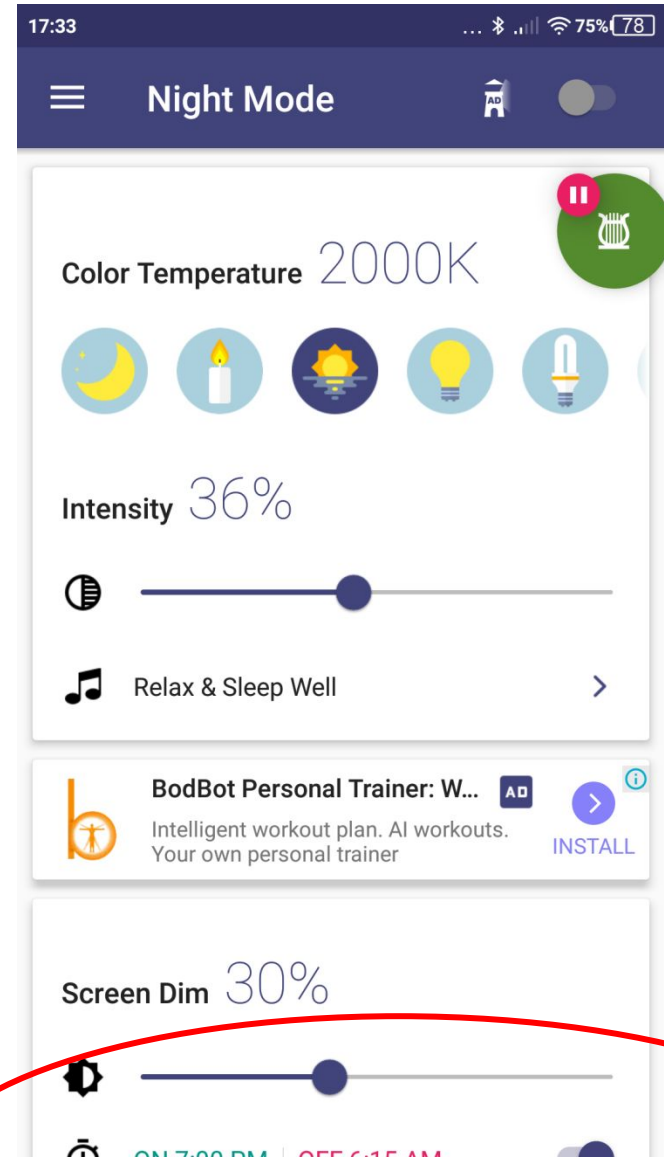

Auto on/off feature needs scroll

User Control and Functionality issue

Severity 3 - Change ASAP

The left-most screen of the Xiomi phone has a bunch of widgets that are intended to be useful, but they're not relevant at all. The recommended apps widget is probably advertisement (the user doesn't have any of these apps), but isn't targeted ads. He doesn't need any of them. The calendar widget doesn't show his calendar.

Basically the operating system didn't really ask the user to customize the widgets that he wants, nor did it learn the user by sorting through his data trail.

Recommendation: Offer some basic widgets that everyone needs, but ask him to choose to add/remove widgets.
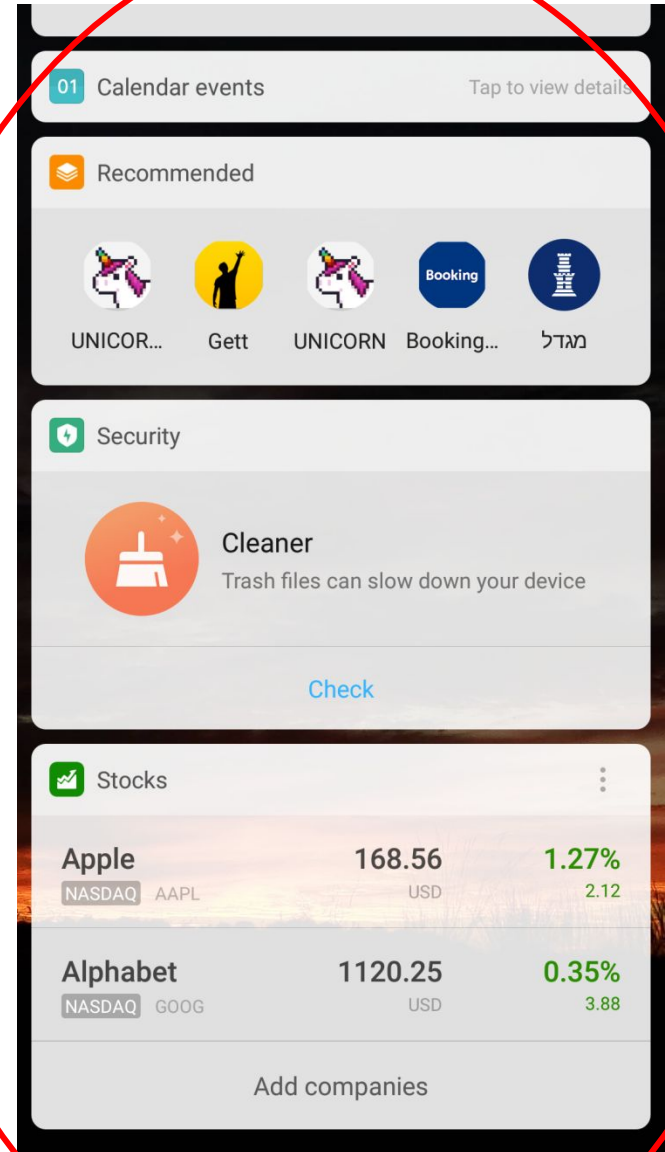
Not customized, irrelevant windows
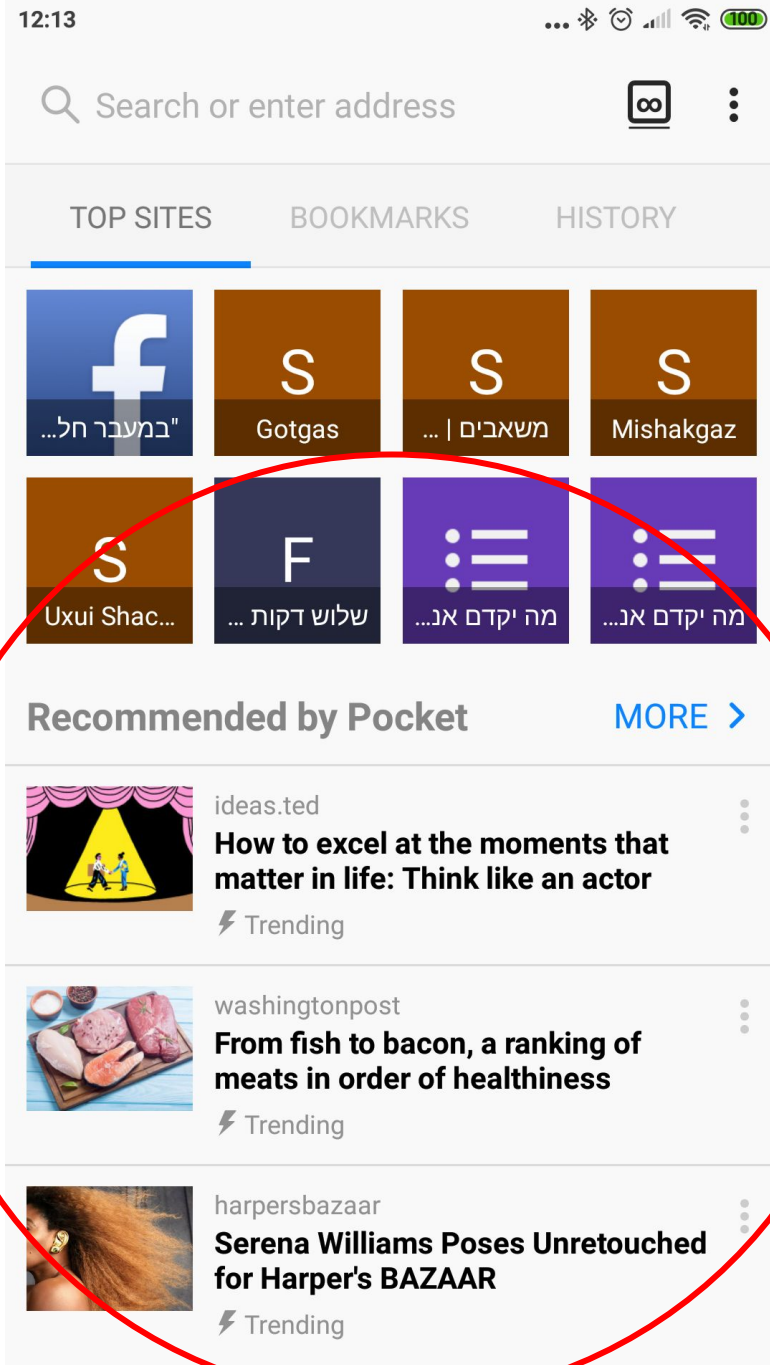
Functional design issue

Severity 2 - time consuming for user

When clicking on a Firefox searchbar, even if the user clicks on the microphone to do a voice search, s/he arrives first at this screen. The screen does many time consuming things before loading, such as look for relevant news and recent sites.
Furthermore, the main thing that users want to do is search, but s/he has to click on the search bar again to get the keyboard or microphone.

Recommendation: If he pressed on the microphone in the search bar before this screen, go straight to voice search. If not, first offer the keyboard, then offer up four recent sites and a newsfeed that takes less space. The keyboard is more important to the user.