

# *Heuristic Review of iinview*

*An in-depth analysis*

May 2014

# Purpose of Evaluation

User Experience Research conducted the Heuristic Evaluation in order to find out points of break downs in sign up and profile/ portfolio creation process and potential areas for user experience testing.

# Methodology

4 UX Research Analysts evaluated the prototype independently; scoring prototype elements where applicable

## Scoring Elements

- 1: Element complies with the heuristic
- 0: Element somewhat complies with the heuristic
- 1: Element does not comply with the heuristic

- Average score for each element and median score for each question were derived; giving the overall score (%) and the areas of focused recommendations, respectively.
- Each analyst leveraged the “User Focus” heuristic evaluation worksheet; a set of guidelines that can be applied to any interactive system and is an international usability standard.

Home Page				
Checkpoint	A	B	C	D
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1	1	1	1
Product categories are provided and clearly visible on the homepage	0	1	-1	1
Useful content is presented on the home page or within one click of the home page	1	1	0	1
The home page shows good examples of real site content		1	1	1
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1	1	1	0
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	1	-1		
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	1	1	1	1
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	1	1	1	0
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	1	1	1	1
The title of the home page will provide good visibility in search engines like Google		-1	0	-1
All corporate information is grouped in one distinct area (e.g. "About Us")			0	-1
Users will understand the value proposition	0	1	1	0
By just looking at the home page, the first time user will understand where to start	-1	1	1	0
The home page shows all the entry points into the primary task	1	1	1	1
The home page is professionally designed and will create a positive first impression	0	1	0	1
The design of the home page will encourage people to explore the site	0	0	0	
The home page looks like a home page; pages lower in the site will not be confused with it	1	1	0	0

# High Level Results

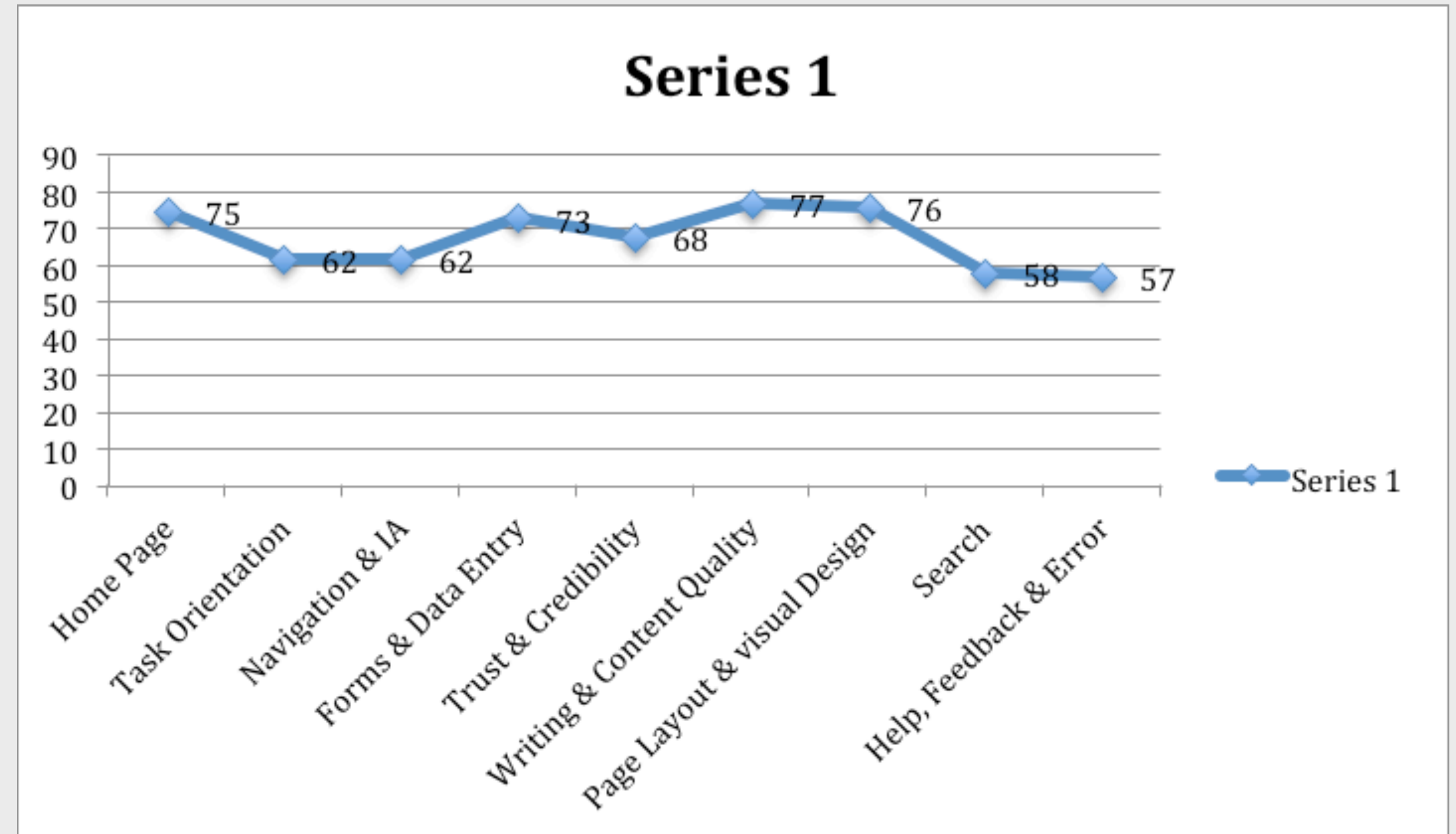
<b>Heuristic Analysis of:</b>	<b>1. Score %</b>	<b>2. Score %</b>	<b>3. Score%</b>	<b>Average Score %</b>
<i>Home Page</i>	72%	65%	88%	<b>75</b>
<i>Task Orientation</i>	68%	47%	72%	<b>62</b>
<i>Navigation &amp; IA</i>	66%	45%	76%	<b>62</b>
<i>Forms &amp; Data Entry</i>	82%	70%	68%	<b>73</b>
<i>Trust &amp; Credibility</i>	85%	59%	60%	<b>68</b>
<i>Writing &amp; Content Quality</i>	83%	66%	83%	<b>77</b>
<i>Page Layout &amp; Visual Design</i>	75%	65%	88%	<b>76</b>
<i>Search</i>	45%	53%	75%	<b>58</b>
<i>Help, Feedback &amp; Error Tolerance</i>	62%	44%	64%	<b>57</b>
<i>Overall score</i>	71%	57%	75%	<b>68</b>

# High Level Results

The overall usability score in each area was **average** with a few exceptions

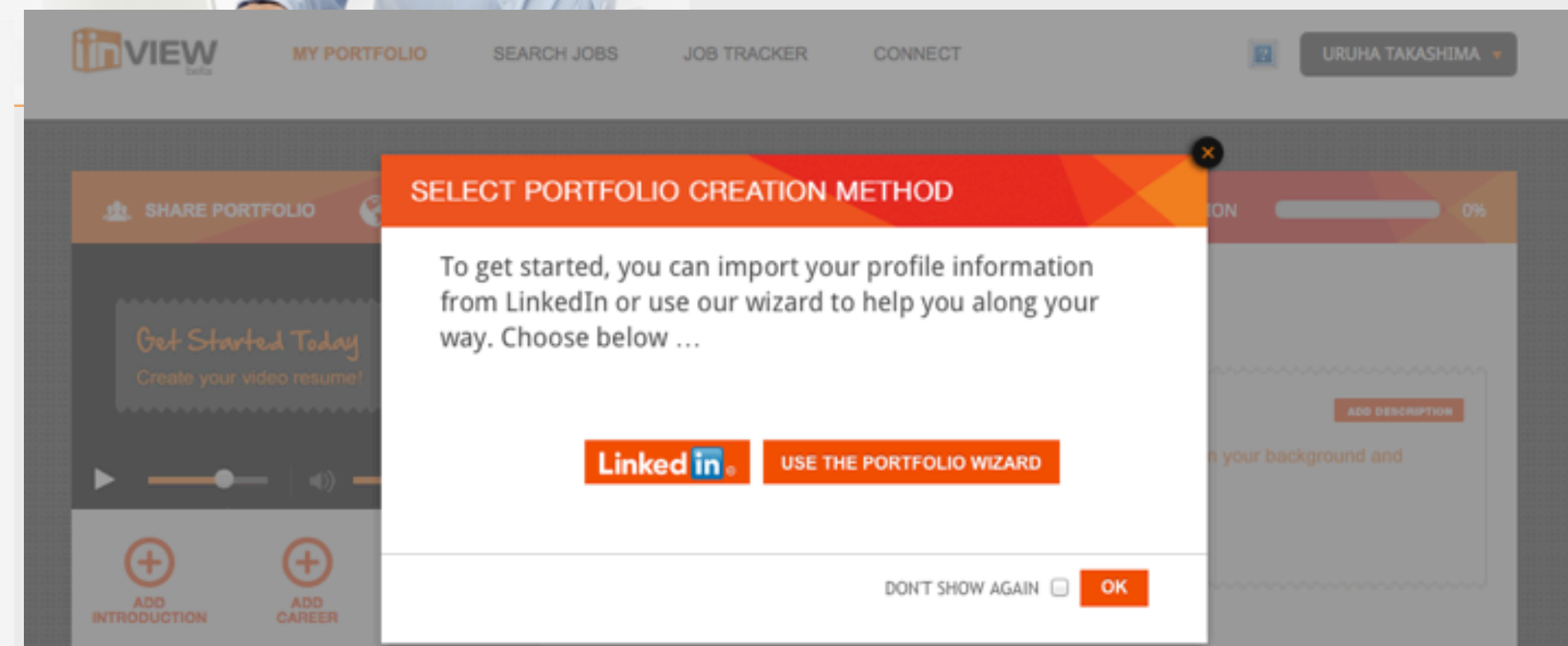
Above average score for elements that could be tested in *Home Page, Forms and Data Entry, Writing and Content Quality, and Page Layout*.

Below average score for elements that could be tested in *Search and Help, Feedback, and Error*.



# Testing Document

www.iinview.com



# Home Page

## Areas of Concern

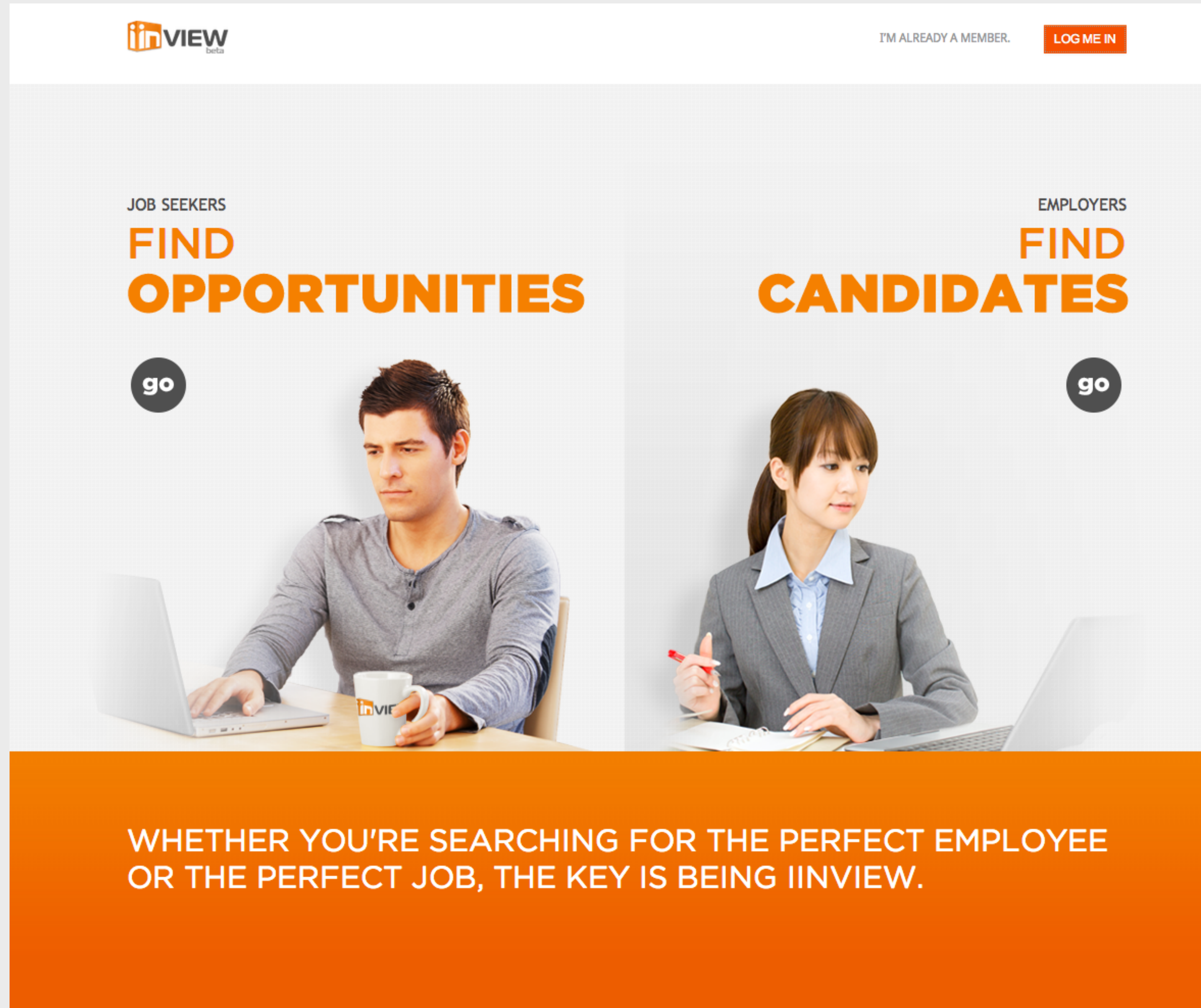
A - Call to action gets lost with all the surrounding text and images (call to action being “go”)

B - It is confusing that Log Me In stands alone with out there being a signup next to it (it might be confusing to someone who doesn't understand that they have to chose a path before they can sign up)

C - There is need for a search bar on the home page. Home page doesn't contain a search input box

## Recommendations

- First time users click on 'Find Opportunities' rather than 'go'. 'Go' needs to evoke a stringer call to action, hence should be visually stronger the category text.
- There should be an indication provided on the 'Home Page' as to the location of 'Sign up'.
- A general search bar on the home page will help first time visitors.



# Task Orientation

## Areas of Concern

A - Buttons are misleading (they are not actually clickable)

B - Inconsistent use of buttons or areas that are clickable along with inconsistent usage of typefaces.

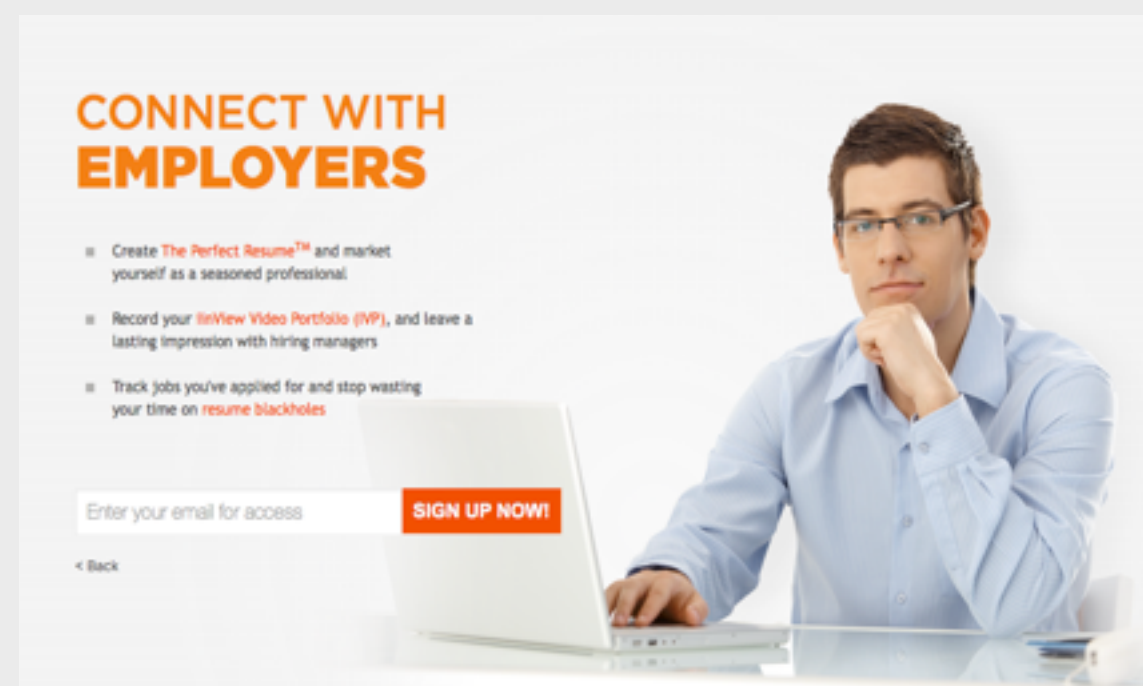
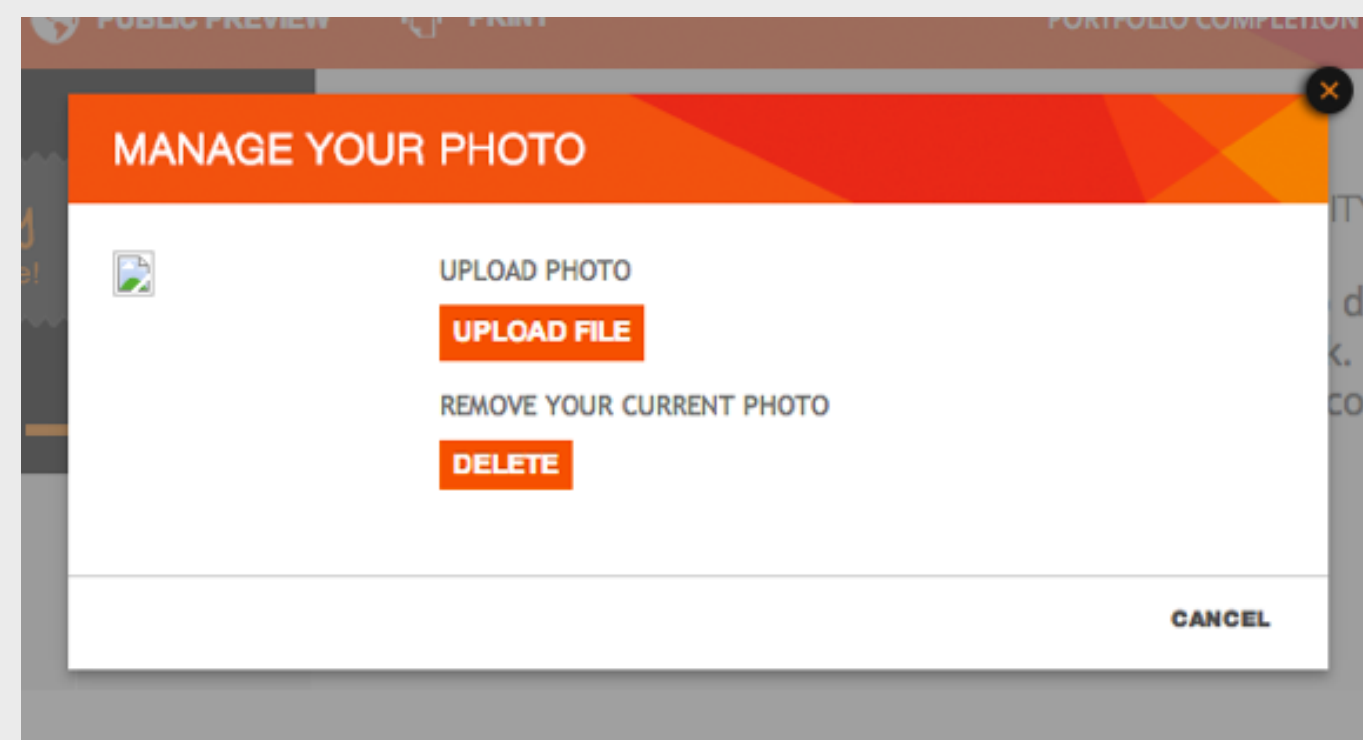
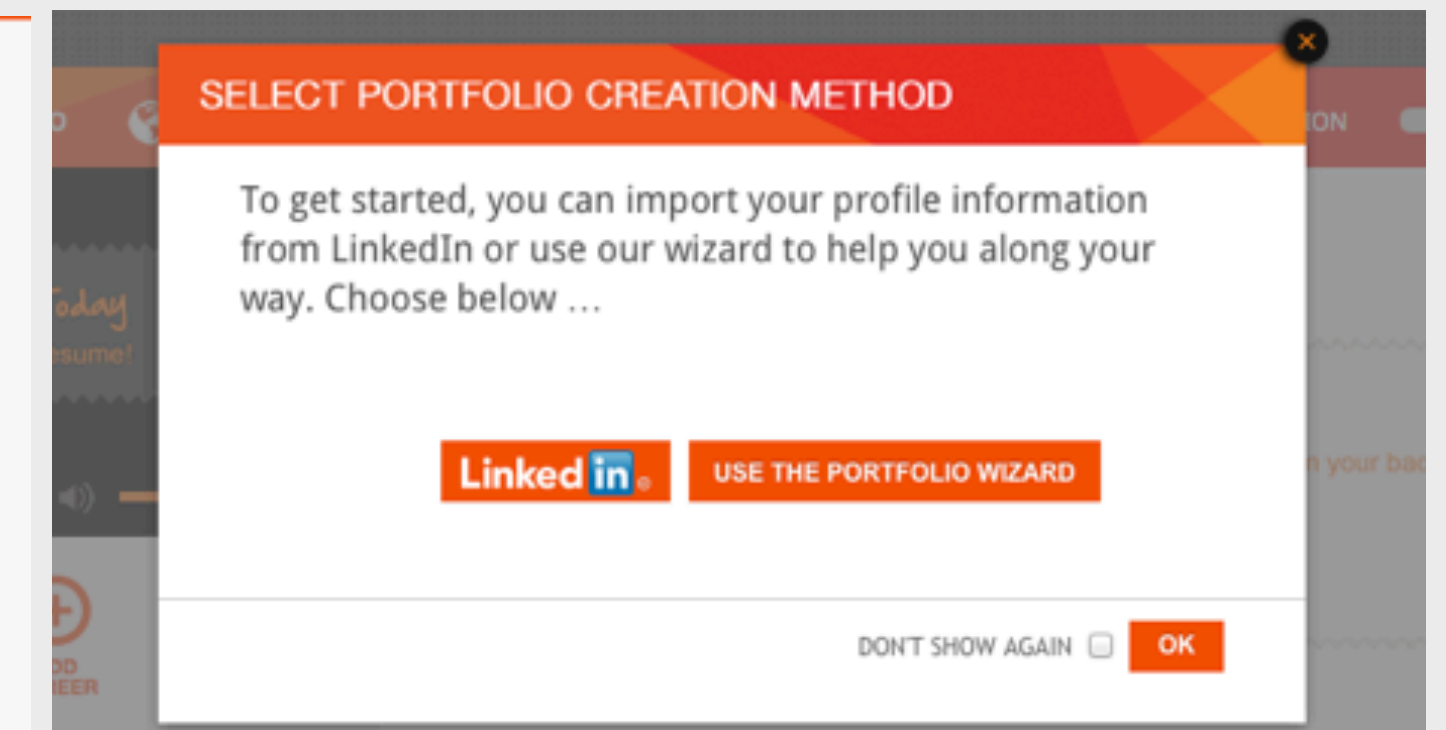
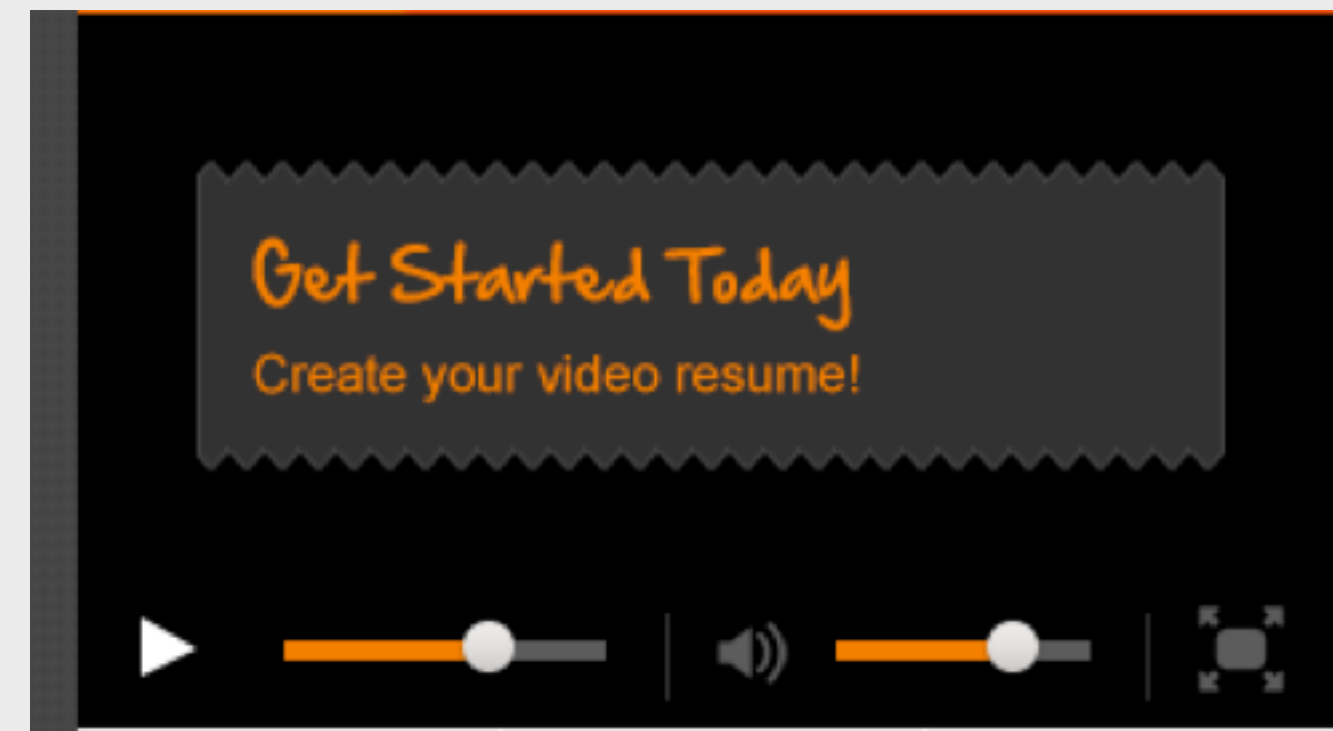
C - Most relevant content for a job seeker is not present on the home page or within one click of the home page. The path to job opportunities is clear on the home page, but the relevant information is available at least 3 pages deep.

D - While setting up profile page the modal is erroneous and requires to be clicked multiple times thus interfering with the flow and leaving the user frustrated.

E - To complete job seekers profile there is a tracker available, but a tracker for the overall process of setting up your profile, adding your favorite jobs and applying for jobs etc. is not available.

## Recommendations

- 'Connect with Employers' page should have clear call to action. The user should be informed about what each of these links/ services is about.
- There should be enough information provided before 'sign up' so as to convince of the user of the ingenuity of the website and about safety of their information.
- A site map would be helpful to gain overall perspective of the site.
- The modal is erroneous. It reappears/sticks even after selecting an option thus obstructing the flow and frustrating the user. it could contain tool tip to explain each of the options





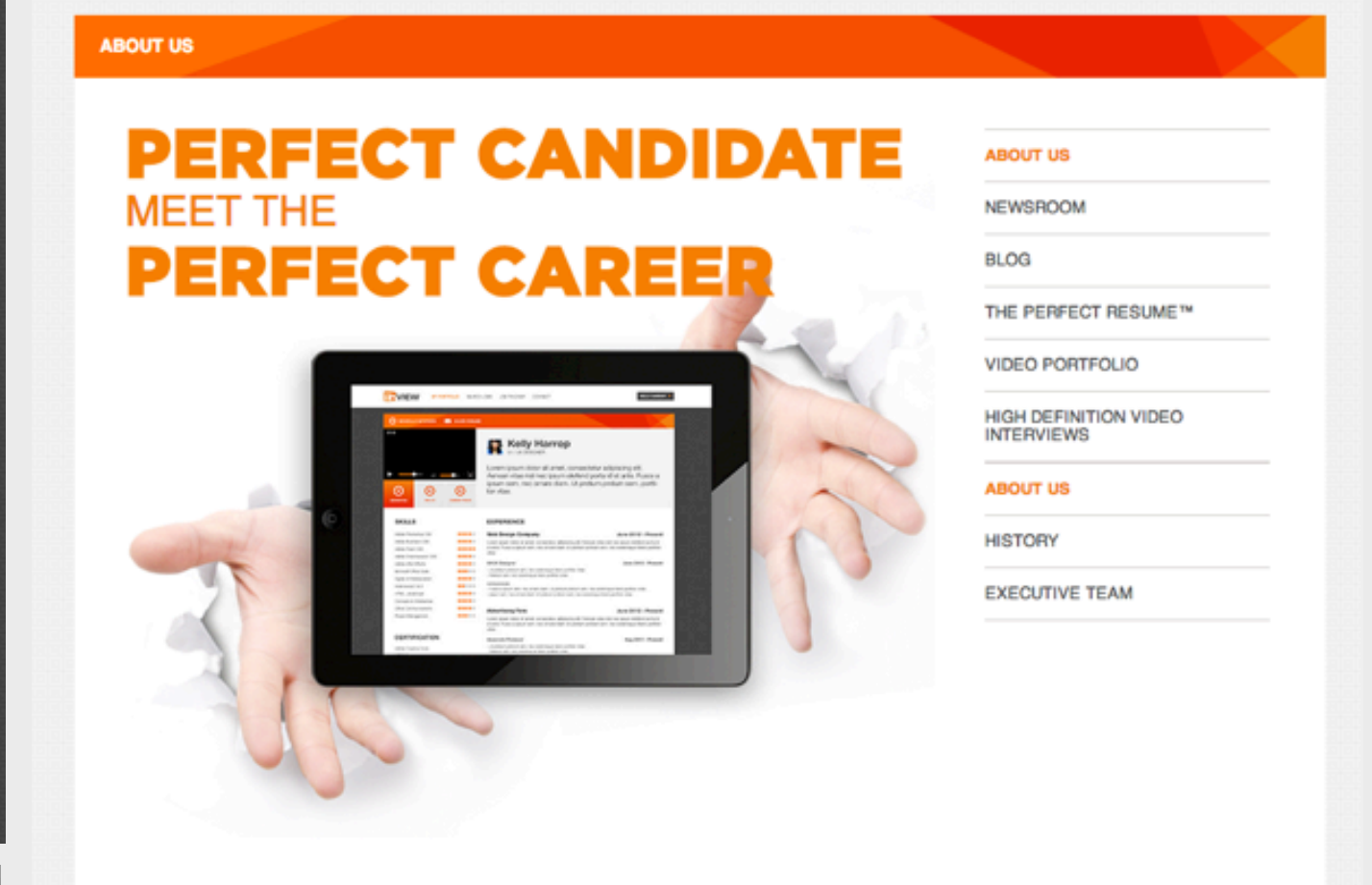
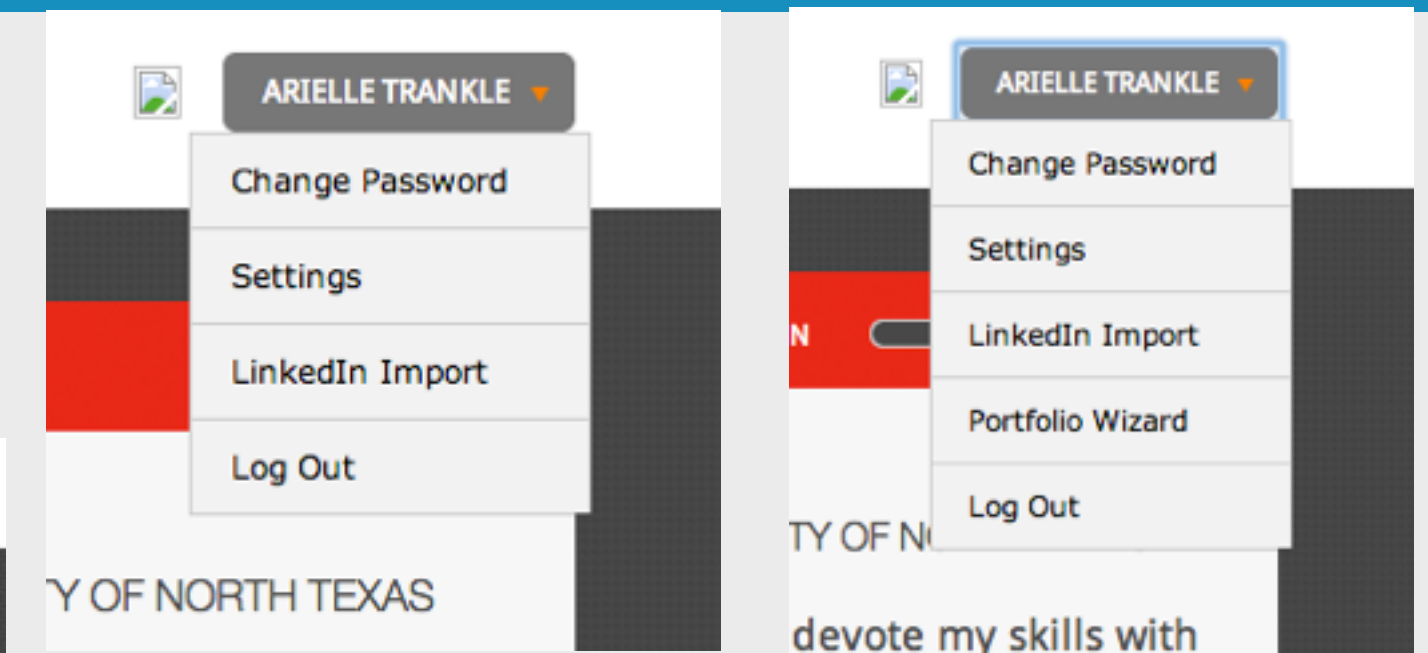
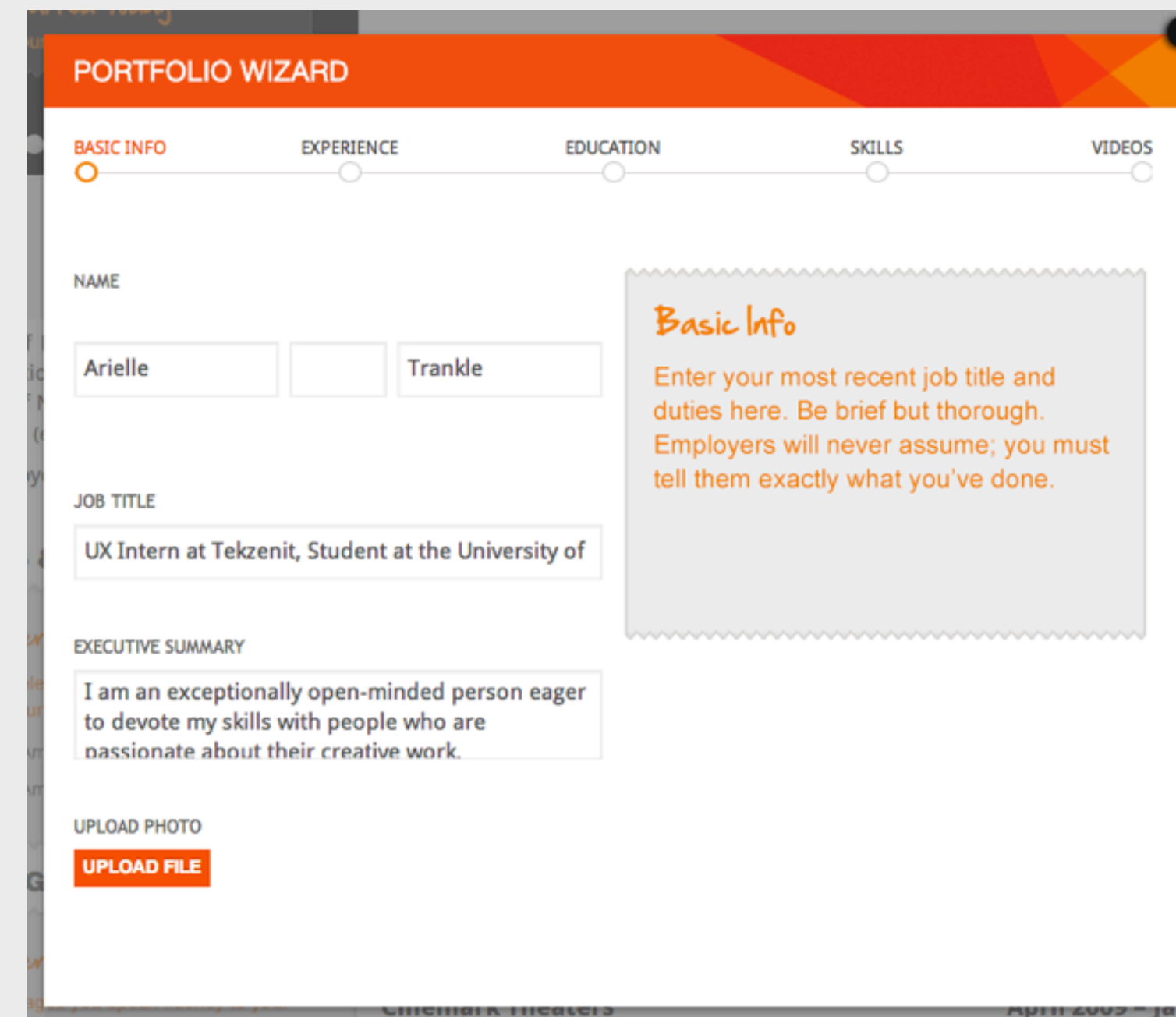
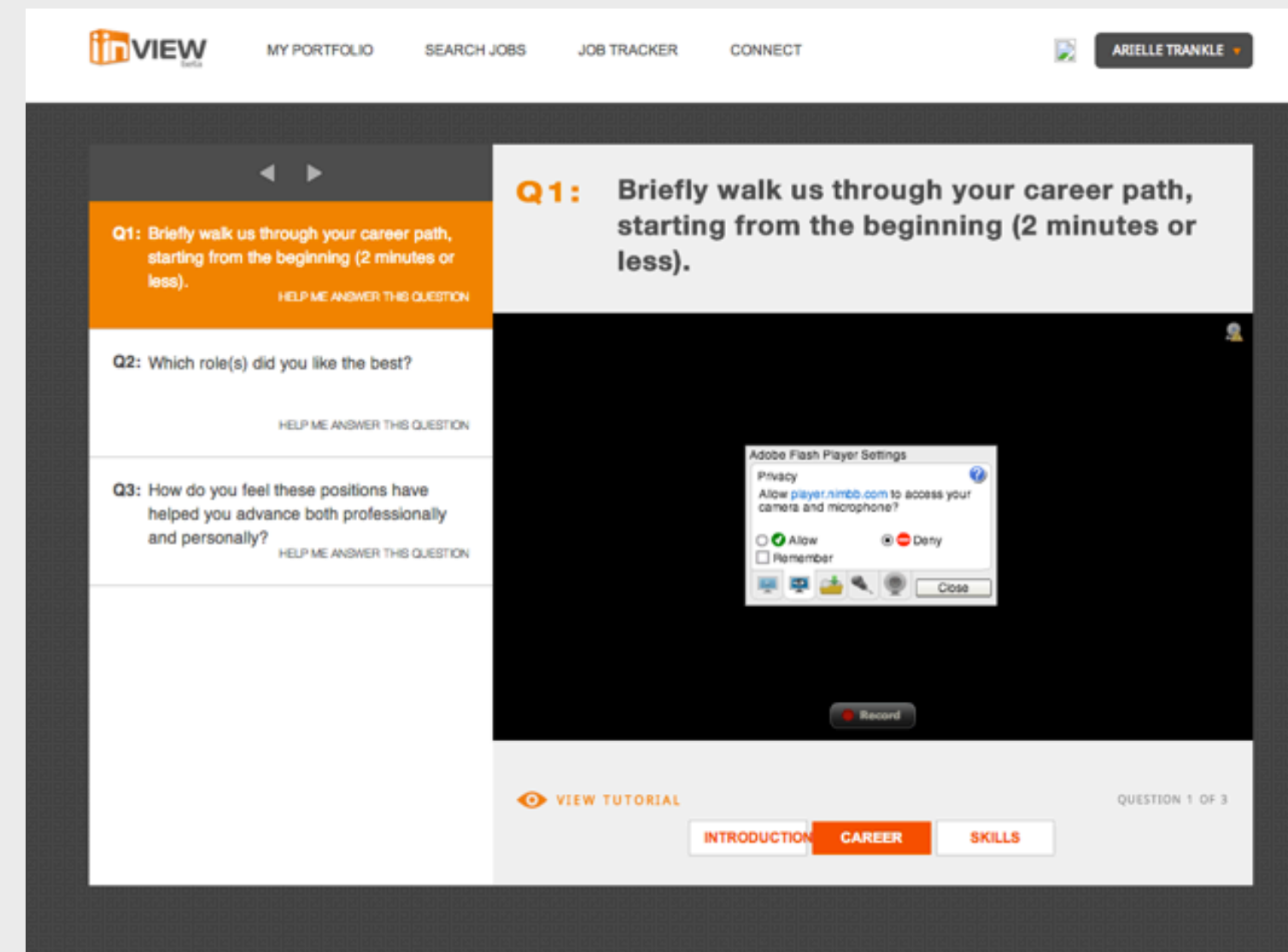
# Navigation and Information Architecture

## Areas of Concern

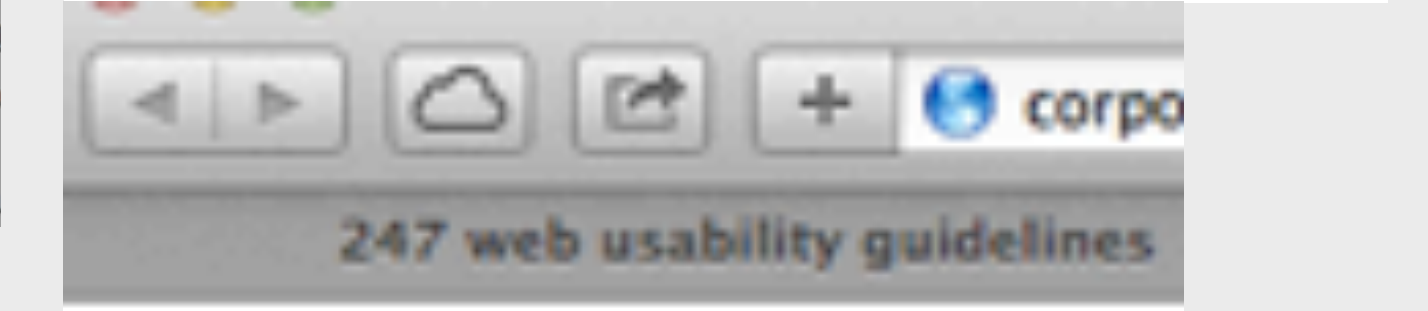
- A - Inconsistent account settings box.
- B - There is no way to go back unless the user clicks the home page and there also is no indication in the navigation to show the user where they are in the site.
- C - "About us" is available twice but the same information appears on both.
- D - There is no indication of getting to the next step and there is an inconsistent usage of things that are clickable (buttons and text).
- E - Not enough typographic hierarchy to differentiate different levels of text, everything seems to run together.
- F - The site disables the browser's back button.
- G - The term 'Resume Blackhole' is not clear to the user.

## Recommendations

- The navigation should incorporate a 'bale out' for the user at any point during the flow.
- Repetition of information such as 'about us' should be avoided, especially within the same sort navigation.
- User should be at all times informed of his location in the flow of the site and his call to action should be clear.



EXPERIENCE	
<b>tekzenit, Inc.</b> This is my current company UX Design Intern	January 2014 – Present January 2014 – Present
<b>Oculus360</b> Interactive and Graphic Designer	January 2014 – Present January 2014 – Present
<b>tekzenit, Inc.</b> This is my current company UX Research and Design Intern	January 2014 – Present January 2014 – Present
<b>Rosetta Stone</b> Freelance Graphic Designer	December 2013 – Present December 2013 – Present
<b>Self Employment</b> Freelance Graphic Designer	June 2012 – Present June 2012 – Present



# Forms and Data Entry

## Areas of Concern

A - Lack of hierarchy in text (text runs together, there is no separation in the different levels of text)

B - There is no distinction between 'required' and 'optional' fields.

C - For fields like Location, there is no preemptive suggestion or a mechanism to avoid spelling errors. The user only realizes the error on form validation.

## Recommendations

- The form and data entries requires better sense of hierarchy and coherence within smaller sub groups.
- Mandatory fields should be distinctly visible.

**PLEASE COMPLETE YOUR REGISTRATION!**

ACCOUNT TYPE  
Candidate

FIRST NAME BLK  
Enter your first name

LAST NAME  
Enter your last name

CUSTOM URL / USERNAME (www.iiview.com/username)  
Enter your desired user name

PASSWORD  
Enter a password

RE-TYPE PASSWORD  
Confirm your password

**REGISTER NOW!**

**SUBMIT**

**inVIEW** beta MY PORTFOLIO **SEARCH**

**SEARCH JOBS** **TRACK JOBS**

Enter fields below for Job Title, Location and Radius

TITLE

LOCATION

RADIUS (MI)

**GO**

**EDUCATION** **ADD SCHOOL**

Bachelor of Fine Arts (BFA),  
Communication Design - Graph  
University of North Texas  
2010 – 2014 (expected)

McKinney Boyd Highschool  
2006 – 2010

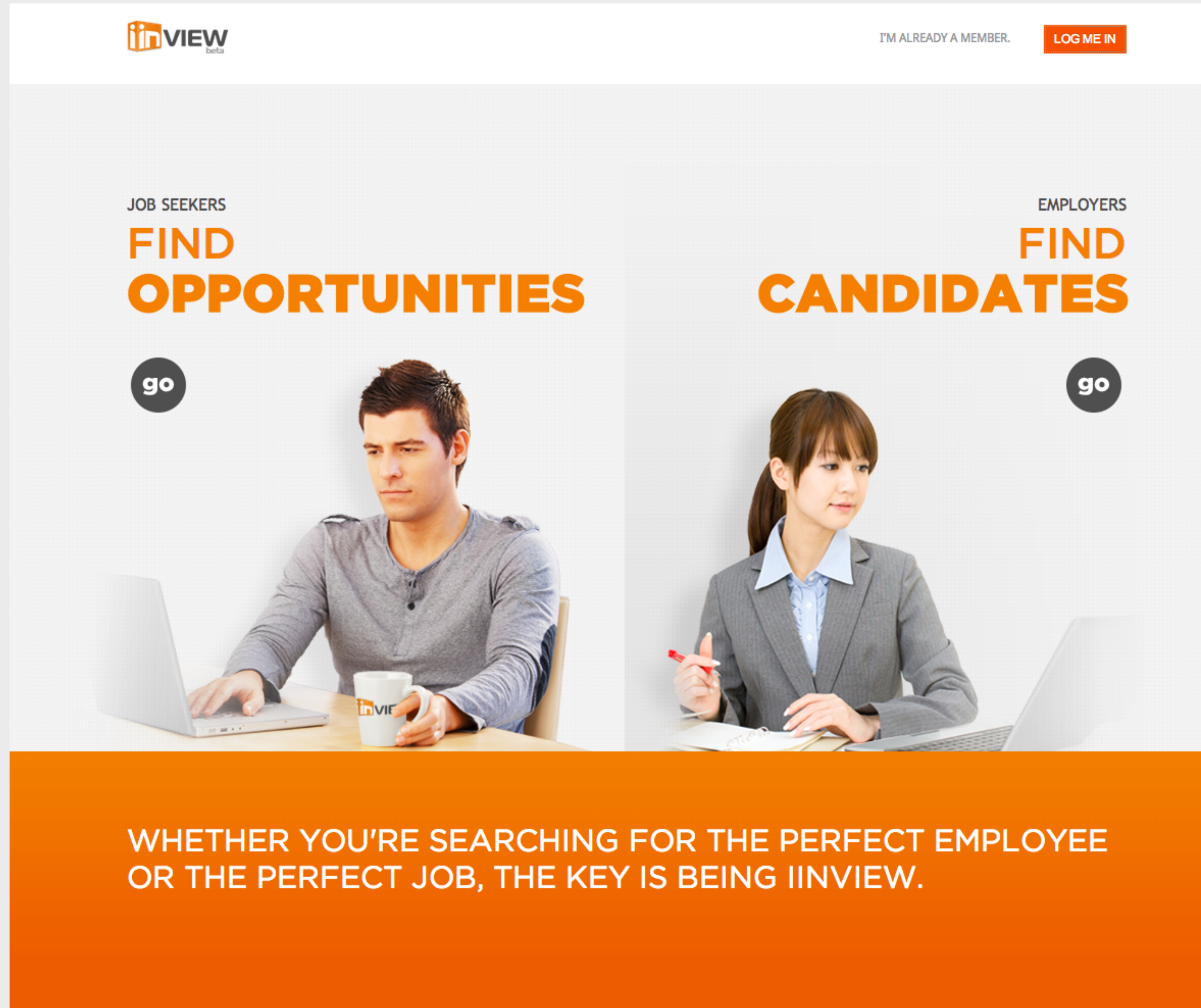
# Trust and Credibility

## Areas of Concern

A - The website does not provide information as a proof of credibility on the home page and at other crucial positions such as 'sign up'.

## Recommendations

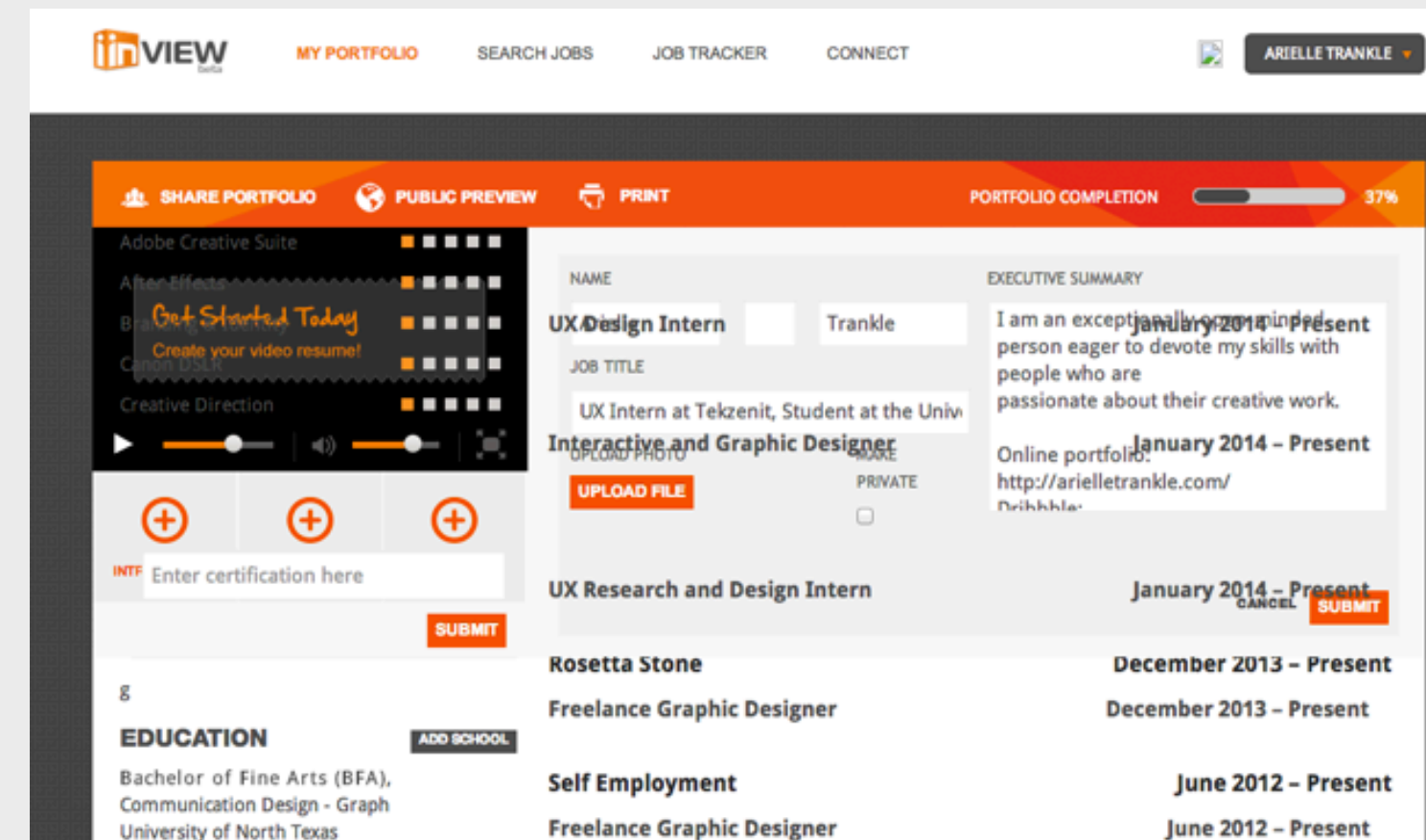
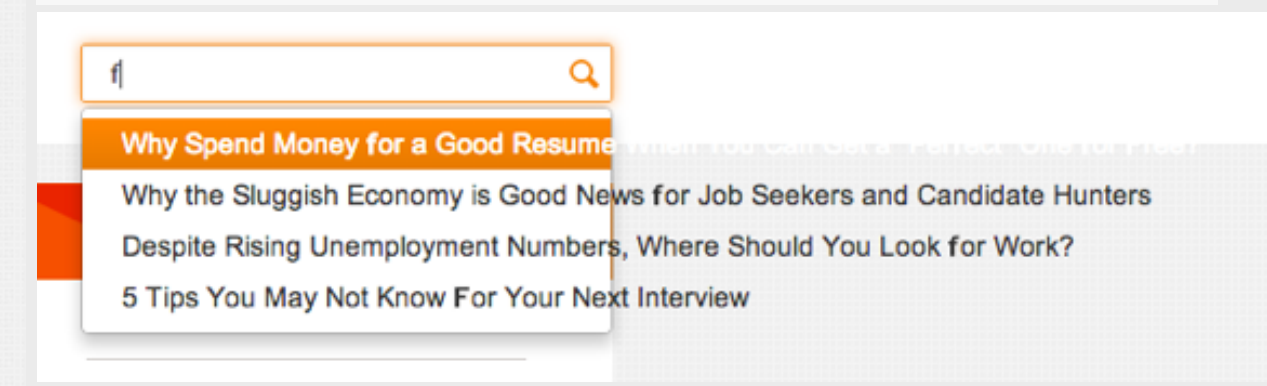
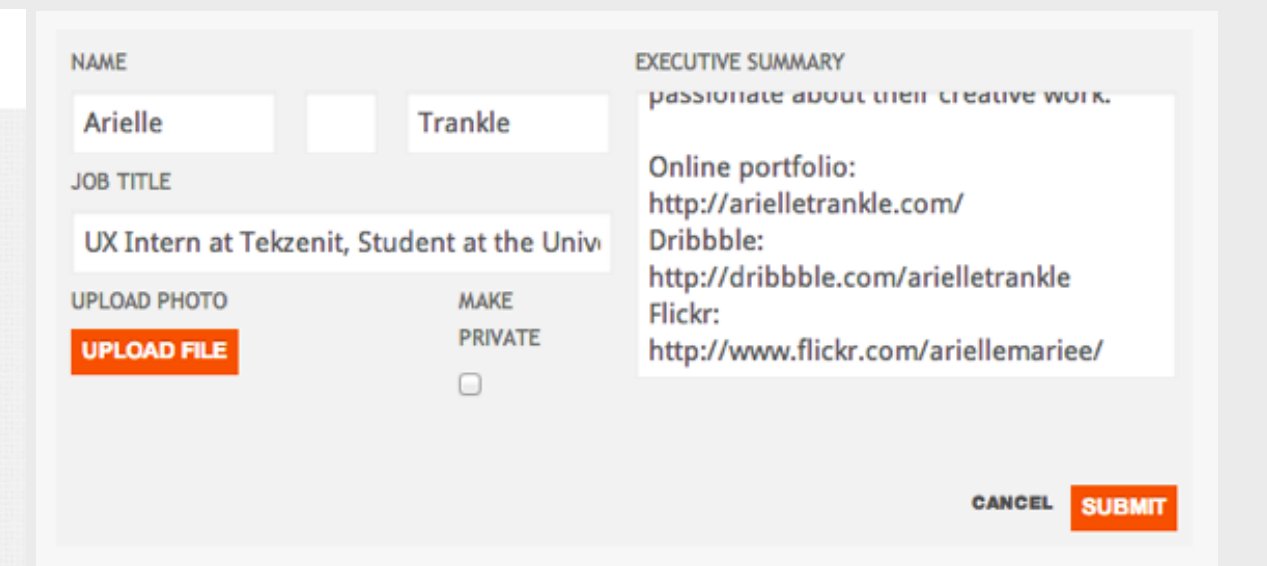
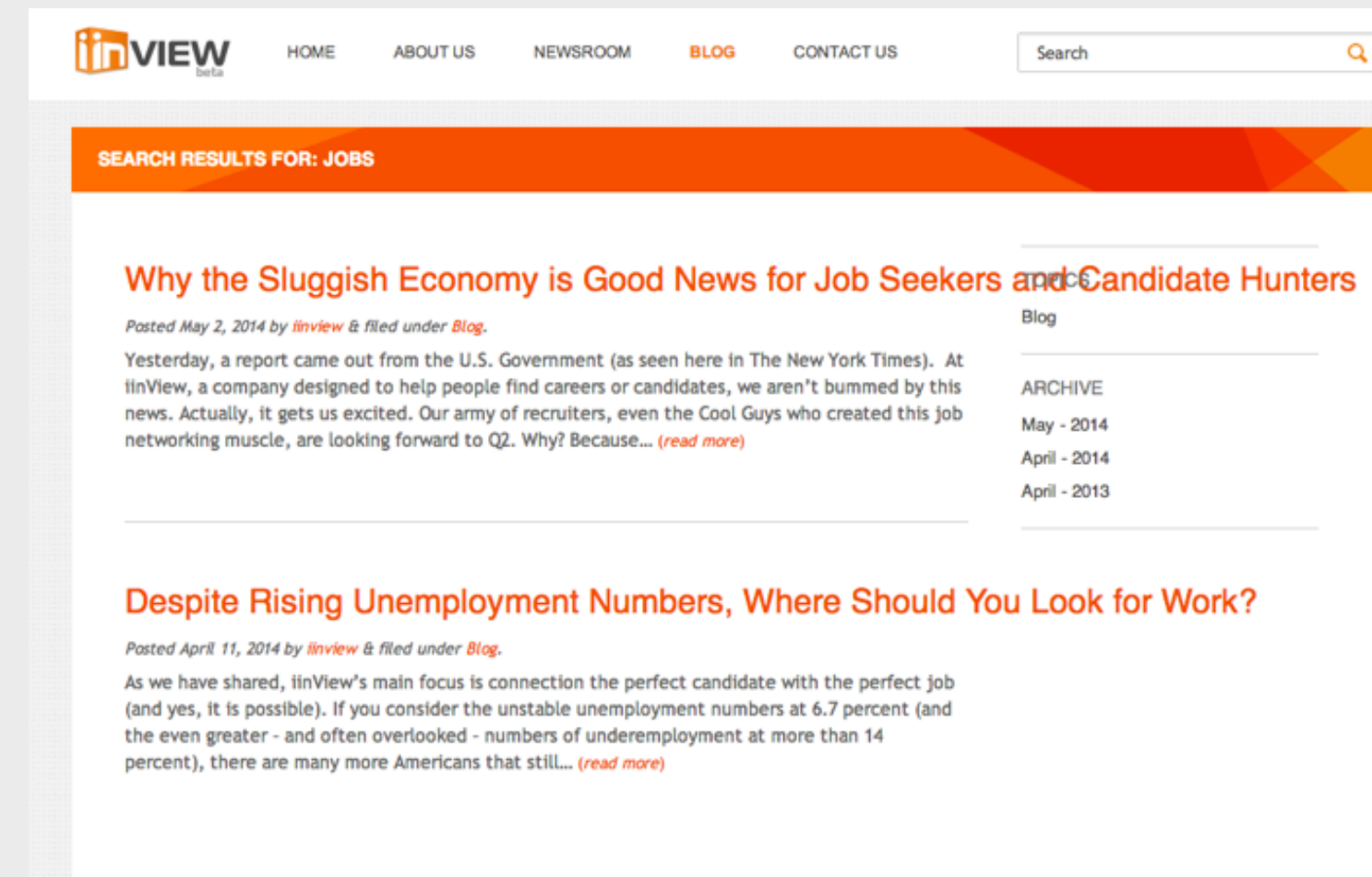
- Trust needs to be established with the user in two key ways:
- to trust the website as a credible partner in their job search,
  - assurance that the personal information is safe with the website, and will not be sold or provided to third parties.



# Writing and Content Quality

## Areas of Concern

- A - There is no indication of why these articles would be useful to the user.
- B - The titles of the articles are not properly wrapping.
- C - Text runs on top of each other
- D - Text runs outside the box when the user is searching for something.
- E - Inconsistent use of buttons and button text (clickable text).



## Recommendations

- Clear indication of relevance and significance of each page and content section
- Text needs to be re-formatted at multiple places as it interferes with readability and causes frustration.

# Page Layout & Visual Design

## Areas of Concern

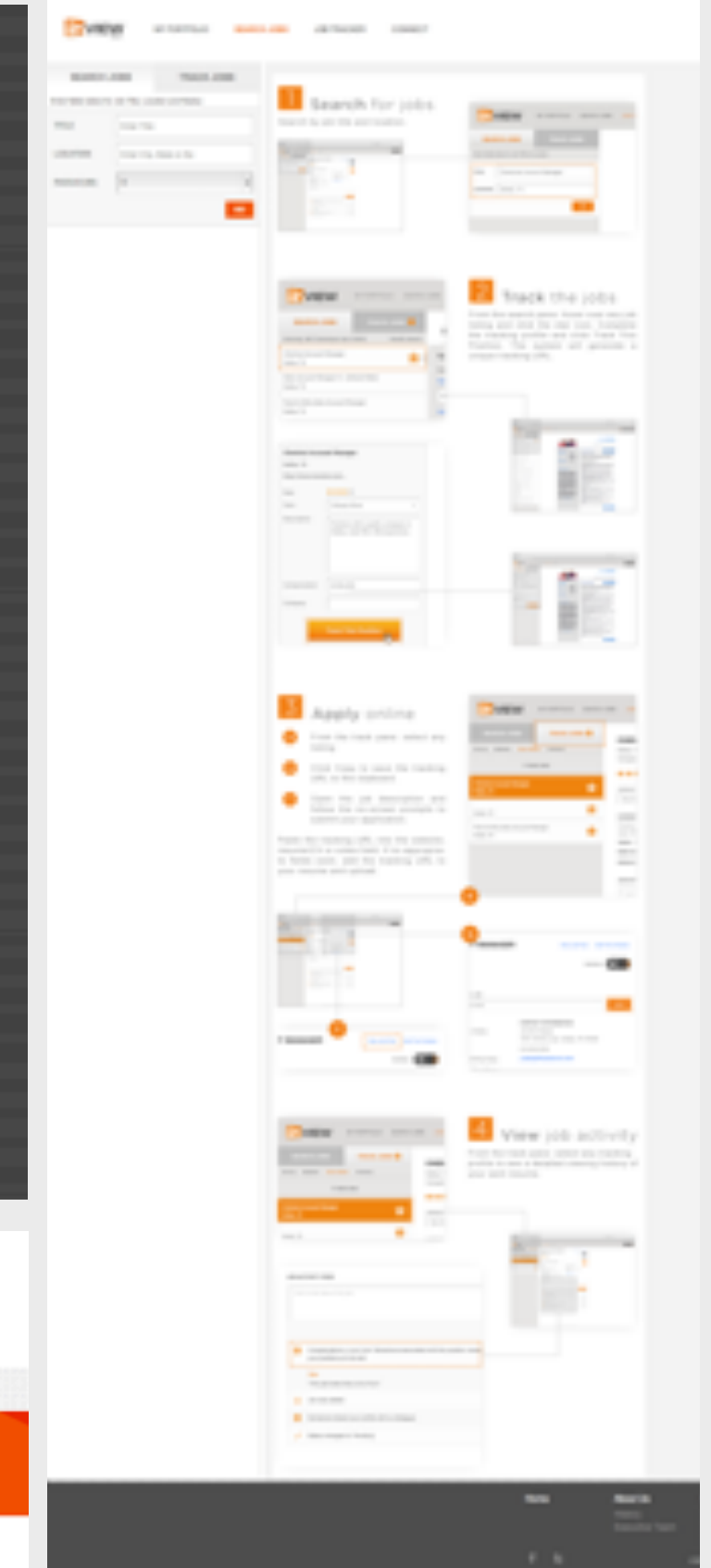
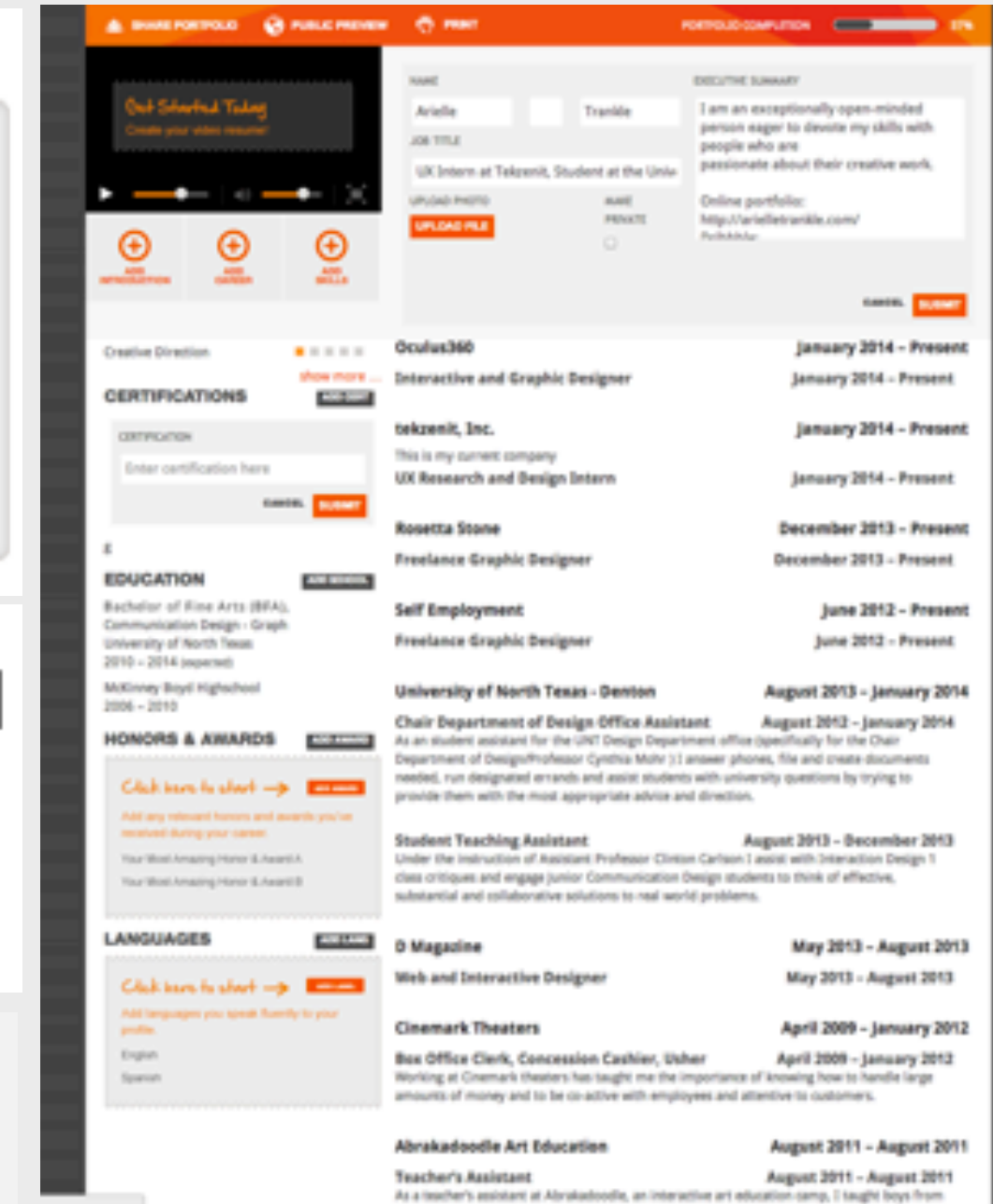
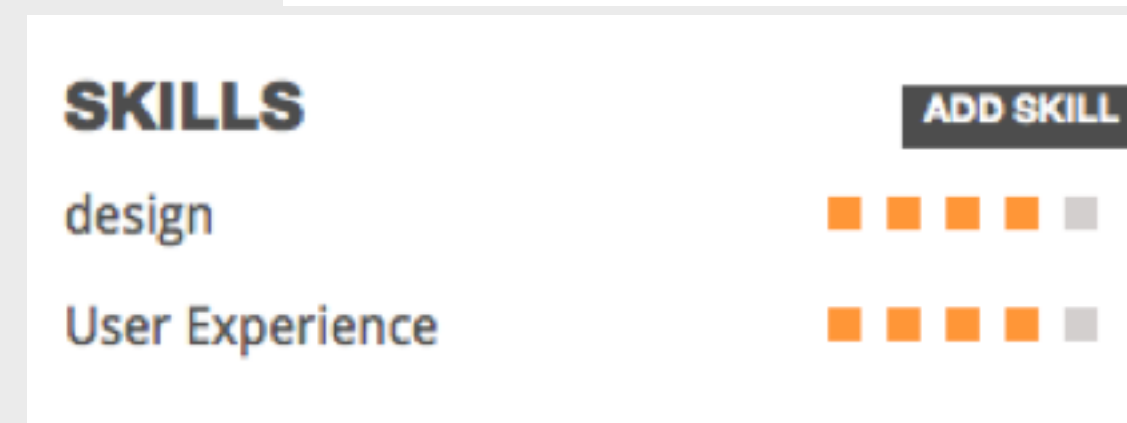
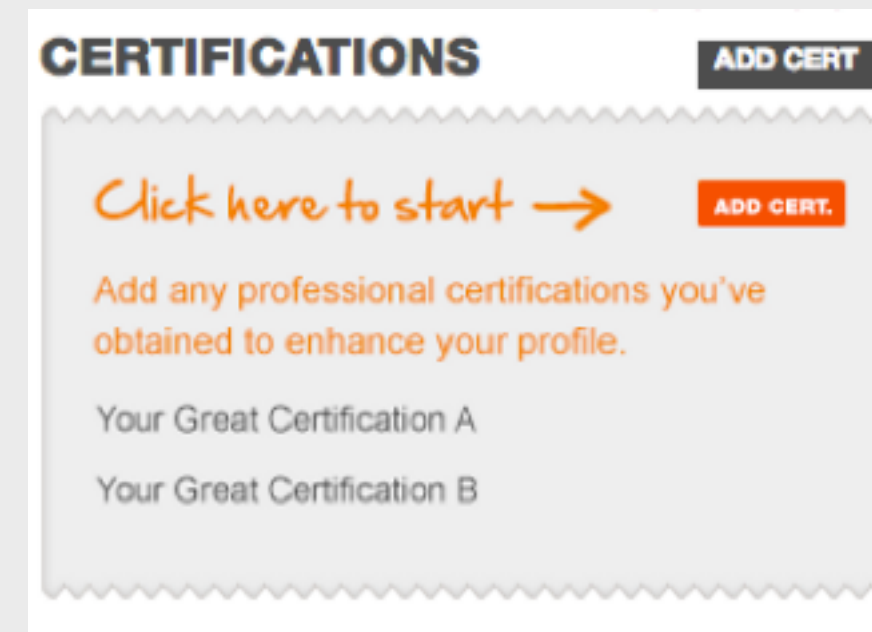
- A - Page area is cluttered (there is not a lot of white space)
- B - “Handwritten” type seems inappropriate and inconsistent with the rest of the look and feel of the design of the webpages.
- C - Button text does not fit on the actual button
- D - Text and images seem like one cohesive thing instead of separate steps (too cluttered).
- E - Usage of fonts across the site (or sometimes within the same section) is not consistent. For instance, first paragraph on this page has a different font formatting vs. the second paragraph and the third paragraph has different color.

F - The website doesn't have consistent layout.

G - 1. The rating system in 'Skills' section doesn't save after editing.

## Recommendations

- Overall, there needs to be visual and contextual coherence and consistency build between text sections, forms, tips, modals and errors through.
- Most headers are in Capitals. This should be limited to where absolutely necessary.
- The button should indicate that there is an action associated and should not leave the user guessing about where to click.

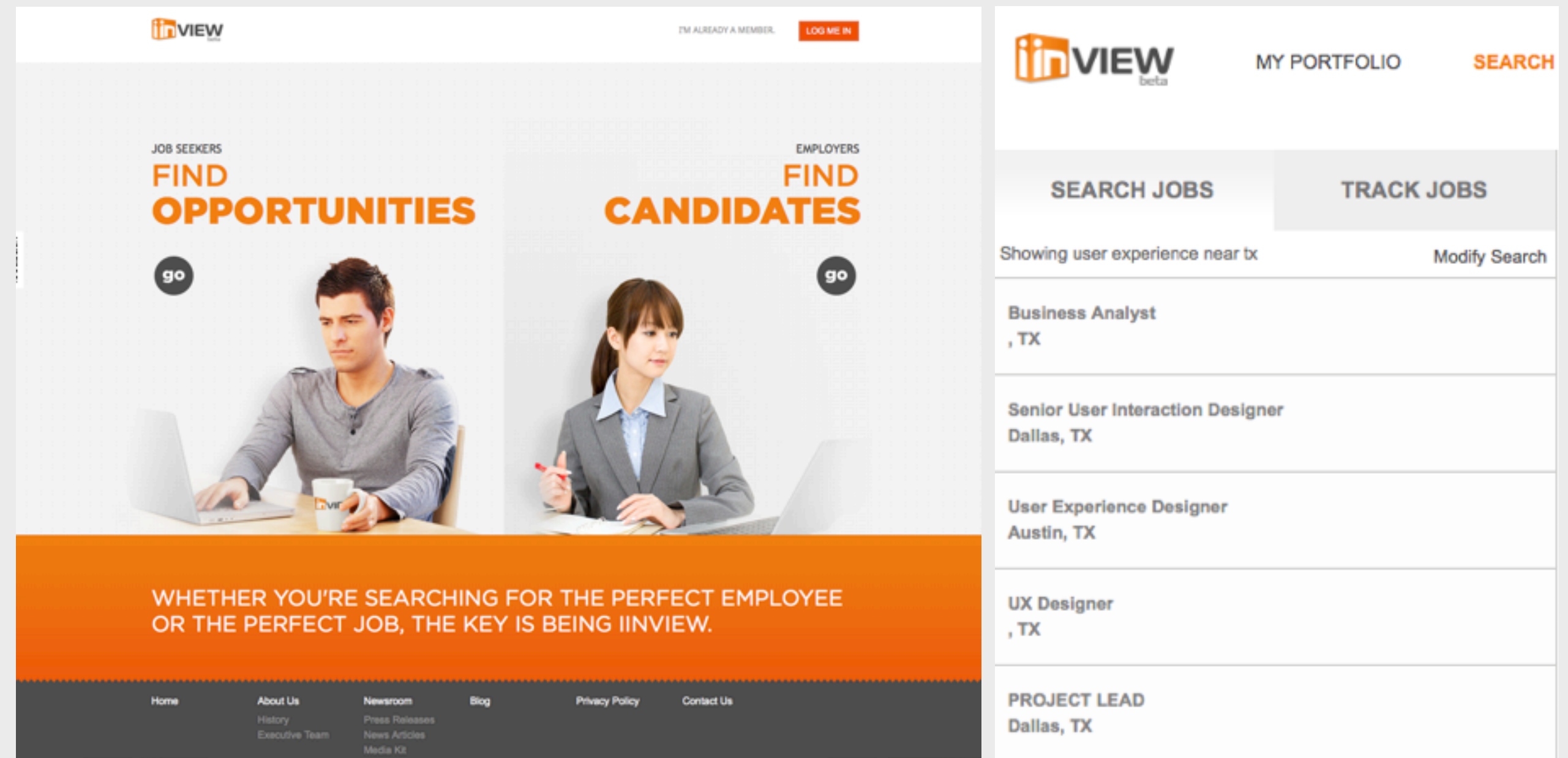


# Search

## Areas of Concern

A - There is need for a search bar on the home page. Home page doesn't contain a search input box

B - There is no sort or filter function on the website for job search results.



## Recommendations

- Ability to sort, filter, categorize, save, review, compare needs to be incorporated for search results.

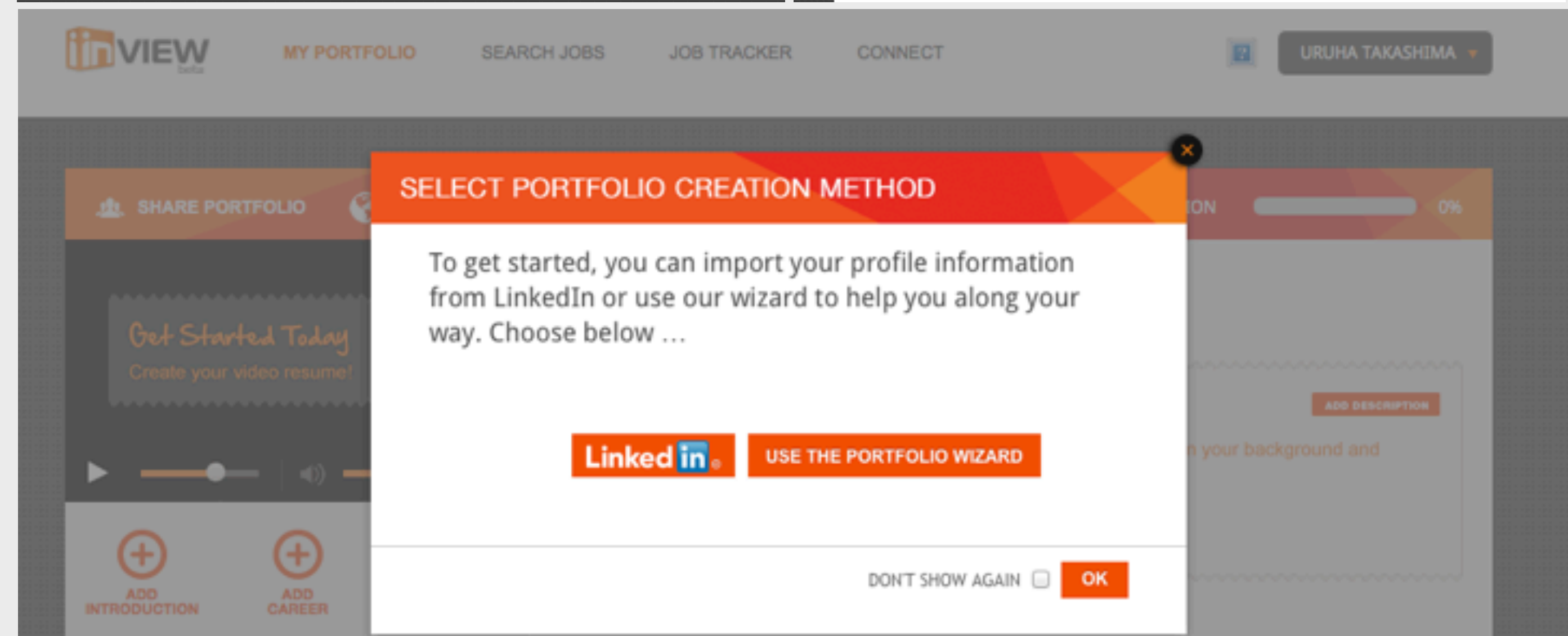
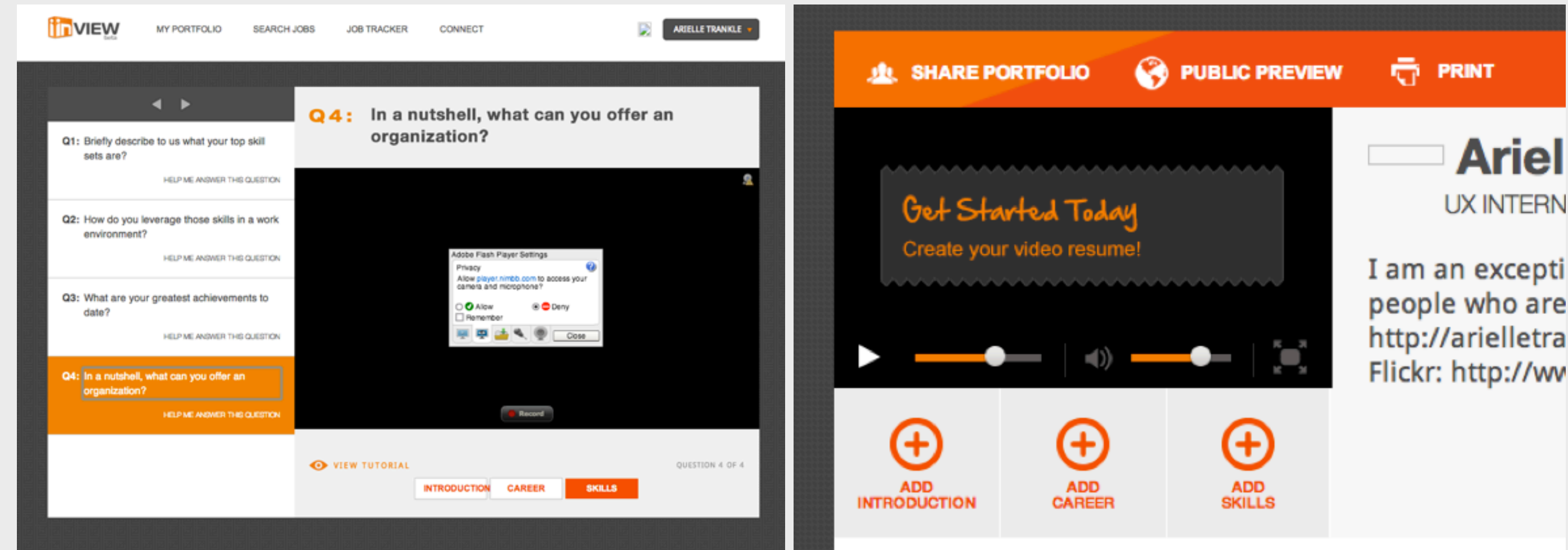
# Help, Feedback, Error Tolerance

## Areas of Concern

A - When the user gets to the end of the questionnaire there is no indication of how to save answers or how to move forward.

B - Icon usage is inconsistent (style-wise)

C - No information (or tooltip) provided about the 'Use Portfolio Wizard'.



## Recommendations

- Form field validation needs to provide clearer and stronger feedback. Allowing users to select from a pre-populated list for fields like location would help reduce error.
- For non-standard term, there should a means of conveying their function (via a too tip perhaps)
- A clear feedback of completion of forms and tasks should be conveyed to the user.

*Thank You.*

*User Experience Research*

**May 2014**