
Ed*Curation*

— Heuristic Evaluation —

Table of Contents

Executive Summary	03
Introduction	07
Methodology	09
Findings	14
Other Findings	23
Conclusion	25

Executive Summary

A Quick Report Overview

A Quick Report Overview

Goal

The purpose of the heuristic evaluation is to find existing usability issues with the vendor onboarding process of EdCuration's website. Identifying the problem areas allows us to focus our user testing to see how these issues might contribute to the vendor not completing their product listings.

How

Negative findings will be included in a condensed report containing a prioritized list of negative issues analysed using Jakob Nielsen's 10 Heuristics.

The Findings

There were several findings on EdCuration's website regarding the vendor Onboarding process

Visibility of System Status

It was unclear throughout the onboarding process what the system status was. For example, while inputting product information, the user is left unclear as to whether or not the product page is live or still a draft. Likewise, when a user presses the "save changes" button, the user is left questioning whether or not the button worked.

Mapping

There were two main issues here. One issue is that the instructions for form labels and placeholder text on the "New product" and "Update Product" pages are often unclear. The other issue is that when a user is uploading product images to their product page, it is not clear to the user how the images will be used/displayed on the product page.

Flexibility

It is not very intuitive on what to click on next to get to the next section on the product information forms.

The Findings

There were several findings on EdCuration's website regarding the vendor Onboarding process

Consistency

Overall, there are inconsistencies throughout the process of inputting product information. There is inconsistency in the following areas:

- language (i.e. chars vs characters)
- Instructions
- Word count limits
- Capitalization/boldness
- Uploaded files presentation
- CTAs

Recognition

It is unclear what kind of file is allowed in each file upload field. It is also unclear what the max size and optimal dimensions for images are.

Introduction

A Quick Report Introduction

Introduction

The UX team for EdCuration's website has applied 10 usability heuristics to EdCuration's user interface design.

There are three separate tasks that serve the purpose of accomplishing the goal set out by the UX team. Below are the three tasks prescribed to each expert user guided through the Nielsen Usability Heuristics List:

- Complete the signup process
- Create a vendor profile
- Create one product profile

The methods section of this report will describe the process of the report in great detail. The findings section of this report will present the core insights.

The other findings section of this report will describe other issues that do not fit under one heuristic. These are problems that need to be addressed that did not make it on to the condensed report.

Methodology

A Quick Report on Methodology

Evaluation Process

1. Kickoff & Preparation
2. Team Meeting
3. Evaluations Complete
4. Evaluation Analysis
5. Final Report

Scenario & Tasks

Scenario

A user has just finished creating an innovative supplemental curriculum that can benefit many students. It is now time to reveal this curriculum to the market. The user picks up their phone, google's platforms to sell his curriculum on, and finds EdCuration's website. The free trial is alluring to the user and wants to try EdCuration out. The user then begins signing up for an account with the hope of putting their product out in the market.

Tasks

Task 1 - Complete the signup process

Task 2 - Create a vendor profile

Task 3 - Create one product profile

Nielsen's 10 Usability Heuristics

Visibility - Show system status, tell what is happening

Mapping - Use familiar metaphors & language

Freedom - Provide good defaults & undo

Consistency - Use same interface and language throughout

Error Prevention - Help users avoid making mistakes

Nielsen's 10 Usability Heuristics

Recognition - Make information easy to discover

Flexibility - Make advanced tasks fluid and efficient

Minimalism - Provide only necessary information in an elegant way

Error recovery - Help users recognize, diagnose, and recover from errors

Help - Use proactive and in-place hints to guide users

Severity Ranking System Used

S0 - It violates a heuristic, but doesn't seem to be a usability problem.

S1 - Superficial usability problem may, be easily overcome by user or occurs extremely infrequently. It does not need to be fixed for next release unless extra time is available.

S2 - Minor usability problem, may occur more frequently or be more difficult to overcome. Fixing this should be given low priority for next release.

S3 - Major usability problem, occurs frequently and persistently or users may be unable or unaware of how to fix the problem. It is important to fix, so it should be given high priority.

S4 - Usability catastrophe seriously impairs use of product and cannot be overcome by users. It is imperative to fix this before product can be released.

Findings

In Depth Findings and Recommendations

Task

Each designer takes 30-60 minutes to complete the signup process, create a vendor profile, and create one product profile. These are our findings.

First finding – System Status Unclear

Severity of the Issue

S3

Visibility of System Status (1)

The visibility of system status was unclear throughout the process of completing the tasks. During the product creation process, the user was left uncertain as to whether or not their product was live or saved as a draft. These findings were the same for the vendor profile creation process as well.

Recommendation

Adding the following status options to both the vendor and product profiles: Publish, Save Draft, and Pending Review. The status of the pages should be located next to the preview button. We also recommend reviewing product listings before they go live.

State the measured impact this solution demonstrates in 140 chars or less.

Learning Solution Website:

URL Link to Solution

Add Product

When the user clicks on Add Product, it is unclear if the product is live or not.

Second Finding - System Status Unclear

Severity of the issue

S3

Visibility of System Status (2)

During the product creation process, the user was left uncertain as to whether or not the “save draft” and “undo” buttons were working. These findings were the same for the vendor profile creation process as well.

Recommendation

Adding an alert with a message, letting the user know the button’s task has been completed successfully.

Undo Changes

When the user clicks on the Undo Changes button, there is no message that alerts the user whether that task is completed.

Third Finding - Mapping

Severity of the issue

S2

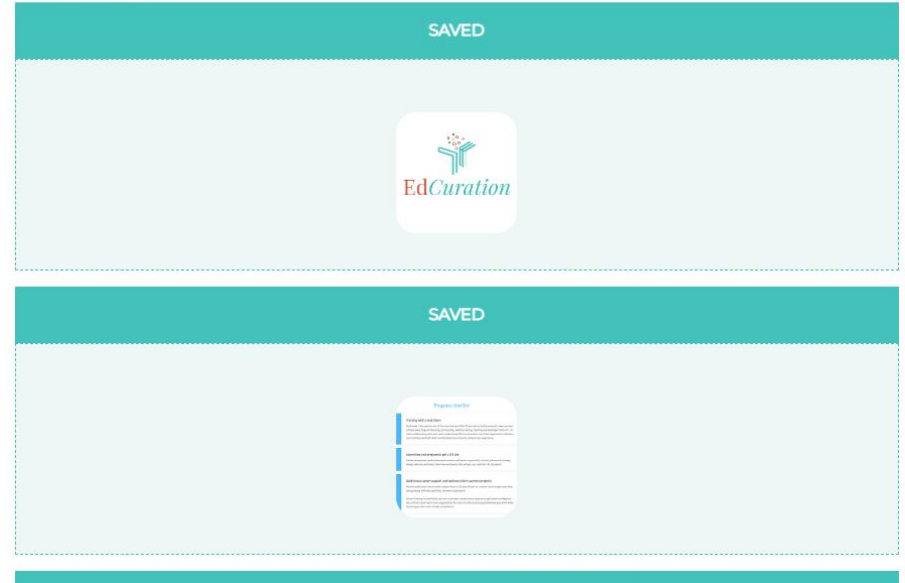
Mapping (1)

When a user is uploading product images to their product page, it's not clear to the user how the images will be used/displayed on the product page.

Recommendation

Having a product image gallery where the educators can view the product images in an orderly and consistent fashion. A zoom option could also be implemented.

Product Images:



There are no instructions as to where these images show up on the product page.

Fourth Finding – Mapping

Severity of the issue

S3

Mapping (2)

The labels and placeholder text (aka instructions) on the "New Product" and "Update Product" pages are often unclear.

Examples:

- The meaning of “learning solutions,” is unclear.
- The term “Product impact report” is used in the top label but it’s referred to an “efficacy report” within the upload box

Recommendation

Write clear and informative verbiage that is consistent throughout the task of inputting product information.



Save Changes

Product Impact Report:

Drop an efficacy report here or click to select

The label reads “Product Impact Report” whereas the instructions read “Drop an efficacy report here or click to select”.

Fifth Finding – Consistency

Severity of the issue

S3

Consistency (1)

There is inconsistency in the following areas:

- language
- Instructions
- Word count limits
- Capitalization/boldness
- Uploaded files presentation
- CTAs

Recommendation

Use consistent language and formatting across all field labels and placeholder text.

Describe your solution in 140 characters or less

State the measured impact this solution demonstrates in 140 chars or less.

Display Reviews?

Show all Ratings & Reviews Hide all Ratings and Reviews

Learning Solution Website:

Example: The first label uses the term “characters” whereas the next label down uses the term “chars”.

Sixth Finding – Consistency

Severity of the issue

S3

Consistency (2)

Overall, there are inconsistencies throughout all of the CTAs.

Recommendation

Use consistent language and placement for buttons. The buttons should make it clear that the button's task was completed. The CTAs should also be in a consistent and accessible location for the users.

Image 1: A form with two radio button questions. The first question is "English Learners" with "Yes" and "No" options. The second question is "Special Education Population" with "Yes" and "No" options. A "Save Changes" button is located at the bottom of the form.

Image 2: A form with one radio button question: "Is your product intentionally designed for diverse" with "Yes" and "No" options. A "Save Changes" button is located in the middle of the form, above a document upload area that says "Drop a document here that makes a statement & able-bodied".

Example: On image 1, the button is at the bottom of the form whereas on image 2, the button is in the middle of the form. When the button is located in the middle of the form, the user is left wondering if the input fields below it will save as well.

Seventh Finding - Recognition

Severity of the issue

S3

Recognition

It is unclear what kind of file is allowed in each file upload field. It is also unclear what the max size and optimal dimensions for images are.

Recommendation

Writing clear and consistent directions for each file upload field informing the user of optimal image size and dimensions, and what types of files are allowed.

Product Images:

Drop logo file here or click to select

Drop image file here or click to select

Drop image file here or click to select

There are no instructions here for:

1. Max file size
2. Optimal dimensions
3. File type

Eighth Finding – Flexibility

Severity of the issue

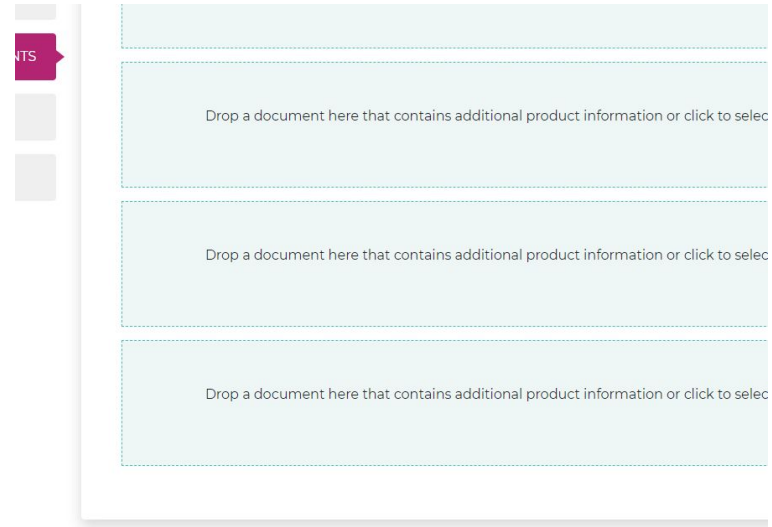
S3

Flexibility

It is not very intuitive on what to click on next to get to the next section on the product information forms.

Recommendation

Restructuring the sections and the flow of the process.
Also adding a next button and a status bar.



The screenshot shows a vertical sidebar on the left with a purple button labeled 'NEXT' and two grey buttons below it. The main content area contains three stacked, light blue document upload sections. Each section has a dashed border and contains the text: 'Drop a document here that contains additional product information or click to select'.



This is the tab “Product Review Documents”. This part of the form does not have a save button and they have to scroll all the way to the top of the page to click on the next tab.

Other Findings

Findings that do not fit within 1 Heuristic but are important to note

Other Findings

Other Issue 1

On a free trial account, the user is able to create two products.

Other Issue 2

There is no back button that allows the user to cancel their decision to delete their account.

Other Issue 3

There is no way to undo a document upload. In order to remove a document from the upload document field, the user currently has to click out of the page and then click back into the upload page and click the “X” for the file the user intends to delete.

Other Issue 4

The URL input field allows the user to input an invalid hyperlink. For instance, the URL input field allows the user to input “ssss”. When previewing the product page, the “ssss” is displayed as a hyperlink that clicks to nowhere.

Other Issue 5

The icons, specifically the number icons, are difficult to read.

Other Issue 6

The pricing for vendors would be more accessible if it wasn't a link to a PDF. Perhaps creating a table that contains the pricing for each account type, as well as a comparison chart containing what each account type includes.

Other Issue 7

When a vendor is signed in, the chat box still remains catered to the educators.