

Heuristic Evaluation of [kith & kin]

For a more in-depth overview of A9, please refer to the [A9 assignment spec](#).

(Your TA will remove your names before the document is given to the project team. Throughout the report, use these letters to identify yourselves.)

1. Problem/Prototype Description

Kith&Kin is an app designed to foster a supportive and resourceful community for parents of young children to combat loneliness in the parenting journey.

2. Violations Found

Task 1 (Simple): Ask a question on a community board

1. H1 Visibility of system status / Severity: 2 / Found by: A, C

Task: Ask a question on a community board

Description: After pressing Post on the Create Post page, there's no confirmation the user actually successfully posted.

Rationale: The user may be confused whether or not their post went through and which post on the community board is the one they just posted, especially if there are a lot of posts.

Fix: Add some kind of visual confirmation such as a pop-up or screen that indicates the post successfully went through

2. H1 Visibility of system status / Severity: 3 / Found by: A, B, C

Task: Ask a question on a community board

Description: There's also very little indication that the user is supposed to click on New Posts to access the Community Board.

Rationale: A user on the home page may be confused that they are supposed to click on New Posts to see the community board. There is no prompt to action.

Fix: Instead of saying "New posts:" maybe instead say "See New Posts" with an arrow, just so it is more clear that you are supposed to actually click on it to access the Community Board.

3. H1 Visibility of System Status / Severity: 3 / Found by: B, C

Task: Ask a question on a community board

Description: There are no numbers next to the comment and heart icons on each post, even though the "Where to find babysitters" post has one reply.

Rationale: Users benefit from seeing how active a discussion is and how popular a post is, which can encourage further interaction. Not having this visibility can reduce user participation.

Fix: Integrate a reply counter next to the message icon and the like icon for each post to show the number of replies and likes. This counter should be immediately visible on the community board overview.

4. H2 Match Between System and the Real World / Severity: 2 / Found: A, C, D

Task: Ask a question on a community board

Description: The language for the tags may be a little unclear - for instance, what does Health mean? Health of the child or health of the parent? I also think the child tag can be a little misleading, since I think most of the questions will be related to children.

Rationale: Tags such as "health" and "child" and "wanted" can be a little vague, so users may be confused on what tags to put. It can also potentially lead to certain tags being cluttered, making it harder to filter well by tags.

Fix: Make sure all the tags are distinct and maybe a bit longer or descriptive? I think two words for some tags could be good! This is a small issue though.

5. H3 User control and freedom / Severity: 2 / Found: A, D

Task: Ask a question on a community board

Description: On the community board, there is no back button to go back to the home page. You have to click the bottom bar icons to navigate back.

Rationale: Users might want to go back to the home page right away if they clicked the New Posts button by accident, the bottom bar might not be the first place they look

Fix: Add a back button on the community board page

6. H3 User control and freedom / Severity: 4 / Found by: A, D

Task: Ask a question on a community board

Description: There is no way to delete a post or edit a post once you've made one.

Rationale: A user may forget to include things when posting or wish to delete something they post, but they are unable to do so. They cannot "back out" of their actions.

Fix: Add a delete post and edit post button, both when the user steps into and views a post and on the posts page.

7. H3 User Control and freedom / Severity: 2 / Found by: B

Task: Ask a question on a community board

Description: The user can't see all the tag options or remove a tag they have added

Rationale: Users don't have much freedom to edit how they want their post to be categorized

Fix: Put "x" icons in the top right of each tag and add a "+" icon at the end of the tags list that can be clicked to see possible options

8. H4 Consistency & Standards / Severity: 2 / Found by: B

Task: Ask a question on a community board

Description: The style of the reply on the post (speech bubble-esque with profile pic in top left) looks like a personal message exchange (and matches the style of the messages in your “Chat” feature).

Rationale: Users may find the similarity confusing and think that the person’s reply will also show up in their DMs.

Fix: I would add a divider between the post description and the replies and have a proper heading that says “Replies” or “Comments”. I would also align the profile icon and reply to be in the same row and change the shading of the box (or even get rid of the box altogether) to not mimic a chat bubble as closely.

9. H4 Consistency & Standards / Severity: 3 / Found by: B

Task: Ask a question on a community board

Description: Multiple tags were applied to the post (“wanted”, “For fun”, “Child”, “Health”), but once the post button was pressed only the “wanted” tag was visible.

Rationale: Users may be confused about why not all the tags they selected are visible, especially since the ‘Sort by’ dropdown does not indicate a category filter is happening.

Fix: If the filter is not set to “by category” include all the tags on each post (at the bottom of the post preview) or at least have different colored circles representing each category.

10. H4: Consistency and standards / Severity: 1 / Found by: C

Task: Ask a question on a community board

Description: The inconsistency in the color coding of tags on the “Create Post” page leads to confusion, as it suggests a categorization or grouping that does not exist between tags of the same color family versus tags of a starkly different color family.

Rationale: Consistent use of color helps users identify and categorize information quickly without misunderstanding.

Fix: Utilize a consistent color palette for tags, with varied shades of the same color to differentiate them while maintaining visual harmony and avoiding implied categorization.

11. H5 Error Prevention / Severity : 1 / Found by: A

Task: Ask a question on a community board

Description: I know the values are hard-coded in, but I think that there should be some check that you don’t post a post that has no title, no tags, and no text.

Rationale: The user shouldn’t be able to make a post with no data in it, because it would clog up the feed. Certain parts should be mandatory to fill out.

Fix: If a user tries to submit a post that is missing a title, has no tags, or no text, there should be an error message or some error signal telling them to fill in the post.

12. H5 Error Prevention / Severity: 2 / Found by: D

Task: Ask a question on a community board

Description: There is no buffer between clicking the post button and it actually getting posted for the whole community to see

Rationale: It is important to prevent errors that the user have a safeguard against accidental errors

Fix: Add in a confirm stage that comes up when the user clicks “post” - this means that the user has time to go back and edit their message and it also prevents users who accidentally or prematurely click post without fully intended for their action to follow through

13. H6 Recognition not Recall / Severity: 4 / Found by: B

Task: Ask a question on a community board

Description: There are only profile pictures and no names associated with each post

Rationale: Users can't remember what profile pictures other users have and have no way of finding out.

Fix: I would put the name of the user next to their picture. Put the topic/subject of the post + the tag on a new line below.

14. H6 Recognition rather than Recall / Severity : 4 / Found by: A, B, D

Task: Ask a question on a community board

Description: The user has no way to determine which posts are theirs visually, besides by remembering their profile picture and title. There is no centralized location to see all of your posts.

Rationale: A user is not going to remember all of the posts they make, especially if they have a long post history. Their posts are going to get lost in the sea of other posts as well.

Fix: Add some visual indication (like color) on the Posts page so a user can quickly identify which one is theirs. On their profile, they should also be able to see all of the posts they made.

15. H6 Recognition rather than Recall / Severity : 3 / Found by: A

Task: Ask a question on a community board

Description: On the Community Page, there's no way of seeing which posts you've already opened and seen.

Rationale: When a user scrolls through a feed multiple times, they may forget what posts they already opened. This leads to them opening posts they've already read and getting frustrated.

Fix: After a user opens and reads a post, the text of the post should be light gray (or some other color) to indicate that it's already been opened.

16. H6 Recognition not Recall / Severity: 4 / Found by: D

Task: Ask a question on a community board

Description of the problem: It is hard to remember that in order to make a new post on a community board, I have to click new posts in order to then see the full community board, where I then have an option to make a new post

Rationale: The user needs their experience to be as seamless as possible for an enjoyable experience

Fix: Add an option on the home button to allow for a user to make a new post or consider adding the community board and axing the home button? The home button doesn't seem to add much relevant functionality if all of the contents are technically contained on other pages.

17. H7 Flexibility and Efficiency of Use / Severity : 3 / Found by: A, D

Task: Ask a question on a community board

Description: Right now on the Community Page, you can only sort by the newest posts. There should be some way to sort by For You or Commonly Viewed so that you see the posts that are the most relevant to you.

Rationale: The Newest posts won't necessarily be the most relevant to the user, and may also clog up their feed if there are a lot of posts.

Fix: Add some other sort categories, such as Popular, Hot, Relevant, etc.

18. H8 Aesthetic and minimalist design / Severity : 2 / Found by: A

Task: Ask a question on a community board

Description: The comment box is too square and is jarring against the background

Rationale: Most of your boxes that hold text are rounded, which makes the comment box seem out of place.

Fix: Make the comment box more rounded.

19. H8 Aesthetic and minimalist design / Severity : 2 / Found by: A

Task: Ask a question on a community board

Description: On the Create Post page, Title, Tags, and Body are misaligned

Rationale: The misalignment can distract the user, and also makes the app look less polished

Fix: Make these 3 things aligned on the Create Post page

20. H8 Aesthetic and minimalist design / Severity : 3 / Found by: A

Task: Ask a question on a community board

Description: On the Full Post page, the "Where to find babysitters" title is very cramped.

Rationale: This detail could be distracting to users, as it makes the text appear more clunky.

Fix: Make the title span the whole width of the text box.

21. H8 Aesthetic and minimalist design / Severity : 4 / Found by: A, D

Task: Ask a question on a community board

Description: On the home page, for New Posts, the button area is too large. The entire home page has weird spacing and is not visually appealing.

Rationale: The Home Page is the user's first impression of the app, and it is confusing to navigate. For New Posts and Upcoming Events, the previews are not clear about what a user can expect to see on those pages. It is also unclear that the user is supposed to tap onto those large buttons (that resemble text boxes) to access different pages. There is also a lot of space between New Users and Upcoming Events. The user is confused right off the bat.

Fix: Create "Click to See More" buttons, there is space to add more of a preview onto the different posts and events, and capitalize New Posts and Upcoming Events.

22. H8 Aesthetic and minimalist design / Severity : 1 / Found by: A

Task: Ask a question on a community board

Description: On the Community Board, the Create Post button does not have a shadow, unlike the rest of the buttons.

Rationale: The user might find this minor aesthetic detail visually distracting, since it does not follow the standard of the rest of the app.

Fix: Add in a shadow to the button.

23. H8 Aesthetic & Minimalist Design / Severity: 1 / Found by: D

Task: Ask a question on a community board

Description of the problem: I do not think the message icon is necessary / adds value on the community board. It should be clear to the user that they need to click on a message to see more or they can like it

Rationale: It is important that every functionality have a clear purpose to the user

Fix: Remove the message icon, possibly add an arrow that indicates that when they press the message they see more / it gets expanded

24. H9 Help Users w/ Errors / Severity: 3 / Found by: D

Task: Ask a question on a community board

Description of the problem: It is not clear what qualifies as a valid or relevant post for a user. Can it be about anything?

Rationale: This could lead to confusion for the user which is not conducive to a great experience on the app

Fix: One way to combat this is by giving a set number of tags and forcing the user to choose the tab that best describes their problem. Having these tags that need to be selected steers the user to creating a more relevant message.

25. H11 Accessible Design / Severity : 1 / Found by: A, B

Task: Ask a question on a community board

Description: On the Create Post page, the font size for the tags is a little small.

Rationale: It may be hard for older parents who are hard of vision to see some of the tags, since they are small.

Fix: Have an option within all of kith&kin to increase font sizes, could be helpful for grandparents + older parents. Alternatively, make the tags slightly larger.

26. H11 Accessible Design / Severity: 2 / Found: B

Task: Viewing posts on the community board

Description: The text on the red tags is quite hard to read (poor contrast)

Rationale: Users may have to strain to read important information.

Fix: I would simply avoid using red altogether as a tag color (hard to read even with lighter color text).

27. H12 Value Alignment & Inclusion / Severity: 4 / Found by: D

Task: Ask a question on a community board

Description of the problem: I feel that this platform feels very parent focused, less room for guardians / other caretakers to feel included (even in the lingo of an event like “moms who walk”)

Rationale: It is important that the user does not feel excluded from an app that they look to for support

Fix: You could introduce community norms / guidelines for people who post to focus on using more inclusive language in their posts. You could have a function that reads the contents of the messages and flags them if they do not use inclusive language (ie saying parents or guardians, rather than just moms)

Task 2 (Moderate): Find and connect with a parent by sending a DM

28. H1 Visibility of System Status / Severity: 2 / Found by: B

Task: Sending a DM

Description: There is no indication of the date that a message was sent or whether a message was received.

Rationale: Users may expect to know when an exchange took place or if someone read/received their message

Fix: Add text with the date below the header (like how other messaging apps do) and have a “Delivered” or “Sent” status indicator next to the sent message.

29. H1 Visibility of system status / Severity: 3 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: On the Connect Page where you can search for users, we get a lot of results but we are given limited information on the person besides their location, making it hard to make a decision on who to pick.

Rationale: When the user is only given a name and a location, it makes it difficult for them to select another user to talk to. They have to manually open the profile to learn more, which can be cumbersome if they are looking through a lot of people.

Fix: Add a basic one-line bio that’s pulled from their profile such as “Mom of one girl and one boy, 6-7 years old.”

30. H1 Visibility of System Status / Severity: 3 / Found by: A

Task: Find and connect with a parent by sending a DM
Description: On the Connect tab, there is no indication of the criteria for why certain profiles are displayed, causing confusion about the relevance of the profiles shown (Zeinab, Kofi, Ruth, Raffy).

Rationale: Users expect to know why certain information is presented to them, to make informed decisions on how to interact with it.

Fix: Add a clear heading or filter description on the Connect tab that explains why these profiles are being shown, such as “Matches Your Preferences” or “Nearby Parents”.

31. H1 Visibility of system status, H5: Error prevention / Severity: 4 / Found by: C

Task: Find and connect with a parent by sending a DM

Description: Unclear which actions will result in sending a text on the DM page.

Rationale: Clicking on the Send button will send a text, but so will simply clicking on the text box after you have finished typing the text. This is not made clear to the user and can be startling.

Fix: Only send the text when the user clicks the “send” button.

32. H1 Visibility of system status / Severity: 3 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: One issue is that when on the Connect page, the user is still shown parents that they are already connected with.

Rationale: Users who are on the Connect page are primarily looking for new connections, so seeing people they already talked to is distracting and leads to clutter on the page.

Fix: Remove people they already talked to from the Connect Page, instead put them into a separate “Chatted With” or “Friends” category.

33. H1 Visibility of system status / Severity: 2 / Found by: A, B, D

Task: Find and connect with a parent by sending a DM

Description: When you click on the profile of a person you already talked to, there’s no indication that you have an existing chat.

Rationale: Without clear indication of an existing chat, the user could be confused or forget they already initiated communication with that other user.

Fix: Provide some visual cue or icon next to the profiles of users who they have a chat with.

34. H2 Match between system and the real world / Severity: 4 / Found by: B, C, D

Task: Find and connect with a parent by sending a DM

Description of the problem: Moving from the DMs page to pressing the DM to view it, leads me back to the contact page not the DM contents

Rationale: Users expect to be taken to an enlarged chat page when they click on individual links to chats in the chat history page. It is confusing to be led to the user profile of the sender when they do so.

Fix: Add a panel so that when the user presses the DM contents they can see their message history with the user (you can move the contact to a profile pic on the top left, so if they want to access that profile again, they can)

35. H3 User Control and Freedom / Severity: 3 / Found by: A, C, D

Task: Find and connect with a parent by sending a DM

Description: When a user initially has no messages, there is text telling them to try to send another message, yet it is not clear how to do so.

Rationale: When there is a lack of clear guidance on how to initiate a message, a user may be confused and not engage in the messaging features. They have to search for how to send a DM.

Fix: Include a prominent “Send Message” button on the empty inbox page that takes them to the Connect page.

36. H3 User Control and Freedom / Severity: 3 / Found by: A, C, D

Task: Find and connect with a parent by sending a DM

Description: Users cannot delete their chats or unsend messages

Rationale: A user might want to delete a message for privacy reasons or unsend a message that they mistakenly sent.

Fix: Implement a “Unsend Message” button and a “Delete Chat” button. You could also consider adding three dots / a hold down message feature that allows the user to delete accidentally sent messages.

37. H4 Consistency and Standards / Severity: 2 / Found by: A, D

Task: Find and connect with a parent by sending a DM

Description: On the bottom row, the chat page button is to the left of the connect button (and far from each other), but those two functions are related and the chat page is empty unless you connect with someone.

Rationale: The separation of the related features reduces usability and causes confusion

Fix: Put the buttons next to each other on the bottom bar, and also have the connect button appear to the left of the chat button.

38. H4 Consistency and Standards / Severity: 1 / Found by: A, B

Task: Find and connect with a parent by sending a DM

Description: For the chat header, the font is different from the other headers throughout the app

Rationale: Inconsistent fonts can disrupt the visual harmony of the app, which negatively affects user experiences.

Fix: Change the font size to match the rest of the app.

39. H4 Consistency & Standards / Severity: 4 / Found by: D

Task: Find and connect with a parent by sending a DM

Description of the problem: It is super confusing what the difference between the Connect tab and the Chat tab is especially when there has been no DM sent i.e. when you go to the DM tab there is no option to connect with a new person.

Rationale: Users may be confused as to why the chat tab doesn't let them message a new person. They are currently required to go to the Connect tab in order to send a DM and that action is not clear.

Fix: Merge both the Connect and Chat tab or add an option on the Chat page to start a message

40. H6 Recognition not Recall / Severity: 2 / Found by: D

Task: Find and connect with a parent by sending a DM

Description of the problem: On the Connect page it is not clear whether a user has already messaged someone displayed.

Rationale: Users would likely want to know whether they have already connected with someone so they don't remessage the same person on the Connect page

Fix: Add a more clear indicator when you have already connected with someone in the community

41. H6 Recognition not Recall / Severity: 4 / Found by: D

Task: Find and connect with a parent by sending a DM

Description: It can be very difficult to recall the difference between the Connect and the Chat button

Rationale: Mixing up the two actions can result in confusion or frustration for the user.

Fix: Consider merging or choosing clearer icons. If you do keep both, consider moving the icons to be side by side to allow more seamless sync / toggle functionality back and forth between them

42. H6 Recognition not Recall / Severity: 2 / Found by: D

Task: Find and connect with a parent by sending a DM

Description: It is not super clear what the context of the DM within a message preview is

Rationale: Users may want to see more of the text context or more info about the parent they contacted to help quickly recall the message exchange

Fix: Add more info/context for messages upon even first glance of the DM page (more text shown, tags for the message contents)

43. H7 Flexibility and Efficiency of Use / Severity: 2 / Found by: A, C, D

Task: Find and connect with a parent by sending a DM

Description: There are no keyboard shortcuts/helping prompts

Rationale: A lack of keyboard shortcuts can slow down experienced users and make the app less efficient

Fix: Introduce keyboard shortcuts for some common actions, such as initially saying Hi to a parent and asking to set up a time to meet or chat.

44. H7 Flexibility and Efficiency of Use / Severity: 3 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: There is no way to quickly find users to chat with, you need to search for them and filter a lot

Rationale: Difficulty finding good match users to chat with can lead to frustration and lower user engagement

Fix: Implement a "Recommended" feature that suggests the best people kith&kin thinks the user would connect with.

45. H8 Aesthetic and Minimalist Design / Severity: 3 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: When you click another parent's profile, the information about them is all clumped together in one text box.

Rationale: The cluttered text box can make the text hard to read and process information quickly.

Fix: Organize information in the profile text box into sections with bold section headers or bullet points.

46. H8 Aesthetic and Minimalist Design / Severity: 2 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: On the Connect page where you search for users, the different filtering buttons are all crammed together.

Rationale: Crammed buttons are hard to navigate and make the app less aesthetically appealing.

Fix: Space out the filtering buttons more (maybe add the ability to scroll through them)

47. H8 Aesthetic and Minimalist Design / Severity: 1

Task: Find and connect with a parent by sending a DM

Description: On the chat pages, the chat texts are not centered in the chat bubbles.

Rationale: Misaligned text in chat bubbles can make the conversation hard to follow and looks unprofessional/messy

Fix: Make sure the text in chat bubbles are centered

48. H8 Aesthetic and minimalist design / Severity: 2 / Found by: B, C

Task: Find and connect with a parent by sending a DM

Description: The use of white for tag colors causes them to blend with the background, making them less noticeable.

Rationale: Tags should stand out against the background to be easily noticed by users, facilitating quick navigation and selection.

Fix: Avoid using white for tags; instead, use colors that contrast well with the background to ensure tags are easily distinguishable and legible.

49. H11 Accessible Design / Severity: 2 / Found by: A, D

Task: Find and connect with a parent by sending a DM

Description: There is no speech-to-text option on the chat option

Rationale: A lack of speech-to-text options makes the app less accessible for users with disabilities or those who prefer voice commands.

Fix: Add a speech-to-text feature in the chat page. Could also add voice memo option to send voice recording instead of text.

50. H11 Accessible Design / Severity: 3 / Found by: B

Task: Find and connect with a parent by sending a DM

Description: The font size for the locations of recommended users to connect with is much too small.

Rationale: Users will have to struggle to read critical information about parents they want to connect with.

Fix: Increase the font size for the location information and for the tags. Prioritize accessibility over showing as many users as possible

51. H12 Value Alignment and Inclusion / Severity: 2 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: There is no ability to filter for children who might have special needs or need special care

Rationale: Not accommodating for children who have special needs might exclude a significant user group who especially need support.

Fix: Include special filtering options for children with special needs, allowing easier communication between those parents.

52. H12 Value alignment and inclusion/ Severity: 3 / Found by: C

Task: Find and connect with a parent by sending a DM

Description: The camera button for sending pictures is enabled from the onset of a new direct message, which could lead to privacy violations.

Rationale: Immediate access to multimedia messaging may not align with user expectations and comfort, especially when communicating with strangers.

Fix: Disable the camera button until the receiving user has accepted the message request or responded to the initial message.

53. H12 Value alignment and inclusion/ Severity: 2 / Found by: C

Task: Find and connect with a parent by sending a DM

Description: Users are able to send an unlimited number of messages without receiving consent, which could lead to discomfort or spam.

Rationale: Ensuring a consensual communication process is key to maintaining user comfort and safety on social platforms.

Fix: Have a limit on the number of texts that one can send to a new user before the other user consents to it – maybe even allow only 1 message request with, say, a 400-word description, like on LinkedIn?

54. H12 Value Alignment & Inclusion / Severity: 3 / Found by: C

Task: Find and connect with a parent by sending a DM

Description: Lack of moderation features enabling users to report content, view content policy etc on the Chat History/ individual chat pages.

Rationale: Users should not be left vulnerable to offensive content on the site. If they see content that is disrespectful they should be able to report it and have it removed.

Fix: Have a “report” button for reporting chats, and have a button/popup for viewing content policies.

Task 3 (Complex): Search for and RSVP to an event nearby

55. H1 Visibility of system status / Severity: 3 / Found by: C

Task: Starting a new task after RSVPing to an event

Description: The “You’re All Set” popup appears in a way that it overlays onto and grays out the screen below it – it shouldn’t obstruct user access to the main screen in this way.

Rationale: After a user RSVPs to an event, the success tab only gives me the option to “See My Events” – this takes me to the calendar. However on the Home Page, the button to the calendar is simply titled “See My Calendar.” This inconsistency in button naming can be potentially confusing to the user.

Fix: Instead of a mid-screen popup, maybe we can immediately get a different kind of notification that doesn’t obstruct the rest of the screen? For example, instead of a big panel in the middle of the screen, we could have banner notifications at the top that add the “go to calendar” feature without blocking out the rest of the screen.

56. H1 Visibility of System Status / Severity: 2 / Found by: A

Task: Search for and RSVP to an event nearby

Description: When you click on events you’ve RSVPed to on the Calendar page, you are not given an indication that you already RSVPed to the event when it takes you back to the event description page.

Rationale: Without confirmation of RSVP Status, users may not be sure if the action they took was actually successful or forgot that they are already RSVPed.

Fix: Display a clear indication on the event description page that shows the user’s RSVP status

57. H1 Visibility of System Status / Severity: 4 / Found by: D

Task: Search for and RSVP to an event nearby

Description of the problem: What happens when you click the RSVP button is / entails is not clear / predictable

Rationale: It is important for all functionality to have a clear use

Fix: Clarify what it means to RSVP (you could do this if you added a confirm stage, where it could read, *confirming will add you to the event and it will be displayed in your events*, for example)

58. H2 Match between system and real world / Severity: 2 / Found by: A, D

Task: Search for and RSVP to an event nearby

Description: On the events page, there are two sections: for you and more. It is not very clear what those terms mean to the user.

Rationale: Unclear terms can confuse users about the nature of these two event categories.

Fix: Instead of saying “More” you can say “Additional Events”, for “For You” maybe there can be more specific descriptions like “Events for Girls 2-6.”

59. H3 User Control and Freedom / Severity: 3 / Found by: A, B

Task: Search for and RSVP to an event nearby

Description: On the Calendar page, there is no back button to go back to the Home page.

Rationale: The absence of this back button makes it hard for users to leave the Calendar and go back and forth between the Home and Calendar Page, it disrupts their navigation.

Fix: Include a back button on the Calendar page that takes the user back to the Home page.

60. H3 User Control and Freedom / Severity: 3 / Found by: A

Task: Search for and RSVP to an event nearby

Description: When you are on the calendar page and you have no events, you are told to search the events page and RSVP to an event, but you can't click anything to take you to the event page.

Rationale: Users may feel stuck if they can't directly navigate from the prompt to the suggested action

Fix: Add a button or clickable link in the prompt that automatically takes them to the events page.

61. H3 User Control and Freedom / Severity: 3 / Found by: A, B, C, D

Task: Search for and RSVP to an event nearby

Description: There is no way to cancel an event that you RSVPed to

Rationale: Inability to cancel an RSVP can lead to frustration for users and inaccurate RSVP lists for events.

Fix: Provide a Cancel RSVP button from both the Event and Calendar page.

62. H4 Consistency and Standards / Severity: 2 / Found by: A, B, C

Task: Search for and RSVP to an event nearby

Description: To access all of the other pages (chat, events, etc), you click on the lower bar buttons or you click on larger buttons w/ descriptions on the home page, yet for the Calendar page, you need to press on a specific small button called "See my calendar." This is the only way to get to the Calendar besides booking something.

Rationale: Inconsistencies in the app can lead to confusion for users and make using the app less intuitive

Fix: Maybe add the Calendar to the bottom bar of icons, make the navigation consistent

63: H4 Consistency and standards / Severity: 1 / Found by: C

Task: Search for and RSVP to an event nearby

Description: The username (TayTay23) on the event description page should not be highlighted in red the way it currently is.

Rationale: Making it the color red makes it stick out from the rest of the details and makes me think it's a clickable link to the user's profile, but I'm still not sure whether it's a clickable or not because it's red and not green like the other buttons on this app's UI. However, I still click on it to check, and it takes me nowhere, ending up not being a button but simply text on a screen. The red color thus causes a lot of confusion.

Fix: The username should either be green if it's supposed to be a clickable link in the final prototype, or else it should be black like the rest of the regular text on the event description page.

64. H4 Consistency and Standards / Severity: 4 / Found by: A, B, C

Task: Search for and RSVP to an event nearby

Description: On the event page, there is still the make a post button. It doesn't belong there.

Rationale: Having irrelevant features on a page can clutter the interface and lead to user confusion

Fix: Either remove the "Make a Post" button or replace it with a "Make a Event" button

65. H4 Consistency & Standards / Severity: 4 / Found by: D

Task: Search for and RSVP to an event nearby

Description of the problem: Not clear what the more tab means, is it more from the community?

Like all the community events not tailored to you or is it more tailored events?

Rationale: It is important that every function/tab be clear for the user

Fix: Add a subtext to clarify what this means. Also add a functionality to search through events / look for events with certain keywords

66. H5 Error Prevention / Severity: 3 / Found by: A

Task: Search for and RSVP to an event nearby

Description: When a user clicks RSVP, they automatically RSVP Yes, but maybe that's not the response they wanted to give.

Rationale: Users who click on RSVP might want to say "Maybe" or "No", automatically RSVPing yes may lead to unintentional confirmations and miscommunication.

Fix: After clicking the RSVP button, the users should be able to select the 3 different options.

67: H5 Error Prevention / Severity: 2 / Found by: D

Task: Search for and RSVP to an event nearby

Description of the problem: There is no buffer between clicking the RSVP button and being RSVPed

Rationale: Out of respect for the user's agency, there should be a space before RSVPing before their actions are finalized

Fix: Add in a confirm stage that comes when the user clicks "RSVP" - this means that the user has time to think / finalize their decision before their action is fulfilled on the app. I find that this is super important especially for a community based platform where your posts / activity is super public / viewable at all times.

68. H6 Recognition rather than recall / Severity: 2 / Found by: A

Task: Search for and RSVP to an event nearby

Description: On the Calendar page where users can see all the events they signed up for, they are only given the date, not the time.

Rationale: Leaving out the time can cause confusion, as users may forget the exact time. They need to then search for the information.

Fix: Display both the date and time for each event on the calendar page.

69. H6 Recognition rather than recall / Severity: 2 / Found by: C

Task: Search for and RSVP to an event nearby

Description: In the current design of the calendar page, the calendar grid only shows a dot to represent events on it, which does not provide enough information about the event details at a glance.

Rationale: Users need to be able to quickly see the status and details of their events to efficiently interact with the calendar.

Fix: Enhance the calendar grid to display brief event details on the dates themselves.

70. H7 Flexibility & Efficiency of Use / Severity: 4 / Found by: B

Task: Search for and RSVP to an event nearby

Description: Clicking on any of the different event options leads you to the same choice ("Moms who walk!")

Rationale: Users will certainly be confused about why the same event is repeated for different choices and become frustrated.

Fix: Make different pages for the extended event preview.

71. H7 Flexibility and efficiency of use / Severity: 3 / Found by: A, D

Task: Search for and RSVP to an event nearby

Description: There is no way to search for or filter events, you just have to see all the events at once.

Rationale: A lack of search and filter options can overwhelm users with too many options, which makes it hard for them to find good events.

Fix: Implement filtering or search capabilities on the event page.

72. H8 Aesthetic and Minimalist Design / Severity: 2 / Found by: A

Task: Search for and RSVP to an event nearby

Description: On the calendar page, the month header isn't centered and the date numbers are pushed too far into the upper right corner.

Rationale: Misaligned elements can detract from the visual appeal of the app and can be distracting

Fix: Center month header, space the date numbers better

73. H8 Aesthetic and Minimalist Design / Severity: 3 / Found by: A

Task: Search for and RSVP to an event nearby

Description: The event description page has chunks of text which is difficult to read all at once quickly

Rationale: Dense blocks of text can be overwhelming and hard to parse through quickly

Fix: Break down event descriptions into shorter paragraphs, have clearly defined sections of text

74. H8 Aesthetic & Minimalist Design / Severity: 2 / Found by: D

Task: Search for and RSVP to an event nearby

Description of the problem: Needs an option to see more events for you not just the top 3 events – the extra "More" note is not super clear / necessary

Rationale: It is important that all functionality be clear for the user

Fix: Add a button after the top 3 or so suggested events for you that says “see more”, that when clicked lists more event options

75. H9 Help Users w/ Errors / Severity: 3 / Found by: D

Task: Search for and RSVP to an event nearby

Description of the problem: It is also important that when the user creates a new event it is relevant and helpful to the community

Rationale: It is important that the content on the app be relevant and helpful for users

Fix: Add tags to events for the same reasoning in the H9 heuristic above.

76. H10 Help and Documentation / Severity: 2 / Found by: C

Task: Search for and RSVP to an event nearby

Description: It's not apparent how to search for events or RSVP to them; users have to navigate through multiple screens without guidance.

Rationale: Users may require assistance when performing complex tasks, such as finding and RSVPing to events.

Fix: Offer a help feature or tutorial on how to use the calendar and RSVP to events, easily accessible from the calendar or events page.

All Tasks

77. H1: Visibility of System Status / Severity: 2 / Found by: C

Description: The navigation bar does not indicate the currently active tab, which can disorient users and make navigation more difficult.

Rationale: Users expect feedback from the system to indicate their current location within an application. Without this, they can feel lost and may not understand which section they are viewing.

Fix: Highlight the active tab in the navigation bar, either by changing the icon color or by adding an indicator, such as an underline or background shade, to signal the current location within the app.

78. H3 User Control and Freedom / Severity: 2 / Found by: A

Task: Find and connect with a parent by sending a DM

Description: The under construction pages have no back buttons

Rationale: These pages don't exist yet and will probably be fixed, but as a tester it was hard to navigate back to my place in the flow

Fix: Add a back button on the under construction pages.

79. H4 Consistency and Standards / Severity: 3 / Found by: A

Task: All

Description: It is unclear what the 3 dots buttons do in all instances where it appears.

Rationale: Unclear icon functions can lead to user hesitance in exploring the app

Fix: Instead of 3 dots to share, maybe you can do the arrow share icon instead? It is more universally understood

80. H6 Recognition Rather Than Recall / Severity: 2 / Found by: C

Description: The icons for accessing the community board and events tab from the navigation bar are not intuitively linked to their functions, making it hard for users to find them without memorization.

Rationale: Icons should be immediately recognizable and suggest their function, reducing the cognitive load on users.

Fix: Add labels beneath each icon (e.g., "Community Board" under the figures icon and "Events" under the calendar icon) to clarify their purposes.

81. H8 Aesthetic and minimalist design / Severity : 2 / Found by: A

Task: All

Description: The buttons on the bottom bar are misaligned

Rationale: Misaligned buttons disrupt the visual flow and user experience, can be distracting

Fix: Align all the buttons on the bottom bar.

82. H8 Aesthetic and minimalist design / Severity : 4 / Found by: A, B

Task: All

Description: The Kith&Kin logo at the top of the page is blocked during the Figma walkthrough. Same goes for every header at the top.

Rationale: Blocked logos make the app appear unprofessionals, the headers being blocked make it hard for users to know where they are in the app.

Fix: Move the Kith&Kin logo so that they are not blocked.

83. H10 Help and documentation / Severity : 2 / Found by: A

Task: All

Description: It is difficult to figure out what the buttons on the bottom bar mean.

Rationale: Difficulty in understanding the button functions can hinder the user navigation and engagement.

Fix: When hovering over a button, maybe have some text saying the name of the page.

84. H10 Help and documentation / Severity : 2 / Found by: A, C

Task: All

Description: Missing high level help page

Rationale: Absence of a high level help page make it hard to the users to know what capabilities the app has

Fix: Add a high-level page that provides guidance on the app's features and navigation, maybe have it accessible with a question mark button in one of the corners.

85. H11 Accessible Design / Severity: 3 / Found by: B

Task: All tasks

Description: Generally, the entire app color scheme (pink/green) could be improved.

Rationale: Users who struggle with red-green color distinction will be disadvantaged.

Fix: Change the color scheme. I do like the pink so perhaps choose a different contrasting/complementary color.

86. H11 Accessible Design / Severity: 2 / Found by: B

Task: All tasks

Description: It is quite hard to distinguish the light gray item backgrounds (posts, messages, etc) from the white background.

Rationale: Without brightness maximized, users may be confused about distinguishing between different content.

Fix: Change the background color of the cards or the background color of the overall app.

Extra Violations

87. H1 Visibility of System Status / Severity : 2 / Found by: A

Task: None

Description: On the profile page, there is no clear indication on how to add a profile picture.

Rationale: Users may be confused as to how to add a profile picture, it is not intuitive to click the profile picture.

Fix: Add a little + button on the side of the profile picture, like how Instagram does it.

88. H4 Consistency and Standards / Severity: 2 / Found by: C, B

Description: The color scheme on the home screen is inconsistent, where both non-clickable text (like "recipe for baby, baby hat,") and clickable buttons are green, while clickable headings like "New Posts" and "Upcoming Events" are styled in black, making it unclear which elements are clickable.

Rationale: Users rely on visual cues like color to understand which elements are interactive. Inconsistent use of color for links and buttons can lead to confusion and hinder navigation.

Fix: Adopt a consistent color scheme for all interactive elements. For example, buttons and links could be green, while other headings and non-clickable elements have a distinct style or color to avoid misinterpretation as interactive.

89. H8 Aesthetic and minimalist design / Severity : 3 / Found by: A

Task: None

Description: All of the information about the person on the profile page is located in one text box.

Rationale: Cluttering all the information in one text box makes the profile picture appear cluttered, and it is hard to easily parse information about someone

Fix: Segment the profile information into distinct sections.

3. Summary of Violations

A Google Sheet Template is provided [here](#) to help you calculate numbers.

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	0	6	6	2	14
H2: Match Sys & World	0	0	2	0	1	3
H3: User Control	0	0	3	5	1	9
H4: Consistency & Standards	0	2	4	3	3	12
H5: Error Prevention	0	1	2	1	0	4
H6: Recognition not Recall	0	0	4	2	3	9
H7: Efficiency of Use	0	0	1	3	1	5
H8: Minimalist Design	0	3	7	4	2	16
H9: Help Users with Errors	0	0	0	2	0	2
H10: Help & Documentation	0	0	3	0	0	3
H11: Accessible	0	1	3	2	0	6
H12: Value Alignment & Inclusion	0	0	3	2	1	6
Total Violations by Severity	0	7	38	30	14	89

Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)

4. Evaluation Statistics (in %)

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D
Sev. 0	0/0 = 0%	0/0 = 0%	0/0 = 0%	0/0 = 0%
Sev. 1	5/7 = 71.42%	2/7 = 28.57%	3/7 = 42.85%	1/7 = 14.28%
Sev. 2	21/38 = 55.26%	9/38 = 23.68%	11/38 = 28.94%	12/38 = 31.57%
Sev. 3	19/30 = 63.33%	7/30 = 23.33%	8/30 = 26.66%	7/30 = 23.33%
Sev. 4	4/14 = 28.57%	6/14 = 42.85%	3/14 = 21.42%	10/14 = 71.42%
Total (sevs. 3 & 4)	52.27%	29.54%	25%	38.63%
Total (all severity levels)	49	24	25	30

***Note that the bottom rows are *not* calculated by adding the numbers above it.**

5. Summary Recommendations

Hi kith&kin! We think you did great work on your medium-fi prototype, which has a lot of great features and value. We thought your interfaces were calming and inviting, and there was a lot of space for people to find new connections.

To organize our recommendations, we will be talking about some trends in heuristic violations we saw, and then some general recommendations we have outside of those.

Heuristic Violations

We found your app's main heuristic violations clustered across four main categories: aesthetic and minimalist design, user control and freedom, visibility of system status, and consistency and standards.

In terms of improvements towards achieving aesthetic and minimalist design, an area of concern for us were the misaligned buttons and text throughout the app and a lack of segmentation for your text boxes, which made event and profile descriptions hard to parse. Also, on the home page, there are a lot of different fonts displayed, so it doesn't feel the most cohesive. It would also be lovely to see more colorful icons / attention grabbers on the homepage that make it feel more inviting and engaging. We do also wonder if your app might have too many functions that could be condensed – for example, the “Chat” and “Connect” tabs might be combined.

In terms of areas for improvement in user control and freedom, we strongly feel it should have been possible to delete or edit texts during a time window after it is sent and to delete posts.

There could've been more visibility into system status, as often even after interacting with events and people, when you returned to the same pages you initially found them on, there was no indication that you already interacted with them. There was also no way to see from the nav bar which tab you were on, which would have helped users in recognition and recall of the meaning behind buttons with consistent app use.

The app would also greatly benefit from leaning into consistency and standards when it comes to its design. For example, although we would suggest that you specifically decide what pink vs. green vs. black vs. white means, as users tend to associate colors with specific functionality and at times it is confusing navigating the elements of your screen because of this inconsistency. Another major confusion we had was the Calendar feature, and why it is only accessible through buttons on the home page and the RSVP popup and not from the navigation bar like the other features are.

General Recommendations

We also had some general recommendations and issues that we found outside of the traditional heuristic categories. Some additional features you could add include: 1) For the event workflow, there should also be a way for users to host events, as that would really add to the community-building

aspect of the app. It was not entirely clear where these events came from initially. It would also be great to be able to see who RSVPed (maybe just being able to see your friends). To further build community, instead of just allowing you to message another parent, there should be some sort of friend feature built in. We also had suggestions for security measures (especially for a social media app): consider having safety and privacy features on the DM tab, and it may be worthwhile to discuss as a team how you plan to moderate discussions to provide a safe environment. We think looking at existing messaging and social media applications for inspiration would be helpful in identifying what visual cues are standard.

Overall, we love the concept and the execution overall, and we are so excited to see the wonderful product you produce at the end of it all.

Severity Ratings

- 0 - not a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

Heuristics

H1: Visibility of System Status

- Keep users informed about what is going on

H2: Match Between System & Real World

- Speak the users' language
- Follow real world conventions

H3: User Control & Freedom

- "Exits" for mistaken choices, undo, redo
- Don't force down fixed paths

H4: Consistency & Standards

- Words, actions, and UI elements should be consistent across the entire platform
- Follow platform and industry conventions

H5: Error Prevention

- Minimize error-prone conditions
- Remove memory burdens, support undoing, and warn your users when necessary

H6: Recognition Rather Than Recall

- Make objects, actions, options, & directions visible or easily retrievable

H7: Flexibility & Efficiency of Use

- Accelerators for experts (e.g., gestures, keyboard shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

H8: Aesthetic & Minimalist Design

- No irrelevant information. Focus on the essentials.

H9: Help Users Recognize, Diagnose, & Recover from Errors

- Error messages in plain language
- Precisely indicate the problem
- Constructively suggest a solution

H10: Help & Documentation

- Easy to search
- Focused on the user's task
- List concrete steps to carry out
- Not too large

H11: Accessible

- Users can interact with the system using alternative input methods.
- Content is legible with distinguishable contrast and text size.
- Key information is upfront and not nested for screen readers.
- Purely visual or auditory content has text-based alternatives for users with low vision and low hearing.

H12: Value Alignment and Inclusion

- The design should encode values that users can understand and relate to.
- It should make a diverse group of users feel included and respected.
- The design should prevent the reproduction of pre-existing inequities and not create additional burdens for members of disadvantaged populations.