

Heuristic Evaluation of Artemix

Reminder from CA: You do not need to implement all of these fixes! Pick the ones with high severity and at your own discretion. Another thing, some folks write feedback differently. I don't censure or change any of the feedback (unless it's egregious), so don't take it too harshly the way feedback is communicated. Feedback is always awesome because it will make your designs so much stronger! Happy feedback day!

1. Problem/Prototype Description

[Insert one sentence description of the project idea and UI you are evaluating.]

missing

2. Violations Found

Across Tasks + Extras

1. H3: User Control and Freedom/Severity: 2 / Found by A
 - a. Extra
 - b. Problem Description: Art upload page doesn't support deleting text easily.
 - c. Rationale: I see on some other pages where you can type, for example a search page, a cross appears after you finish typing so one can delete info in text boxes easily. On the upload art page, I cannot undo text that is in the text boxes.
 - d. Suggested Fix: Add delete functionality.
2. H4: Consistency and Standards/Severity: 1 / Found by A
 - a. Extra
 - b. Problem Description: Upload page's text boxes don't support deleting text easily like text boxes on other pages.
 - c. Rationale: I see on some other pages (for example on the search page) where you can type and then a cross appears after you finish typing so one can delete info in text boxes easily.
 - d. Suggested Fix: Standardize how you want users to delete info from textbox efficiently across text boxes.
3. H4: Consistency and Standards/Severity: 1 / Found by A, E
 - a. All tasks
 - b. Problem Description: Every page's layout is very different across the app
 - c. Rationale: Even with pages that just show art, the home page is in a staggered format, other profile pages and search pages have aligned square grids. The Inbox page has a header and a black line, which is different from all the other pages without headers. The profile page between my profile and other's profiles are also very different, it's easy to recognize which page is which, but also takes a lot of different learning because they're all so different. Within one app, all these different layouts appear inconsistent.

- d. Suggested Fix: For similar ideas like showing art, or profile pages, finding more similar styles/layout so the user doesn't have to relearn how to use every page and so that app is more cohesive.
4. H11: Accessible Design/Severity: 1 / Found by A, B, D, E
 - a. Task 0 & Task 3
 - b. Problem Description: Font size too small on some buttons.
 - c. Rationale: The "register" button text is very small and not very legible, the "message" button on someone else's profile as well.
 - d. Suggested Fix: Make text bigger size (along with button).
5. H1: Visibility of System Status / Severity: 1 / Found by B
Task: Updating preferences
Description: Have some form of feedback that displays after a user saves their updated settings
Rationale: It won't be immediately obvious to a user that their preferences were updated after clicking the save button
Fix: Include a small message or pop up informing users that their new preferences and settings were saved
6. H7: Flexibility and Efficiency of Use / Severity: 1 / Found by B
Task: Searching to filter art
Description: No way to search for multiple tags
Rationale: Users will typically type in a longer query for searching through Artemix and then will have filters or tags that come from that. They might also want to have multiple tags that they search for.
Fix: Include the tags underneath the search query and keep what the user inputted at the top so that they know what they searched for and can delete certain tags while keeping other ones.
7. H10: Help and Documentation / Severity: 2 / Found by B, C
Task: Asking for help
Description: There is no way for a user to get more information about your app
Rationale: Since a user might get stuck with a certain functionality, having some form of a ? button or help button would help them to easily get that help
Fix: Put a help button in the upper right corner of every page.
8. H4 Consistency and standards / Severity: 2 / Found by C
Task: All tasks
Description: Icon stroke width appears to be greater for middle (plus) icon than for other icons on the bottom navbar
Rationale: The middle plus icon on the bottom navbar appears thicker and brighter than the rest of the icons, so your eyes are immediately drawn there instead of the icon representing the page you are currently on
Fix: Have consistency within all icons on the bottom navbar
9. H5 Error Prevention / Severity: 2 / Found by D
Task: Extra Violations
Description: When on the profile page, the profile tab button doesn't work, and

clicking it ends up clicking the media beneath it, which is unavailable in this demo, giving the user a confusing error

Rationale: The registration button fails to draw the users eye and leaves them temporarily confused

Fix: Match the size with the log-in button

10. H12 Value alignment and inclusion / Severity 2

- a. Task: Whole app
- b. Description: While this app was introduced as an app for many kinds of art, it seems that not many features exist for art that isn't visual art.
- c. Rationale: Being able to upload more art types can help accommodate a more diverse and inclusive artist community.
- d. Suggested fix: Add support for text / audio based art.

Task 0: Login

11. H4: Consistency and Standards/Severity: 1, Found by A, D

- a. Task 0
- b. Problem Description: Inconsistent button designs on login page
- c. Rationale: The login button is a lot bigger than the register button. They also have different amounts of rounding on corners and are different shades.
- d. Suggested Fix: I understand login will be used much more than register and that there is a reason for the differentiation. However, I think there would be enough differentiation to change either the shading or the size, and not both for a more consistent look. (I would personally standardize the shape & size because "register" is a little hard to read at the moment, and then maybe separate the two buttons with some space).

12. H4: Consistency and Standards/Severity: 1, Found by A, D, E

- a. Task 0
- b. Problem Description: Input formatting inconsistency
- c. Rationale: All the fields are asking for input, however some ask for content with the blue-bordered text boxes with gray text to suggest input (for example email/password/Preferences), but name and phone number are asked for in a black underline format.
- d. Suggested Fix: Choose one format or the other and standardize on this page.

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

- a. Task 0
- b. Problem Description: The profile photo border is inconsistent with other action item borders on this page.
- c. Rationale: All the other items with borders on this page have the classic blue border, however the profile photo has a black border that stands out on the page.
- d. Suggested Fix: Considering using a blue border for the profile image.

14. H5: Error Prevention/Severity: 3 / Found by A, B
 - a. Task 0
 - b. Problem Description: No password reentry required when creating account.
 - c. Rationale: Small thing, but normally users would be asked to re-enter password just to make sure the password they chose is correct. If the user picks a password and has a typo, they would have issues with logging in.
 - d. Suggested Fix: Add a password re-entry box to verify correctness.
15. H5: Error prevention / Severity: 2 / Found by B
 - Task: Logging in
 - Description: Feedback on password
 - Rationale: There is a check mark on the password which makes me believe that you will have some security rules governing it, but with no prompts, a user could easily fill in whatever they want and be confused why they are not able to set this as a password
 - Fix: Include a small prompt telling users to include special characters or numbers or whatever security rules you want to satisfy
16. H5: Error prevention / Severity: 2 / Found by B
 - Task: Logging in
 - Description: Feedback on phone number
 - Rationale: The phone number is in XXX-XXX-XXXX form but the user isn't instructed to enter it in this way.
 - Fix: Either include a small prompt specifying the format you want for this phone number or have code that parses the phone number and puts it into the right format automatically
17. H12: Value Alignment and Inclusion / Severity: 2 / Found by B
 - Task: Logging in
 - Description: Feedback on phone number with international numbers
 - Rationale: The phone number doesn't include international phone numbers
 - Fix: Provide a way for a user to put the +XX digits in front of their phone number so that international users can still use your app
18. H2 Match between System and World / Severity: 1 / Found by D
 - Task: Onboarding Process
 - Description: Fields are not in a line, email and password fields are to the right of the profile photo upload
 - Rationale: Logically, we expect to enter information going down the field. It is simplest to go down each time and enter the necessary information.
 - Fix: Have the profile photo above/below the other fields based on the proper order
19. H4 Consistency & Standards / Severity: 2 / Found by D
 - Task: Onboarding Process
 - Description: The upload photo button doesn't have a background and is small text
 - Rationale: The upload photo button doesn't look like a button, so users may click on the empty photo instead
 - Fix: Make the upload photo button look like the other buttons

20. H11 Accessible Design / Severity: 1 / Found by E
 - a. Task: Onboarding
 - b. Description: Hint text is light grey on white background, personally was hard to see for me
 - c. Rationale: Users with low vision or color blindness may have difficulty reading the hint text, which could affect their ability to complete the task
 - d. Suggested fix: Increase the contrast between the hint text and the background, or use a different color scheme that is more accessible
21. H6 Recognition rather than recall / Severity: 2 / Found by E
 - a. Task: Onboarding
 - b. Description: User gets no hints at what preferences they could be choosing. Maybe have some suggestions pop up as they type?
 - c. Rationale: Users may not remember or know what preferences are available, which could limit their choices or make them enter invalid inputs
 - d. Suggested fix: Provide a list of possible preferences as the user types, or use a drop-down menu or checkboxes instead of a text field
22. H1 Visibility of system status / Severity: 2 / Found by E
 - a. Task: Onboarding
 - b. Description: Replace 'next' at end of onboarding with create account, so user knows they are at the edge of of the onboarding process
 - c. Rationale: Users may not be aware of how many steps are left in the onboarding process, which could affect their motivation and satisfaction
 - d. Suggested fix: Use a progress indicator or a label that indicates the final step, such as "Create account" or "Finish"

Task 1: Liking an art piece

23. H1: Visibility of System Status/Severity: 2 / Found by A, B, C, D, E
 - a. Task 1
 - b. Problem Description: Upon first landing on the artworks home page, it's not very clear what page I am on.
 - c. Rationale: Upon logging into the app, it jumps to the home page with artworks. Due to the see-through footer bar, the home icon in the bottom left corner disappears into the artworks, making it hard to distinguish which page a user is on, especially for a new user. There are also no headers to explain the page.
 - d. Suggested Fix: Making the footer bar non-transparent so that the home icon button is more visible, or potentially adding a "home" header.
24. H1: Visibility of System Status/Severity: 2/ Found by A
 - a. Task 1
 - b. Problem Description: I can't easily tell which pieces of art I've already liked on the home art feed.

- c. Rationale: After clicking into a piece of art and liking it, I return to home page to explore further, however there's nothing to indicate I've already viewed/liked a certain piece of art.
 - d. Suggested Fix: Maybe shading viewed pieces to prevent unintended, repeated views.
- 25. H3: User Control and Freedom/Severity: 2/Found by A, C
 - a. Task 1
 - b. Problem Description: I can't unlike a post I just liked.
 - c. Rationale: Once I click interested, I tried clicking the button again to unlike and nothing happens.
 - d. Suggested Fix: Add ability to unheart a post.
- 26. H4: Consistency and Standards/Severity: 1 / Found by A
 - a. Task 1
 - b. Problem Description: Inconsistency in background color for text art entries.
 - c. Rationale: There are two poems on the page, one is put on a blue background and the other on a pink background. The colors go well together, but it's not immediately obvious why there's a color differentiation between the two given it's the same type of art.
 - d. Suggested Fix: Maybe only have different color backgrounds if there's a differentiation between art types. Overall, I would recommend blue over pink so it doesn't conflict with the color of your interest button when you click into the art piece.
- 27. H4: Consistency and Standards/Severity: 1 / Found by A
 - a. Task 1
 - b. Problem Description: "interested" button style different from other items on page.
 - c. Rationale: All the other items span the width of the page and are left-aligned, while the interested button is a small fraction of the width and center-aligned.
 - d. Suggested Fix: Maybe stretching the button to the width of other items (good thing to be easier to click as well).
- 28. H4: Consistency and Standards/Severity: 1 / Found by A
 - a. Task 1
 - b. Problem Description: Different typography fonts & sizes on art page.
 - c. Rationale: We see at least 2 different fonts and 3 different font sizes when clicking into a piece of artwork from feed.
 - d. Suggested Fix: Don't necessarily need to change because it differentiates art info from action items, but potentially standardizing size a little more or using bolding when needed to suggest importance of title etc.
- 29. H6: Recognition not Recall/Severity: 2 / Found by A, B
 - a. Task 1
 - b. Problem Description: I need to remember which pieces I already viewed/liked because it's hard to tell this info from glancing at the feed page.
 - c. Rationale: The app does not mark the pieces of art that I've already liked/viewed on the home page, and I can't tell if I've interacted with the piece unless I explicitly click into a piece of art, so I have to remember where I left off and continue, or else I would likely click into the same image twice to realize I've already been there.

- d. Suggested Fix: Shading already viewed/liked post out potentially so the app is keeping track of viewing/liking status for us. Also maybe consider having the like buttons visible on the feed page, and not only when clicking into art for clarity.
30. H7: Flexibility and Efficiency of Use/Severity: 1 / Found by A
 - a. Task 1
 - b. Problem Description: Not as easy as one would expect to like a piece of art as I have to click into it.
 - c. Rationale: Users have to click into specific images in order to like it. The flow of scrolling through the feed is not very smooth and takes lots of effort if I like many pieces of artwork and want to like them all.
 - d. Suggested Fix: Making liking possible without clicking into the art (maybe having heart button in the corner of each artwork on home page)
31. H8: Aesthetic and Minimalist Design/Severity: 1 / Found by A, D
 - a. Task 1
 - b. Problem Description: Footer bar appears messy due to transparency
 - c. Rationale: Because there's artwork in the back and the footer bar is see-through, both the quality of the artwork seen through the footer and the clarity of the icons on the footer are disturbed.
 - d. Suggested Fix: Made footer solid.
32. H10: Help and Documentation/Severity: 2 / Found by A, B, C, D, E
 - a. Task 1
 - b. Problem Description: Home page lacking guidance for action.
 - c. Rationale: When the user first lands on the home page, what is clear to me is that I can scroll and see artworks. However there are no instructions on what actions I need to take in order to make something happen. I'm supposed to like artworks in order to find matches, but there are no instructions telling me to click into artworks to like them (especially because the like button is only visible when you click into an image, not directly obvious you can interact with the art).
 - d. Suggested Fix: Maybe making a little tutorial to tell users what to do or make an image pop the first time to entice users to click into it.
33. H11: Accessible Design/Severity: 2 / Found by A, B, C, E
 - a. Task 1
 - b. Problem Description: For those who have a hard time seeing, viewing the pieces of art could be a challenge.
 - c. Rationale: One must be able to see/read to appreciate and engage with the art, so not everyone is able to participate.
 - d. Suggested Fix: Adding audio options that describe content to include those who can't see well.
34. H6: Recognition rather than recall / Severity: 2 / Found by B

Task: Exploring art

Description: No author name on a post

Rationale: Clicking on a post should logically show who the artist is who created it

Fix: Include the name of the artist who made the post rather than having the user heart multiple different pieces of art so that the user can immediately identify what kind of art they enjoy

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

Task: Exploring art

Description: No alternative text for posts

Rationale: For users with impaired vision, they won't be able to fully understand what is going on in a given post if there is no text that describes what it is

Fix: Require artists to attach either a brief description of their work when they post it or attach a small artist statement about their piece so that users can learn more or appreciate it better

36. H12: Value Alignment and Inclusion / Severity: 1 / Found by B, C

Task: Exploring art

Description: tags and posts could be more colorful for artists

Rationale: Since your target audience is artists, I think having more colors for your tags and also making the app as a whole feel slightly more abstract and less conventional would really make it feel more artsy

Fix: Make the filter tags more colorful and overall make more features more artsy

37. H7. Flexibility and efficiency of use / Severity: 3 / Found by C, E

Task: Liking/Disliking Arts

Description: Not sure how non-visual art, such as music or writing, will be shown

Rationale: The app feed is currently very visual based, so it is not clear how the art of artists like composers (included in text chat) will be shown. People connect with other artists by engaging with their art, so this plays a central role in the app's functionality.

Fix: Have audio and video items in the feed as well. For writing, could limit it to short form content (such as short poems, as included in the example feed items).

38. H4 Consistency and standards / Severity: 2 / Found by C

Task: Liking/Disliking Arts

Description: Tags have inconsistent cases (upper/lowercase)

Rationale: In some places (ex: upload art and view art) tags are lowercase, but in the search suggestions, tags are uppercase. This could be confusing because users might not know what are tags and what are not.

Fix: Have consistent upper/lowercase for tags throughout the app

39. H7. Flexibility and efficiency of use / Severity: 2 / Found by C

Task: Liking/Disliking Arts

Description: There is no way to dislike/ express that you are not interested in a piece of art.

Rationale: A user might want to actively express that they are not interested in a certain piece of art so that they are not recommended similar pieces in the future.

Fix: Add a not interested button as well as an interested button.

40. H8 Aesthetic and minimalist design / Severity: 2 / Found by B

Task: Like image

Description: The like button is too big, has descriptive text where it doesn't need to be

Rationale: The like button's size requires it to go beneath the description, which also

leaves the descriptive hashtags looking really small to fit onto the screen.

Fix: Reducing the like button to just an icon is sufficient, as users will be familiar with the interface. Adding a large button and descriptive text is unnecessary.

Task 2: Commenting on an art piece

41. H1: Visibility of System Status/Severity: 2 / Found by A, C
 - a. Task 2
 - b. Problem Description: After commenting on a piece of art, it becomes unclear which comment is mine or if I successfully posted (especially if I exit the art and revisit again some other time).
 - c. Rationale: Because I can't tell which comment is mine, I am not adequately informed about whether I have posted a comment or not for each post.
 - d. Suggested Fix: Slightly different background shade for comments the user directly made for differentiation and recognition.
42. H2: Match between System and World/Severity: 1 / Found by A, C, E
 - a. Task 2
 - b. Problem Description: The comment bar when you click into an art piece on feed is always there despite not being able to comment before liking.
 - c. Rationale: Took me a while to realize that the mismatched gray color of the comment box is present when I haven't liked the post yet. (It still has text that says "say something" and occupies space on the page, so I assumed I can comment and that gray was just a color choice). In the real world, a text box that's not usable would likely just not exist and only come into existence when it could be used.
 - d. Suggested Fix: Maybe only having the commenting option pop up after liking. Alternatively, you could just leave the textbox as is and let people learn from their mistakes since you do provide good error messages, but I don't think the gray is an effective way to communicate unavailability (because first time users have not seen otherwise) and messes with the overall color scheme.
43. H3: User Control and Freedom/Severity: 2 / Found by A
 - a. Task 2
 - b. Problem Description: No options to delete comment.
 - c. Rationale: I don't see an obvious way to delete a comment I've posted, and it would be nice to be able to delete/edit comments in case of typos/change of opinions.
 - d. Suggested Fix: Add ability to edit/delete comments.
44. H4: Consistency and Standards/Severity: 1 / Found by A, E
 - a. Task 2
 - b. Problem Description: The color of comments not in a shade seen elsewhere.
 - c. Rationale: The background color of comments is a shade of navy blue that I've not seen on other pages and is a little dark to fit in with the style of the app/page.
 - d. Suggested Fix: Change shading to be lighter to better fit in with the style of the app.
45. H4: Consistency and Standards/Severity: 1 / Found by A, E

- a. Task 2
 - b. Problem Description: Style of comment text box different from the style of other items/text boxes.
 - c. Rationale: The style of the comment box inside a piece of art has a gray shading that doesn't quite fit in with the blue/pink/purple on white theme. All the other items don't have borders, but the comment box has a dark border, giving a different look that stands out.
 - d. Suggested Fix: Maybe considering using a color block like the interest button or using a slightly less darkly colored border & a white background.
46. H6: Recognition not Recall/Severity: 2 / Found by A
- a. Task 2
 - b. Problem Description: After commenting on a piece of art, it becomes unclear which comment is mine or if I successfully posted (especially if I exit the art and revisit again some other time).
 - c. Rationale: All comments have uniform formatting and don't have names associated with them, so when I add a comment, it blends in with the rest of the existing comments and there's no way of knowing which is mine unless I just posted a comment or remember exactly what I typed on which piece of art.
 - d. Suggested Fix: Slightly different background shade for comments the user directly made for differentiation and recognition.
47. H8: Aesthetics & minimalist design/Severity: 1 / Found by A
- a. Task 2
 - b. Problem Description: Comment box seems out of place on the page.
 - c. Rationale: The style of the comment box inside a piece of art has a gray shading that doesn't quite fit in with the blue/pink/purple theme. All the other items don't have borders, but the comment box has a dark border, giving a different look that stands out. The purple border is the same as the footer but appears quite sharp in this context.
 - d. Suggested Fix: Maybe considering using a color block like the interest button or using a slightly less darkly colored border & a white background.
48. H9: Help users recognize, diagnose, and recover from errors/Severity: 1 / Found by A, C
- a. Task 2
 - b. Problem Description: Indirect error message when commenting before liking.
 - c. Rationale: When I try to comment before liking a piece, the screen says "It looks like you haven't liked the post yet". While it communicates there's a problem, it does so indirectly and doesn't provide direct action instructions to proceed.
 - d. Suggested Fix: More direct, actionable message, we can phrase as "please like the post before commenting!" instead.
49. H10. Help and documentation / Severity: 1 / Found by C
- Task: Engaging in comments
- Description: Confusion over why a user must like a post before being able to comment on it
- Rationale: There could be more clarity provided to users about why they must like a post before being able to comment on it

Fix: Have some sort of documentation that users could optionally access explaining the rationale behind why users need to like a post before being able to comment on it

50. H7 Flexibility and efficiency of use / Severity: 1

- a. Task: Viewing / Commenting on Art
- b. Description: Maybe even have a button saying “like and comment” for people who use this app frequently.
- c. Rationale: Users who are familiar with the app may want to perform common actions more quickly and easily, without having to click multiple buttons
- d. Suggested fix: Provide a shortcut or a gesture for the user to like and comment on a post with one tap or swipe, or use a long press to show a menu of options

Task 3: Connecting and scheduling with another artist

51. H1: Visibility of System Status/Severity: 2 / Found by A, B, D

- a. Task 3
- b. Problem Description: After choosing a day to schedule meetings on in the calendar tab of another artist’s profile, it is unclear what the next step is. It’s unclear that 2 clicks are needed to add a specific time to continue scheduling.
- c. Rationale: After we click a day for the first time, the day is highlighted, but the system is otherwise in a stale state without indications of how to continue scheduling. I can’t tell if it’s crashing or if the request is in progress or completed or if there are next steps. It was not intuitive that I had to click the day I just clicked again to have a specific time scroller pop up.
- d. Suggested Fix: Have additional instructions to click again or have the time slots pop straight into view after a single click.

52. H2: Match between System and World/Severity: 1 / Found by A, B

- a. Task 3
- b. Problem Description: In the artist profile of the person recommended to you, under the mutual art tab, the “advanced” button has ambiguous meaning.
- c. Rationale: To me, “advanced” can mean a lot of things—filtering, sort, hide, delete, edit etc. and it’s unclear what meaning this button has in this context.
- d. Suggested Fix: Better word choice based on the actual function(s) of this button.

53. H2: Match between System and World/Severity: 1 / Found by A

- a. Task 3
- b. Problem Description: In the artist profile of the person recommended to you, under the calendar tab, the button asks: “Request to share schedule with Georgia?” This is confusing as there’s no room for you to actually answer the question, and rather that the click itself acts as a response.
- c. Rationale: The function of clicking this button is to request to share your schedule with the other person, but because it’s phrased as a question and not a direct action, the user has to make the connection that the answer yes is associated with clicking. (Normally for a question, our response would be an answer, not an action)

- d. Suggested Fix: Just take out the question mark to make it an action statement and make clear what the effect of clicking the button is.
54. H2: Match between System and World/Severity: 2 / Found by A, B, D, E
- a. Task 3
 - b. Problem Description: Artist profiles are found under the page labeled Inbox, which is not intuitive.
 - c. Rationale: In the real world, the most common way of finding someone's profile would definitely not be through the inbox section of an app, but rather a search function or a people's page.
 - d. Suggested Fix: Potentially having an extra people's section, or renaming inbox to something more inclusive with the profile viewing functionality.
55. H2: Match between System and World/Severity: 1 / Found by A, C, E
- a. Task 3
 - b. Problem Description: The inbox icon is not intuitive to recognize.
 - c. Rationale: I believe normally, the DM/inbox button originates from the paper airplane delivery metaphor. The inbox icon here looks part like a computer mouse and partially like a location icon on maps. First time users may not recognize what this symbol means straightaway as it does not resemble the real world item that helps us recognize the meaning of this icon.
 - d. Suggested Fix: Change the icon to something more representative of inbox so it's meaning is more intuitive.
56. H3: User Control and Freedom/Severity: 2 / Found by A
- a. Task 3
 - b. Problem Description: After scheduling a meeting and reaching the page where it says "request sent", it's unclear how I can revisit/edit/delete or make any sort of actions regarding the request.
 - c. Rationale: There are no instructions on how and where to revisit/edit/cancel this request, whether or not the other person approves.
 - d. Suggested Fix: Have a pending requests page/list somewhere and instructions on how to revisit/edit the sent request so one does not need to memorize content.
57. H4: Consistency and Standards/Severity: 1 / Found by A
- a. Task 3
 - b. Problem Description: Different icon & icon bar styles on the artist profile page of the person you connected with compared to footer bar.
 - c. Rationale: I'm used to the thin icons on the footer bar that turn pink when pressed, but now in the icon bar of the profile, we have thicker icons that turn dark purple. The background shading of the icon bar is also slightly different.
 - d. Suggested Fix: Standardizing icon bar colors and stroke size of icons & color when pressed.
58. H4: Consistency and Standards/Severity: 1 / Found by A
- a. Task 3
 - b. Problem Description: Typography of too many different fonts/sizes/styles on the send a message within the scheduling part.

- c. Rationale: After selecting a day and time, the page asks if you want to send a message. There are at least 3 different text colors, two different fonts and many different bolding styles. There's no clear typography font/color/style on this page. It also doesn't make sense to me that instead of grouping the 12pm time with the date info, it's inside the text box with the message.
 - d. Suggested Fix: Reduce amount of text since some info are redundant. The "send a message with your request!" above the textbox and "say something..." within the textbox seem to convey the same things and are redundant. Maybe just have "Type a message with your request here" inside the box. Might be a good idea to move the 12pm to closer to the time information at the top and outside of the text box since they're not that related, and then we'd have less text and less varying styles. As for colors, I've noticed you normally use white text inside colored boxes and black text against white background. Here, the "say something" is dark on a colored background, and harder to read for that reason, so maybe changing text inside message text box to to a whiter shade to be prettier, clearer and more consistent with the style.
59. H6: Recognition not Recall/Severity: 1 / Found by A, C
- a. Task 3
 - b. Problem Description: The inbox icon is not intuitive to recognize.
 - c. Rationale: I believe normally, the DM/inbox button originates from the paper airplane delivery metaphor. The inbox icon here looks part like a computer mouse and partially like a location icon on maps. First time users may not recognize what this symbol means straight away and need to learn and remember from using the app.
 - d. Suggested Fix: Change the icon to something more representative of the inbox so it's meaning is more intuitive.
60. H6: Recognition not Recall/Severity: 2 / Found by A
- a. Task 3
 - b. Problem Description: After scheduling a meeting and reaching the page where it says "request sent", it's unclear how I can revisit the request again.
 - c. Rationale: The "type a message with your request" & 12pm timestamp from the request on the previous page are replaced with the request sent status after sending the request. Because of this, what exact time I scheduled for and what message I sent can no longer be seen. Unless I was able to remember, I can no longer go back to see what I wrote. There are also no instructions on how and where to revisit this request, whether or not the other person approves.
 - d. Suggested Fix: Have a pending requests page/list somewhere and instructions on how to revisit/edit the sent request so one does not need to memorize content.
61. H6: Recognition not Recall/Severity: 2 / Found by A, B, C, E
- a. Task 3
 - b. Problem Description: Hard to find the recommended match profile after clicking save for later or navigating away from the page.
 - c. Rationale: Great help/instruction message—if I click save for later, you provide instructions to visit the artist at a later time in the inbox. However, this does require the user to remember these instructions in order to find the artist again. Suggested Fix:

Maybe thinking about a connections page so navigating there is more intuitive and doesn't take many clicks to get to.

62. H7: Flexibility and Efficiency of Use/Severity: 2 / Found by A, B, C
 - a. Task 3
 - b. Problem Description: Artist profiles are found under the page labeled Inbox, which takes many steps to get to and is not very intuitive.
 - c. Rationale: It takes many clicks to get to an artist's profile: go to inbox, then find person, then click the profile button.
 - d. Suggested Fix: Potentially having an extra people's section, or renaming inbox to something more inclusive with the profile viewing functionality.
63. H7: Flexibility and Efficiency of Use/Severity: 2 / Found by A, B, E
 - a. Task 3
 - b. Problem Description: No search bar in inbox, can't find person easily if list gets long.
 - c. Rationale: If there are a lot of profiles/messages, it can become really hard to find specific people/messages/profiles in the inbox.
 - d. Suggested Fix: Add a search bar/filter so users can more efficiently find messages/people.
64. H8: Aesthetic and Minimalist Design/Severity: 1 / Found by A
 - a. Task 3
 - b. Problem Description: Typography of too many different fonts/sizes/styles on the send a message within the scheduling part
 - c. Rationale: After selecting a day and time, the page asks if you want to send a message. There are at least 3 different text colors, two different fonts and many different bolding styles. There's too much different text going on, making the page chaotic to read and comprehend.
 - d. Suggested Fix: Reduce amount of text & standardize the rest. The "send a message with your request!" above the textbox and "say something..." within the text box seem to convey the same things and are redundant. Maybe just have "Type a message with your request here" inside the box. Might be a good idea to move the 12pm from inside the textbox to outside of the text box since it belongs more with the time information. As for colors, I've noticed the norm of white text inside colored boxes and black text against white background. Here, the "say something" is dark on a colored background, and harder to read for that reason, so maybe changing text inside the message text box to be a whiter shade so it's prettier, clearer and more consistent with the style.
65. H10: Help and Documentation/Severity: 2 / Found by A, B, D
 - a. Task 3
 - b. Problem Description: After choosing a day to schedule meetings on in the calendar tab of another artist's profile, it is unclear what the next step is. It's unclear that 2 clicks are needed to add a specific time to continue scheduling.
 - c. Rationale: The instructions say select day to see times, but we actually need to click the day twice to have times pop up, so the instruction wasn't exactly accurate to help with the task.

- d. Suggested Fix: Have additional instructions to click again or have the time slots pop straight into view after a single click.
66. H12: Value alignment and inclusion/Severity: 2 / Found by A
- a. Task 3
 - b. Problem Description: Potential for lack of reciprocation and hurt feelings.
 - c. Rationale: It's unclear what happens when you get recommended someone and they are unwilling to connect with you. Similarly, when you share calendars, it's unclear how we can wait for the other person to do the same—and what would the consequences be if they don't accept? Also after you send a meeting request what if the other person declines? The lack of coordination of reciprocation could cause feelings of rejection when we're trying to find connection.
 - d. Suggested Fix: Only show recommended people if there is reciprocation already present.
67. H12: Value alignment and inclusion/Severity: 2 / Found by A, B, C
- a. Task 3
 - b. Problem Description: One has to like enough posts from any artist to connect, making it a tedious and biased task.
 - c. Rationale: 1) Would the algorithm then prioritize a certain person's pieces over another so that someone can have a higher chance of obtaining a match and how would it do that without bias? 2) Does this mean the user has to spend a long time to even find a match? Would they feel exhausted/dejected?
 - d. Suggested Fix: Thinking about the feed algorithm and what values you want to prioritize!
68. H3: User Control and Freedom / Severity: 2 / Found by B, C, E
- Task:** Viewing other profiles
- Description:** No way to go straight to your conversation with that artist from profile
- Rationale:** If I click on message from another artist's profile, I would expect to be navigated directly to my conversation with them instead of just bringing me to the conversation/messages page
- Fix:** Have the button message navigate the user directly to their conversation with that other artist
69. H4: Consistency and Standards / Severity: 1 / Found by B
- Task:** Viewing other profiles
- Description:** The pink boxes at the bottom that are unfilled can't be clicked
- Rationale:** If you include something on a profile, users might assume that you can do something with that.
- Fix:** Delete any pink boxes that show that an artist hasn't posted 6 times and just show the posts that they have made
70. H8: Aesthetic and Minimalist Design / Severity: 2 / Found by B
- Task:** Viewing other profiles
- Description:** The active tab that you are on should be white, not dark
- Rationale:** The filled in white outline makes me think that I am on that tab, but you actually use a dark purple to delineate which tab the user is on when viewing another artist's profile.

Fix: Make it so that the active tab that the user is on appears as bolded white and the ones that they aren't on are slightly thinner purple icons

71. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by B

Task: Viewing other profiles

Description: The similarities tab should be more indicative of similarities

Rationale: Since this tab is about the art that two people share, I would expect the logo to have the white space in the middle of the two circles of the venn diagram to be filled in

Fix: Make the space in the similarities of the venn diagram filled in

72. H2: Match between System and World / Severity: 2 / Found by B

Task: Messaging artists

Description: Language of 'still interested' is a bit flirtatious

Rationale: Having a small nudge that says 'still interested? Send a message' might be reminiscent of language we could find on a dating app

Fix: Maybe change the nudge to 'interested in this artist's work? Let them know!' or don't include a nudge at all

73. H3: User Control and Freedom / Severity: 2 / Found by B, C

Task: Messaging artists

Description: No easy way to go back to conversations after viewing a person's profile

Rationale: Since you require users to visit other artists' profiles before they can message them (which might be a decision you wish to revisit), once a user does click on a profile, they aren't able to easily get back to that conversation aside from clicking on the messages page

Fix: Maybe have a back button for this or don't require users to visit other people's profiles before they can message them

74. H3: User Control and Freedom / Severity: 3 / Found by B

Task: Messaging artists

Description: No easy way to access friends profiles

Rationale: Since a user might want to see their friends or other artists' profiles, not having a fast way to access them if they don't view their profile the first time could be difficult

Fix: Maybe have the ability to click on the person's image in the upper left corner after entering a conversation with them and have that navigate to their profile

75. H4: Consistency and Standards / Severity: 2 / Found by B

Task: Messaging artists

Description: Profile page that people access when messaging is your profile page, not theirs

Rationale: Since we are messaging a person, it might make sense for the profile that is linked there to be their profile and not your own

Fix: Either delete this or have the profile icon link to that person's profile

76. H4: Consistency and Standards / Severity: 2 / Found by B

Task: Messaging artists

Description: The font colors and type (italics or bold) is different for different conversations

Rationale: All of your messages with different artists should be the same

Fix: Pick one style for displaying the messages or the small text of the person's title and stick with it

77. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by B

Task: Messaging artists

Description: Profile picture should be what we click on, not the profile button

Rationale: Since you have people upload a contact photo, it would make sense for users to just click on that picture to access their profile rather than having another separate button to get to a profile.

Fix: Delete the button and have the image of a person's face link to their profile

78. H1 Visibility of system status / Severity 2 / Found by E

- a. Task: Messaging from Inbox
- b. Description: Unclear that you have to view an artist's profile before messaging them.
- c. Rationale: In all other profiles, clicking the profile leads you to messaging them. However in this case, it does nothing.
- d. Suggested fix: Make it so clicking the profile leads to their profile in the first case (keep the color difference and "View Georgia's profile first!", as it shows the difference in action), and include a snackbar informing them that they must view a profile before messaging.

79. H7 Flexibility and efficiency of use / Severity 2 / Found by E

- a. Task: Messaging from Inbox
- b. Description: Unable to initiate a chat from the inbox page.
- c. Rationale: If I want to message, I'll naturally head to the messages tab but I can't initiate a conversation without first searching for a profile.
- d. Suggested fix: Add an action button / search bar to allow for starting new conversations.

80. H8 Minimalist design / Severity 1 / Found by E

- a. Task: Viewing your profile
- b. Description: Settings icon blocks profile photo
- c. Rationale: If I were an artist, I'd imagine I care about how my profile photo looks. This could make it difficult to design my profile photo.
- d. Suggested fix: A common construct is to make a separate settings icon (maybe top right)

81. H2. Match between system and the real world / Severity: 2 / Found by C

Task: Connecting and engaging with artists

Description: No way to add user description/job

Rationale: In the user profile page there is a job/description for the current user but there is no way to add it during onboarding. You can only add it afterwards in settings.

Fix: Have a way to add an introduction during onboarding.

82. H4. Consistency and standards / Severity: 3 / Found by C, E

Task: Connecting and engaging with artists

Description: Unclear if items in "inbox" are chats with other artists vs notifications from the app

Rationale: Inbox contains Georgia, Emmy, and Nathan but the current user has only messaged Emmy and Nathan. Georgia is a recommended connection from the app, but it is not clear when this goes away, or if it will stay forever even though there are no messages between you.
Fix: Have some sort of clear distinction between notifications and messages.

83. H3. User control and freedom / Severity: 2 / Found by C, E

Task: Connecting and engaging with artists

Description: There is no way to navigate back to the previous page when you click to view someone's profile

Rationale: After clicking on another artist's profile, there is no back button to navigate back to the page that brought you there. This can be annoying if a user wants to get back to exactly where they were before viewing the profile.

Fix: Add a back button when a user navigates to another person's profile from another page

84. H7. Flexibility and efficiency of use / Severity: 2 / Found by C

Task: Connecting and engaging with artists

Description: There is no way to filter/sort your own art

Rationale: It would be nice to filter/sort your own art (ex: by highest to lowest likes or chronological order) in order to get more information about how people are engaging with your art

Fix: Add filter/sort functionality for your own art (by likes, comments, etc)

85. H8. Aesthetic and minimalist design / Severity: 1 / Found by C

Task: Connecting and engaging with artists

Description: There are redundant messages in the upload page, such as "Upload the art" and "Title of the art" along with a text box reading "Title"

Rationale: Some of the information on the upload screen is redundant and could be seen as annoying or better used for different information.

Fix: Perhaps just have the text boxes with the placeholder descriptions, because they completely describe the information the user needs to input.

86. H8. Aesthetic and minimalist design / Severity: 2 / Found by C

Task: Connecting and engaging with artists

Description: Misalignment in page when viewing another artist's profile

Rationale: When moving from the grid or calendar page to the mutual preferences page, the user header moves up and down.

Fix: Make sure the header is aligned in the same position on all pages.

87. H8. Aesthetic and minimalist design / Severity: 2 / Found by C

Task: Connecting and engaging with artists

Description: Redundant information when requesting to share schedules with another artist

Rationale: We can see the other artist's name and introduction at all times. When we are viewing their schedules, the headers are "[artist name] schedule" and "[artist name] upcoming events". There is already a lot of information on the screen, so this can be overwhelming.

Fix: Since we can see their profile info, the headers could just be "Schedule" and "Upcoming Events"

88. H2. Match between system and the real world / Severity: 4 / Found by C

Task: Connecting and engaging with artists

Description: Clicking “Request to share schedules” takes you straight to another artist’s schedule

Rationale: There is a disconnect between the action item that the button says (“Request to share schedules”), and what the button actually does, which is show you their schedule. This can be confusing.

Fix: If the button sends a request, some sort of confirmation that a request was sent should be shown, and once they accept the request there should be some way to view the schedule. If the allows us to view their schedule, it should say “View Schedule”

89. H7: Flexibility and efficiency of use / Severity: 2 / Found by C

Task: Connecting and engaging with artists

Description: When scheduling a meeting with other artists, there is just one row of possible selections from Sunday-Saturday. It is not clear what week this is for (although I assume it is the current week) and no way to choose a different week.

Rationale: A user might want to keep track of the exact date they are sending a request for, so it might be good to show that as well. They also may not have any availability for the current week so having a way to select a different week would also be nice.

Fix: Add arrows or another way to move between different weeks. Show the actual date above the day label.

Task 4: Uploading Art

90. H1: Visibility of System Status / Severity: 1 / Found by B, C

Task: Uploading art

Description: Display where the post you just created is

Rationale: Since the user just uploaded a piece of their art (a super big step!), they should have a way to see where it shows up

Fix: Include a button that allows them to see where their post was created in their profile page rather than just returning home

91. H2: Match between System and World / Severity: 1 / Found by B, C

Task: Uploading art

Description: Use different language for uploading art

Rationale: Since we already have a button that says upload image, we might want to use different text that describes more clearly what you are doing with this art and that attributes the art to you

Fix: Maybe change it to upload ‘your’ art or change ‘title of the art’ to ‘title of your piece

92. H4: Consistency and Standards / Severity: 2 / Found by B

Task: Uploading art

Description: using image vs art

Rationale: You have the button that says upload image but the descriptor says upload the art

Fix: Pick one word or the other to keep it consistent

93. H4: Consistency and Standards / Severity: 3 / Found by B, C, E

Task: Uploading art

Description: Additional information when you upload art does not appear on post

Rationale: Since you have a space for additional information when users upload their art, it would make sense for other people to see it

Fix: Make a small button or box for viewers to see the additional information attached to an art piece

94. H4 Consistency & Standards / Severity: 1 / Found by D

Task: Upload art

Description: After uploading a photo, the “return home” button looks just like the “Upload complete” text

Rationale: The text doesn’t differentiate the fact that one is a button and one is just text, can be confusing to users, and doesn’t pop

Fix: Add a border, or background to the “return home” or just make it bold and higher contrast to indicate button selection

95. H8 Aesthetic and minimalist design / Severity: 1 / Found by D

Task: Upload art

Description: The image preview is in portrait orientation, and is too big so it takes up the screen

Rationale: The image is too large, forcing the user to scroll to complete the upload

Fix: Make the image small initially, and perhaps enlarge it temporarily upon user request, which will keep everything on one page.

96. H2 Match between system and the real world / Severity: 4 / Found by E

a. Task: Uploading art

b. Description: No way to upload poetry or non-image based art

c. Rationale: Users who create or appreciate poetry or other forms of non-visual art may feel excluded or limited by the app, which could reduce their satisfaction and loyalty

d. Suggested fix: Provide an option for the user to upload text or audio files, or use a text editor or a voice recorder to create their own content

97. H7 Flexibility and efficiency of use / Severity: 2 / Found by E

a. Task: Uploading art

b. Description: Maybe after the keyboard input is added just convert them to tags instead of having to click the add button. Like in gmail for recipients.

c. Rationale: Users who want to add multiple tags may find the add button cumbersome and time-consuming, which could affect their efficiency and productivity

d. Suggested fix: Use a comma or a space to separate the tags, and automatically add them to the list without requiring the user to click the add button

98. H4 Consistency and Standards / Severity: 1 / Found by E

a. Task: Uploading art

- b. Description: Shade of blue on the upload page interactables is different from the rest of the app.
 - c. Rationale: Inconsistent colors will lead to users being confused about the meaning of the color change or impressions of professionalism.
 - d. Suggested fix: If blue is an accent color, make it apparent on more pages other than just the upload page. Otherwise, make the upload page the same color as the rest of the app.
99. H10 Help and documentation / Severity: 2 / Found by E
- a. Task: Uploading art
 - b. Description: Have suggestions for common tags.
 - c. Rationale: For beginning users, it can be confusing to open-endedly tag posts, people may not know the convention for tagging / which kinds of tags to use
 - d. Suggested fix: Add tag suggestions that users can easily add.

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	2	6	0	0	8
H2: Match Sys & World	0	6	3	0	2	11
H3: User Control	0	0	7	1	0	8
H4: Consistency & Standards	15	6	2	0	0	23
H5: Error Prevention	0	3	1	0	0	4
H6: Recognition not Recall	0	1	6	0	0	7
H7: Efficiency of Use	0	3	7	1	0	11
H8: Minimalist Design	0	8	4	0	0	12
H9: Help Users with Errors	0	1	0	0	0	1
H10: Help & Documentation	0	1	4	0	0	5
H11: Accessible	0	2	1	1	0	4
H12: Value Alignment & Inclusion	0	1	4	0	0	5
Total Violations by Severity	15	34	45	3	2	99

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	Evaluator E
Sev. 0 Ex: Eval A count / total sevs 0 in table #3	0%	0%	0%	0%	0%
Sev. 1 Ex: Eval A count / total sevs 1 in table #3	22/34 65%	9/34 26%	9/34 26%	5/34 15%	11 / 34 32%
Sev. 2 Ex: Eval A count / total sevs 2 in table #3	21/45 47%	23/45 51%	20/45 44%	6/45 13%	17 / 45 37%
Sev. 3 Ex: Eval A count / total sevs 3 in table #3	1/3 33%	3/3 100%	3/3 100%	1/3 33%	3 / 3 100 %
Sev. 4 Ex: Eval A count / total sevs 4 in table #3	0%	0%	1/2 50%	0/2 0%	1 / 2 50%
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3)	1/5 20%	3/5 60%	4/5 80%	1/5 20%	4/5 80%
Total (all severity levels) Ex: Eval A total sev count / total sevs (green cell) in table #3	44/99 44%	35/99 35%	33/99 33%	12/99 12%	32 / 99 32%

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

5. Summary Recommendations

Artemix has an extremely clean UI that is surprisingly easy and intuitive to navigate. I love the colors and all of the different icons that you guys have chosen for your different pages and tasks and how you decided to differentiate between the homepage and the explore page, but some of these icons could be a bit more standardized and consistent across the screens to make them more cohesive.

Most of the violations were in the consistency area. I think with a little more standardization across pages and especially for similar features (think typography font/size/color, button style & rounding, alignment), your already pretty app would be even clearer and more aesthetic to look at.

Some things that I am curious about are how you might make your app a bit more artsy and targeted to artists. I am wondering if this might mean playing around with the color scheme a bit, or taking more risks with the UI to make the platform more unique. I am also curious to see what the advanced button would be on the similarities tab between two different users. I think it would make sense to, in addition to displaying the posts that you have liked of one another's, also display the different posts and genres that you both have liked from other artists. This could serve as a way to emphasize the things that you guys have in common and also help people explore and learn about more art.

I also liked how the theme of supportiveness of other artists is maintained well: with the interested button (and no dislike button) and comment only after liked functionality, as well as a page where artists can see mutual likings from each other. Something to think about is how to balance the positivity with flexibility (being able to see what you've liked/commented).

I also think that your app could be slightly more accessible. I know that the art styles that you are emphasizing are very visual in nature, but I think it might help your app to give more descriptions of pieces so that users with slightly impaired vision could still enjoy your app and use it to the same extent as other users. Requiring people to upload information about their art and also including a way for users to change the color scheme to be darker or higher contrast or even allowing for different font sizes would be a great way to help make your app more functional.

At its core, we love the mission of what you are trying to achieve, and we can't wait to see how Artemix evolves from here!

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.