

Heuristic Evaluation of **Ambi**

1. Problem/Prototype Description

Ambi is a platform that assists users in finding restaurants tailored to their preferred ambiance by leveraging short video reviews from other users.

2. Violations Found

Task: View more info about a restaurant

1. **H1 Visibility of System Status / Severity: 1 / Found By: A**
 - a. Task: View more info about a restaurant
 - b. Description: The 'Home' button as well as the 'Plus' button seem to be highlighted at the same time even though the user is on the home page.
 - c. Rationale: Users may be confused as to what page they are on with this ambiguity.
 - d. Fix: Use a different contrast theme for highlighting the page the user is in.
2. **H1 Visibility of System Status / Severity: 3 / Found By: A, B, C, D**
 - a. Task: View more info about a restaurant
 - b. Description: The term 'Disco' for 'Discover' is used.
 - c. Rationale: The term "Disco" is specific to your app. It does not immediately demonstrate that this tab is an infinite, scrolling feed of reviews. Furthermore, mixing restaurants with disco might confuse people and give them the impression they are searching for restaurants with dance experiences.
 - d. Fix: Use 'Discover' or another term like 'Explore' to increase familiarity.
3. **H1 Visibility of System Status / Severity: 2 / Found By: A, B**
 - a. Task: View more info about a restaurant
 - b. Description: After swiping to the second restaurant in the home page, the handle of the post as well as the description of the restaurant is not clear because of use of white font, which fades into the restaurant's image.
 - c. Rationale: It will be hard to read or understand the description of the restaurant.
 - d. Fix: Possibly use a gradient background at the bottom where the description and the handle of the post will appear to make it more visible and clear.
Note - The same heuristic violation may be applicable to the comment icon and/or the share icons when not highlighted.
4. **H2 Match between system and real world / Severity: 1 / Found By: A**
 - a. Task: View more info about a restaurant
 - b. Description: The word 'Ambi-board' in the About section is a bit ambiguous to me.
 - c. Rationale: Although the word is creative and may have brand value, new users may not find it understandable immediately.

- d. Fix: I would suggest using a simpler word ('Vibes'), or alternately use a small description below the heading to make it more clear to the user.
- 5. H4 Consistency and Standards / Severity: 1 / Found By: A**
 - a. Task: View more info about a restaurant
 - b. Description: The same blue color background has been used for the name of the restaurant in the 'Discover' page (specifically 'The Edge') and for 'Now' label in the popular times section.
 - c. Rationale: It wrongly places in the user's mind the 'Now' label and the restaurant's name in the same hierarchy.
 - d. Fix: Use a different color or possibly shade of the same color to differentiate between the importance of various elements.
- 6. H4 Consistency and Standards / Severity: 1 / Found By: A**
 - a. Task: View more info about a restaurant
 - b. Description: The same color has been used for displaying the name of the restaurant in the 'About' section under 'Keyword' as well as the link for the restaurant.
 - c. Rationale: Users may mistake the name also to have a hyperlink.
 - d. Fix: Because the name of the restaurant is always on top even when users scroll down, I would suggest removing the name of the restaurant from the 'Keyword' section.
- 7. H5 Error prevention / Severity: 3 / Found By: A, C**
 - a. Task: View more info about a restaurant
 - b. Description: As a user, I was not sure on first look to click on the restaurant's name in the 'Discover' page, it is not as clear where to click to the user if they want to look further into the restaurant.
 - c. Rationale: It may result in the user getting confused or frustrated.
 - d. Fix: Using a small '>' icon or something similar to let the user know that they can click there for more information about the restaurant.
- 8. H11 Accessible Design / Severity: 2 / Found By: A, B**
 - a. Task: View more info about a restaurant
 - b. Description: Some of the text in the 'About' page of the restaurant, such as the address, as well as headings like 'Keywords', 'Fit Check' and user information sentences like 'Pulled from Comments and Reviews' (Under 'Keywords') is very hard to read.
 - c. Rationale: Some users may not be able to access such information.
 - d. Fix: Increase font size of the text in general.
- 9. H11 Accessible Design / Severity: 2 / Found By: A, D**
 - a. Task: View more info about a restaurant
 - b. Description: The 'Keywords' word cloud seems cluttered.
 - c. Rationale: Some users may not be able to access or read the information clearly.
 - d. Fix: Providing an alternate version of uncluttered keywords side-by-side, with an option for the user to expand whichever version they prefer.
- 10. H11 Accessible Design / Severity: 3 / Found By: A, B**

- a. Description: After swiping to the second restaurant in the home page, the handle of the post as well as the description of the restaurant is not clear because of use of white font which fades into the restaurant's image.
- b. Rationale: It will be hard to read or understand the description of the restaurant.
- c. Fix: Possibly use a gradient background at the bottom where the description and the handle of the post will appear to make it more visible and clear.
Note - The same heuristic violation may be applicable to the comment icon and/or the share icons when not highlighted.

11. H1 Visibility of System Status / Severity: 1 / Found By: C

- a. Task: Simple - view more info about restaurant
- b. Description: Within the "edge" restaurant info page, I see a back button, but it's not clear to me where the back button leads.
- c. Rationale: This is a 1 violation because I'm not sure the user truly *needs* to know where they would go back to, but it seems like a violation of status because all I know is that I'm in the restaurant more info page, but I don't know where I was before or how to connect to the rest of the app from here. Feels a bit like I'm in a dark room and can only go to the door that I came through.
- d. Fix: Add "back to discovery" in the back arrow.

12. H1 Visibility of System Status / Severity: 4 / Found By: B, C

- a. Task: Simple - view more info about restaurant
- b. Description: There is a speaker icon that can be toggled on/off in the top right corner.
- c. Rationale: I have no clue what this icon means / what it does. Even by playing around with it I couldn't understand, but mostly it seems there's a functionality that doesn't come across clearly. I gave this a 4 because it's really unclear what the on/off status is for, and forces users to recall that's what they need to select rather than recognize it. Some reviewers initially thought this was a text-to-speech button instead of the music for a restaurant.
- d. Fix: Add text, move the button, group it with other elements that it controls sound for (unclear currently). [part 1, two violations]

13. H6 Recognition not Recall / Severity: 4 / Found By: C, D

- a. Task: Simple - view more info about restaurant
- b. Description: There is a speaker icon that can be toggled on/off in the top right corner.
- c. Rationale: I have no clue what this icon means / what it does. Even by playing around with it I couldn't understand, but mostly it seems there's a functionality that doesn't come across clearly. I gave this a 4 because it's really unclear what the on/off status is for, and forces users to recall that's what they need to select rather than recognize it.
- d. Fix: Add text, move the button, group it with other elements that it controls sound for (unclear currently). [part 2, two violations]

14. H7 Flexibility & Efficiency of Use / Severity: 2 / Found By: B

- a. Task: View Info About Restaurant

- b. Description: Information about the restaurant is listed (type, location, etc), but if a user would like to view a related restaurant they must exit the page for the restaurant, apply a search term, and modify these parameters accordingly.
- c. Rationale: Frequent users often would want to view related restaurants or check for other options nearby.
- d. Fix: Hyperlink to search for other restaurants with similar characteristics.

15. H8 Aesthetic and minimalist design / Severity: 1 / Found By: B

- a. Task: View Info About Restaurant
- b. Description: Below the restaurant name are four items: type of restaurant, number of reviews, price, and closing time. These items have the same font size.
- c. Rationale: These pieces of information are not equally important to someone searching for a restaurant, and their small text size might lead some users to skip this section entirely. Number of reviews is platform specific and not relevant to assess the vibe of the restaurant. The vibe of the restaurant should also give some indication of what type of restaurant it is.
- d. Fix: Retain price point and closing time, and make those elements larger.

16. H8 Aesthetic and minimalist design / Severity: 4 / Found By: B

- a. Task: View Info About Restaurant
- b. Description: Elements on the info page (Keywords and Fit Check) are completely hidden unless the user scrolls. There is no indication that there is content “below the fold”.
- c. Rationale: Users may use the app frequently and never try scrolling because there is no visual indicator that there is content to be viewed lower on the page. The lowest piece of content on the page, Fit Check, is one of the defining, unique features of the app. Thus, a substantial number of users could use this app and conceivably never find it.
- d. Fix: Add a down arrow button that scrolls the page on clicking OR when entering the page play an animation that reminds users they can scroll.

17. H11 Accessible Design / Severity: 2 / Found By: B

- a. Task: View Info About Restaurant
- b. Description: Text that displays star rating is in small, white text that is often obscured in light thumbnail photos.
- c. Rationale: Low vision users may struggle to read text without sufficient contrast.
- d. Fix: Display the number of stars for the rating (ex. Four stars on the review thumbnail for a four star rating) AND black a background behind the text that provides high contrast

18. H11 Accessible Design / Severity: 2 / Found By: B

- a. Task: View Info About Restaurant
- b. Description: Bar in “popular times” section of restaurant page does not achieve sufficient contrast to comply with WCAG AA or AAA standards.
- c. Rationale: Low vision users may struggle to view pages without sufficient contrast. This is especially true in this case, as someone may want to quickly

check if a restaurant is busy and would not want to strain their eyes to do so as they're flipping through several restaurants.

- d. Fix: Select a brighter color for the highlighted bar.

19. H12 Value alignment and inclusion / Severity: 2 / Found By: B

- a. Task: View Info About Restaurant
- b. Description: Dollar sign icon is displayed on a restaurant's page without explanation or justification.
- c. Rationale: What constitutes a "cheap" or "expensive" meal may differ radically for users with different socioeconomic backgrounds. Budget diners might want more detail within the cheapest price range, whereas other users might not be concerned with price at all.
- d. Fix: Link to a page that justifies why that symbol was chosen.

20. H1 Visibility of system status / Severity: 2 / Found By: B

- a. Task: All tasks
- b. Description: Tabs on the "home" screen are written in white text, which can be hard to see on bright images.
- c. Rationale: Insufficient contrast between background elements and text causes navigation issues and makes it difficult to quickly assess system state. Also, since this is an app people might use to travel, it should be considered that people will be scrolling through options in bright daylight, which would exacerbate the issue.
- d. Fix: Either add a semi transparent background that provides sufficient contrast or dynamically assign the tabs a color based on the current video.

21. H4 Consistency and standards / Severity: 3 / Found By: B

- a. Task: All tasks
- b. Description: A star amount is displayed next to a restaurant in a post. It is unclear whether this is the overall rating of the restaurant or the user's rating of the restaurant.
- c. Rationale: Users might want to know both the individual's rating of a restaurant and the overall rating. These should be clearly labeled and separate.
- d. Fix: Place the restaurant's overall rating on its page, and the users rating on the review next to their name.

22. H6 Recognition rather than recall / Severity: 2 / Found By: B

- a. Task: All tasks
- b. Description: There is no explanation for the green "verified customer" checkmark.
- c. Rationale: Other apps have check marks that denote premium users or celebrity accounts. Since this app's use of verification is unique (they must have scanned a receipt proving they ordered from the restaurant) it would be nice to provide some context for why this verification is useful (and is not a sign of a "power user" or celebrity).
- d. Fix: Add some text in the tooltip explaining what verification means or link to another page that explains the verification process.

23. H8 Aesthetic and minimalist design / Severity: 1 / Found By: B

- a. Task: All tasks
- b. Description: Five colors are used in the UI on the main post viewing screen (pink, purple, blue, yellow, and green).
- c. Rationale: Using a large number of colors makes it difficult for a user to associate specific colors with specific actions. This may lead to confusion.
- d. Fix: Try to pick three colors and focus on the function of the color (interactable vs non-interactive) rather than the traditional usage of the color (ex. stars are yellow)

Task: Search for restaurant

24. H1 Visibility of System Status / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: Assuming that there are more search results, an indication that the user can scroll is not provided.
- c. Rationale: Although trivial, providing a clear indication that the user can scroll can make the user experience better.
- d. Fix: Provide the same bar which has been provided in other screens to indicate that the user can scroll through.

25. H3 User Control and Freedom / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: There is no option to clear the search history of select items.
- c. Rationale: Users may sometimes want to clear all previous searches to free up space.
- d. Fix: Provide an 'x' to clear a search history item.

26. H3 User Control and Freedom / Severity: 3 / Found By: A

- a. Task: Search for restaurant
- b. Description: The home and profile options are not provided in the search results page.
- c. Rationale: Although there is a back button, users may want to directly route to home (more intuitive) or go to the profile page directly.
- d. Fix: Provide the home and profile base buttons even in the search results.

27. H4 Consistency and Standards / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: The star ratings for each searched restaurant is in white.
- c. Rationale: In other screens, the star rating was yellow.
- d. Fix: Use the same yellow color for all ratings.

28. H4 Consistency and Standards / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: The color for search is the same magenta color used in the 'About' page as mentioned earlier.
- c. Rationale: Again, similar colors might mean similar things to the user.
- d. Fix: Use a single color for actionable clicks for the user (for instance blue background color was used for clicking on the restaurant's name in the first task).

29. H4 Consistency and Standards / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: The same white bold color is shown in the search page with the keyboard for 'See more' in the hot searches section.
- c. Rationale: It may not be apparent to the user that this is clickable.
- d. Fix: Use a single color for actionable clicks for the user (for instance blue background color was used for clicking on the restaurant's name in the first task).

30. H4 Consistency and Standards / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: The size and style of the search box in the home page and the search page are different.
- c. Rationale: Significant change visually for the same feature as soon as the user clicks on the search bar.
- d. Fix: Use similar height for the search bar, possibly keeping it exactly the same by reducing the size of it in the home page to keep everything consistent. Also, keep the same shape for the bar (one is rectangular while the other is rounded rectangular)

31. H4 Consistency and Standards / Severity: 1 / Found By: A

- a. Task: Search for restaurant
- b. Description: The search results show 'm' as distance units while the filter shows 'mi'.
- c. Rationale: Users may confuse the units to be different from miles.
- d. Fix: Use same units and symboling/abbreviation.

32. H7 Flexibility and Efficiency of Use / Severity: 2 / Found By: A

- a. Task: Search for restaurant
- b. Description: In this particular instance, the user wants to search for 'Korean BBQ' which is already present in the 'Hot searches' section, but no option is given to reduce the user's time for the task.
- c. Rationale: Expert users may want multiple ways of accomplishing a task.
- d. Fix: Provide option to click on the 'Hot searches' to directly redirect to the page.

33. H7 Flexibility and Efficiency of Use / Severity: 2 / Found By: A

- a. Task: Search for restaurant
- b. Description: Again, only for this particular instance, there is no option to directly click on the Restaurant while searching.
- c. Rationale: Expert users may want multiple ways of accomplishing a task.
- d. Fix: Provide an option to directly click on the specific restaurant.

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

- a. Task: Moderate - search for a restaurant
- b. Description: The filter buttons have an odd layout which I'm sure is just because it's a medium fi prototype.
- c. Rationale: The filters weren't in a particular order that was intuitive. The relative importance of these filter options was not clear, and it is likely some users would use some filters significantly more often than others.

- d. Fix: Just auto layout and making sure the grid spacing is good!

35. H8 Aesthetic and minimalist design / Severity: 1 / Found By: D

- a. Task: Moderate - search for a restaurant
- b. Description: I thought the padding on the filter for distance was a bit tight on the top.
- c. Rationale: This caused for a cramped interface which doesn't align with minimalist design.
- d. Fix: Add more padding on the filter popup.

36. H4 Consistency & Standards / Severity: 2 / Found By: C

- a. Task: Moderate - search for a restaurant
- b. Description: In the search results screen there are a bunch of different video previews with varying framing/etc.
- c. Rationale: This violates consistency (almost by design of your app) because the results are not uniform / consistent. The video thumbnails don't seem to have any standards, and also seems that it would be difficult to enforce it. This is a 2 because I'm not sure how much it would actually affect the experience/it is part of your app idea/intention.
- d. Fix: Rather than showing a thumbnail in the search, show the results and then upon clicking you can show thumbnails of videos.

37. H1 Visibility of system status / Severity: 3 / Found By: B

- a. Task: Search for Restaurant
- b. Description: In the "Distance" selector within the search flow, the slider does not specify how the listed distance is related to the circle displayed in the preview.
- c. Rationale: Users may be unsure how to interpret the circle that represents the range in which they are willing to travel. Is the listed distance the radius or the diameter of the circle? What if a great fit for the user is slightly outside this specific radius?
- d. Fix: Use text to describe how the listed distance relates to the map OR draw a line that shows the radius of the circle and lists what the users have selected with the slider.

38. H1 Visibility of system status / Severity: 1 / Found By: B

- a. Task: Search for Restaurant
- b. Description: In the search menu, there is a header for "Popular Searches" but no header for recent searches.
- c. Rationale: Users may be confused as to what the clock icon means, since "Popular Searches" also incorporates what is trending at the current *time*. Also, since there is a header for one set of results, it is inconsistent not to have a header for another set of different results based on a different search parameter.
- d. Fix: Add a "Recent Searches" header

39. H3 User control and freedom / Severity: 3 / Found By: B

- a. Task: Search for Restaurant

- b. Description: Unclear what the default option for “distance” dropdown in the search menu is. Once an option is selected, a user cannot revert to this previous option.
- c. Rationale: Users might make a mis-input and accidentally change their settings in a way they did not expect. At the very least, they may want to revert to some “default” or saved settings and start over.
- d. Fix: Add a “reset” button to set parameters to their default settings

Task: Post content

40. H1 Visibility of system status / Severity: 3 / Found By: A, C

- a. Task: Post Content
- b. Description: The page where the user has to scan the QR code of the receipt, it is not clear why the user is being asked to do that.
- c. Rationale: No information on why the user is being asked to do something may discourage them from proceeding.
- d. Fix: Providing clear visibility as to why this is being asked from the user using a small descriptive line may help.

41. H2 Match between system and real world / Severity: 2 / Found By: A

- a. Task: Post Content
- b. Description: In the page where users are supposed to upload the videos, there is a small icon ‘15s’ - not clear as to what exactly this is.
- c. Rationale: Information not completely clear.
- d. Fix: Providing clear visibility as to what the text means can help novice users understand (I am assuming it is for time limit - so possibly use an icon for timer).

42. H2 Match between system and real world / Severity: 2 / Found By: A, B

- a. Task: Post Content
- b. Description: The icon for the restaurant name in the final page of the task flow does not communicate that the users are being asked to input the restaurant name.
- c. Rationale: Information not completely clear. Also, this is the only required field to submit a post.
- d. Fix: Provide a better icon, along with a short description (possible in the section where ‘Add review and caption’ is mentioned).

43. H3 User control and freedom / Severity: 2 / Found By: A, B

- a. Task: Post Content
- b. Description: Option to directly post the content without the soundtrack currently not available.
- c. Rationale: Some users may not want to add soundtracks.
- d. Fix: Provide option to directly post content.

44. H3 User control and freedom / Severity: 3 / Found By: A, B

- a. Task: Post Content

- b. Description: Option to go back or cancel adding a review is not provided in the final page of the task flow in the 'Add Review' section.
- c. Rationale: If users change their mind to not add the review text, they should be allowed to cancel everything at one go.
- d. Fix: Provide option to cancel writing the review.

45. H4 Consistency and Standards / Severity: 3 / Found By: A

- a. Task: Post Content
- b. Description: After the user clicks the video and selects the soundtrack, the 'x' button goes back to the video instead of going back to the home screen.
- c. Rationale: Users may mistake the 'x' to go directly back to the home screen (Back button in previous screens and 'x' button is used in the same way).
- d. Fix: Provide a back button and an 'x' button and distinguish features clearly.

46. H4 Consistency and Standards / Severity: 2 / Found By: A

- a. Task: Post Content
- b. Description: The search button in the final page of the task to fill in the restaurant's name is inconsistent with the other search bars used in other task flows.
- c. Rationale: Inconsistent search bars.
- d. Fix: Use the same style and type of search bars.

47. H5 Error Prevention / Severity: 3 / Found By: A, B

- a. Task: Post Content
- b. Description: Adding the soundtrack option is not apparent as the same white text has been used and does not stand out to the user as something actionable.
- c. Rationale: Users may completely miss this option.
- d. Fix: Use an actionable design system as mentioned in previous task flows.

48. H8 Aesthetic and Minimalist Design / Severity: 3 / Found By: A

- a. Task: Post Content
- b. Description: After posting the content, the screens redirect to the home page with a completely different restaurant while upload is in progress, and then shows the restaurant posted after uploading.
- c. Rationale: This may confuse users as there is a lot of distraction on the screen, and users may not even notice the file being uploaded and think something is wrong.
- d. Fix: Create a separate screen to show the upload status and then redirect to the posted content.

49. H10 Help and Documentation / Severity: 2 / Found By: A

- a. Task: Post Content
- b. Description: The task of creating the video is simple, but help in adding the soundtrack and stickers is not provided.
- c. Rationale: These tasks may be a bit complicated to novice users.
- d. Fix: Provide a small help icon so that users can refer to it whenever they are stuck.

50. H11 Accessible Design / Severity: 2 / Found By: A

- a. Task: Post Content
- b. Description: The back button text, and the stickers button text along with other minor texts are very small and may not be visible to some users.
- c. Rationale: Text may be hard to read.
- d. Fix: Increase font size.

51. H5 Error Prevention / Severity: 2 / Found By: C

- a. Task: Complex - post content
- b. Description: On the screen where you post your video, there is text below “great video!” which says “add a rating and caption”.
- c. Rationale: This is a violation of error prevention because although there is a text box below, when I first got to the screen I started typing on the text “add a rating and caption” because it seems like the same kind of text found in “let others know...” in the actual caption box. This is a severity of 2 because the error is quickly resolved by itself by looking at the bottom box.
- d. Fix: Change the text color to white or not that grey “suggestion” text, or remove this altogether.

52. H5 Error Prevention / Severity: 2 / Found by C

- a. Task: Complex - post content
- b. Description: In the screen directly following selecting the +, the user is brought to a QR capture screen that instructs the user to scan receipt or skip verification. In the top right corner there is a “flip” camera button.
- c. Rationale: This is a violation because introducing the flip camera idea could lead to errors 1. as mentioned in violation 12 with confusion regarding the purpose of the screen and 2. with actual capturing of the receipt.
- d. Fix: Remove this function or nest it in “further” options such that it can’t be accidentally hit or misunderstood.

53. H2 Match b/w System & World / Severity: 2 / Found by C

- a. Task: Complex - post content
- b. Description: The screen with the option to record or upload content has a big blue button and to the side a small button to upload media. This is in relation to the big blue button.
- c. Rationale: This is a violation to H2 because record buttons are round, but not typically blue. H6 because following this mismatch between the real world and what you have, it may not be immediately clear to the user what the function is of the blue button, so they may have to recall its function rather than recognize it. Giving this a 2 because it’s minor but non-negligible.
- d. Fix: Change the color and/or add a label / more intentional labeling of what this is for. [part 1, two violations]

54. H6 Recognition not Recall/ Severity: 2 / Found by C

- a. Task: Complex - post content
- b. Description: The screen with the option to record or upload content has a big blue button and to the side a small button to upload media. This is in relation to the big blue button.

- c. Rationale: This is a violation to H2 because record buttons are round, but not typically blue. H6 because following this mismatch between the real world and what you have, it may not be immediately clear to the user what the function is of the blue button, so they may have to recall its function rather than recognize it. Giving this a 2 because it's minor but non-negligible.
- d. Fix: Change the color and/or add a label / more intentional labeling of what this is for. [part 2, two violations]

55. H8 Aesthetic and Minimalist Design / Severity: 3 / Found by C

- a. Task: Complex - post content
- b. Description: The screen with the option to record or upload content has a big blue button and to the side a small button to upload media. This is in relation to the album icon.
- c. Rationale: There's a misalignment in proportions/ elements on this screen, and depending on what's in front of the camera, the upload could become completely confusing and illegible. I gave this a 3 because it could affect functionality + is the reason for the H11 violation as well.
- d. Fix: Either change the whole way that you make the decision to record or upload (by asking question), or perhaps add a banner / button up with the "flip/timer/flash" bar to indicate that (especially if you want to communicate that recording real time is one of your values). [part 1, two violations]

56. H11 Accessible Design / Severity: 4 / Found by C

- a. Task: Complex - post content
- b. Description: The text indicating instructions for "letting others know what you thought" when leaving a review is blue.
- c. Rationale: This is illegible, hard on the eyes, and inaccessible (blue text). Giving it a 4 because James explicitly said blue text is bad for reading + it causes genuine eye strain and detracts from your app's otherwise sleek and intuitive design.
- d. Fix: Change to a different color or remove this entirely.

57. H11 Accessible Design / Severity: 3 / Found by C

- a. Task: Complex - post content
- b. Description: The screen with the option to record or upload content has a big blue button and to the side a small button to upload media. This is in relation to the album icon.
- c. Rationale: There's a misalignment in proportions/ elements on this screen, and depending on what's in front of the camera, the upload could become completely confusing and illegible. I gave this a 3 because it could affect functionality + is the reason for the H11 violation as well.
- d. Fix: Either change the whole way that you make the decision to record or upload (by asking question), or perhaps add a banner / button up with the "flip/timer/flash" bar to indicate that (especially if you want to communicate that recording real time is one of your values). [part 2, two violations]

Profile Section

58. H2 Match between system and real world / Severity: 2 / Found By: A [probably H4]

- a. Task: Profile Section
- b. Description: The icon used for the posted content/reviews is not intuitive.
- c. Rationale: May confuse users as to what it is that they are seeing.
- d. Fix: Use alternate icons to show posted content.

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

- a. Task: Profile / general exploration of screens
- b. Description: The same reel can be seen in many places (discovery page, restaurant profile, my profile under content I've generated + saved), which can lead to misunderstanding of where I am and what I'm looking at.
- c. Rationale: This is a violation of system status because I'm not sure what page I'm at / where I am. I give it a severity of 3 because it is fundamentally confusing.
- d. Fix: Give a clearer indication of where I am right now (what I'm looking at) - e.g., "viewing saved reel".

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

- a. Task: Profile
- b. Description: Profile page features both an "Edit Profile" and a "Share Profile" button of the same size and in the same location.
- c. Rationale: Editing a profile and sharing a profile are two very different functions that are done with differing frequencies. Once a user has been engaging with the platform for more than a few days, they likely will never edit their profile again (except for updating a profile picture every few months). Sharing a profile is not something that I'm not able to assess because I'm not sure what that means. Am I sharing my profile within the app? Posting content from the app to other social media platforms?
- d. Fix: Include profile edit options in the settings (gear) menu. Keep the "share profile" button on the profile page.

Onboarding

61. H5 Error Prevention / Severity: 2 / Found by C

- a. Task: [onboarding] Create a username
- b. Description: This violation is because in front of the text box to create a username there is an @ symbol, in the signup onboarding screen.
- c. Rationale: The @ must indicate that this will be the user's handle, but it's a bit confusing and at first I thought the user needed to put their email address or something.
- d. Fix: To indicate this would be the user's @, perhaps after they type in their username you could display some text in the same font + size as "we'll send you a 4 digit..." right under the username box that says "your handle is @[username]"

62. H8 Aesthetic and Minimalist Design / Severity: 2 / Found by C

- a. Task: [onboarding] Create a username
- b. Description: Asterisk and “(required)” appear after the username and phone number input boxes one after another, in a row.
- c. Rationale: It’s redundant to show the “(required)” text - the asterisk indicates that the field is special, but to have an asterisk, which is convention, and additionally the text “(required)” is duplicating the message and violating minimalism. You don’t have a lot of text on this screen so it’s not very severe, but in a way that does make the redundancy stand out even more.
- d. Fix: Keep the asterisks and make a key/note either at the top or bottom of the form that says something like “* required field”

63. H11 Accessible Design / Severity: 3 / Found by C

- a. Task: [onboarding] Create a username
- b. Description: This appears in the initial welcome screen, as well as after signup during the onboarding - it’s the text, ambi in welcome screen, “Account created” which is written in purple - pink gradient.
- c. Rationale: The text in gradient is not very readable - not quite accessible. I’ve given it a 3 in severity because it’s really quite distracting, particularly for your main “logo” and main screens/notices.
- d. Fix: To fix this, simply change to a different color for the text.

64. H7 Flexibility and Efficiency of Use/ Severity: 2 / Found by C

- a. Task: [onboarding] Choose cuisine interests
- b. Description: In the “choose cuisine interests” page there are limited options and no way to add my own “tag” or custom interest.
- c. Rationale: This doesn’t provide flexibility to the users. Take for example a user who is interested in Japanese food - since this tag is not one of the options and the user cannot input their own tag, they are quite limited in what they can do. I’d say this is a 2 because you list that this is optional/can be skipped for now, so perhaps it’s not a mission critical component.
- d. Fix: To fix this, you could add a custom tag or further enumerate cuisine interests.

65. H3 User Control and Freedom/ Severity: 2 / Found by C

- a. Task: [onboarding] Interface instructions
- b. Description: In the onboarding screens, there is one screen describing how to use the app and how to discover new restaurants by “swiping up”. There is no option to skip this.
- c. Rationale: Consider the case where the user is intimately familiar with the app through a friend, or because they had previously downloaded the app or made an account - then this screen would limit their freedom, and the lack of “skip” feature limits their control over the experience as well. This is a 2 severity because the user doesn’t have to wait, they can indeed just press Next and not skip, but there’s unclear communication in regards to what comes next (could be more tutorials).
- d. Fix: To fix this, add a “skip tutorial” button.

66. H6 Recognition Rather not Recall/ Severity: 3 / Found by B, C

- a. Task: [onboarding] Interface instructions
- b. Description: Disco, which I guess means discovery, is not immediately clear what the page is.
- c. Rationale: When I first read Disco, it took me a few moments to understand what this meant. It feels like I need to recall that this is the discovery screen, and Disco is the code for Discovery (which I understand it's just shortened, but disco has different associations for different people).
- d. Fix: To fix this, perhaps call it the full name "Discovery" or shorten to "Explore"

67. H2 Match b/w System & World / Severity: 2 / Found by C

- a. Task: [onboarding] Interface instructions
- b. Description: In the onboarding screens, there are red circles to indicate how to navigate within the interface.
- c. Rationale: The red circles paired with the text make sense I suppose, but there's a mismatch between what is being demonstrated (circles, drawing my attention to the area) and the intended use (tapping, typing, searching). This would be a 2 in severity because I can make the jump to what you mean, so it's functional, but not immediately intuitive or clear.
- d. Fix: To fix this, you could show a video/gif/animation of the flow (rather than just circles alluding to what can be done).

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

- a. Task: Onboarding
- b. Description: Required text color achieves 3.67:1 contrast ratio with background, failing to pass WCAG AA or AAA standards.
- c. Rationale: Low vision users may struggle to read text without sufficient contrast.
- d. Fix: Choose a lighter color for this text that achieves at least a 5:1 contrast ratio.

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

- a. Task: Onboarding
- b. Description: On the food preferences screen, "These can always be changed..." text is very small and does not achieve sufficient contrast to satisfy WCAG AAA standards.
- c. Rationale: Low vision users may struggle to read text that is very small without sufficient contrast.
- d. Fix: Increase the size of the text and choose a lighter color.

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	4	2	4	1	11
H2: Match Sys & World	0	1	5	0	0	6
H3: User Control	0	1	2	3	0	6
H4: Consistency & Standards	0	7	2	2	0	11

H5: Error Prevention	0	0	3	2	0	5
H6: Recognition not Recall	0	0	2	1	1	4
H7: Efficiency of Use	0	0	4	0	0	4
H8: Minimalist Design	0	4	2	2	1	9
H9: Help Users with Errors	0	0	0	0	0	0
H10: Help & Documentation	0	0	1	0	0	1
H11: Accessible	0	0	5	5	1	11
H12: Value Alignment & Inclusion	0	0	1	0	0	1
Total Violations by Severity	0	17	29	19	4	69

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 Ex: Eval A count / total sevs 0 in table #3 (Total: 0)	ERR DIVIDE BY ZERO	ERR DIVIDE BY ZERO	ERR DIVIDE BY ZERO	ERR DIVIDE BY ZERO
Sev. 1 Ex: Eval A count / total sevs 1 in table #3 (Total: 17)	64.7% (11/17)	17.6% (3/17)	5.9% (1/17)	11.8% (2/17)
Sev. 2 Ex: Eval A count / total sevs 2 in table #3 (Total: 29)	41.4% (12/29)	37.9% (11/29)	34.5% (10/29)	3.4% (1/29)
Sev. 3 Ex: Eval A count / total sevs 3 in table #3 (Total: 19)	47.4% (9/19)	52.6% (10/19)	42.1% (8/19)	5.3% (1/19)
Sev. 4 Ex: Eval A count / total sevs 4 in table #3 (Total: 4)	0% (0/4)	50.0% (2/4)	75% (3/4)	25% (1/4)
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3) (Total: 23)	39.1% (9/23)	52.2% (12/23)	47.8% (11/23)	8.7% (2/23)
Total (all severity levels) Ex: Eval A total sev count / total sevs (green cell) in table #3 (Total: 69)	46.4% (32/69)	37.7% (26/69)	31.9% (22/69)	7.2% (5/69)

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

5. Summary Recommendations

[merge the general recommendations you made here]

The heuristic evaluation revealed some common problems across different tasks. One big issue is that the design elements are inconsistent (H4). For example, the colors, font sizes, and button styles are different on different pages, which can confuse users and make the overall experience worse. If the same color is used for different elements on different pages, it can create a misleading hierarchy. And if the font sizes are different, it can make the text hard to read for some users, which violates accessibility principles. We recommend spending more time

to refine your design system, focusing on a few high contrast colors indicating which items are actionable on a given page. This means using the same color schemes, fonts, and button styles on all pages and for all tasks. One can also use clear and intuitive icons and terminology to make the system match users' mental models. And to make the system more accessible to a wider range of users, increasing the font sizes and ensuring that the colors have enough contrast or good background is suggested.

We'd like to share feedback that is independent of the heuristic evaluation as well. First, we'd like to say that your app idea is very unique, lightweight, and value-centered, which we quite admire! You've centered on such an important problem, and you have a unique approach to it which is simple but promises to be effective. One comment that we have from playing with the interface is that perhaps you'll get into some tricky design situations given your interface almost acts like an adaptive user interface, where though the structure stays the same, some of the content (videos/restaurant thumbnails) might change. Consider the case where I search for Terun, I notice the thumbnail/key photo shown to me is a pizza, and now I couple the picture + restaurant together. Tomorrow I want to look up Terun again to show a friend, but now you present a picture of pasta as the Terun thumbnail/key photo in search, so it's not immediately recognizable to me. Another question or nudge would be to think about some of the core features of the videos/media you'd like your users uploading - do they need music? Do they need stickers? Would it be helpful for reviews to be organized by flairs, in addition to stars? Does it matter who the review is coming from? Additionally, why would a user want to use your app if all the posts contained the minimum features to be accepted as a valid post (just a restaurant name and a video without sound)? These are all just some questions to consider based on playing with the interface, but it seems you've ironed out some of the fundamental details, such as what goes into creating content for the restaurant page.

Great job!

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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.