Heuristic Evaluation of [#OOTD]

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

1. Problem/Prototype Description

Average: #OOTD is a fashion application facilitating the documentation, creation, and sharing of daily outfits, tailored for users seeking to optimize their morning routines through innovative features such as outfit comparison, event consideration, and collaborative decision-making with friends.

2. Violations Found

1. H8: Aesthetic and Minimalist design - D
   a. Severity: 1
   b. Task: Extra
   c. Description: Temperature on the homepage
   d. Rationale: The temperature is easily missed on the page, and the font and weight feels a little small. The temp is unaligned from the pink card beneath it which makes it look randomly placed.
   e. Fix: Shift the text over to be aligned with the pink card and maybe increase the weight so it stands out on the page.
2. H2: Match between system and Real world - B, D
   a. Severity: 1
   b. Task: Extra
   c. Description: In the navigation bar, the icons do not have descriptions beneath the image, just the representative image.
   d. Rationale: When trying to figure out where to go in the app besides the "making the #ootd" button, it is unclear what the middle two icons represent and what pages they take you to. This led to confusion and difficulty navigating through the app.
   e. Fix: Adding a title for the navigation bar buttons.
3. H4: Consistency & Standards - A
   a. Severity: 1
   b. Task: Extra
   c. Description: Border around email is a different color than all of the other borders
   d. Rationale: Even though it doesn't seem like the functionality is different, it is a different color
   e. Fix: Change the border color to black
4. H3: User control and freedom - A
   a. Severity: 3
   b. Task: None
   c. Description: The Profile Tab header says "Edit Your Profile"
   d. Rationale: Presumably I'd want to be able to just view the profile without editing it

e. Fix: Put a button which says "Edit" and otherwise have the header for this tab say "Profile"

5. H11 Accessible Design - A
   a. Severity: 2
   b. Task: Subtask--profile creation
   c. Description: Blue text on white background for text fields to enter
   d. Rationale: As discussed in lecture, blue text can be hard on the eyes
   e. Fix: Change the text to gray (or some other easier to read color)

6. H5 Error Prevention - A
   a. Severity: 2
   b. Task: Subtask--profile creation
   c. Description: Unable to see the name of the field you're entering once you start entering it
   d. Rationale: People may get confused about whether they're supposed to be entering an email or a username, for example.
   e. Fix: Have the name of the field either move to the top of the field once you start entering it or have it be at the top of the field the whole time.

7. H5: Error Prevention - A
   a. Severity: 2
   b. Task: Subtask--profile creation
   c. Description: Text fields to enter username/email/password/confirm password are centered and have the blue accent color alignment of the text.
   d. Rationale: These items look more like buttons than text fields due to their color and the alignment inside.
   e. Fix: Change the text color to gray, align the text to the left.

8. H2: Help and Documentation - A
   a. Severity: 2
   b. Task: Subtask--profile creation
   c. Description: "Please enter…" as the instructions at the top of the page
   d. Rationale: While I'm sure very few people would be unable to understand, the action word "enter" doesn't make it clear that they're creating the profile, and if someone misses the header (which is common) they may be confused because they don't already have a username/email/password.
   e. Fix: Use language more like "Choose a username/password" and "What is your email" (or for email you can keep "enter")

9. H1 Visibility of System Status - A
   a. Severity: 3
   b. Task: Subtask--profile creation
   c. Description: The "confirm" button on every page is the same color before and after entering information
   d. Rationale: It would be easy to mistakenly press "confirm" thinking that it would take you to the next screen even when it is inactive

e. Fix: Make the confirm button visible but grayed out before entering all information

10. H2: Match between system and real world - A
   a. Severity: 2
   b. Task: Subtask--profile creation
   c. Description: Button for creating profile labeled "confirm" for every single page
   d. Rationale: This button doesn't seem super descriptive and does necessarily relate to the action that the user is actually trying to perform. What are they confirming?
   e. Fix: Change language on button to "Create Account" or something more specific and descriptive.

11. H3 User control and freedom - A
   a. Severity: 3
   b. Task: Subtask--profile creation
   c. Description: When on the "location" or "create your closet portfolio" page, pressing the back button takes you all the way back to the first page
   d. Rationale: People may want to just change something like their username, but now they have to reenter all of the information on the first page
   e. Fix: Make the back button take you back exactly one page

12. H12 Value Alignment and Inclusion - A
   a. Severity: 4
   b. Task: Subtask--profile creation
   c. Description: On the second page, there is no option to not enter your location and no information for why location is needed.
   d. Rationale: As your values state, people value their privacy and will want to know why you need this information and want the choice not to insert it
   e. Fix: Allow for the user to skip this step and make it clear why your app needs this information with a clear explanation below the box.

13. H3 user control and freedom - A
   a. Severity: 3
   b. Task: Subtask "create your closet portfolio"
   c. Description: Asked to select occupation/style/inspiration
   d. Rationale: People may have to scroll through a lot of these before the find the ones that match their aesthetic
   e. Fix: Allow them to search for tags

14. H12. Value Alignment & Inclusion - A
   a. Severity: 2
   b. Task: Subtask "create your closet portfolio"
   c. Description: Occupation clearly marked "visible to only you" but style and inspiration aren't, with no option to change
   d. Rationale: Depending on people's preferences they may want to keep this information private too.
   e. Fix: Add an option to privatize anything they want

15. H12. Value Alignment & Inclusion - A
    a. Severity: 3
    b. Task: Subtask "create your closet portfolio"
    c. Description: Location not marked as private
    d. Rationale: People's location is often something they want to keep private and although the email is only visible to them, their location is not. It's not clear who can see the location, but it could easily be distressing
    e. Fix: Allow them to know exactly who can see their location and give them an option to hide it. Ideally, it would not be shared by default, and they would be given the option to share it.
16. H4 Consistency and Standards - A
    a. Severity: 1
    b. Task: Subtask "create your closet portfolio"
    c. Description: Email is marked as "(visible to only you)" while occupation is marked "visible to only you"
    d. Rationale: One version has the parenthesis and the other does not
    e. Fix: Put parentheses around both "visible to only you"s
17. Aesthetic and Minimalist Design - A
    a. Severity: 2
    b. Task: Subtask "create your closet portfolio"
    c. Description: Each of the options has "(select)" in bold next to the thing to choose
    d. Rationale: The buttons should speak for themselves and be obviously selectable (which I think they are as it is)
    e. Fix: Remove "(select)" or if instructions are needed, put it at the top and don't repeat them.
18. H4 Consistency & Standards - A
    a. Severity: 2
    b. Task: Subtask "create your closet profile"
    c. Description: The header reads "create your closet profile"
    d. Rationale: I don't understand the difference between a profile and a closet profile.
    e. Fix: They should all have the same header without the word "closet." No specific reason I can think of for why to choose "a" or "your" but it should be consistent.
19. H1 Visibility of System Status - A
    a. Severity: 3
    b. Task: Profile creation
    c. Description: Alert message "profile complete" is in header and there's still a confirm button in the bottom right
    d. Rationale: Changing the header is not a noticeable way to confirm that they had successfully created profile, and combined with the "confirm" button, makes it seem like they're still actively creating the profile
    e. Fix: Make a full screen alert with a button to explore the rest of the app
20. H3 User Control and Freedom - A

a. Severity: 4
b. Task: Profile creation
c. Description: No way to change "occupation", "your style" or "inspired by" without going back and recreating the profile
d. Rationale: Users may see new inspirations or update their style and want to change this. They may also realize that they forgot something they wanted to add immediately after finishing creating the profile.
e. Fix: Put a + button next to the style and inspiration sections which allows them to add tags. Also, put an edit button next to occupation.

21. H4: Consistency and Standards - A
    a. Severity: 1
    b. Task: Profile creation
    c. Description: The names of the different sections are "occupation" "your style" and "inspired by"
    d. Rationale: Grammatically, these are all slightly different ways of phrasing the information desired. While "occupation" and "style" are both nouns, "inspired" is a verb. Additionally, "style" is the only section with the possessive "your"
    e. Fix: Change to "Occupation" "Style" and "Inspiration"

22. H3: User control and freedom - A
    a. Severity: 3
    b. Task: None
    c. Description: The Profile Tab header says "Edit Your Profile"
    d. Rationale: Presumably I'd want to be able to just view the profile without editing it
    e. Fix: Put a button which says "Edit" and otherwise have the header for this tab say "Profile"

23. H1: Visibility of System Status - A
    a. Severity: 2
    b. Task: Create outfit
    c. Description: On the home page, it says "Your #OOTD" even when there's no outfit displayed
    d. Rationale: While there is documentation explaining what to do, it's still confusing that it seems to be labeling no clothes as my outfit
    e. Fix: Don't label the empty closet "Your #OOTD"

24. H4 Consistency and Standards - A
    a. Severity: 2
    b. Task: Create an outfit
    c. Description: Button on the home screen reads "Make your #OOTD"
    d. Rationale: All of the buttons so far have been from the users perspective (either a command to the system or an action I want to take) but this is the one button in the second person.
    e. Fix: Change button to "Make my #OOTD"

25. H5 Error Prevention - A, B, C

a. Severity: 4
b. Task: Create outfit
c. Description: The two options after selecting "Make my #OOTD" are "Generate my #OOTD" and "I want to make my #OOTD." The header reads "Make your #OOTD"
d. Rationale: I am very confused by these buttons. Firstly, I just selected a button that says "Make your #OOTD," so obviously I *want* to make my outfit of the day. The buttons should continue to state actions, not intentions. Additionally, the header reads "Make your #OOTD" so "I want to make my #OOTD" seems to be a button to indicate my desire to do the task I'm already doing. Additionally, "generate" and "make" are synonyms, and it isn't clear that "generate" in this context is a command instead of an action I want to take, while "make" *is* an action I want to take.
e. Fix: There are many different types of fixes this could involve. The simplest is to change the language to something like "Manually Choose my #OOTD" and "Automatically generate my #OOTD." Another option would be to combine the screens into one so that when you're looking at the past outfits, you also have the option to generate a new outfit or get an AI suggestion.

26. H4 Consistency and Standards - A, B
    a. Severity: 2
    b. Task: Create an outfit
    c. Description: On the page for AI generated outfits, the buttons "regenerate" and "confirm" have icons.
    d. Rationale: Only these buttons (as far as I can tell) have icons--the rest do not.
    e. Fix: Remove the icons from these buttons.

27. H5 Error Prevention - A, C, D
    a. Severity: 3
    b. Task: Create an outfit
    c. Description: The header while either choosing from past outfits or choosing from AI generated outfits reads "Work Day"
    d. Rationale: I don't know what this means or what it is trying to communicate. Since both buttons lead to screens with the same header, it's unclear which button I clicked on. Additionally, it seems like this header hints at some functionality which has to do with choosing the setting of your outfit before generating/selecting it, but the ability to do this seems like it's missing.
    e. Fix: Change headers to "Manually Choose #OOTD" and "Automatically Generate #OOTD." Add a different functionality for choosing what type of day

28. H3 User Control and Freedom - A, B, C
    a. Severity: 4
    b. Task: Outfit creation
    c. Description: In the AI generated tab, there's no option to modify the outfit it offers me.

d. Rationale: It seems likely that people will like the generated outfit, but want to test a few differences.

e. Fix: Add functionality to edit the outfit piece by piece.

29. H4 Consistency and Standards - A,
    a. Severity: 1
    b. Task: Outfit creation
    c. Description: The font size between "25 likes" and "10 comments" is slightly different.
    d. Rationale: These labels lack consistency
    e. Fix: Make the fonts the same size

30. H4 Consistency and Standards - A
    a. Severity: 4
    b. Task: Outfit creation/selection
    c. Description: When selecting an outfit that people can comment on or like, there's no caption or title on it
    d. Rationale: In addition to being inaccessible for sight deficient users, it seems hard to maintain and come back to favorite outfits.
    e. Fix: Put the outfit name (which shows up in the "My Closet" tab) here as well.

31. H10: Help & Documentation - A
    a. Severity: 2
    b. Task: Outfit creation/selection
    c. Description: To confirm your #OOTD, a pop-up reads "Is this your #OOTD?"
    d. Rationale: The language is a little confusing. It reminds me more of a magician asking "is this your card"--ie, something that's already been decided that you can get right or wrong.
    e. Fix: You could change the language to "Confirm #OOTD" or follow advice of next violation (which is my preferred option).

32. H7: Flexibility & Efficiency of Use - A
    a. Severity: 3
    b. Task: Outfit creation/selection
    c. Description: Alert to confirm outfit
    d. Rationale: An additional screen to go through after already pressing that you want to confirm an outfit. This screen seems especially unnecessary when it is (/should be) easy to change what your outfit is.
    e. Fix: Get rid of this screen altogether.

33. H4: Consistency & Standards - A
    a. Severity: 3
    b. Task: Outfit creation/selection
    c. Description: When you select a different outfit, the current one swaps place with it
    d. Rationale: It seems confusing that the outfits would swap place and doesn't seem to allow the possibility for more than two outfits.
    e. Fix: Have the outfits on more of a carousel structure.
34. H4 Consistency and Standards - A, D
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: On the "My Closet" tab, there are three + buttons on the main screen--one for each of "categories" "outfits" and "clothes," and one big plus button in the header.
    d. Rationale: It is unclear if the big plus does the same thing as any of the other three, and, if it does, which of the three it does the same thing as.
    e. Fix: Remove the top right + button.
35. Consistency and Standards - A, C, D
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: "Filter" button next to clothes
    d. Rationale: This may be a bug in the prototype, but it takes me to a photo-taking screen which is very confusing. Then going back, it takes me to a screen I've never seen before. I think it's meant to connect to something different.
    e. Fix: Make it more clear what the filter is supposed to do.
36. H10 Help and Documentation - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: Top of page reads "How do you want to add clothes"
    d. Rationale: Not clear exactly what "adding clothes" means--what am I adding them to?
    e. Fix: Change to "add clothes to virtual closet" at the top of the page (the header can stay the same).
37. H10 Help and Documentation - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: Under the buttons "Add from photos" and "Add from email receipts" a message reads "#OOTD will..."
    d. Rationale: This is a little confusing because most of this app is about picking my #OOTD, so I've been thinking about "#OOTD" as an outfit, not as the app/corporation or technology behind the app.
    e. Fix: Change language to "Automatically add..."

38. H7 Flexibility & Efficiency of Use - A
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: To add clothes to your closet, you have to navigate through a screen after pressing the "plus" button before actually adding the clothes to choose how to add the clothes
    d. Rationale: Having more sub-screens like this makes the navigation a little jarring and slower for the experienced user.
    e. Fix: Have a menu pop up when you press the plus button with the different choices so you don't have to navigate through a separate screen
39. H1 Visibility of System Status - A, B, C
    a. Severity: 4
    b. Task: Adding clothes to closet
    c. Description: When adding clothes from photos or email, I'm told what items have been found but I can't see them.
    d. Rationale: Users will want to know what has been found from the photos, otherwise they won't know what clothes have been added.
    e. Fix: On the screen after allowing for photos, show each of the items found (in a list perhaps) with the photos it used to find those items.
40. H9 Help users with errors - A, C
    a. Severity: 4
    b. Task: Adding clothes to closet
    c. Description: When adding clothes from photos or email, I can't edit what is added
    d. Rationale: The email/photo scraping can always make mistakes, so I should be able to edit which items to add before adding them.
    e. Fix: Next to photos of each item in a list, have a button for editing that item before adding it to your closet.
41. H4 Consistency & Standards - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: Black border around the text in the screens when adding the item by email or from photos.
    d. Rationale: No other text has borders like this and they don't seem to add anything, slightly cluttering the page.
    e. Fix: Get rid of these borders.

42. H6: Recognition not Recall - A
    a. Severity: 2
    b. Task: Adding clothes/picking an outfit
    c. Description: The icon for flipping the camera around and regenerating an article of clothing is the same.
    d. Rationale: Using the same icon for completely different operations can be confusing and forces people to do more learning.
    e. Fix: Change (or remove) the regenerate icon.
43. H4 Consistency & Standards - A
    a. Severity: 1
    b. Task: Adding clothes to closet
    c. Description: White corners framing the photo-taking screen on the bottom of the camera view, but not on the top
    d. Rationale: If there are some white "framing" corners, it seems like they should be on all sides of the shirt.
    e. Fix: Get rid of the white corners
44. H11 Accessible Design - A
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: The label for a recognized item is very small
    d. Rationale: Many people, especially people with poor vision, will not be able to read the label, especially on a small mobile device.
    e. Fix: Make it bigger and put a border/background so it stands out regardless of the color behind it (maybe use a similar strategy as subtitles--darken whatever is behind it and use white text to stand out).
45. H11 Accessible Design - A
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: The buttons for editing the clothing type/color/category etc. are small.
    d. Rationale: On a mobile device, people may not be able to select precisely enough to click on their intended button on the first try every time
    e. Fix: Make these buttons (and the text) bigger.
46. H4 consistency & standards - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: Varying language on the buttons to confirm adding an item to your closet--"Add", "Okay!", and in other screens "Confirm"
    d. Rationale: While people most likely won't be confused here, the inconsistency may throw them off a bit.

e. Fix: Normalize the "confirm" button language and, after adding more functionality allowing you to confirm the clothes you're adding, change all adding clothes buttons to "Add"

47. H3 User control and freedom - A
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: After taking a photo of an item, there's no obvious way to accept or reject the photo--it just takes me to the next screen and to retake the photo I have to navigate back to the camera
    d. Rationale: People are likely to not love the first photo they take for any number of reasons and will want a clear way to retake the photo
    e. Fix: Before moving to the next screen after you take a photo let the user confirm or deny that photo

48. H7 Flexibility & Efficiency of Use - A
    a. Severity: 4
    b. Task: Adding clothes to closet
    c. Description: Can only take one photo at a time when adding clothes to closet. Must navigate through all screens for every photo of clothes I want to take.
    d. Rationale: It takes a lot of clicks to add every single item of clothing.
    e. Fix: Allow the users to take as many photos as they want on the photo screen, let them delete photos from that collection if they don't like them, and on the next screen show a list of all of the items.

49. H3: User Control & Freedom - A
    a. Severity: 3
    b. Task: Adding clothes to closet
    c. Description: After adding a piece of clothing to the closet, a notification at the bottom of the page is clickable and takes you the "Make your #OOTD" screen.
    d. Rationale: The notification indicates that it would take you to look at the items you just added. The screen where I decide if I want to generate or want to make my #OOTD doesn't have anything directly to do with the clothes I added, so it could be a confusing flow.
    e. Fix: change the notification to take you to a view of the items you just added

50. H1 visibility of system status - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: Confirmation for having added new clothes to closet is at the bottom of the page and is pretty small
    d. Rationale: Users may expect notifications/confirmations to come at the top of the screen, especially since their thumbs will likely be covering up the bottom third of the screen.
    e. Fix: Move the confirmation notification to the top of the screen and make the font bigger.

51. H1 Visibility of system status - A
    a. Severity: 2
    b. Task: Adding clothes to closet
    c. Description: After I add my clothes to the closet, I don't know where I can find my clothes
    d. Rationale: Users may want to know where they can find their new clothes in the future and confirm that it is where they expect the new clothes to be
    e. Fix: Highlight the newly added clothes when coming back to "My Closet"
52. H6 Recognition not Recall - A, C
    a. Severity: 3
    b. Task: Share clothes with friends
    c. Description: Icon for "friends" screen is a heart-shaped magnifying glass
    d. Rationale: This icon doesn't immediately evoke "Connect with friends"--seems more like "Search for love" (although I do love the cleverness and look of the icon itself)
    e. Fix: Change the icon to something more like a classic friends tab (examples on the noun project)
53. H1 Visibility of system status - A
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: Search bar has similar style to the results from the search
    d. Rationale: Since each of the names are connected in the same box as the search bar, the bold and blue styling reads more as "currently selected" than "search bar"
    e. Fix: Physically separate the search bar from the list of results
54. H7: Flexibility & Efficiency of Use - A
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: When I pick a username from the list, I'm taken to a page with little/no additional information about the user.
    d. Rationale: This is probably more screens to navigate through than necessary unless the user can see other information about the person they're adding (Bio? Style? As long as the user sets that information to public of course)
    e. Fix: Allow the user to add a friend from the search tab directly (put an "Add Friend" button on the right side of the name)
55. H4: Consistency & Standards - A, D
    a. Severity: 3
    b. Task: Share clothes with friends
    c. Description: After a person adds you back as a friend, the "add friend" button changes to say "Friend"
    d. Rationale: It's unclear whether this is meant to be clickable or not. If it is, I don't know what the button is supposed to do because it's not an action item. If it isn't, it's confusing that it's styled like a button.

e. Fix: Move the "friend" label elsewhere (perhaps under the name) if it's needed, but you can probably just get rid of it all together.

56. H8 Aesthetic & Minimalist Design - A
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: The most highlighted piece of information about the user is how many friends they have
    d. Rationale: It doesn't seem like this is a very important piece of information for me to know about the friend, and doesn't need to be this prominent.
    e. Fix: Shrink or remove the friend count.

57. H6: Recognition not Recall - A, C
    a. Severity: 3
    b. Task: Share clothes with friends
    c. Description: No indication of a friend's style when looking at their profile
    d. Rationale: When looking at someone's clothes and looking to give comments, I probably want some context on their inspiration/style so I can better advise them.
    e. Fix: Add information about the users style next to their profile.

58. H1: Visibility of System Status - A
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: Placeholder "type a comment here" is the same style and color as the actual comments
    d. Rationale: Most likely won't read as placeholder text and will seem like actual text
    e. Fix: Make the placeholder text gray.

59. H8: Aesthetic & Minimalist Design - A
    a. Severity: 3
    b. Task: Share clothes with friends
    c. Description: Outfit card with option to comment is not full screen and is off centered
    d. Rationale: People may be confused about being able to comment when this item looks passive and isn't obviously the main thing I'm currently interacting with
    e. Fix: Center the current card that I'm looking at with just hints of the other cards on either side, and let me swipe through the different cards. Alternatively, shrink the outfits from this view so I can see everything at once and let me select and expand an outfit in a view that no longer shows the account header since that shouldn't be the main focus as I'm commenting.

60. H6: Recognition not Recall - A
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: The button for posting a comment is an arrow to the right

    d. Rationale: This doesn't immediately read as a "post" or "send" button, especially since it shares its style with all of the navigation buttons (to take you to previous screens, minimize comments, etc.) and because the comments are above the textbox, so the direction (to the right) doesn't necessarily make sense.

    e. Fix: Change the button to an upwards arrow with a different style (background filled more like the other action buttons, maybe put a tail on the arrow).

61. H7: Flexibility & Efficiency of Use - A
    a. Severity: 4
    b. Task: Share clothes with friends
    c. Description: The only way I can view a friend's clothes is to go to the friends list and then go to their profile.
    d. Rationale: If you just want to see what your friend's clothes are, since people might not be posting every day, you would have to do a lot of hunting before you find posts.
    e. Fix: Add a "feed"--some way to see all of your friend's outfits of the day and their queries for which outfit they should wear coming up.

62. H3: User Control & Freedom - A, D
    a. Severity: 4
    b. Task: Share clothes with friends
    c. Description: I can't find a way to actually share my outfits
    d. Rationale: People have to be able to easily share their outfits! Even if the #OOTD is automatically shared (which should be made very clear to the user if that's the case!) there's no way to ask other people which outfit option they should wear.
    e. Fix: Add a way for people to share their outfits/ask for other's advice!

63. H7 Flexibility and Efficiency of Use - C
    a. Severity: 2
    b. Task: Choosing an Outfit
    c. Description: Not enough dialogue with the app. The app should feel more personalized and like a friend recommending outfits or a salesperson, not just images.
    d. Rationale: The user interface should foster a more interactive and engaging experience, making users feel like they are having a conversation with the app rather than simply viewing images.
    e. Fix: Enhance the app's interactivity and communication to create a more personalized and engaging user experience.

64. H1 - Visibility of System Status - C
    a. Severity: 2
    b. Task: Choosing an Outfit
    c. Description: Looking and changing outfits to view when looking at previous #OOTDs looks like a glitch, and it's not clear where to click to go to the next option.

d. Rationale: The user interface should provide a clear and user-friendly way to navigate through and view previous #OOTDs without causing confusion or appearing glitchy.

e. Suggested Fix: Add navigation arrows or buttons to allow users to easily navigate through their previous outfits.

65. H4 - Consistency and Standards - C
   a. Severity: 2
   b. Task: Share Clothes with Friends
   c. Description: Can't tell the difference between the searched name box and the drop-down
   d. suggested friends from the search.
   e. Rationale: The lack of differentiation between these two elements may cause confusion
   f. in user interactions.
   g. Suggested Fix: Change the box size or add distinct shading to differentiate between the search input box and the suggested friends from the search.

66. H3 - User Control and Freedom - C
   a. Severity: 2
   b. Task: Share Clothes with Friends
   c. Description: No option if the friend doesn't exist. Can't tell if the friends are from contacts within or external to the app.
   d. Rationale: Users may want to invite friends who are not on the app, and the lack of options for this scenario may limit user engagement.
   e. Suggested Fix: Add an error message indicating that the search is not valid or the friend doesn't exist. Include an option to invite a friend to join the app.

67. H1 - Visibility of System Status - C
   a. Severity: 2
   b. Task: Share Clothes with Friends
   c. Description: Not clear what action brings the user's next outfit.
   d. Rationale: Users may need a more explicit way to navigate between outfits to improve their experience.
   e. Suggested Fix: Add navigation arrows or clear instructions to help users understand how to view the next outfit.

68. H8 Aesthetic and minimalist design - B
   a. Severity: 2
   b. Task: Choosing an Outfit
   c. Description: Temperature is not in the "Make an outfit"/(Workday) page
   d. Rationale: When the user clicks to make an outfit they are not selecting the pieces of clothing, so the temperature is irrelevant to them.
   e. Fix: include the temperature when the user is selecting the outfit generated or customizing their own outfit and the information is actually useful instead of in the welcome screen

69. H6 Recognition Rather Than Recall - B
    a. Severity: 2
    b. Task: Choosing an Outfit
    c. Description: The app does not display previously combined outfits or favorites for easy re-selection.
    d. Rationale: Users should not have to recall items or outfits they liked; the system should present choices that reduce the user's memory load.
    e. Fix: Provide a section for 'Recently Used' or 'Favorite Outfits' that users can quickly access and select from.
70. H5 Error Prevention - B, C
    a. Severity: 2
    b. Task: Choosing an Outfit
    c. Description: The app allows users to select outfits that are inappropriate for the current weather without any warning.
    d. Rationale: The system should prevent problems from occurring and offer users guidance in making the best choices.
    e. Fix: Provide recommendations or warnings when an outfit may be unsuitable for the current weather conditions.
71. H9 Help users recognize, diagnose, and recover from errors - B
    a. Severity 3
    b. Task: Add clothes to closet
    c. Description: No error message or information given if the user takes a blurry photo or a photo that doesn't allow the app to identify the clothing item
    d. Rationale: When the user takes a photo, the photo taken may not be useful to allow the app to make the inferences about the item it makes in the next page. Instead of going on to the next page and having no inferences or incorrect information, the app should display an error message if the photo is not of good enough quality.
    e. Fix: include a pop up window that prompts the user to retake the photo if the quality is not optimal
72. H3 User control and freedom - B
    a. Severity: 3
    b. Task: Add clothes to closet
    c. Description: Unable to change the information inferred by the app on the clothing item uploaded (type, color, category, fabric, etc)
    d. Rationale: if the app makes an error, there's no way for the user to correct it and input information
    e. Fix: after the app infers information, allow the user to edit the suggested item characteristics
73. H2 Match between System and the Real World - B
    a. Severity: 3
    b. Task: Add clothes to closet

- c. Description: The categorization of clothes is not intuitive—e.g., the outfit name 'getting bread' is ambiguous, and it is unclear why this was chosen as a label.
- d. Rationale: The system should use natural and logical categorization, using terms and concepts that are familiar to the user. If they are named outfits, how do you name the outfits?
- e. Fix: Revise clothing categories to align with user expectations and common fashion terminology.

74. H5 Error Prevention - B
- a. Severity 3
- b. Task: Add clothes to closet
- c. Description: The system allows users to add the same item multiple times without any warning.
- d. Rationale: The system should prevent errors by allowing the user to accidentally add duplicate items, which can clutter the closet and cause confusion.
- e. Fix: Introduce a check for duplicate items before adding a new item to the closet, and prompt the user if a potential duplicate is detected.

75. H3 User control and freedom - B
- a. Severity: 2
- b. Task: Share clothes with friends
- c. Description: does not support undo when looking at friends' clothes/outfits
- d. Rationale: when looking at a friend's profile and tapping on their outfit for tomorrow, it doesn't let you go back to the outfit for today
- e. Fix: incorporate swiping back and forth from one outfit to another

76. H1 Visibility of system status - B
- a. Severity: 4
  Task: Share clothes with friends
- b. Description: when searching for friends to add to share clothes with, clicking the search for friends button pulls down a list of friends. However, there is no explanation as to how those friends were selected, and if the user is looking for a friend that is not showing up, there is no way for the user to search for them or receive an explanation as to why their specific friend isn't showing up
- c. Rationale: the app should inform the user about how their friend is being searched for so they can understand why a friend that they want to add doesn't show up and act accordingly.
- d. Fix: Inform the user about how their friends are being searched for so they can take appropriate actions to find new friends. For example, if the app is searching for users nearby, it should tell the user it is searching for users within x mile radius. That way if the user wants to add a friend that is not showing up because they are too far, they can wait to be closer and add them. Or if it's based on their contacts, they can add the friend's phone number to their contacts to add them on the app.

77. H3. User control and freedom - B

a. Severity: 2
b. Task: Share clothes with friends
c. Description: Unable to remove a friend after you add them
d. Rationale: the user might accidentally add a friend or decide that they don't want to be friends with another user anymore, and they are currently unable to remove the friend / go back on the action of adding them
e. Fix: Allow the user to unfriend another user by retapping the friend button (similar to how instagram allows you to unsend a follow request / stop following her)

78. H10 Help and Documentation - B, D
    a. Severity: 1
    b. Task: Share clothes with friends
    c. Description: Lack of help feature or documentation on how to use the sharing functionality.
    d. Rationale: Users may need assistance understanding how to share clothes with friends, especially if it's their first time using the feature.
    e. Fix: Add a help section or a quick tutorial that guides users through the process of sharing clothes with friends.

79. H4 Consistency and Standards - B
    a. Severity: 2
    b. Task: Share clothes with friends
    c. Description: Lack of information about contact when searching for friends makes it unclear which username corresponds to their friend
    d. Rationale: Most apps show you some additional information other than the username when you look a person up. For example Instagram shows a photo and common followers, Whatsapp shows a photo and their number, etc. This allows the user to distinguish between multiple users with similar usernames
    e. Fix: include a photo and friends in common next to the name so the user can identify the correct person effectively.

80. H4 Consistency and Standards - B
    a. Severity: 3
    b. Task: Share clothes with friends
    c. Description: Unclear whether the want with the heart automatically searches for friends or whether the user needs to type a name in a text box
    d. Rationale: The fact that the icon looks like a wand makes it seem like it is automatic, but the button does seem to have the shape of a search bar as well. Furthermore, the fact that all the users that come up begin with 'carol' make it seem like this is what the user typed? It is a bit ambiguous.
    e. Fix: include a text box or a separate wand button with a description of the basis on which it finds friends so the user can either type or use the wand feature. Potentially, both options could be included.

81. H11 Accessibility - B
    a. Severity: 3

b. Task: all tasks
c. Description: The application lacks essential accessibility options for visually impaired users, such as screen reader compatibility and descriptive text for images.
d. Reasoning: The absence of these accessibility features creates substantial obstacles for users with visual impairments, hindering their ability to fully utilize and enjoy the app's features.
e. Fix: Introduce support for screen readers, add descriptive text (alt text) for all images, and ensure compliance with established accessibility guidelines to make the app inclusive and accessible to all users

82. H4: Consistency and Standards
a. Severity: 2
b. Task: Sharing with friends /Choosing an outfit
c. Description: Design of the outfit cards on a friend's profile vs. in your #ootd selection is inconsistent (like button and comment button placement specifically
d. Rationale: the like button and comment button are placed in a different place and are a different size when viewing outfits on a friends profile (a row across the bottom) and then are column style, larger, and unaligned in the #ootd selection in the user's app.
e. Fix: Pick one design (from prior violation, maybe the one where like and comment button are on the card) and maintain the consistency throughout.

83. H12: Values - D
a. Severity: 2
b. Task: Sharing with friends
c. Description: Unclear how to change privacy an outfit I have created with other users
d. Rationale: It appears based on the prototype that outfits are automatically shared with friends instead of providing options as listed in the spec. This could be a possible issue with the value of privacy
e. Fix: Add a button or some kind of indicator of how to select the privacy of an outfit

84. H5: Error Prevention - D
a. Severity: 2
b. Task: Share clothes with friends
c. Description: On friend search page, when a friend profile pops up in the search tab, if the "OOTD" on the profile card is clicked it takes you to "make your #ootd" page
d. Rationale: It is confusing that clicking this text takes you to the make an #ootd page, and is an unnecessary connection between these two buttons that leads to confusion since the user may accidentally hit this text and unexpectedly be taken to a different page.
e. Fix: Remove connection between #ootd and the #ootd page

85. H2: Match between system and Real world - D
   a. Severity: 2
   b. Task: Share clothes with friends
   c. Description: Arrow buttons on cards to switch between outfits for the same "category"
   d. Rationale: You can switch between two slightly overlaid cards with different category titles, and also navigate between outfits for the same category. This makes the arrow button confusing, as I thought clicking the arrow on the left, where the second card was, would take me to the other card, but instead a different outfit showed up. The indicator of the arrow seems to get confused in this scenario where it could have two meanings
   e. Fix: Adding a title for the navigation bar buttons.
86. H2: Match between system and Real world - D
   a. Severity: 2
   b. Task: Share clothes with friends
   c. Description: Arrow buttons on cards to switch between outfits for the same "category"
   d. Rationale: You can switch between two slightly overlaid cards with different category titles, and also navigate between outfits for the same category. This makes the arrow button confusing, as I thought clicking the arrow on the left, where the second card was, would take me to the other card, but instead a different outfit showed up. The indicator of the arrow seems to get confused in this scenario where it could have two meanings
   e. Fix: Adding a title for the navigation bar buttons.
87. H8 Aesthetic and minimalist design - D
   a. Severity: 1
   b. Task: Add clothes to closet
   c. Description: Excess information on the items page in the "add new items page"
   d. Rationale: Not all of the information tabs (type, color, category, fabric, brand, price) is needed for the purpose of creating an outfit. Things like brand and price feel somewhat unnecessary for the purpose of creating an outfit and just add clutter.
   e. Fix: Removing excess information that are not necessary for creating an outfit
88. H8 Aesthetic and minimalist design - D
   a. Severity: 1
   b. Task: Add clothes to closet
   c. Description: text reading "here's what we know about this outfit" underneath the picture of an outfit on the "Add new item" page.
   d. Rationale: the text is unnecessary for understanding what the following information it, it feels clear with the labels of the information tabs.
   e. Fix: Remove unnecessary text
89. H2 Match Between System and World - D

a. Severity: 1
b. Task: Add Clothes to closet
c. Description: Right pointing Arrow icons in information tabs on "Add New Item Page"
d. Rationale: These arrow icons are used to indicate moving between pages in other parts of this app, and I was confused what this arrow is meant to indicate. The documentation states that " #ootd will confirm what information it found about the clothing", which leads me to think that the icon may have something to do indicating the confirmation of information, but it is unclear how.
e. Fix: Removing the icon if it is there for aesthetic purposes since I think it gets confused for functionality, or using a different icon to clarify a confirmation process since a side arrow indicates more of a dropdown menu than a confirmation button.

90. H7 Flexibility and efficiency of use
    a. Severity: 1
    b. Task: Choosing an Outfit
    c. Description: Unclear how to change to a different outfit in the "I want to make my #ootd" page
    d. Rationale:When trying to click to a different outfit in the page, there are no signifiers indicating how to get to the next outfit card.
    a. Fix: Adding a small icon or signifier indicating that clicking on the next card is how to change the currently displayed outfit,

92. H4 Consistency and Standards - D
    b. Severity: 2
    c. Task: Choosing an Outfit
    d. Description: Like and comment button are unattached from the cards they are assumed to be associated with
    e. Rationale: Got slightly confused as to why the like and comments weren't attached to the outfit cards, and wondered if they were somehow general comment/like sections for all outfit options. Only clarified this assumption after reading the comments themselves and seeing they are different
    f. Fix: moving the like and comment button to be on the outfit card so it is clear that the likes and comments are for that specific outfit.

Choosing an Outfit:

3. Summary of Violations

A Google Sheet Template is provided here to help you calculate numbers.

Category	# Viol.	# Viol.	# Viol. (sev 2)	# Viol. (sev 3)	# Viol.	# Viol. (total)

	(sev 0)	(sev 1)			(sev 4)	
H1: Visibility of Status	0		6	2	2	**10**
H2: Match Sys & World	0	1	5	2		**8**
H3: User Control	0		3	5	3	**11**
H4: Consistency & Standards	0	4	8	4	2	**18**
H5: Error Prevention	0	1	5	1		**7**
H6: Recognition not Recall	0		3	2		**5**
H7: Efficiency of Use	0	1	2	2	2	**7**
H8: Minimalist Design	0	3	3	2	1	**9**
H9: Help Users with Errors	0	0	0	0	0	**0**
H10: Help & Documentation	0	0	0	0	0	**0**
H11: Accessible	0	f0	0	0	0	**0**
H12: Value Alignment & Inclusion	0	0	0	0	0	**0**
Total Violations by Severity	**0**	10	35	20	10	75

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

4. Evaluation Statistics (in %)

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D
Sev. 0 - **0 total** Ex: Eval A count / total sevs 0 in table #3	-	-	-	-
Sev. 1 - 12 total Ex: Eval A count / total sevs 1 in table #3	50%	9.1%	0%	63.6%
Sev. 2 - 41 total Ex: Eval A count / total sevs 2 in table #3	57%	21.4%	16/67%	19.04%
Sev. 3 - 26 total Ex: Eval A count / total sevs 3 in table #3	85%	45%	20%	5%
Sev. 4 - 11 total Ex: Eval A count / total sevs 4 in table #3	91%	10%	25%	0%
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3)	89%	33%	30%	

Total (all severity levels) Ex: Eval A total sev count / total sevs (green cell) in table #3	67%	24.1%	19.3%	

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

5. Summary Recommendations

Average: Great work on the #OOTD app! It's so fun to witness the fruition of such a cool idea, and we appreciate the aspects of the design that strongly align with your values, especially the visually appealing representation of outfits on the rack. The clear-cut and super fashionable design facilitates tasks with minimal confusion, and overall, it's a great job!

We appreciate the clear design but suggest enhancing and clarifying certain functions and buttons. This can help address violations of consistency and standards and user control. We also noted some missing functionality and documentation in the complex task of sharing an outfit. Finally, our major finding was there could be more error prevention/error addressing within the app, and indicators of visibility of status could assist users in better understanding the actions they take on the app. We also would love to maybe see a more personal touch to the app's operation in line with your theme and values,, and enhance clarity in functions and buttons for a smoother user experience and enhancing user control.

These suggestions, although varied, align on the common goal of refining the app's usability and enhancing the user experience. We're genuinely impressed with the app's potential and eagerly anticipate its continued progress!

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.