Heuristic Evaluation of [Sell-In]

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

1. Problem/Prototype Description

Sell-in is a platform where people looking to pursue a career in social impact can find mentors, jobs, and communities.

2. Violations Found

OVERALL

1. **H4: Consistency and standards / Severity: 4 / Found by: A**
   - Description: The prototype navigation links to the wrong page (i.e. clicking on the search button twice leads to Michelle's chat page, etc…)
   - Rationale: Users may be confused about the flow of the app when being led to the incorrect page, which could affect the overall user experience. In fact, for an app that aims to tackle social impact in professional settings, this might influence the credibility of the mentors, events, or job opportunities
   - Fix: Fix the Figma prototype by connecting the buttons to correct pages

2. **H8: Aesthetic and minimalist design / Severity: 1 / Found by: A**
   - Description: Extra white space under the navigation bar
   - Rationale: The extra white space under the navigation bar seems redundant, affecting the overall aesthetics of the app
   - Fix: Remove the white space under the navigation bar

3. **H6: Recognition rather than recall / Severity: 3 / Found by: A, D, C**
   - Description: There's no page to view history of events I attended or jobs I've applied to, but can only remember when seeing those on the page
   - Rationale: Users might want to review what they've done in the past to reflect on their social impact journey
   - Fix: Add profile that contains personal information and history

4. **H8: Aesthetic and minimalist design / Severity: 1 / Found by: A**
   - Description: The navigation bar icons weight is inconsistent
   - Rationale: The tab bar icons seem to have different weights (i.e. home is light, while communities and job tab is heavier), which could affect the overall aesthetic of the app
   - Fix: Use icons with same weight

5. **H1: Visibility of system status / Severity: 3 / Found by: A, D**
   - Description: Can't differentiate which tab user is on
   - Rationale: There's no indication to which tab the user is currently on, causing confusion for people who're not familiar with the app
   - Fix: Add different background colors to icons to indicate the current tab

6. **H2: Match between system and the real world / Severity: 3 / Found by: A, D, C**

- Description: Icons doesn't reflect the purpose of the tabs
- Rationale: This point is subjective, but it's not immediately obvious what the search icon and people icon refer to. In real life, search icons represent searching for a wide range of things and not specifically for job opportunities. While it's clear that people icon refers to community, the page itself is about events. This might be confusing to users, and I'd encourage rethinking about event vs community
- Fix: Change the icon of Jobs tab

7. **H10: Help and documentation / Severity: 3 / Found by: A, C**
   - Description: Lack of description for each navigation tab
   - Rationale: For first-time users, it might not be obvious to them what each tab represents. In order to provide smoother user experience and provide accessible information, it would be great to label each tab
   - Fix: Add label under each navigation tab icon

8. **H5: Error Prevention / Severity: 1 / Found by: D**
   - Description: No password requirements on sign-up page
   - Rationale: Users do not know what are the password requirements to sign up (uppercase/numbers/special characters/etc) and might not be able to create an account without knowing why they are unable to do so
   - Fix: Provide a list of password requirements

9. **H6: Recognition rather than recall / Severity: 1 / Found by: D**
   - Description: Missing remember me/password/information on the login page/sign up pages
   - Rationale: Users might want to automatically log into the app, the button would allow them to simply log in without inputting all the information
   - Fix: Provide a remember me button or keep me logged in button

10. **H12: Value Alignment & Inclusion / Severity: 3 / Found by: D**
    - Description: There is no section highlighting specific non-profits users will impact nor a profile of the company they can take a look at
    - Rationale: "developing empathy for the nonprofits and projects [users] work with" is one of the values of the app, yet I was not able to find a company name nor profile
    - Fix: Highlight company/non-profit names on the job/event descriptions and make profile pages for companies as they are able to display what their focus/impact is

11. **H1: Visibility of system / Severity: 2 / Found by: D**
    - Description: The interface doesn't tell users any updates (notifications) about messages, job apps, mentor acceptances, events, etc
    - Rationale: Users may not know when they have an update regarding any of the tasks
    - Fix: Provide a notification/update page

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

- Description: "Events", "Mentors", and "Mentees" can only be chosen based on dropdown menus specifying distance and type. However, the "Job" page uses user-selected tags to filter entries.
- Rationale: Though information is being narrowed down in both cases, users might wonder what the difference is between selecting dropdowns and applying filters, and they might be confused why job selection uses a different UI.
- Fix: Employ either the dropdown menu selection across all tasks or the tag selection across all tasks (or combine them to create a new selection UI experience)

13. **H5: Error Prevention / Severity: 3 / Found by: D, C**
- Description: The image descriptors for both the "Events" page and the "Jobs" page are the same, even though the pages' functionalities are different.
- Rationale: Users may mistake job selection for event selection and navigate to the wrong profile views/selections, resulting in frustration and error.
- Fix: Diversify the images on both pages, or have event organizers upload unique, relevant images to event profiles - and have companies/organizations do the same for jobs.

14. **H6: Recognition Rather Than Recall / Severity: 2 / Found by: C**
- Description: There is no indication of a user's selected "Distance", "Type" or "Tags" on an event, mentor/mentee, or job profile page.
- Rationale: Users may like to see these details on their respective profile pages, as they may not recall their selection from the previous page.
- Fix: Add the user's previous selection to every event/job/mentorship profile page.

15. **H7: Flexibility and Efficiency of Use / Severity: 3 / Found by: B**
- Description: There is no way for users to save common searches or job tags.
- Rationale: Users may be frustrated if they have to enter in the same searches and tags each time they log in to the app once more. Saving them for users and allowing them to easily access them would improve the app experience.
- Fix: Have a dropdown menu area where users can choose from commonly selected tags/searches or save custom searches and tags.

16. **H8: Aesthetic and Minimalist Design / Severity: 2 / Found by: D**
- Description: When asked to choose "Mentee" or "Mentor", "Mentee" is highlighted green but "Mentor" is highlighted white.
- Rationale: Highlighting one button over the other may unnecessarily draw the user's attention to "Mentee", even though "Mentors" and "Mentees" are equally valued on the app.
- Fix: Highlight both buttons.

17. **H1 Visibility of system / Severity: 3 / Found by: D**

- Description: The bar at the bottom of the screen doesn't identify which tab I am in.
- Rationale: Users may be confused what tab they are currently in/want to navigate to
- Fix: Bold the icon or change the color to identify which tab the user is in

18. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by: B
- Description: The spacing between event/job/mentor entries is uneven, and the alignment between their descriptions is inconsistent. In addition, the spacing between the title and content of the views is minimal.
- Rationale: These inconsistencies in design might make the viewing/in-app experience less pleasant for a user.
- Fix: Correctly align the description and spacing with a set width and set padding/margins. Set the title higher on the page so that the content on the page looks less squeezed.

19. H8: Aesthetic and Minimalist Design / Severity: 1 / Found by: B
- Description: The bottom navigation bar's location is inconsistent across screens, and sometimes shows white space. In addition, the icons have different weights - some are more bold than others. The icons are also very close to the top and bottom of the navigation bar, leading to a "cramped" feeling in the UI.
- Rationale: These inconsistencies may make the in app-experience less pleasant and sleek for the user.

20. H10: Help and Documentation / Severity: 3 / Found by: D, C
- Description: "Type" and "Distance" are not well-defined.
- Rationale: The user may be unclear as to what these descriptors mean. For example, what is "Distance" relative to, and what "Types" are we categorizing under?
- Fix: Add a question mark hover button with more information about the "Distance" and "Type" metrics that users can select.

21. H10: Help and Documentation / Severity: 3 / Found by: B
- Description: The correct way to access job, event, or mentor/mentee profiles is unclear.
- Rationale: Users might not know where to click to view a job, event, or mentor/mentee profile.
- Fix: Add a "click to view profile" or arrow for each list entry in the "Jobs", "Mentor", "Mentee", and "Events" pages that shows users that there is information beyond the list view that they can access.

22. H12 Value alignment and inclusion / Severity 1 / Found by: C
- Descriptions: The mentor descriptions are written in the third person, which comes across as disengaged and uninviting.

- Rationale: As an app that promotes connection, you want to be as inviting and welcoming as possible. The way mentors express themselves will be incredibly important in getting mentee connections.
- Fix: Change all the text to first person and encourage mentors to use welcoming writing.

23. H12: Value Alignment and Inclusion / Severity: 3 / Found by: D, C
- Description: Content for all pages on the app is in all uppercase letters.
- Rationale: Users may be uncomfortable with an all-uppercase experience, as they might not be used to this more modern trend. Uppercase letters may sometimes be too "in your face", especially for older users.
- Fix: Make fonts on the app non-uppercase (regular capitalization - from "MENTORS" to "Mentors", etc.) to cater towards a more diverse group of users.
- Fix: Weight all icons consistently, and standardize icon spacing in the navigation bar as well as the placement of the navigation bar itself.

Task 1: Find a mentor

24. H4: Consistency and Standards / Severity: 2 / Found by: B
- Description: A "Chat"-style button appears on both the "Mentors" screen and on a mentor's profile page.
- Rationale: Users may wonder whether chatting from the "Mentor's" screen vs chatting from a mentor's individual profile mean the same thing.
- Fix: Have a "Chat"-style button appear only on a mentor's profile page.

25. H4 Consistency and Standards / Severity: 1 / Found by: B
- Description: A "CHAT" button appears on the "Mentors" page, but a "CHAT HERE!" button appears on a Mentor's profile page.
- Rationale: Users may be confused about the messaging on either button and be confused which to click.
- Fix: Use either "Chat" or "Chat Here!" as the default "Chat"-style button.

26. H4: Consistency and Standards / Severity: 2 / Found by: A
- Description: The color of filter bar on mentor page doesn't seem to match the color scheme
- Rationale: The dark gray filter bar color seems inconsistent with the green color scheme of the app, conveying a colder emotion compared to the calm emotion that the app seems to be targeting
- Fix: Change the background color of filter bar to green or other colors that is consistent with the color scheme

27. H2: Match between system and the real world / Severity: 3 / Found by: A, D, C
- Description: The descriptions are all uppercase

- Rationale: The paragraphs are typically lowercase for better readability, and the current style doesn't match the conventional usage
- Fix: Change the text to lowercase

28. H1: Visibility of system status / Severity: 4 / Found by: A, D, C
- Description: Text input field is absent in the chat page
- Rationale: When typing on the keyboard, users might be confused about what they're entering without a text field. In fact, they might not even know how to activate the keyboard without a textfield, defeating the purpose of chat page
- Fix: Add text input field in the chat page

29. H4: Consistency and standards / Severity: 3 / Found by: A, C
- Description: Back button on the home page seems redundant and is malfunctioning
- Rationale: Since home page is the default page, the back button doesn't seem to be useful in this scenario. When clicking on it, it also doesn't lead to other pages
- Fix: Delete the back button

30. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: Kane's "chat here" button in the video page isn't centered
- Rationale: The grid misalignment might distract the users from chatting with the mentors
- Fix: Center the "chat here" button

31. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: The back button in Stephen's video page has smaller top margin compared to other pages
- Rationale: UI is inconsistent with other pages
- Fix: Increase top margin (make it consistent with other pages)

32. H8: Aesthetic and minimalist design / Severity: 2 / Found by: A
- Description: Title "Mentor" and filter bar seems a bit too cluttered
- Rationale: The cluttered spacing might distract the users from focusing on the primary information "mentors" on the page
- Fix: Increase white space between title "Mentor" and filter bar

33. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A, D, C
- Description: Stephen's profile picture has a stroke while others don't
- Rationale: This is a minor detail, but Stephen's profile picture is inconsistent with other mentors' profile images. This could affect the overall aesthetics of the app
- Fix: Remove the stroke from Stephen's profile image

34. H10: Help & Documentation / Severity: 4 / Found by: D
- Description: There is very little guidance on how mentors should support mentees

- Rationale: Mentors may be confused as to what is the best way to support a mentee or mentees might be confused how they can leverage this resource
- Fix: Provide prompts for mentors/mentees to start a conversation (example: Can you tell me a bit about how you broke into the tech industry from a non-technical background)

35. **H1: Visibility of system / Severity: 2 / Found by: D**
   - Description: Mentors can't differentiate between a current mentee and a prospective one
   - Rationale: Mentors will want to be selective of who they decide to mentor since quality of mentorship or more important than quantity
   - Fix: Add some update button that differentiates between current/prospective/past mentees

36. **H2: Match b/w System & World / Severity: 2 / Found by: D**
   - Description: Mentor "type" isn't clear for users
   - Rationale: Users might be confused as to what type refers to: sex? Age? Industry? Years of experience?
   - Fix: Provide a clearer description of what type refers to

37. **H4: Consistency & Standards / Severity: 1 / Found by: D, C**
   - Description: Missing Chat button on Mentor interface
   - Rationale: There aren't chat buttons on the mentor interface compared to the chat buttons on the mentee interface
   - Fix: Provide consistent buttons on messaging pages

38. **H5: Error Prevention / Severity: 2 / Found by: D**
   - Description: No send button on messages
   - Rationale: Users are not able to see the button to send a message, does it send automatically when they are finished typing? How can users correct their mistakes?
   - Fix: Provide a button to send messages

39. **H5: Error Prevention / Severity: 1 / Found by: D**
   - Description: Mentee is highlighted on the signup page and might confused users
   - Rationale: The interface prompts users to pick mentee since it is already highlighted for them and it more clearly stands out
   - Fix: Allow the user to choose what they want to be without prompting them with highlighted buttons

40. **H1: visibility of system status / Severity: 3 / Found by: C**
   - Description: The interface does not tell what to input in what I assume are the email/password boxes.
   - Rationale: Users may be confused by what to input
   - Fix: Write "email", "password", and "confirm password"

41. **H2: Match between system and the real world / Severity 3 / Found by: C**
   - Description: As a user who never inputted my location, I am confused about what 'distance away' means.

- Rationale: I am not sure distance matters that much, however, since mentors and mentees can easily connect through long distance. It's confusing to have "distance away" because it already limits the user and they have no control over it.
- Fix: Allow users the option to input their location and change these settings

42. H12: Value alignment and inclusion / Severity 2 / Found by: D, C
- Description: Profiles are too simplistic. Last names? Age? Education? These are details that bring life to a profile.
- Rationale: Not allowing mentors to fully express themselves does not align with values of respect and inclusivity.
- Fix: Allow mentors to add more to their profile

43. H2: Match Between System and the Real World / Severity: 4 / Found by: B
- Description: Tapping open/empty space in the bottom navigation bar at any point in the app navigates directly to Michelle's profile page.
- Rationale: The bottom navigation bar is usually not for navigation to chat interfaces, and users might feel confused why this is the case for this app.
- Fix: Make the empty space in the bottom navigation bar unclickable/unresponsive except for the icons.

44. H2: Match Between System and the Real World / Severity: 4 / Found by: B
- Description: "Type: Any" might not be the best word choice when specifying the default type during selection on the "Mentees" and "Mentors" screens.
- Rationale: "Type: Any" sounds a lot like a programming or system-oriented term (e.g. the Javascript "any" type).
- Fix: Use "Type: All" instead of "Type: Any".

45. H3: User Control and Freedom / Severity: 4 / Found by: B
- Description: There is no "emergency exit" back to the "Mentors" screens when the user hits "Chat" on the "Mentors" page. Instead, hitting the back button in this context always leads back to a mentor's individual profile page.
- Rationale: Users might be confused if the back button navigates to an extra screen before arriving back to the "Mentors" screen. They might not know where to go next after navigating to the profile page.
- Fix: Navigate back to the "Mentors" screen after the user hits "Chat" on the "Mentors" screen.

46. H10: Help and Documentation / Severity: 4 / Found by: B
- Description: There is no indication of mentor "Type" for each mentor on the list of mentors even though it is a selection option on the "Mentors" screen.
- Rationale: Users can see their distance from mentors, which they can customize in the "Distance" dropdown menu. Not being able to see "Type" of mentor after a similar selection process may be confusing for the user.

- Fix: Help the user by providing the "Type" of mentor inside that mentor's description area.

47. **H4: Consistency & Standards / Severity: 1 / Found by: D**
    - Description: Missing Chat button on Mentor interface
    - Rationale: There aren't chat buttons on the mentor interface compared to the chat buttons on the mentee interface
    - Fix: Provide consistent buttons on messaging pages

48. **H5: Error Prevention / Severity: 3 / Found by: D**
    - Description: Missing description of requirements to become a mentor/mentee
    - Rationale: The platform strives to develop quality relationships between mentors and mentees. In order to do so, it must provide some sort of list of requirements to become either one
    - Fix: Provide a check-list/verification to become a mentee/mentor

49. **H5: Error Prevention / Severity: 2 / Found by: D**
    - Description: No send button on messages
    - Rationale: Users are not able to see the button to send a message, does it send automatically when they are finished typing? How can users correct their mistakes?
    - Fix: Provide a button to send messages

50. **H6: Recognition rather than recall / Severity: 2 / Found by: D**
    - Description: Missing tagline under chat
    - Rationale: Users might be confused about who they are talking to, or why, since the only thing they see while chatting is their name/profile picture
    - Fix: Provide a one sentence tagline for each user on the chat page

51. **H7: Flexibility & Efficiency of Use / Severity: 2 / Found by: B**
    - Description: There is no shortcut to see messages, you have to go to mentor profiles and then you are able to chat
    - Rationale: Mentors/mentees who open the app and want to see their messages don't want to have to navigate to individual profiles to see what messages they have
    - Fix: Add a message page or a place where they can easily access messages

52. **H12: Value Alignment & Inclusion / Severity: 1 / Found by: D**
    - Description: The design of the app doesn't aesthetically represent the values of the company
    - Rationale: I feel like there should be more emphasis/focus on strengthening, developing, and building mentor-mentee relationships
    - Fix: Set goals for mentor-mentee relationships, make a page highlighting successful mentee-mentor relationships, etc

53. **H12 Value alignment and inclusion / Severity 2 / Found by : C**
    - Description: Profiles are too simplistic. Last names? Age? Education? These are details that bring life to a profile.

- ○ Rationale: Not allowing mentors to fully express themselves does not align with values of respect and inclusivity.
- ○ Fix: Allow mentors to add more to their profile

54. H11: Accessible Design / severity 2 / Found by: C
- Description: The mentor profile pages have too much writing and no visuals (with the exception of the video).
- Rationale: This makes it tedious to read, especially from a phone screen.
- Fix: Try including icons that can help shorten the blurb.

55. H5: Error prevention / severity 2 / Found by: B
- Description: The chat interface does not have a delineation of where the person's name and profile picture ends and when the chat actually starts.
- Rationale: This can lead to user errors because users might be trying to scroll down and accidentally hit the person's profile (or vice versa).
- Fix: Add a line or some sort of marker that delineates when each functionality starts and ends.

56. H11 Accessibility / Severity: 2 / Found by D
- Description: The captions of each mentor are lengthy and hard to read
- Rationale: People who can't read the small text, which is all caps lock, will be unable to access the information since there are no icons nor highlights to read from
- Fix: Make bigger texts and highlight the most important information about each mentor

Task 2: Find a job

57. H4: Consistency and Standards / Severity: 2 / Found by: A
- Description: Background color of tags is inconsistent with the color scheme
- Rationale: The gray color is inconsistent with the green color scheme of the app, which could affect user experience and the emotion Sell-In is trying to convey
- Fix: Change the background color of tags to green and change the shape of the tags to rounded corner rectangles

58. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: Texts in tags are not centered
- Rationale: UI is inconsistent and not visually appealing, which could affect the user experience
- Fix: Center the text of the tags

59. H4: Consistency and Standards / Severity: 2 / Found by: A, C
- Description: "Apply" button design is inconsistent with the color scheme and is not obvious enough
- Rationale: The "apply" button should be the highlight of this page, but it seems a bit too small to attract users' attention. In addition, the gray and oval button

design seems different from the rounded-rectangle button design in the individual job application page
- Fix: Change the design of "apply" buttons

60. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: Apply button inside Tech 4 Edu page isn't centered
- Rationale: UI is inconsistent with other pages, and uncentered element might influence user experience
- Fix: Center the apply button

61. H7: Flexibility and efficiency of use / Severity: 2 / Found by: A, B
- Description: Users can't click on mentors and chat with them inside the Tech 4 Edu page
- Rationale: Users might want to chat with mentors by directly clicking on their profiles instead of navigating back to home page
- Fix: Add navigation to mentor profile or chat page under "chat to previous employees" section

62. H6: Recognition rather than recall / Severity: 2 / Found by: A
- Description: Missing job title and due date for each job on the main job page
- Rationale: Users can only remember the specific job title or due date of each job by clicking into individual applications. This requires additional effort on the user side
- Fix: Add job title and/or due date in each job description on main job page

63. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: Title "Jobs" and tags seems a bit too cluttered
- Rationale: The cluttered texts might influence the overall aesthetics of the app
- Fix: Increase white space between title "Jobs" and tags

64. H1: Visibility of system / Severity: 3 / Found by: D
- Description: The user doesn't know which jobs they have applied to nor what stage of the job application process they are
- Rationale: Users may keep reapplying to the same jobs over and over without realizing
- Fix: Provide a list of jobs applied to or change the "apply" button to "applied" with another color

65. H1: Visibility of system / Severity: 2 / Found by: D
- Description: Job page doesn't tell you which jobs are relevant to the tags applied
- Rationale: Users do not know how each job fits to their criteria
- Fix: Provide tags on the jobs themselves
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66. H10: Help & Documentation / Severity: 2 / Found by: D
- Description: The process for applying to a job isn't specific enough
- Rationale: Although there is a list of key responsibilities, the user might not know the requirements or steps needed to apply

- Fix: Tell the user what he needs and how to upload it: resume, cover letter, years of experience, etc

67. H4: Consistency and Standards / Severity: 2 / Found by: D
- Description: The "Apply" button and selected tags on the "Jobs" screen are the same style of button.
- Rationale: Users may confuse the "Apply" button with another tag or not pay attention to it because it's the same color as the tags they've just selected.
- Fix: Make the "RSVP" button a different color or style from the tags.

68. H6: Recognition Rather Than Recall / Severity: 2 / Found by: B
- Description: Users have to enter in new parameters/tags for job search after having found a mentor.
- Rationale: Preloading the user's preferences for mentor industry/types into the "Jobs" screen will lessen the time it takes to switch between tabs and/or try to remember their preferences from previous tasks.
- Fix: Automatically load tags from "Mentors" screen into the "Jobs" screen as a baseline for the user.

69. H2 Match between system and the real world / Severity 2 / Found by: C
- Description: The jobs posted in the main page don't seem to have a unique brand of their own.
- Rationale: It can be confusing to the user to distinguish between them and it also hurts your apps credibility.
- Fix: Include job logos and company information that will make them appear more professional and legitimate.

70. H8 Aesthetic / Severity: 2 / Found by: D
- Description: The icon for job on the bottom bar is a magnifying glass which is not specific and doesn't convey information that it is meant for job search
- Rationale: Users might think that the magnifying glass means they can search for anything on the app, not just jobs
- Fix: Put a briefcase, or something more specific to jobs

71. H9 Help Users with Errors / Severity: 3 / Found by: B
- Description: Users might not know if they have all the requirements/information to submit an application
- Rationale: People need to know what they need and what information they are missing when submitting a job application because if their application is not complete they might get automatically rejected
- Fix: List of information needed and provide an error message when their profile doesn't match the job description

72. H12 Value alignment and inclusion / Severity 3 / Found by : C
- Description: There is no way to modify or delete the tags under 'Jobs'.
- Rationale: People should have the freedom to tailor their experience as they wish. This implies allowing the user to input their chosen tags, and be able to modify, add, or delete them.
- Fix: Add modify, add, and delete functionality.

73. H10 Help & Documentation / Severity: 2 / Found by : D
- Description: The process for applying to a job doesn't have the necessary steps
- Rationale: What are the steps needed to apply to a job
- Fix: Tell the user what he needs and how to upload it: resume, cover letter, years of experience, etc

74. H6 Recognition rather than recall / severity 3 / Found by: C
- Description: After you sign up, and the 'mentor or mentee' screen pops up, the user won't know what either means if the company name/tagline/description is not also there.
- Rationale: Users shouldn't have to think about what being a mentor or mentee entails. THough it might be obvious for most, it is still useful to include descriptions or some sort of hint about what these roles are.
- Fix: Include 'mentor' and 'mentee' role descriptions. Or, include the Sell-In tagline with a short description of what your platform does on that screen.

75. H8: Aesthetic and Minimalist Design / Severity: 2 / Found by: B
- Description: The "KEY RESPONSIBILITIES" section of the individual profile page of a job has similar typography to the description.
- Rationale: Users may overlook this important section while viewing a job.
- Fix: Center these key responsibilities, or bold them/make them appear larger on screen.

Task 3: Find a community
76. H4: Consistency and Standards / Severity: 2 / Found by: A
- Description: The color and design of RSVP button doesn't match the color scheme
- Rationale: The gray and oval RSVP button design is inconsistent with the green and rounded-rectangle button inside the individual event signup page. The inconsistency in design might affect user experience
- Fix: Change the design of RSVP button to a rounded-rectangular green button

77. H4: Consistency and Standards / Severity: 1 / Found by: A
- Description: The color of filter bar on events page doesn't seem to match the color scheme
- Rationale: UI might not seem aesthetically pleasing if the color scheme is inconsistent
- Fix: Change the color of the filter bar

78. H12 Value Alignment & Inclusion / Severity: 4 / Found by: D
- Task: Find a community
- Description: The community aspect seems more event focused
- Rationale: The app hopes to help users feel as if they are "part of a network", yet the community task focuses on having people sign up for one time events instead of forming long-lasting community relationships

- Fix: Consider making focus centered communities that can have events instead of events that have community. For example: An sustainability focused group which does sustainability consulting workshops, hackathons, panels, etc.

79. H12: Value alignment and inclusion / Severity: 3 / Found by: A
- Description: RSVP for events doesn't seem to fulfill the value of fostering community
- Rationale: Joining events doesn't necessarily correspond to fostering community. Attending events seems like a one-time activity, while forming community takes longer periods of time
- Fix: Brainstorm new ways to foster community, perhaps by joining groups

80. H7: Flexibility and efficiency of use / Severity: 1 / Found by: A
- Description: Allow users to filter or sort events by dates
- Rationale: This could allow users the flexibility to find events faster based on dates in addition to distance and type
- Fix: Add additional filter parameters to the filter bar

81. H7: Flexibility and efficiency of use / Severity: 1 / Found by: A
- Description: Users can't click on mentors inside Consulting 4 Social Good Workshop
- Rationale: Users might want to view mentor profiles by directly clicking on their profiles instead of navigating back to home page
- Fix: Add navigation to mentor profile under "20+ guests have RSVP including" section

82. H8: Aesthetic and minimalist design / Severity: 2 / Found by: A
- Description: Title "Events" and filter bar seems a bit too cluttered
- Rationale: The cluttered space might distract users from focusing on the main content on "Events" page
- Fix: Increase white space between events and filter bar

83. H8: Aesthetic and minimalist design / Severity: 1 / Found by: A
- Description: The third event description isn't aligned with other event descriptions and title
- Rationale: The misalignment of event descriptions in the third item could distract the users as it's inconsistent from the other event alignment
- Fix: Align the third event description

84. H2: Visibility of system / Severity: 2 / Found by: D
- Description: Event "type" isn't clear for users
- Rationale: Users will be confused as to what type refers to, more specifically in the current screen the type is tech which could mean technology industry event or possibly a technical event
- Fix: Provide clearer description of event types

85. H3: User Control & Freedom / Severity: 2 / Found by: D
- Description: Users are cannot confirm their RSVP to events

- Rationale: How do users confirm whether they want to attend the event or if they want to cancel their RSVP because they can no longer attend
- Fix: Provide a confirmation page for events as well as cancel attendance (or specify no cancellation policy)

86. H1: Visibility of System Status / Severity 3 / Found by: D
- Description: The Events page is too similar to the Jobs page, which might be confusing for users.
- Rationale: If the user gets confused it can lead to frustration and possible mistakes (ie. signing up for an event thinking they applied to a job or vice versa).
- Fix: Make the Events page and the Jobs page have slightly different color schemes.

87. H1: Visibility of System Status / Severity: 2 / Found by: B
- Description: There is no indication of a particular event's "Distance" and "Type", the two metrics that the user has control over.
- Rationale: Users do not know if they made a successful selection of distance or type.
- Fix: Add "Distance" and "Type" descriptors for each event.

88. H4: Consistency and Standards / Severity: 3 / Found by: B
- Description: Clicking the "RSVP" button on the "Events" page leads to an event profile page with another "RSVP" button.
- Rationale: Users may be confused about the difference between the functionality of these two buttons
- Fix: There may not be a purpose for the "RSVP" button for an event on the "Events" page. Make the "RSVP" button show up only inside the profile for an event to make it clearer for users.

89. H8: Aesthetic and Minimalist Design / Severity: 2 / Found by: C
- Description: Critical information for an event, such as time, place, date, etc. is a similar font size and font weight as the description of an event (inside an event profile).
- Rationale: It may be harder for users to locate these critical pieces of information when trying to match their schedule to a specific event.
- Fix: Bold and place the key event details in the middle of the screen and/or make their font sizes bigger.

90. H8: Aesthetic and Minimalist Design / Severity: 2 / Found by: B
- Description: Profile images of RSVPs to events are very prominent on the individual event profile page.
- Rationale: The profile images may appear distracting to users who are trying to learn more about the event through its profile page.
- Fix: Make profile images smaller in size on the events page.

91. H3 User Control and Freedom / Severity 4 / Found by: C

https://hci.stanford.edu/courses/cs147/2023/au/calendar.html

- Description: There is no way for me to get to events (at least I couldn't figure it out.)
- Rationale: If the user can't get to events then you are more likely to lose them as customers.
- Fix: Add a more clear path to 'Event'.

92. **H8: Aesthetic and Minimalist Design / Severity: 3 / Found by: B**
- Description: The phrase "20+ GUESTS HAVE RSVP'D INCLUDING" may be too long/unnecessary on the event profile page.
- Rationale: Users may gloss over the "20+" in the description (or the RVSP description itself) because it's too long, and think that only three users have RSVP'd so far as a result (because of the three profile images at the bottom of the events page)
- Fix: To convey the number of users who have RSVP'd, one option could be to include an expand/collapse button to view all users or just a subset of users. Describe the button with "view 21 more…" or a similar phrase.

Extra Violations

93. **H1: Visibility of System Status / Severity: 3 / Found by: D**
- Description: After a new user signs up for an account, there isn't a clear indicator or confirmation of sign-up.
- Rationale: Users should be able to see that they've successfully created an account and can start using the app.
- Fix: Have a pop-up message congratulating or welcoming the user after sign up

94. **H9: Help Users Recognize, Diagnose, and Recover from Errors / Severity: 2 / Found by: B, C**
- Description: On the sign-up page, there isn't a clear indicator of what information should be entered in the three boxes.
- Rationale: Users might enter the wrong information in those three boxes, leading to an incorrect profile submission.
- Fix: Label each box with its purpose, and notify the user when they have entered the wrong information (e.g. invalid email address or password).

95. **H11: Accessible Design / Severity: 4 / Found by: B**
- Description: There are no alternate input methods for low-vision or low-hearing users.
- Rationale: Users with accessibility needs may be disadvantaged while navigating through the app.
- Fix: Have sound output options and text-size/button-size customization on each screen.

96. **H9: Help Users recognize, diagnose, and recover from errors / Severity 3 / Found by: B, C**

- Description: Some buttons don't work, however, there is no error sign that explains why.
- Rationale: It makes the user frustrated because they try and click multiple times and no luck.
- Fix: Add an error message.

3. Summary of Violations

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

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status			4	6	1	**11**
H2: Match Sys & World			3	3	2	**8**
H3: User Control				1	3	**4**
H4: Consistency & Standards		4	7	1	1	**13**
H5: Error Prevention		2	3	2		**7**
H6: Recognition not Recall		1	4	2		**7**
H7: Efficiency of Use		2	2	1		**5**
H8: Minimalist Design		11	7	1		**19**
H9: Help Users with Errors			1	2		**3**
H10: Help & Documentation			2	3	2	**7**
H11: Accessible			2		1	**3**
H12: Value Alignment & Inclusion		2	2	4	1	**9**
Total Violations by Severity		**22**	**37**	**26**	**11**	**96**

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 Eleanor Peng	Evaluator B Katie Liu	Evaluator C Maria Sanchez	Evaluator D Valerie Hernandez
Sev. 1 Ex: Eval A count / total sevs 1 in table #3	55%	13%	13%	23%
Sev. 2 Ex: Eval A count / total sevs 2 in table #3	22%	30%	16%	30%
Sev. 3 Ex: Eval A count / total sevs 3 in table #3	27%	38%	42%	38%

Sev. 4 Ex: Eval A count / total sevs 4 in table #3	18%	55%	9%	18%
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3)	24%	59%	44%	44%
Total (all severity levels) Ex: Eval A total sev count / total sevs (green cell) in table #3	30%	31%	21%	27%

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

5. Summary Recommendations

Great job on the medium-fi prototype! "Sell-in" has a simple and aesthetic design, and it's easy and intuitive to navigate. Making tweaks based on heuristic violations we noticed, however, would significantly enhance the user experience.

One focus area that could be improved is consistency in design elements, such as color schemes and patterns. This allows the app to build credibility, both with the mentors and with the mentees on the app. Another focus area could be the task flows: specifically, refining the "Find a community" task flow on the app. Finding community could be much more than simply fostering connections beyond one-time events, and there's a lot of potential for your app to grow this theme. Additionally, more information could be given on what happens after users sign up for events or apply to jobs, as well as how they can follow-up on more information regarding their job application or event RSVP. Help/documentation given on the app could also be improved: there could be more indications of where users should click and more consistent UI/consistent functionality across similar elements. The app can also offer more ways for users to personalize their social impact work through expanded sorting and filtering options.

Another focus area that could be changed is the extensive use of caps lock in certain descriptions. Using this as a default font option might not be user-friendly, and could disadvantage users who might have disabilities or might be olderAlso, reconsider the emphasis on location as a primary filter. One of the most important things to consider is to clarify the app's purpose throughout the user's interaction with the app, providing a more gradual introduction to what the mentor/mentee's roles are and allowing for users to create their own profiles. It's really important that you are actively reinforcing the app's values throughout the user experience, reminding users of the social impact behind their actions and the reason why they decided to use the app in the first place. You can also enhance the app's depth by including a user profile section where individuals can highlight achievements, upload resumes, and list skills. Differentiate page designs across tasks (finding a job and finding an event) for ease of use and to help users easily identify which page they are on.

Consider strategies to encourage long-term engagement and deep connections over one time events or simple chat boxes. The ultimate goal is to foster a sense of community and longevity in social impact efforts, so we were a bit confused as to how this is reflected in your interface?

Overall, great work! We look forward to seeing the final version!

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.