					IMPORTANT: TO MAKE SURE FORMULAS WORK PROPERLY 1) DO NOT ADD/DELETE ANY COLUMNS 2) ONLY ADD ROWS TO THE BOTTOM OF THE TABLE (NOT THE TOP)			
Prototype Description:	*ShopCrawl is a mobile app that aims to make chore shopping fun through Crawls, social shopping experiences that users can join and create to make new friends while shopping.*							
				Your TA will remove your names before the document is given to the project team. Under the 'Found by' column, use these letters to identify yourselves		When finished, please double check your numbers under 'evaluation statistics' & let your TA know if there's a bug with the formula		
Simple Task	*Join a crawl.*			**Evaluator A:**				
Moderate Task	*Create crawls.*			**Evaluator B:**				
Complex Task	*Connect with people from past Crawls.*			**Evaluator C:**				
				Evaluator D:				
					attach images in this column if helpful			

Problem #	Heuristic	Task	Severity	Description	Images	Rationale	Fix	Found by	Column 1
1	H1: Visibility of System Status	1. Simple Task	3	When pressing the "Invite" button on the "Invite Crawlers" screen, nothing changes to confirm that the invite was sent.		Users expect visible feedback such as a color change, text update, or confirmation message after completing an action. Without this, they may assume the button did not work and tap repeatedly.	Change the button state to "Invited" or show a quick message confirming that the invitation was sent.	C	
2	H12: Value Alignment & Inclusion	1. Simple Task	3	cannot see some users in a crawl.		This could be dangerous for the user depending on who is in the crawl --if there might be someone they need to avoid but their identity is hidden until you actually show up--this can be used in malicious ways.	show the identities of all users in the crawl before joining.	B, D	
3	H2: Match b/w System & World	1. Simple Task	2	The "Invite Crawlers" button is unclear on whom is actually being invited.		It may be unclear to the user who ius being invited here. Is it people they have previously gone on a Crawl with? Is it friends? Is it just anyone on the app? My instinct is that this is to invite people whom the user has previously gone on a Crawl with, but this should be specified.	Clarify the meaning of the "Crawlers" in the "Invite Crawlers" button	A, D	
4	H1: Visibility of System Status	1. Simple Task	4	When going to find another Crawl to join then backing out to the home screen, the previously joined Crawl is gone.		The user is no longer able to keep track of their Crawls when such information disappears from the Upcoming Crawls section. I understand this was likely an oversight from the wireframing, but please ensure your next version can correctly handle joining multiple Crawls.	Allow previously joined Crawls to persist when creating another one.	A, D, B, C	
5	H2: Match b/w System & World	1. Simple Task	2	The map pins and icons (e.g., bag icon, small person/store/time symbols) aren't labeled, so users have to infer their meaning.		Without text or tooltips, icons rely on guesswork and don't clearly connect to real-world meanings, especially for new users unfamiliar with the interface.	Add small text labels or hover explanations	C, D, B	
6	H3: User Control & Freedom	1. Simple Task	3	The Search Filter modal does not appear to have any way of adjusting the distance nor time of Crawls to filter by.		This violates User Control & Freedom because the user has no way of actually specifying the ranges for location and time for Crawls they could join. It seems that these values are fixed at 10 miles and 3 hours. For a user who may only want to see Crawls of a shorter distance or duration, they would not be able to actually filter that. It may be possible that the user would have to click on these boxes directly to edit them, but there is no indication that this is the case here.	Include some icon or button to indicate that thedistance and duration filters can be edited.	A, C	
7	H2: Match b/w System & World	1. Simple Task	3	The map on the "Near You" screen shows an image of a map of a generic street layout, rather than showiong a real map.		While I understand that this map is likely just a placeholder image, it does not effectively communicate to users where things are located geographically related to their current location. For example, a user would not be able to tell if any of the avvailable Crawls to join are actually near them, which would be important for them to know in order to decide which Crawl to join.	Change the placeholder image to one of a real map. For the purposes of this prototype, it could even just be a map of the Bay Area containing just the cities near Stanford.	A, C	
8	H2: Match b/w System & World	1. Simple Task	3	The cards for the individual Crawls do not show how long the Crawls are.		While the cards show what time the Crawls are at, they do not specify how long the Crawls are. Although this would presumably be within the allowable duration for the user after filtering, it would be helpful for the user to know how much time they would need to allot for a given Crawl so that they can make a more informed decision about joining one.	Include information on the Crawl duration on the respective card.	A	

#	Heuristic	Task	Severity	Issue	Explanation	Recommendation	Eval
9	H3: User Control & Freedom	1. Simple Task	3	There is no way to cancel or back out of a Crawl after joining.	A user who has joined a Crawl may later change their mind and want to back out. Currently, there is no way of leaving a planned Crawl after joining one.	Give the user a way to leave a Crawl.	A, C
10	H4: Consistency & Standards	1. Simple Task	1	The search filter modal shows a text that reads, "Shop Crawls within," where "within" is not capitalized.	This violates Consistency & Standards because all other text in the modal capitalizes every word, whereas "within" is not capitalized here, which feels out of place due to the incosistency.	Capitalize the word, "within," in "Shop Crawls within."	A
11	H5: Error Prevention	1. Simple Task	3	In the screen where you are viewing the details of a crawl you want to join, it's unclear which store you start at	users might show up to the wrong store first in the crawl	number the stops on the crawl so it is clear where everyone should meet up/start.	B, C
12	H8: Aesthetic & Minimalist Design	1. Simple Task	3	The screen feels visually crowded, with large map pins, heavy blue crawl cards, and equal visual weight for all elements. The "Create Crawl" button blends with the crawl list instead of standing out.	A cluttered layout and poor visual hierarchy make it harder for users to focus on key actions, such as selecting a crawl or creating one. Minimal, well-balanced design helps users process information faster.	Reduce the size of map pins, use lighter background tones for crawl cards	C
13	H3: User Control & Freedom	1. Simple Task	3	The search filter modal does not appear to have any way of adding new stores to the filter.	This violates User Control & Freedom because the user has no way of actually adding specific stores that they are interested in going to for a Crawl. For a user who is not interest in Target or CVS, they would not be able to filter by the actual stores that they want to go to. It may be possible that this feature would show if the user were to type something into the "Search Stores..." text input, but there is no indication that this is the case.	Include an "Add Stores" button that allows users to add additional stores that they want to filter by.	A
14	H3: User Control & Freedom	1. Simple Task	3	There is no way to filter by start time.	This violates User Control & Freedom because the user has no way of actually specifying when they want to go on a Crawl, only the distance and duration. For a user who has to balance a busy schedule, being able to specify their available times would be beneficial for filtering Crawls.	Include a filter for Crawl start time.	A
15	H3: User Control & Freedom	1. Simple Task	4	There is no way to go back to the home screen after joining a Crawl.	This may be an error with the Figma wireframing, but I had to reload the page in order to be able to interact with the buttons again. They are there and presumably would take me back to the previous screen, but it did not work on first run through.	Ensure the wireframing works even after pressing the "Join Crawl" button.	A, B
16	H9: Help Users with Errors	1. Simple Task	3	If a user enters an invalid filter (for example, leaving distance blank) and presses "Apply," there's no visible error or guidance.	Without feedback, users can't tell why nothing changed or if the system processed the input.	Provide inline messages such as "Please enter a distance" or highlight the missing field in red.	C
17	H4: Consistency & Standards	1. Simple Task	3	When empty, Upcoming Crawls section says to click "View Crawls" to find a Crawl. However, there is no "View Crawls" button.	This violates Consistency & Standards because while there is no "View Crawls" button, there is a "Find Crawl" button, which may be the intended button for a user to press. Users may be confused by the inconsistent terminology, which could prevent them from ever joining a Crawl.	Change "None coming up! Click 'View Crawls' to find one!" to "'None coming up! Click 'Find Crawl' to find one!"	A, B
18	H4: Consistency & Standards	1. Simple Task	1	The position of the "Join Crawl" button changes when looking at the "Crawlers" tab vs. the "Stores" tab.	There is no need to change the position of this button in between tabs. It may be confusing to users why the button is positioned slightly different when on different tabs.	Ensure that the position of the "Join Crawl" button is consistent.	A
19	H8: Aesthetic & Minimalist Design	1. Simple Task	1	The "ShopCrawl" text in the header and the "Near You" text are misaligned.	Ensuring that text is properly aligned can help give the app a more professional feeling through UI polish.	Make sure that the text for both "ShopCrawl" and "Near You" are both center-aligned.	A
20	H1: Visibility of System Status	2. Moderate Task	1	it's not clear to click a pin on the map	It's a bit unclear that I'm supposed to click on or	use visual design to indicate t	B, C
21	H1: Visibility of System Status	2. Moderate Task	3	The "Add Crawlers" screen cuts off part of the interface at the bottom and does not allow scrolling, so users can't see all recommended crawlers or the full "Add Crawlers" button.	When key elements are partially hidden or unreachable, users may think the interface is broken or incomplete. Lack of scroll feedback also prevents users from understanding that more content exists.	Enable vertical scrolling or responsive resizing so all content remains visible.	C
22	H10: Help & Documentation	2. Moderate Task	3	There is no progress indicator/header for your progress in creating a crawl	this could cause confusion for the user who doesn't know how much more info they need to put in or how far along they are in the process when trying to create a crawl.	make it clear & visible with either a progress bar that shows how much work they have left to create their crawl or use headers at the top of the screen that show "step 1: add friends" etc.	B

#	Heuristic	Task	Severity	Issue	Explanation	Recommendation	Evaluators
23	H11: Accessible Design	2. Moderate Task	4	Several text fields (e.g., "City," "Length," "Upcoming Crawls") and buttons use small font sizes and low-contrast light blue backgrounds	Low contrast and small tap targets can make it difficult for users with visual or motor impairments to complete the task.	Increase text and button sizes, improve contrast ratios, and ensure all fields are labeled for assistive technologies.	C, B, D
24	H12: Value Alignment & Inclusion	2. Moderate Task	3	There is no way for users to remove Crawlers from their Crawl that may make them feel unsafe.	For example, if there was a Crawler that joined the user's Crawl, but the Crawler had very negative reviews, the user may feel unsafe to proceed with the Crawl.	Include a way for users to block Crawlers or remove certain Crawlers from their Crawl, which would require giving a reason for doing so.	A
25	H2: Match b/w System & World	2. Moderate Task	3	The map on the "Cool Crawl 7" screen is a generic placeholder image of a street layout.	While I understand that this map is likely just a placeholder image, it does not effectively communicate to users where things are located geographically related. This information would be important for users to have so that they can see where stores are.	Change the placeholder image to one of a real map. For the purposes of this prototype, it could even just be a map of the Bay Area containing just the cities near Stanford.	A
26	H2: Match b/w System & World	2. Moderate Task	4	The location of the Crawl I created was set to Menlo Park. However, in the home screen, it says that the Crawl is in Redwood City.	There is an error in the information of the Crawl that the user just created as none of the details the user filled out are reflected in the upcoming Crawl. This will cause major confusion when users create Crawls and the wrong information is populated.	Make sure that the created Crawl reflects the details the user added for that specific Crawl.	A
27	H2: Match b/w System & World	2. Moderate Task	3	button says "close" after you enter the	this is not the most intuitive as a user might not	use the word "save" or have an	B
28	H3: User Control & Freedom	2. Moderate Task	3	There is no way to specify Crawl duration.	The user would want to specify how long they want their Crawl to be so that such information is available to potential Crawlers searching for one to join. Currently, the user has no way to specify this.	Include a way for the user to specify the Crawl's planned duration.	A
29	H3: User Control & Freedom	2. Moderate Task	3	Once a store is added, there's no visible way to remove it from the list if the user changes their mind.	Without an easy undo or delete option, users lose flexibility during creation and may have to restart the task to fix small errors.	Add an "X" or trash icon next to each added store for quick removal, with a confirmation prompt to avoid accidental deletions	C, D
30	H1: Visibility of System Status	2. Moderate Task	4	The user has no way of seeing who has joined the Crawl they created.	A user should be able to know how many users joined their Crawl and who they are. This helps protect the user as when they go on the actual Crawl, they can verify who the attending Crawlers are. Currently, there is no way to do that, meaning the user would have no way of who is actually coming on their Crawl.	Include details on who has joined a user's Crawl.	A, B
31	H1: Visibility of System Status	2. Moderate Task	4	When going to create another Crawl then backing out to the home screen, the previously created Crawl is gone.	The user is no longer able to keep track of their Crawls when such information disappears from the Upcoming Crawls section. I understand this was likely an oversight from the wireframing, but please ensure your next version can correctly handle creating multiple Crawls.	Allow previously created Crawls to persist when creating another one.	A, B, D
32	H11: Accessible Design	2. Moderate Task	1	The location of the created Crawl bleeds into the status bar and is obscured by the dynamic island.	The location of the Crawl is not legible, which may make it hard for the user to see where the Crawl will take place.	Ensure that all text elements are within the safe area view of the screen. This text can just be moved down slightly to fit.	A, C
33	H5: Error Prevention	2. Moderate Task	4	There is no way to cancel a Crawl that the user has created.	If a user accidentally creates a Crawl or no longer wants to go on a Crawl that they created, they have no way of deleting/canceling that Crawl. This is especially an issue when there are other Crawlers that have joined the Crawl thinking it will still happen. The end result is either that the user who created the Crawl has to go on a Crawl they no longer want to go on, or the Crawlers who joined would have no way of knowing that the Crawl they joined is no longer happening.	Give the user a way to delete a Crawl.	A, D, C
34	H2: Match b/w System & World	2. Moderate Task	2	It is unclear what determines who the "Recommended Crawlers" are.	Since the purpose of ShopCrawl is to help users meet new friends while chore shopping, it would be helpful to understand whether "Recommended Crawlers" are people that the user has gone on Crawls before, friends, or just anyone on the app. This would help inform whether or not they choose to invite people to this Crawl.	Clarify the meaning of "Recommended Crawlers" by specifying which group of people constitute the "Recommended Crawlers," either by changing the text or adding an info icon that provides clarification when pressed.	A, D
35	H5: Error Prevention	2. Moderate Task	2	You can choose time before location for making a crawl	Users will then have to deal with the problem of choosing time where the shops are closed etc	Have it so the order of creatign a crawl requires them to choose location and shops before time	D

#	Heuristic	Task	Severity	Problem	Explanation	Recommendation	Evaluator
36	H2: Match b/w System & World	2. Moderate Task	0	Have to explicitly press the search icor	in a lot of real-world systems, information loads	implement real-time search! u	B
37	H3: User Control & Freedom	2. Moderate Task	2	No way to reorder the order of visiting	It's just annoying that you have it set that way bu	Allow to drag and drop the ord	D
38	H4: Consistency & Standards	2. Moderate Task	1	The bottom button says "Continue" when Public Crawl is slected, but it changes to "Start Creating" when Private Crawl is selected.	The inconsistent text on the button may confuse users into thinking the functionality of the button is different between the two types of Crawls.	Ensure that the text of the button is the same regardless of what type of Crawl is selected.	A
39	H4: Consistency & Standards	2. Moderate Task	1	when you add stores to the crawl in the	there is the same button twice in different place	"next step" or "done" button in	B
40	H7: Flexibility & Efficiency of Use	2. Moderate Task	3	The user has no way of searching for stores to add to their Crawl.	The user is currently only able to add stores that are seen in the map, but they have no way of directly searching for specific stores they want to add to the Crawl, which adds a degree of friction to creating a Crawl that users may struggle to overcome, especially if stores they want to go to are located far apart.	Include a search feature that allows users to search for specific stores.	A
41	H5: Error Prevention	2. Moderate Task	3	There is no way to edit the details of a Crawl after creating it.	If a user wants to change the Crawl details after creating it, there is no way for them to do so. In the case where the user wants to add a new store or change the duration, their only solution would be to create a new Crawl. But because there is also no way to cancel a Crawl, the old Crawl would still technically be live in the app, which would cause a lot of confusion.	Give the user a way to change the details of a Crawl they have created.	A
42	H6: Recognition not Recall	2. Moderate Task	2	doesn't show the date in the middle of	the info at the bottom when choosing a location	add the date next to the stores	B
43	H7: Flexibility & Efficiency of Use	2. Moderate Task	2	No way to bulk invite or do preset group templates, etc	This would be good to make it easier for people to invite others, instead of inviting them one by one	Add a invite last group or recommended from preious crawls section	D
44	H7: Flexibility & Efficiency of Use	2. Moderate Task	2	toggle isn't clear for public vs private crawl	there is no toggle for public vs private crawl. there is only set text, but it only shows the default status, which could be confusing depending on you implement it since you can see that there is another option for a private crawl.	consider implementing a toggle where both statuses are visible and one is in an active state.	B
45	H7: Flexibility & Efficiency of Use	2. Moderate Task	4	When you search for a person it shows up as a pop-up	this would be an issue if there are multiple users in your app with the same name, or if you want to search for someone but don't know their whole name. it only shows you one person in a pop up, which doesn't give room to view multiple users you could add.	when you search there could be a scrolling dropdown where you can view multiple users in a list.	B
46	H8: Aesthetic & Minimalist Design	2. Moderate Task	1	There is a lot of white space on the "Create Crawl" screen.	There is a lot of unused screen real estate here, which gives the app an unpolished look. This space could be used to include the duration information specified earlier.	Redesign the layout of this screen and how elements are spaced apart to effectively use the available space.	A, D
47	H8: Aesthetic & Minimalist Design	2. Moderate Task	2	The screens are densely packed with similarly weighted text and buttons, making it difficult to identify the most important actions.	Equal visual emphasis on all elements forces users to spend more time scanning the interface.	Create clearer visual hierarchy through larger headings, consistent spacing, and distinct color contrast for primary actions.	C, D
48	H8: Aesthetic & Minimalist Design	2. Moderate Task	1	the pop up when searching for a friend to add to a crawl shows on top of the normal screen	this presents an aesthetic issue where there are so many elements on the screen, it's a bit disttracting and can make it hard to see what to focus on.	blur out or darken the main screen when the search result pops out	B
49	H9: Help Users with Errors	2. Moderate Task	3	There is no feedback to let users know that a certain store is closed during their specified time when creating a Crawl.	Currently, a user could, in theory, add a store to a Crawl they are creating during a time when that store is closed, which would cause confusion when the Crawlers get to the store only to find it closed.	Give the user an error pop-up message when trying to add a store during a time when it is closed.	A
50	H1: Visibility of System Status	3. Complex Task	2	There is a "Completed 11/2" on the details screen	It's just unclear what it means on the screen, and it doesn't seem to have an obvious meaning	specify what it means	D
51	H12: Value Alignment & Inclusion	3. Complex Task	3	The reporting flow lacks contextual reassurance, such as empathy-driven language or links to community safety resources.	Since this task involves sensitive social safety issues, the design should foster trust and comfort	Use more empathetic language ("We're here to help keep the community safe"), include quick links to community guidelines or helplines	C
52	H2: Match b/w System & World	3. Complex Task	3	Clicking on Ashley's profile in a past crawl takes the user to Daniel's profile.	The user is not actually able to visit Ashley's profile or message them, which is problematic for when the user does actually want to message Ashely or view Ashley's profile.	Ensure that clicking on Ashley actually takes the user to Ashley's profile.	A
53	H2: Match b/w System & World	3. Complex Task	2	There appears to be duplicate messages with Daniel.	The user may be confused why their are multiple chats with the same person. There should only be one chat per person.	Ensure that there is only one chat per person.	A

#	Heuristic	Task	Severity	Problem	Explanation	Recommendation	Evaluator
54	H2: Match b/w System & World	3. Complex Task	2	When going to message Daniel from the "Past Crawls" screen, pressing the back arrow takes the user to the "Messages" screen rather than back to the "Past Crawls" screen.	Users may be confused when pressing the back arrow button takes them to a screen they were not previously on.	Ensure that the wireframing of your app accounts for which screen the user is coming from and that backlinks are tagged appropriately.	A, B
55	H2: Match b/w System & World	3. Complex Task	4	Clicking on the past Crawl in Redwood City takes the user to the past crawl for Palo Alto.	The user is not able to actually access the information for the past Crawl that they are intending to click on.	Ensure that the wireframing leads to the correct screen. Clicking on the Redwood City past Crawl should pull up the infomration for the Redwood City Crawl.	A
56	H3: User Control & Freedom	3. Complex Task	4	Pressing the "Add Friend" button does not do anything.	The whole point of this task flow is to connect with people from past Crawls, but there is currently no way to add them as a new friend, which defeats the purpose of the app.	Include wireframing for the "Add Friend" flow.	A, B, C
57	H3: User Control & Freedom	3. Complex Task	4	No way to decline a friend request	there is only an accept button or report button a	add a decline button next to th	B
58	H4: Consistency & Standards	3. Complex Task	2	The profile image for Daniel appears slightly oval rather than a perfect circle, making it inconsistent with standard profile photo conventions used throughout apps and even within other screens.	When the image appears stretched or misaligned, it signals a design inconsistency and reduces the app's professional appearance.	Ensure the profile image container has a uniform circular mask and equal height/width dimensions	C
59	H4: Consistency & Standards	3. Complex Task	3	The chat layout is inconsistent with familiar messaging conventions. Messages appear in the same color and alignment for both users, so it's unclear who sent which message.	Users expect consistent design patterns based on familiar messaging apps (left/right alignment or distinct bubble colors). The current design breaks these conventions, which can cause confusion and slow user recognition.	Differentiate sender and receiver messages using alignment or color (for example, right-aligned blue bubbles for the user and left-aligned gray bubbles for others).	C
60	H6: Recognition not Recall	3. Complex Task	2	There's no indicator of message status (sent, delivered, seen), which forces users to recall whether their messages were acknowledged.	In chat interfaces, users rely on clear visual cues to confirm that their messages were successfully sent and received. Without these indicators, they must remember or guess whether a message went through or was seen, increasing cognitive load and uncertainty.	Add small, recognizable icons for message state (e. g., checkmarks or timestamps).	C, B
61	H7: Flexibility & Efficiency of Use	3. Complex Task	3	It is unclear how to send a message in the Messages screen.	While the functionality for actually messaging someone has not been built on in this prototype, the "Message..." button looks like a button rather than a text input, suggesting that the user would be taken to another screen or modal in order to actually type and send a message. While it is unclear if that is actually the case, it is nonetheless preferrable to have a clear way of typing and sending a message from the current screen.	Include the tstandard text input field and send button.	A, B, C
62	H5: Error Prevention	3. Complex Task	1	touch targets close together	The accept friend requests buttons are quite sm	make each row height larger a	B
63	H6: Recognition not Recall	3. Complex Task	2	The messages screen does not include timestamps.	To facilitate proper communication, it would be helpful to know when messages were sent. Currently, there is no way for the user to know if the last message from the person they are messaging was sent one minue ago or one month ago.	Include timestamps for the messages.	A, C
64	H8: Aesthetic & Minimalist Design	3. Complex Task	2	chat button bleeds into the phone's tim	this is a usability issue since a user would not b	lower the chat icon and make	B, C
65	H8: Aesthetic & Minimalist Design	3. Complex Task	2	you have to move through two screens to accept a friend request	This presents additional friction for the user to accept a friend request	allow the user to accept the friend in the first screen on the main page, keep the functionality to check out the user's profile if they desire (think about instragram follow request flow!)	B
66	IH11: Accessible Design	3. Complex Task	2	Messages between two people are the	for some people, this could be quite confusing a	change the color to better refl	B
67	H10: Help & Documentation	4. All Tasks	3	There is no onboarding for the task flows.	Currently, the only way for a user to figure out how to use the app would be to click around, which can lead to confusion and frustration.	Include some onboarding screens to walk the user through the app.	A
68	H10: Help & Documentation	4. All Tasks	4	none of the screens show the task you are currently on	this can make it difficult for users to know where they are in the app and what they are currently working towards in the flow	put a header that shows the tab you are on i.e. "create crawl" instead of the app name	B
69	H11: Accessible Design	4. All Tasks	4	by relying on the map visual to communicate where stores are, it is not super accesible	Makes it hard for users to understand where people would go, what type of shop, etc	provide a text alternative whenever there is a map visual like a typed out address, or a typed out ordering of locations for a crawl.	B, C

70	H3: User Control & Freedom	4. All Tasks		3	There is no way to cap the number of people attending a Crawl.		Currently, it would be possible for an unlimited number of people to join a Crawl. There should be appropriate limits to prevent a store from being inundated by a crowd of Crawlers.	Allow users to specify the cap for Crawlers when creating an event. Allow users to see the capacity of a Crawl when looking to join one.	A, D
71	H4: Consistency & Standards	4. All Tasks		1	icons are different weights		there is inconsistency with how icons are repres	make all icons the same light	B, C
72	H4: Consistency & Standards	4. All Tasks		3	The app's visual style (button sizes, text weights, icon alignment, and blue color tones) varies across screens.		Inconsistent design language reduces polish and can make the system feel unreliable. Users expect a consistent pattern of layout and color to build familiarity.	Create a unified design system with standardized button hierarchy, typography, spacing, and icon styles used consistently across all screens.	C, D, B, A
73	H8: Aesthetic & Minimalist Design	4. All Tasks		2	Some buttons use bold text while others use regular-weight text, creating inconsistent emphasis across screens.		Inconsistent text weight breaks visual hierarchy and can confuse users about which actions are most important. Consistency in typography helps users predict interaction priorities.	Standardize button text weight and style across the app.	C, B
74	H8: Aesthetic & Minimalist Design	4. All Tasks		1	The "ShopCrawl" and "Upcoming Crawls" texts are not aligned.		Ensuring that text is properly aligned can help give the app a more professional feeling through UI polish.	Make sure that the text for both "ShopCrawl" and "Upcoming Crawls" are both center-aligned.	A, D, C
75	H12: Value Alignment & Inclusion	5. Extra Violations		2	There is no statement or screen clarifying the purpose, values, and mission of the app.		Users should be clear that this app is to help make new friends, rather than treating it like a dating app of sorts. There could be some screen in the app that clarfiies this.	Add a screen that clarifies the app's purpose, values, and mission.	A
76	H2: Match b/w System & World	5. Extra Violations		4	Clicking on any friend request from Daniel pulls up info from a different Daniel, as evidenced by the different profile pictures.		The user is not able to actually view the friend request from the right person.	Ensure that the wireframing leads t the correct screen. Clicking on a friend request should pull up information for that friend request.	A
78	H2: Match b/w System & World	1. Simple Task		1	The crawls give location time etc, but c		I feel like the need for more useful details would	I would add tags or something	D
79	H1: Visibility of System Status	1. Simple Task		3	Once you join a crawl there is a lack of		I think it's a needed item since you don't know n	Maybe make an in app group	D
79									
80									
81									
82									
83									
84									
85									
86									
87									
88									
89									
90									
91									
92									
93									
94									
95									
37									
38									
39									
99									
100									
101									

102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140

Heuristic	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of System Status	0	1	1	3	3	8
H2: Match b/w System & World	1	1	5	5	3	15
H3: User Control & Freedom	0	0	1	7	3	11
H4: Consistency & Standards	0	5	1	3	0	9
H5: Error Prevention	0	1	1	2	1	5
H6: Recognition not Recall	0	0	3	0	0	3
H7: Flexibility & Efficiency of Use	0	0	2	2	1	5
H8: Aesthetic & Minimalist Design	0	4	4	1	0	9
H9: Help Users with Errors	0	0	0	2	0	2
H10: Help & Documentation	0	0	0	2	1	3
H11: Accessible Design	0	1	0	0	2	3
H12. Value Alignment & Inclusion	0	0	1	3	0	4
Total Violations	1	13	19	30	14	77

Severity	Evaluator A	Evaluator B	Evaluator C	Evaluator D	
*for this to calculate properly, **delete** any unused rows from your 'Group Heuristic Evaluation' chart!*					
0	0	0.01298701299	0	0	
1	0.09090909091	0.06493506494	0.05194805195	0.03896103896	
2	0.07792207792	0.1168831169	0.09090909091	0.1038961039	
3	0.2337662338	0.09090909091	0.1558441558	0.06493506494	
4	0.1168831169	0.1298701299	0.06493506494	0.05194805195	
Total (sevs. 3 & 4)	0.3506493506	0.2207792208	0.2207792208	0.1168831169	
Total (all sevs)	0.5194805195	0.4155844156	0.3636363636	0.2597402597	

Summary Recommendations

1. Improve System Visibility, Navigation, and Feedback

A consistent theme across evaluations was users' uncertainty about whether actions had gone through or what step they were on in a process. Many interactions, such as pressing "Invite Crawlers," "Create Crawl," or "Join Crawl," did not produce visual confirmation, progress indicators, or persistent navigation cues. This lack of feedback violates Nielsen's Visibility of System Status and User Control & Freedom heuristics, making users unsure if their actions were successful.

ShopCrawl should provide immediate, intuitive responses for every interaction. When a user invites someone, the button could change to "Invited" or trigger a short message saying "Invitation Sent." During crawl creation, progress indicators or step numbers ("2 of 4") would help users stay oriented, while persistent bottom navigation would make it easy to move between screens without losing progress. These feedback loops reduce cognitive load and build user trust, especially since ShopCrawl's target users, young adults familiar with responsive apps like Instagram or Google Maps, expect real-time, smooth feedback.

Adding feedback and clearer navigation not only improves usability but also makes the app feel more reliable and enjoyable. These features will reassure users that their social plans are being handled correctly, making ShopCrawl feel more fluid and dependable.

2. Create a Cohesive, Accessible, and Inclusive Visual System

Another recurring issue was inconsistent typography, iconography, alignment, and color use across screens. Button text, capitalization, and font weights changed unpredictably, and some text overlapped with interface elements, reducing clarity. These inconsistencies, along with accessibility issues like small tap targets and low contrast, made the app harder to use and less trustworthy. This violates Consistency & Standards, Aesthetic & Minimalist Design, and Accessible Design heuristics.

The next iteration should implement a unified design system with consistent fonts, button hierarchies, and color palettes. Improved spacing, alignment, and visual hierarchy can help users instantly distinguish primary from secondary actions. Meeting accessibility standards like WCAG 2.1 will ensure legibility and inclusivity for users of all abilities. These improvements are not just aesthetic, since they impact user trust and satisfaction, especially in a social app that relies on safe, real-world interactions.

Inclusivity should also be built into the design language. Options such as "women-only" or "verified user" crawls can foster safer, more comfortable experiences for different communities. By emphasizing accessibility, consistency, and inclusivity, ShopCrawl can project a more professional identity that encourages users to participate confidently and feel a sense of belonging.

3. Enhance User Control, Personalization, and Community Engagement

A third major opportunity for improvement involves flexibility and personalization. Users currently cannot cancel or edit a crawl after joining, adjust distance or duration filters, or re-invite previous groups. This lack of control limits freedom and adaptability, violating User Control & Freedom, Flexibility & Efficiency of Use, and Error Prevention.

Future versions should allow users to edit crawl details, leave or cancel a crawl, and save group templates such as "Invite Last Group" or "Recommended from Previous Crawls." Filters should include adjustable ranges for time and distance, with icons indicating editable values. Inline validation and clear error messages like "Store closed during selected time" can help prevent confusion. These improvements will help users feel in control and supported when plans change.

Beyond functional fixes, non-heuristic recommendations can deepen engagement and community connection. Adding post-crawl features such as shared photo albums, badges, or "Crawl Streaks" could make the app more rewarding and memorable. Themed crawls such as bookstore, thrift, or farmers' market crawls would let users connect over shared interests and make shopping feel more like a social experience. These additions support the app's broader goal of transforming routine errands into opportunities for friendship and exploration.

Conclusion

ShopCrawl's concept of turning errands into social experiences has strong potential, but improving usability, consistency, and flexibility will make it truly effective. Specifically, the app should focus on three areas:

1. System visibility and navigation feedback to make interactions more responsive and intuitive.

2. Visual consistency, accessibility, and inclusivity to create a polished, trustworthy experience that supports all users.

3. User control, personalization, and community features to make the app not only usable but also engaging and socially meaningful.

Together, these changes would transform ShopCrawl from a creative prototype into a cohesive, accessible, and community-driven platform that helps users feel confident, safe, and connected while making everyday errands more enjoyable.