Prototype Description:	BlooME is a mobile app designed to support individuals navigating food-related challenges by fostering self-compassion, reflection, and community healing, offering features such as story-sharing, daily affirmations, and guided journaling to help users rebuild a healthy relationship with food and themselves.						
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Simple Task	*Collect the "Message From" (save daily message when opening the app).*	**Evaluator A:**					
Moderate Task	*Create a new post (private/public) using a free-writing or guided reflection prompt.*	**Evaluator B:**					
Complex Task	*Browse the Community feed, open a post, and collect/save it so it appears in your Saved or Pinned posts on the Home page.*	**Evaluator C:**					
		Evaluator D:					

Problem #	Heuristic	Task	Severity	Description	Images	Rationale	Fix	Found by
1	H11: Accessible Design	4. All Tasks	4	Light pastel tones (pale pink text on white) and thin fonts have poor contrast.		Low contrast reduces legibility and fails accessibility guidelines.	Use WCAG-compliant color palette and increase contrast ratio	C, D
2	H11: Accessible Design	4. All Tasks	4	Prototype lacks keyboard navigation or screen-reader structure.		Users relying on assistive tech would find the interface unusable.	Add semantic labels for icons, ensure tab order, and test with screen readers before deployment.	D
3	H12: Value Alignment & Inclusion	2. Moderate Task	4	Community feed shows others notes without visibility filters or cultural context.		Could expose users to triggering or culturally biased content, conflicting with compassionate design value.	Implement optional filters (e.g., "only uplifting posts") and transparent moderation guidelines.	D
4	H3: User Control & Freedom	3. Complex Task	4	I can't current see an option for posting, but even for existing posts, users cannot undo or delete a post once it's published		Lack of ability to correct mistakes	Add "Edit" and "Delete" buttons in the post screen.	C
5	H3: User Control & Freedom	1. Simple Task	4	When i'm viewing the daily message I just saved and I toggle the back arrow, I and up on a page I've never seen before (the collections page), with no way to navigate back "home" except to keep pressing that back arrow		I've gone one click away from the home page and now I have to go 3/4 to get back, traversing pages I have yet to see	Implement a "take me home" feature after viewing the message I just saved	A
6	H3: User Control & Freedom	4. All Tasks	4	so now I've learned that the top-left menu item is how you toggle "collections." this then begs the question, why even have the "my pinned" tab on the home page?		"collections" is where my community posts are saved, so why only include them in a menu that has an emblem usually unrelated to "collections?"	switch the pages of "account" in the bottom toolbar and the "collections" page which is being navigated to by pressing the top-left menu icon	A
7	~~H4: Consistency & Standards~~	~~1. Simple Task~~	4	~~Story of the Day uses a pill-shaped, off-centered text box and a unique butterfly placement that don't match the public/private post design~~	**NOTE: see images here for A7**	~~Inconsistent visual styles across similar content types break UI expectations, reduce brand cohesion, and make SOTD feel visually disconnected or out of place~~	~~Standardize design by either updating SOTD to match public/private posts (box shape, alignment, icon placement) or apply SOTD styling across all post types for uniformity~~	~~B~~
8	H4: Consistency & Standards	4. All Tasks	4	Per the README: "Message," "post," "story," and "journal entry" are used interchangeably in the app.		Why name them separate things if they are all the same? "Used interchangeably" also implies that during a task flow, the taxonomy for a single "message" might change to "post." Inconsistent labeling breaks recognition and increases cognitive load.	Standardize the label (e.g., Daily Affirmation) across all screens.	A, D
9	H1: Visibility of System Status	1. Simple Task	3	When the app loads the "Daily Affirmation," there's no indicator that it's refreshing or up-to-date, it just appears statically.		Users may not realize whether the content is new or reused, reducing perceived trust.	Add a brief "New message loading..." animation or date-stamp ("Today's Affirmation") to confirm recency.	D, C
10	H1: Visibility of System Status	3. Complex Task	3	During the "Post Note" flow, the transition between writing and confirmation happens abruptly with no delay or loading cue.		Users may not realize their reflection was submitted and can re-tap, creating uncertainty or duplicates.	Add a subtle "Posting ..." loader or animated progress bar before confirmation appears.	D
11	~~H11: Accessible Design~~	~~1. Simple Task~~	3	~~Pastel text over light backgrounds lacks contrast.~~		~~Low-contrast text fails WCAG AA readability, disadvantaging low-vision users.~~	~~Increase contrast ratio or add semi-opaque overlay behind text.~~	~~D~~
12	H2: Match b/w System & World	4. All Tasks	3	Butterfly icons represent multiple functions (posts, profiles, categories).		Overlapping metaphors confuse users about what each symbol does.	Assign a single consistent meaning per icon and add short text labels for clarity.	D
13	H3: User Control & Freedom	1. Simple Task	3	Unable to reject daily message		Perhaps users want to only use the app on a particular day to look at personal notes?	Add a close button	C

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14	H3: User Control & Freedom	2. Moderate Task	3	When "save" is pressed, I exit out of the message I was viewing, even if I wanted to reread it		User's might want to continue viewing a message they save, instead of viewing it once and leaving the message after pressing "save"	After pressing save, give a status update but stay on the post's page	A
15	H3: User Control & Freedom	3. Complex Task	3	After selecting "Public," users can't easily revert to "Private" without re-entering the full note flow.		Reflection often involves sensitivity; inability to change visibility undermines safety.	Provide a one-tap toggle on the confirmation screen labeled "Switch to Private."	D
16	H4: Consistency & Standards	4. All Tasks	3	Icon placement and size differ between the home and community pages.		Inconsistent layout disrupts spatial memory and navigation flow.	Align icon spacing and size across all pages.	D
17	H5: Error Prevention	3. Complex Task	3	Users can tap "Post" without any content; the prototype still transitions to confirmation.		Empty submissions dilute meaning and could surface blank posts in community space.	Disable "Post" until text > 0 characters or show a micro-warning ("Write something first").	D
~~18~~	~~H6: Recognition not Recall~~	~~3. Complex Task~~	3	~~Butterfly categories for posts aren't labeled, making it unclear where posts are stored or where new posts will appear~~		~~Users must rely on memory to understand category meanings, increasing cognitive load and leading to posting in the wrong place~~	~~Add clear labels (e.g., "Public," "Private," "Saved," "Pinned") beneath each butterfly icon and allocate home screen space for a visible public feed to reduce guesswork~~	~~B~~
19	H6: Recognition not Recall	3. Complex Task	3	No clear way to get to the "collections page." I got there by clicking on the top-left butterfly on the home page, then clicking the back arrow (see two above also),		say I wanted to view my private post, I only have a really convoluted way to get to a page that's able to do that. it's unintuitive and hard to navigate	make all of the icons on the home page clickable, or make the "collections" menu accessible elsewhere	A
20	H6: Recognition not Recall	2. Moderate Task	3	Butterfly category icons (All, Saved, Public, Private) have no labels.		Forces users to memorize symbol meanings.	Add text labels or tooltips under each icon.	D, C, B
21	H7: Flexibility & Efficiency of Use	4. All Tasks	3	Confusing back button loop between home and collections. Can't access home from other screens.		Reduces efficiency for frequent users.	Add a navigation shortcut or swipe gesture	C
22	H7: Flexibility & Efficiency of Use	3. Complex Task	3	When I save a post as private and see the associated "private" flower on the home screen, I cannot click it to view that message		If that flower is what is most immediately associated with a private post, it's inefficient to have to navigate back to the home page, then to the "collections page," then to the "private" page in order to view it. I feel like I could have also have labeled this under "recognition not recall" because I recognize the "private" flower, but I can't click on it, so I have to remember a different navigation to get back to the post i just created	link the flowers on the home page to the "collections" menu OR make the collections menu the home page OR incorporate suggestions above	A
23	H7: Flexibility & Efficiency of Use	4. All Tasks	3	The prototype always returns to Home after an action, forcing repeated navigation.		Repetitive transitions slow power users.	Preserve users location after each save or post instead of auto-redirecting.	D
24	H1: Visibility of System Status	1. Simple Task	2	After saving the daily message, feedback ("Saved!") appears only briefly so users may not realize it was added to their collection.		Users need sustained, clear feedback for completion tasks	Make "Save" last a bit longer, or have users exit out manually	C, D
25	H1: Visibility of System Status	1. Simple Task	2	Saved and pinned posts are categorized separately from archived stories, and the Story of the Day becomes inaccessible after the startup screen		Users can't easily understand where their content lives or how to return to important items; unclear hierarchy reduces perceived organization and transparency	Merge saved/pinned posts into a unified "Butterfly" category and reserve space for the Story of the Day to remain visible or accessible after startup	B
~~26~~	~~H1: Visibility of System Status~~	~~2. Moderate Task~~	2	~~When a post is saved, the screen immediately returns to the feed without any visible state change.~~		~~Users may assume their tap didn't register, lowering confidence in app responsiveness.~~	~~Add a "Saved" micro-animation or small color-fade to indicate success.~~	~~D~~
27	H10: Help & Documentation	1. Simple Task	2	After the initial tutorial with "Bloom," there is no way to revisit help later.		Users who skip or forget tutorial steps cannot easily relearn actions.	Include a "?" help icon or settings menu with mini-tutorials / FAQs accessible anytime.	D, C

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28	H10: Help & Documentation	2. Moderate Task	2	Category icons lack micro-descriptions for first-time users.		Without small cues, newcomers must guess what each butterfly tab does.	Show one-line tooltips (e.g., "Saved Posts," "Private Notes") on first visit.	D, B
29	H11: Accessible Design	5. Extra Violations	2	Login screen has very small icons, that are typically more associated with web design		It may be hard to click on items such as "remember me, forget password, etc"	Make the text icons bigger.	C
30	H11: Accessible Design	3. Complex Task	2	Journaling text boxes use pale placeholder text ("Write here …") that nearly matches the background.		Low contrast makes it hard for low-vision users to distinguish input fields.	Darken placeholder text and outline active text boxes.	D
31	H12: Value Alignment & Inclusion	3. Complex Task	2	Some prompts ("What did you struggle with today?") appear without tone balancing or reflective framing.		Language may trigger guilt or shame, contradicting app values of compassion and gentle growth.	Re-frame prompts positively ("What challenge did you move through today?") and show an encouraging sub-line ("Every step counts").	D
32	H2: Match b/w System & World	5. Extra Violations	2	Terms like "Collect," "Pinned," and "Saved" are similar and may confuse users		Unclear mental model of how saving functions differ	Simplify or rename categories	C
33	H3: User Control & Freedom	2. Moderate Task	2	Users cannot easily undo or remove saved/pinned posts; no one-tap delete or undo option		Accidental saves lead to cluttered collections, and users feel a lack of control over their content, especially when managing personal or emotional posts	Add an edit mode or include a small delete/"x" button on each saved/pinned post to allow quick removal or undo	B
34	H3: User Control & Freedom	2. Moderate Task	2	Users cannot undo a save or reaction once tapped.		Irreversible actions create anxiety and reduce sense of control.	Allow toggling Save/React buttons or display "Undo last action" snackbar.	D
35	H3: User Control & Freedom	3. Complex Task	2	Returning from the confirmation page to edit a note is not visually obvious.		Hidden navigation limits freedom to revise content.	Add a clearly labeled "Back to Edit" button on the confirmation screen.	D
36	H4: Consistency & Standards	4. All Tasks	2	Inconsistent iconography (flower, butterfly, heart) and labeling conventions (sometimes text, sometimes icons only), and sometimes arrow vs press screen during onboarding		Inconsistency increases cognitive load and makes navigation difficult	Use consistent icon styles with accompanying text labels	C
37	H4: Consistency & Standards	2. Moderate Task	2	After pressing "save" each community post, two different butterflies show up, yet the result of saving one versus the other is the same		Because this is a visual-heavy prototype, having one butterfly instead of anothe rmight confuse a user. The user might ask: what does this butterfly mean compared to the other one?	Pick one or the other	A
38	H4: Consistency & Standards	1. Simple Task	2	Terminology alternates between "Daily Message," "Daily Affirmation," and "Note."		Inconsistent labeling breaks recognition and increases cognitive load.	Standardize the label (e.g., Daily Affirmation) across all screens.	D
39	H5: Error Prevention	5. Extra Violations	2	No logout confirmation or safeguard before leaving onboarding.		Users may accidentally exit setup.	Add confirmation prompt or autosave.	C
40	H5: Error Prevention	1. Simple Task	2	The "Pin" and "Save" icons sit closely together on the home screen with nearly identical outlines.		Users may tap the wrong icon by accident, especially on small screens or when rushing.	Increase spacing between icons and use distinct shapes (e.g., pin = triangle tip, save = heart).	D
41	H6: Recognition not Recall	2. Moderate Task	2	My pinned messages are not labelled, so users must remember what each butterfly represents		Increases cognitive burden	Include short tooltips or text beneath icons	C
42	H6: Recognition not Recall	2. Moderate Task	2	Saved community notes show only text snippets with no visual or emotional cues (e.g., colors or tags).		Users must remember which post was which rather than recognizing it by context.	Include small thumbnails, color tags, or icons that match the note's tone for quicker recognition.	D
43	H7: Flexibility & Efficiency of Use	4. All Tasks	2	Navigation menu is hidden in the top-right corner and requires extra taps.		Slows frequent navigation and hurts flow efficiency.	Place primary navigation at bottom of screen for easier thumb reach.	D

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44	H7: Flexibility & Efficiency of Use	4. All Tasks	2	Users must return to the home screen manually after each action; no quick navigation shortcuts exist.		Lack of shortcuts slows repeat interactions and frustrates power users.	Add persistent bottom navigation or swipe gestures to jump between core tabs (Home / Community / Journal).	D
45	H8: Aesthetic & Minimalist Design	1. Simple Task	2	After saving the daily message, and the butterfly pops up, it's not immediately clear that the butterfly icon in the home menu is where I can open it		Because the buttons on the home page are pictures, it can be hard to differentiate what is decoration and what is a feature	Outline the buttons to clarify that they are there to be toggled or use some sort of notification signal on one of the butterflies to show that that is where the message has been saved	A
46	H8: Aesthetic & Minimalist Design	4. All Tasks	2	Decorative gradients differ slightly on each screen.		Uneven aesthetics create visual noise.	Apply a single consistent background gradient style across all views.	D
47	H9: Help Users with Errors	4. All Tasks	2	If a button fails or state does not change, no error message appears.		Users can't differentiate between a working and non-responsive interaction.	Display a brief red toast ("Couldn't save, try again") when an action fails.	D
48	H1: Visibility of System Status	2. Moderate Task	1	"Reaction" button doesn't show immediate visual change.		No clear feedback that the tap was registered.	Highlight the icon	C
49	~~H1: Visibility of System Status~~	~~1. Simple Task~~	~~1~~	~~The loading screens for everything is instant, with no indicator of switching views.~~		~~A very brief spinner or fade transition could reassure users that the app is responding~~	~~Add a subtle loading animation or fade~~	~~C~~
50	~~H10: Help & Documentation~~	~~4. All Tasks~~	~~1~~	~~There's no "Help" or "About" section explaining symbols or privacy settings.~~		~~Users may not understand the butterfly/flower system or visibility options.~~	~~Add a brief Help/FAQ screen accessible from settings~~	~~C~~
51	~~H10: Help & Documentation~~	~~1. Simple Task~~	~~1~~	~~Stories function similarly to posts but users can't easily return to them later (no save, pin, or archive option)~~		~~Users may want to revisit meaningful stories, but without a way to save or organize them, content becomes inaccessible after it disappears~~	~~Add a visible 'Save', 'Pin', or 'Archive' button on the story page that stores the post in a user-accessible section of the BlooME feed or profile~~	~~B~~
52	H11: Accessible Design	3. Complex Task	1	Difficulty in knowing that you have to scroll down to save a post		Users may find it difficult to need to scroll down to create a post	Fit everything on one screen	C
53	H11: Accessible Design	2. Moderate Task	1	Butterfly icons are distinguished only by color on the home page, which can be unclear for colorblind or visually impaired users		Users with visual impairments may struggle to locate their saved posts or understand butterfly categories, reducing usability and inclusivity	Add small text labels under each butterfly and group them by category, similar to the organization in the 'Collections' page	B, D
54	H12: Value Alignment & Inclusion	4. All Tasks	1	Kind of a stretch, but the onboarding butterfly mascot assumes users are comfortable with whimsical mascots. Which may not resonate with all recovery experiences.		Might alienate users who prefer neutral, less "cute" recovery framing.	Add personalization options or tone variants in onboarding	C
55	H12: Value Alignment & Inclusion	4. All Tasks	1	Im a little confused what the floating box "I trust myself and the process" is on the home page		Is it a motivational quote attributed to someone? what does that spinny wheel do? is it taken from my quotes? did I preprogram it	make a title for the box, like "quote of the day"	A
56	H2: Match b/w System & World	2. Moderate Task	1	Emotional/emote reactions are common in personal and community interactions, but the emote reaction icon is missing in the saved/pinned section		Users expect to react to personal stories consistently across all sections; absence of this feature breaks emotional expression and familiarity	Add the emote reaction icon to saved/pinned posts to match how users interact in public/private and community feeds	B
57	H3: User Control & Freedom	2. Moderate Task	1	Add a search bar to the community tab		Users may want to search for a note or a theme in the communities tab	Add a search bar	C
58	H4: Consistency & Standards	4. All Tasks	1	Inconsistent capitilization of some words (unpin, image, etc)		Is simply inconsistent for the user and as an aesthetic	Be constant on what capitilization is used.	C
59	H5: Error Prevention	3. Complex Task	1	No second confirmation before sharing a post publicly		High emotional stakes; should prevent accidental oversharing	Add confirmation dialog ("Are you sure you want to share this publicly?").	C

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60	H7: Flexibility & Efficiency of Use	3. Complex Task	1	Moving between public, private, saved, or pinned posts after sharing a story requires multiple steps (exit → home screen → choose category)		This slows down frequent users, adds friction to navigation, and reduces efficiency for those who want to quickly switch feeds	Enable swipe-based navigation between feeds (e.g., swipe from pinned to saved) instead of forcing users to exit and re-enter each time	B
~~61~~	~~H8: Aesthetic & Minimalist Design~~	~~4. All Tasks~~	~~1~~	~~The interface (especially home) has many decorative butterflies, which can distract from reading or writing posts~~		~~Too many visual elements may reduce focus~~	~~Reduce decorative clutter and emphasize readable text~~	~~C~~
62	H8: Aesthetic & Minimalist Design	1. Simple Task	1	Daily Message may overwhelm users on first use, with the gradient background and butterfly.		Too much competing visual info weakens message clarity.	Simplify color and emphasize main message text.	C
63	H8: Aesthetic & Minimalist Design	3. Complex Task	1	Journaling screen uses multiple butterfly decorations that crowd text space.		Visual clutter competes with user's writing focus.	Reduce icon density and expand white space around input fields.	D, C
64	H9: Help Users with Errors	3. Complex Task	1	Not implemented, but it would be nice to give nudges or suggestions on what needs to be filled in, and recommended length, etc		May cause users to leave elements blank or empty	Add word caps, or recommended lengths	C
~~65~~	~~H10: Help & Documentation~~	~~5. Extra Violations~~	~~0~~	~~You can't visit the tutorial again~~		~~Users may forget details and want a refresher.~~	~~Add a "Revisit Tutorial" option in settings.~~	~~C~~
66	H12: Value Alignment & Inclusion	5. Extra Violations	0	All profile pictures use butterflies or flowers. There's no personalization option.		Users may want to be something other than a butterfly	Allow users to upload or choose from other icons	C
67	H3: User Control & Freedom	5. Extra Violations	0	Some back buttons are not enabled		Users need to be able to freely access tabs, especially jounraling ones	Add access to back buttons	C
68	H8: Aesthetic & Minimalist Design	3. Complex Task	0	After posting, users must return to the home screen and manually select their post category (public/private) to view their story		Adds unnecessary navigation steps and visual clutter between action and feedback, disrupting a clean and seamless experience	Automatically redirect users to the section (public or private) where their post was published, minimizing extra steps and screen transitions	A