Prototype Description:	HireReel is a platform where people can endorse eachother's professional skills by making video referals			
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Simple Task	*Ask a friend on the platform for a shared HireReel (referral)*		**Evaluator A:**	
Moderate Task	*Sharing a HireReel to a recruiter*		**Evaluator B:**	
Complex Task	*Viewing advanced analytics on your HireReels*		**Evaluator C:**	
			Evaluator D:	
				**attach images here if helpful*

Problem #	Heuristic	Task	Severity	Description	Rationale	Fix	Found by	Comments	Column 1
1	H6: Recognition not Recall	1. Simple Task	2	There is a + button in the Inbox page that elludes to being able to start a conversation and request a HireReel. However, the only way to request a HireReel is through the Network page.	Users might intuitively try to press the + button to request a HireReel and would have to try to remember how to do it through the Network tab	There should either not be a + button there, or the plus button should link to searching through the user's network	B, D	Are not going to implement inl	
2	H1: Visibility of System Status	1. Simple Task	2	Requesting a HireReel does not result in any lasting feedback, only a toast	Users might forget who they requested HireReels from	There should be some lasting feedback or state change so that the users know who they have requested videos from	B	Make sure we know which cor	
3	H2: Match b/w System & World	1. Simple Task	2	It is unclear whether Friends and Recruiters can overlap. Can you only sign up as a Recruiter or Employee, can you be both?	Users might be confused if they want to both recruit and give HireReel	Set up more rigid distinction	B	They're seperate lmao	
4	H4: Consistency & Standards	1. Simple Task	3	Icons next to the Send Request button in the New Request window are tiny	I can barely tell what these icons are supposed to be, and I'm not sure what the icon from the third to the right is supposed to do. Also very worried about fat-fingering an icon I don't intend to click on (though I know these aren't intended to be clickable in the prototype).	Make icons larger, maybe make them hidden behind a drawer than could be opened/closed	A	That screen is geting removed	
5	H10: Help & Documentation	1. Simple Task	1	It is a bit unclear how the user should approach their request for referals and there is not information on the recipient in the drafting screen	There is only a text box prompt here; it will be hard to define or remember what necessary information should be included in this message, from HireReel or otherwise	Add a quick message at the top of the screen describing what the user should do ("Draft a message reaching out . . .") or add quickly linkable info from profile	D	We're removing that screen fo	
6	H5: Error Prevention	2. Moderate Task	3	The "Send My HireReel" button immediately send hire reel to the recruiter	Users may accidentally click it, or click it expecting a Yes/No prompt or a place to add a message	Add emergency exit to the task by adding an extra step to the button, and maybe including a place to add a message	B, D	We'll add a confirmation prom	
7	H8: Aesthetic & Minimalist Design	2. Moderate Task	1	Inconsistency in the formatting of the Friends and Recruiters tabs of Your Network	Inconsistency is not aesthetically pleasing but it probably will not impact functionality	Ensure consistency in the formatting of the Friends and Recruiters tabs	B	Fix Friends/Recruiters toggle i	
8	H1: Visibility of System Status	2. Moderate Task	2	Pop-up for the HireReel sent notification disappears quickly	First time I sent the HireReel I didn't read the entire notification before it disappeared	Make notification last longer on the screen	A, B		
9	H6: Recognition not Recall	2. Moderate Task	3	When sending my HireReel to a recruiter, I did not understand what sending them my HireReel implied, and when it did send, it sent without giving me any recognizition as to what I just sent .	Contacting a recruiter sounds like one of the more stressful or high impact activities I can do, and so I was a little cautious before pressing "Send My HIreReel" and curious as to what that was. I expected to see it or a prompt to come up when I hit the button but it just instantly sent and I became confused and nervous as to what I just sent to the recruiter	Add an intermediary screen that has a draft of what it is I'm sending OR a description at least	D	make the send hireel to recruit	

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10	H4: Consistency & Standards	3. Complex Task	2	The icons of plays/likes/comments in the Analytics page are not consistent with the ones in the Home page	Users may get confused if 2 icons are used to represent the same concept	The same icons should be used in both the home page and the analytics page	B	Fair	
11	H11: Accessible Design	3. Complex Task	3	The Received page of Insights only includes pictures to represent the received videos	Users who use screenreaders or who have vision impairements may not be able to use the analytics feature	There should be other information included in the Received page other than just the video	B	They don't know how a screen	
12	H8: Aesthetic & Minimalist Design	3. Complex Task	1	The analytics button is always visible	If analytics are for power users, then they shouldn't be cluttering the screen of regular users	Include analytics in the Profle section	B	Fair	
13	H6: Recognition not Recall	3. Complex Task	3	Not sure what "received", "delivered", and "account" refer to.	I understand this is an analytics section, but it's unclear to me what each of these buttons refer to	Increase clarity on this page... probably need descriptions or something additional to indicate what I'm clicking	A	We'll move the insights tab to We'll have: HireReels received,	
14	H2: Match b/w System & World	3. Complex Task	4	Unsure what I'm really looking at under the advanced insights header. To be honest I don't really understand what any of these metrics really are tracking.	It has to be super clear what these metrics are tracking. I guess I could come to some conclusions about what they're *maybe* tracking but I'm just not so sure. This is a core part of your app that I think needs to be a lot clearer	Add a description (maybe hidden behind a button) for each metric that you're tracking so users can understand what they're looking at	D, A	They don't seem to understan	
15	H11: Accessible Design	4. All Tasks	3	The contrast of the colors/values chosen is very low	Users who are colorblind or use color filters on their phones would not be able to use the app. This is especially noticable on screens that have filters (blue-light)	Colors with more contrast should be chosen for the design	B, A	Re-evaluate entire colour sche	
16	H8: Aesthetic & Minimalist Design	4. All Tasks	1	Inconsistency in location for profile button placement	Inconsistency is not aesthetically pleasing but it probably will not impact functionality	Ensure location consistency of profile button (picture in top-right)	B	N/A	
17	H4: Consistency & Standards	4. All Tasks	1	Fonts, font weights and font sizes are inconsistent throughout the app (example: the font for the number of likes, the fonts in the profile tab, the font weights in the profiles of friends)	This is an aesthetic issue	Ensure consistency between fonts and font weights	B, D, C		
18	H11: Accessible Design	4. All Tasks	3	Navigation bar icons don't contrast well with the background. I would anticipate this contrast is even worse for those with color vision deficiency.	The icons at the bottom are hard to distinguish against the background. At best, they aren't eye-catching, and I think they sorta should be.	Make icons brighter (probably whiter) and change appearance when they're selected	A		
19	H4: Consistency & Standards	4. All Tasks	2	Expecting that, while looking at a HireReel sent to me (under the inbox tab), that clicking that inbox icon would return me to the inbox. A similar problem is present in some places in the network section, though it's not present throughout all subpages.	This is something that from my understanding is pretty industry standard, so I would expect to see it in this app as well	Make the selected icon clickable while navigating through its menus	A		

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20	H4: Consistency & Standards	4. All Tasks	4	The usage of the word HireReel is a bit confusing, especially in terms of what it means to request or send a HireReel to a friend vs a recruiter	In my "Inbox", I have been sent a "HireReel", which I can see is a video of someone endorsing me. In my "Networks" page, I can request a HireReel, meaning I'm probably requesting them to make a video endorsing me. However, on the recruiters on the "Networks" page, I can only "Send my HireReel", but does that mean I'm sending them a video of me endorsing them? When do I make this HireReel and send it or is it my HireReel profile?	Be careful about when and how you're using the word HireReel to make it easy for the user to connect what process or abstraction it is representing. Change the wording on screens using HireReel as a noun to be more specific	D		
21	H12: Value Alignment & Inclusion	4. All Tasks	1	The people making up your problem domain are "early career applicants". The language and aesthetic you've built up aligns really well with career applicants and professionals in general, but not specifically the "early" or new career applicants	The terminology and structure that is used throughout HireReel seems to best suit someone who already has a good understanding of professional culture and how to do that, but not particularly the 'early career applicant'. If they still constitute a big portion of your problem domain, then it might be good to design for them when thinking about how wording and visuals are reflecting the value alignment of HireReel	It isn't urgent, but it might be interesting to see how you can use certain wording or visual design to help newer career applicants approach professionalism and interact with sending and recieving HireReels naturally.	D		
22	H11: Accessible Design	4. All Tasks	3	The most key element to your app is sending and recieving HireReels, which are videos. The key information from those videos that are relevant to the user should also be made accessible outside of pure video format	For blind or deaf users, amongst others (colorblind, etc.), the experience of interacting with each reel is different than the typical user. On the main screen for interacting with recieved HIreReels, there exists the video and some insights (stats) on the video, but no textual or non-video representation of the info in the video itself. These users will not be able to use the app since reels are a core part of it	Start thinking about how accessible design features will be represented for your HIreReels. For example, a clear fix would be to create transcripts for the videos and have them accessible on each reel	D		
23	H4: Consistency & Standards	5. Extra Violations	2	The Friends/Recruiters toggle on the Your Network page changes the order of the items so that the selected one is always on the left	Users may be confused or annoyed by the inconsistency	Make the Friends/Recruiters toggle match the usual toggle standards of the items staying in the same place	B, A		
24	H4: Consistency & Standards	5. Extra Violations	1	Only the Recruiters section of the Your Network page has search functionality	Users may want search functionality in the Friends tab as well as the Recruiters tab	Add search functionality and icon to Friends tab	B, A		

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25	H8: Aesthetic & Minimalist Design	5. Extra Violations	1	The bottom buttons are all visible before logging in or signing up	Users may get annoyed or think they should be able to access those pages before onboarding	The bottom buttons should only load after onboarding tasks are completed	B, A, C		
26	H3: User Control & Freedom	5. Extra Violations	3	Importing contacts is meant to be an optional step, but denying permission to access contacts takes the user back to the Import Contacts screen	Users would feel forced to import contacts	If this feature is meant to be optional, there should be a clear way to skip it	B, A		
27	H1: Visibility of System Status	5. Extra Violations	2	Clicking on a message in the inbox does not result in any feedback that the message has now changed state/has been read	Users might be confused about which messages they have viewed and responded to	There should be a visible distinction between unread and read messages in the inbox	B, C		
28	H3: User Control & Freedom	5. Extra Violations	2	The profile option is read only	Users would expect to be able to edit their profiles	Provide a "Settings" button	B, A		
29	H4: Consistency & Standards	5. Extra Violations	2	The + button in the bottom navigation panel is the same as the + button in the Inbox tab	Users would be confused about the same button being used for 2 different purposes in 2 different locations, implying different actions	Change one of the buttons, alternatively get rid of one of the buttons. Should be clear once you add functionality	B		
30	H5: Error Prevention	5. Extra Violations	3	Once Sign Up is clicked, there is no way to go back to the first page and choose Log In	Users might accidentally press on Sign Up and won't be able to get back to the Log In page	There should be a back button, or a link at the bottom of the screen that says "Already signed up? Log in instead"	B, A		
31	H3: User Control & Freedom	5. Extra Violations	3	Once "Import Contacts" is clicked and permissions are allowed, there is no way to continue without adding at least one contact	Users might change their mind and should be able to bail on adding contacts at any step in the process	Allow users to press the Next button without having added any contacts	B, A		
32	H4: Consistency & Standards	5. Extra Violations	1	There's an "Enter a password" header, but not a username header.	Not a serious problem, but users might do a double-take looking at this inconsistency	Add username label	A		
33	H2: Match b/w System & World	5. Extra Violations	2	Question: Would you like to import contacts? Potential Answers: Import Contacts, Back, Next	I would expect to be pressing either yes/no to answer that question, not necessarily "next" to not import contacts	Change available buttons to yes/no/back then switch to the corresponding window	A		
34	H2: Match b/w System & World	5. Extra Violations	2	No way to sign out/return to first page	I obviously wouldn't expect a typical user to sign out often, but the fact that the first few pages exist in your prototype does make me wonder if this is a more key piece of functionality than I think	Add sign out button somewhere, maybe behind a dropdown or something	A		
35	H4: Consistency & Standards	5. Extra Violations	1	"Your endorsers" is underlined in the profile screen	No other headers in your app are underlined. From a consistency standpoint I think this is worth changing	Remove underline	A		

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36	H2: Match b/w System & World	5. Extra Violations	3	When viewing a HIreReel that has been sent (going into "Hamilton Smith sent you a HireReel"), there is no clear navigation for the user on that screen or way to respond	On the screen there is a video and a large chunk of white space with a small back button on the top. I was confused as to where to go from there or how to interact with the HIreReel video that I was "viewing"	Add some interactability to the video or some buttons under the video, specifically in the middle of the white space to allow me to exit or interact with the video (and then exit), OR just get rid of the white space and make the "back" button bigger on this page to signal to the user that they are meant to just quickly exit after viewing the video	D, B		