



Heuristically Speaking

an intro to heuristic evaluation

Ann Culp & Cory Madaris





What is it?

Why do it?

When to do it?

What do I need to do it?

What does it look like in practice?



What is a heuristic evaluation?

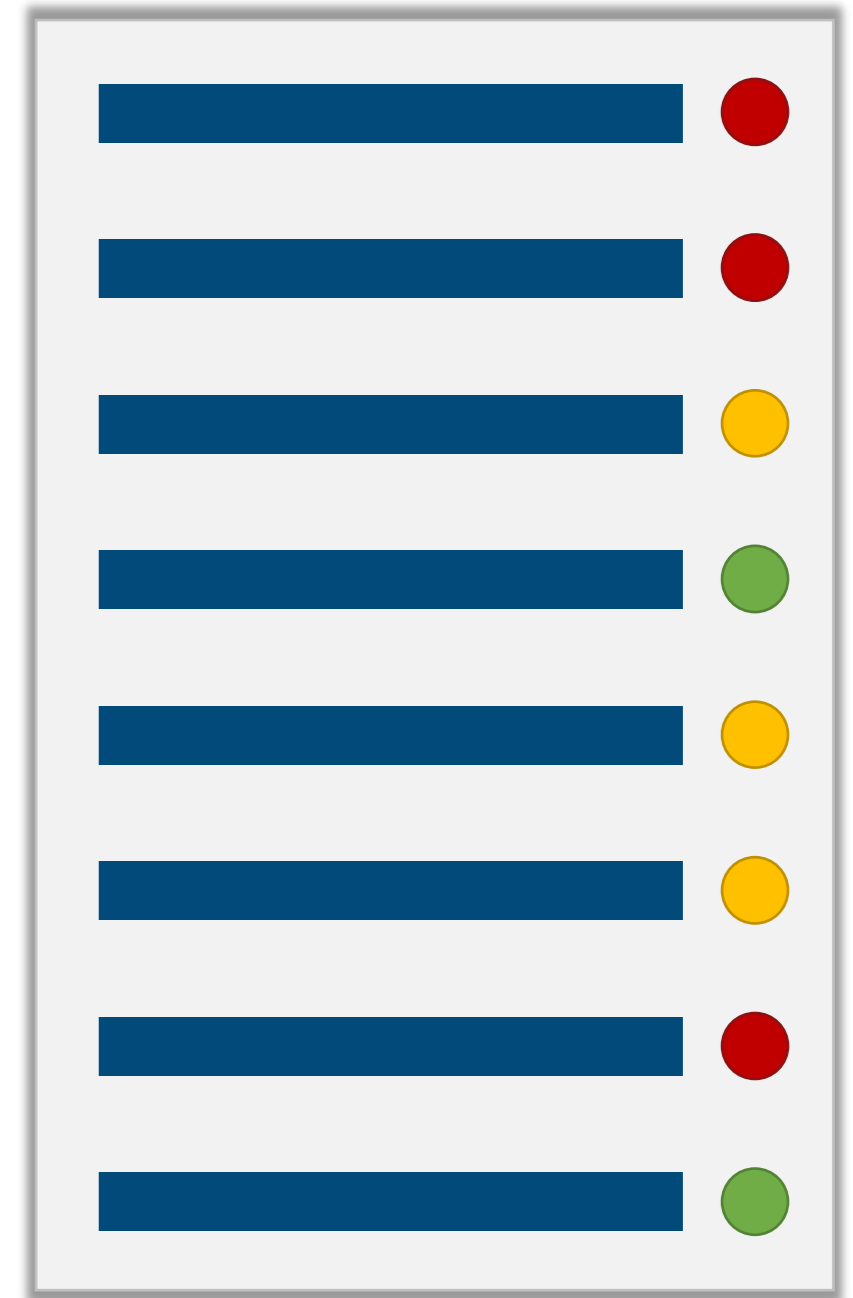
What is a Heuristic Evaluation?

A technique to evaluate digital experiences using...

**UX
RULES
OF
THUMB**



What is a Heuristic Evaluation?



What it is, and isn't...



An effective method for uncovering usability issues

A consistent way to evaluate experiences

An input that product teams can use to inform their work



Perfect

Going to uncover every usability issue

A replacement for talking to users



Why do a heuristic evaluation?

Why do it?



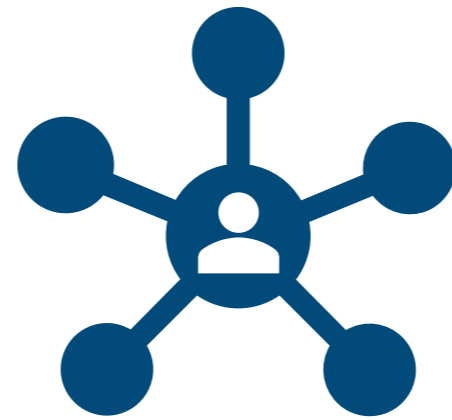
Days vs. Weeks



↓ Time

⊘ Recruiting

⊘ Compensation



Common
Understanding
of Experience
Quality



Baseline

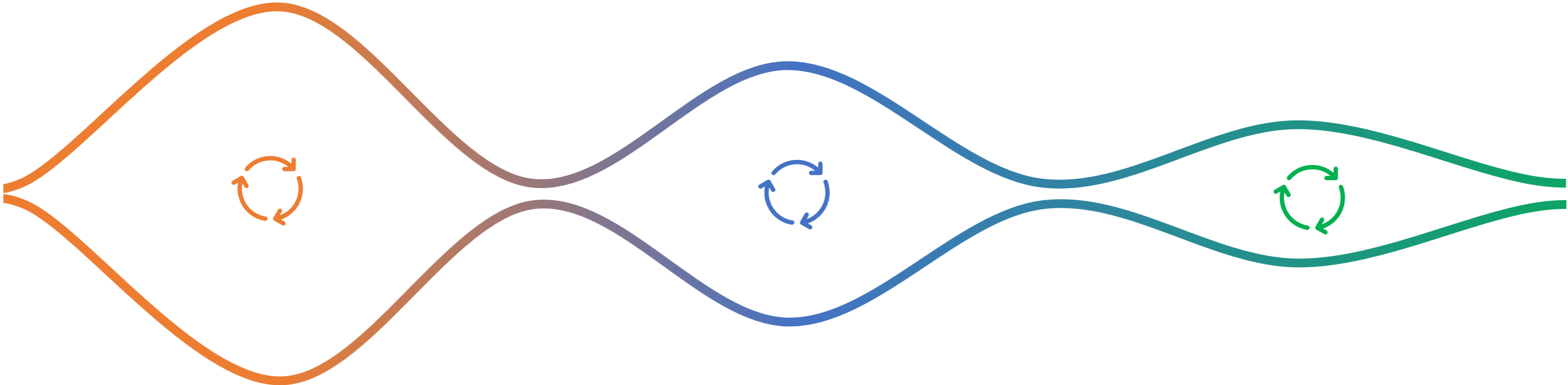


Leading
Indicator



When to do a heuristic evaluation?

Design Research Framework



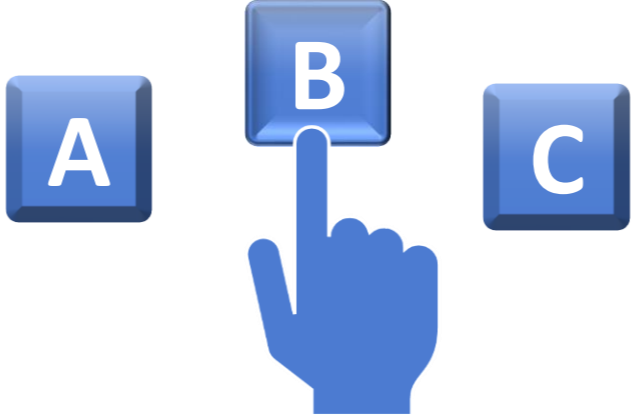
RIGHT PROBLEM

Identify & Understand User Problems



RIGHT SOLUTION

Identify Solutions Users Love

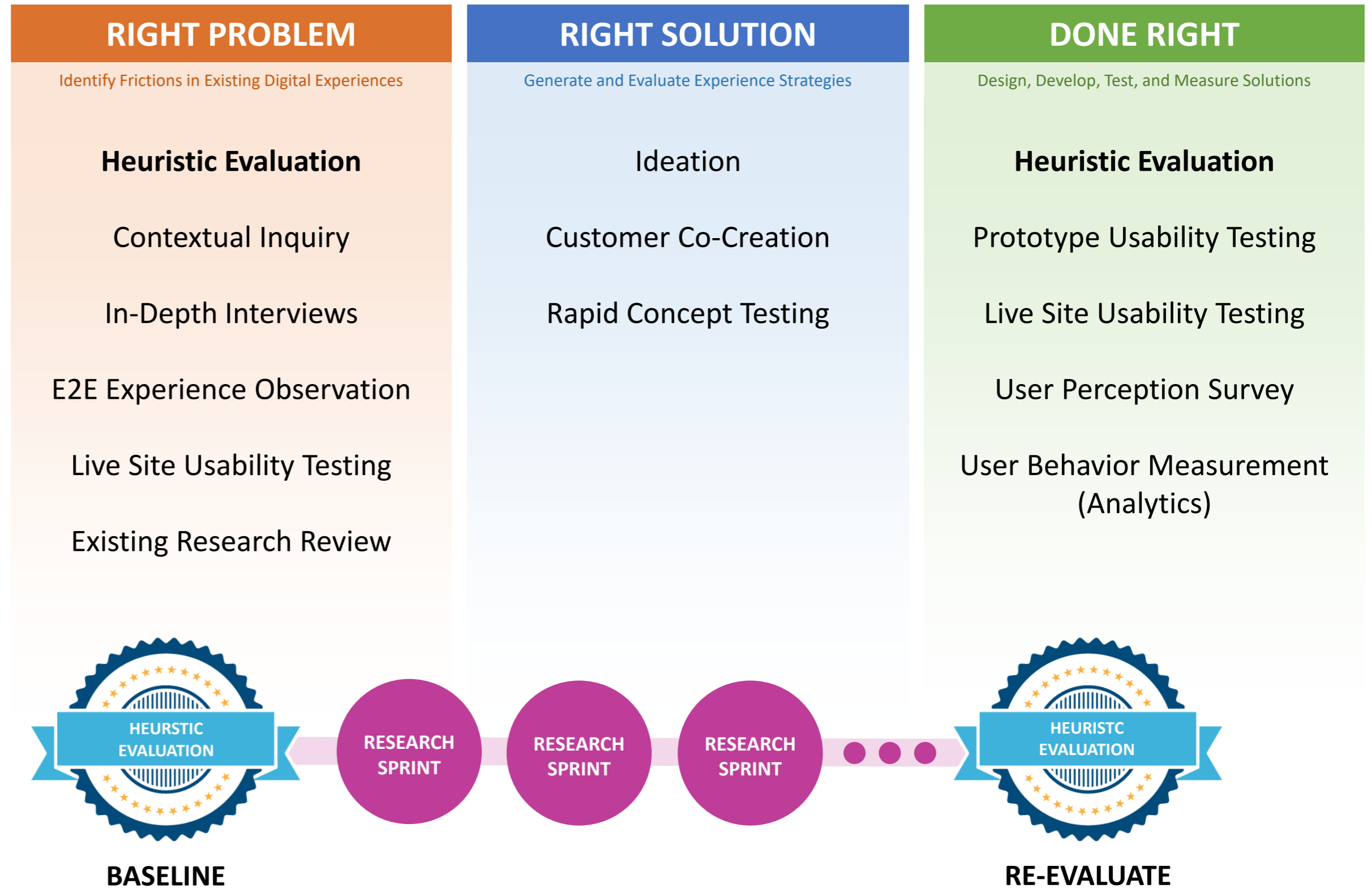


DONE RIGHT

Measure & Optimize the Experience



Transformation Projects



Gauging UX Quality Across the Customer Journey



Gauging UX Quality Across the Customer Journey





**What do I need for a
successful heuristic evaluation?**

Heuristics

Nielsen Norman Group: Industry Standard Heuristic



Visibility of system status

Keep users informed

Examples: “You are here” map, breadcrumbs



Recognition rather than recall

Visibility of options, actions & elements

Examples: Recent documents, bookmarks



Match between system and the real world

Use familiar concepts & language

Examples: Trash can for deleted items, highlighter in documents



Flexibility and efficiency of use

Tailor to all users

Examples: Defaults, shortcuts



User control and freedom

Give users an out

Examples: Emergency exits, undo features



Aesthetic and minimalist design

Remove distractions

Examples: Three-legged stool, search engine



Consistency and standards

Maintain consistency throughout

Examples: Placement of check-ins, product lines



Help users recognize, diagnose & recover from errors

Clear error messaging

Examples: Error messages, Page not found



Error prevention

Avoid slips and mistakes

Examples: Guard rails, Email attachment errors



Help and documentation

Provide help

Examples: Tool tips, info kiosks

Nielsen Norman Group: Industry Standard Heuristic



Visibility of System Status

Keep users informed

Examples: Shopping mall map, breadcrumbs



Recognition rather than recall

Visibility of options, actions & elements

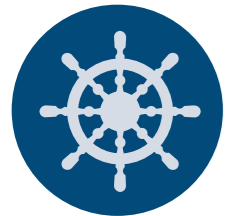
Examples: Recent documents, bookmarks



Match

Use fam

Examples:



User control

Give use

Examples:



Consistency and standards

Maintain consistency throughout

Examples: Placement of check-ins, product lines



Help users recognize, diagnose & recover from errors

Clear error messaging

Examples: Recent documents, bookmarks



Error Prevention

Avoid slips and mistakes

Examples: Guard rails, Email attachment errors



Help and documentation

Provide help

Examples: Tool tips, info kiosks

Visit Nielsen Norman Site for more...

<https://www.nngroup.com/articles/ten-usability-heuristics/>

Scores

Nielsen Norman Scoring Scale

0	I don't agree that this is a usability problem at all
1	Cosmetic problem only: need not be fixed unless extra time is available on project
2	Minor usability problem: fixing this should be given low priority
3	Major usability problem: important to fix, so should be given high priority
4	Usability catastrophe: imperative to fix this before product can be released

Some industry experts make the **high score** the **best score**.

Nielsen Norman Scoring Scale

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Some industry experts make the **high score** the **best score**.

Scoring Sheets to Make It Easy to Evaluate

Heuristic Evaluation Sheet

Device: _____

Browser/OS: _____

Evaluator: _____

Date: _____

Task/Feature: _____

Website/App: _____

0 I don't agree that this is a usability problem at all

1 Cosmetic problem only, need not be fixed unless extra time is available on project

2 Minor usability problem, fixing this should be given low priority

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Issues

Severity

0 1 2 3 4

2. Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Issues

Severity

0 1 2 3 4

Heuristic Evaluation Checklist

Website Name: _____ Website URL: _____

Heuristic	Rating	Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying		
Primary goal/purpose is clear	★ ✓ ✘	
Clean, simple design	★ ✓ ✘	
Pleasing color scheme	★ ✓ ✘	
Appropriate use of white space	★ ✓ ✘	
Consistent design	★ ✓ ✘	
Text and colors are consistent	★ ✓ ✘	
Icons are universally understood	★ ✓ ✘	
Images are meaningful and serve a purpose	★ ✓ ✘	
Content – Users are at your site for the content – make it easy for them to find and use your site.		
Major headings are easy to understand	★ ✓ ✘	
Easy to scan	★ ✓ ✘	
Minimal text/information presented	★ ✓ ✘	
Clear terminology, no jargon	★ ✓ ✘	
Links are clear and follow conventions	★ ✓ ✘	
Help is available on every page	★ ✓ ✘	
Important content is above the fold	★ ✓ ✘	
Search box is easy to identify and easy to use	★ ✓ ✘	
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.		
Consistent Navigation	★ ✓ ✘	
Easy to identify your location on the site (breadcrumbs, headers, colors)	★ ✓ ✘	
Consistent way to return Home	★ ✓ ✘	
Limited number of buttons & links	★ ✓ ✘	
Organization of information makes sense	★ ✓ ✘	

- Include "hints" by showing the experience flow.
- Include information about accessing the product.

Scenarios, Tasks and Personas

Scenario

Set the stage

The reason why a user comes to the system, site or application.

Task

The to-do for the system, site or application.

Example

Nora enjoys cooking in her spare time. She is tired of the same old recipes she has been using and wants to find some new recipes. She goes on easyreceipes.com to see if she can find any recipes she likes and is especially looking for one that includes chicken and pasta.

Additional Items

Additional Considerations with Heuristic Evaluations

Evaluators

3-5 evaluators

Scoring process

Score independently and then have consensus meeting OR score in one meeting.

Involvement

Decide who else should be involved in the process or observe in the process

Product

Is this a current site or a prototype?

Report

Create a report that resonates with both design and business.

Reports that Resonate with Design and Business Teams

Visibility of System Status	1
Match between system and the real world	1
User control and freedom	1
Consistency and standards	1
Error prevention	0
Recognition rather than recall	4
Flexibility and efficiency of use	4
Aesthetic and minimalist design	0
Help users recognize, diagnose and recover from errors	0
Help and documentation	0

REVISIT THE "NEED HELP" LINK

Findings:

- The two pieces of information behind the "Need Help" link were relevant at different points in the workflow
 - 1 "My code doesn't work" is only relevant on the code input step
 - 2 "I can't receive a code" covers two scenarios – if user still can't receive a code or if user's contact information is out of date.
- The "Go back" and "Cancel" CTAs are competing; it's challenging to distinguish what will happen when user selects each option
- 3 The Security terms link moves from right justified to left justified in the "Need help" window.

Need help?

My code doesn't work

- 1 If you can receive a code but it isn't working, be sure you're using the 6-digit code **inside** the body of the text or email message.

If that doesn't help, try using a different method (i.e., a phone call from Fidelity if you tried text or email).

I can't receive a code

- 2 If you still can't receive a code, or your contact information on file is outdated and needs to be changed, call us at [800-343-3548](tel:800-343-3548) and we'll get you back to business.

Go back

Cancel

Security terms

Related Heuristics

- Order and sequence of functionality and information is logical and/or intuitive

Why this matters

- Presenting users with what they need at the right time will decrease the effort users need to expend to access what they're looking for

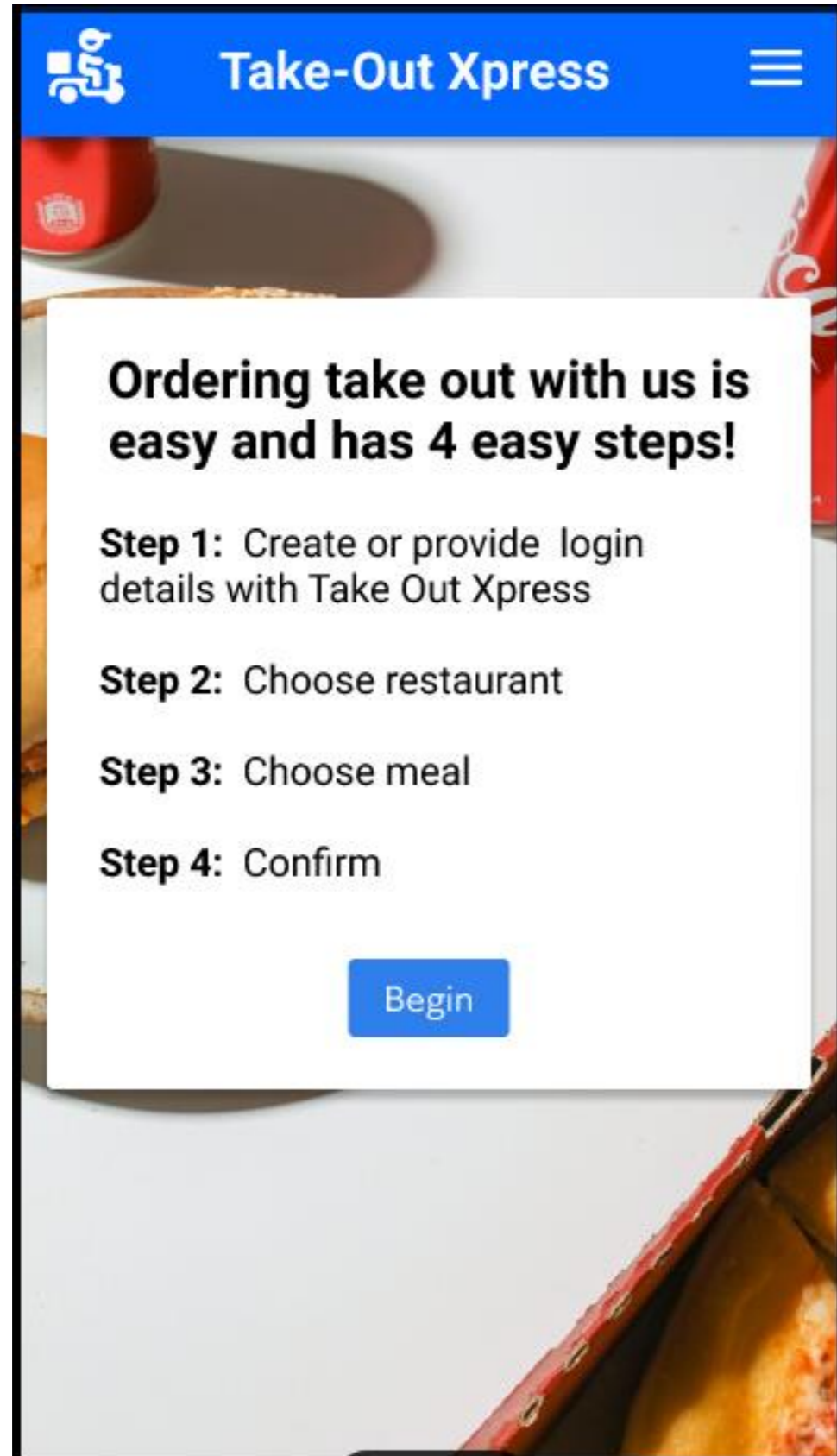
Recommendations

- Break the "Need Help" window into two different CTAs
 - Position "My code doesn't work" and relevant info on the code input step screen. Consider including the phone number at this section
 - Position "I can't receive a code" on the method selection step screen
- Remove "Cancel" option in this context
- Keep Security terms left-justified for consistency



**What does a heuristic evaluation
look like in practice?**

Site to be Evaluated



We will be looking at a fictitious site for having take out delivered.

Checklist for Heuristic Evaluation

- Set of heuristics?
- Which score?
- What is the scenario?
- How many evaluators?
- What is my scoring process?
- What is the product?
- What should the scoring sheet look like?
- What will the report look like?

Checklist for Heuristic Evaluation



Set of heuristics?



Visibility of System Status

Keep users informed
Examples: Shopping mall map, breadcrumbs



Recognition rather than recall

Visibility of options, actions & elements
Examples: Recent documents, bookmarks



Match between system and the real world

Use familiar concepts & language
Examples: Stovetop controls, highlighter in documents



Flexibility and efficiency of use

Tailor to all users
Examples: Defaults, shortcuts



User control and freedom

Give users an out
Examples: Emergency exits, undo features



Aesthetic and minimalist design

Remove distractions
Examples: Three-legged stool, search engine



Consistency and Standards

Maintain consistency throughout
Examples: Placement of check-ins, product lines



Help users recognize, diagnose & recover from errors

Clear error messaging
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Error Prevention

Avoid slips and mistakes
Examples: Guard rails, Email attachment errors



Help and documentation

Provide help
Examples: Tool tips, info kiosks

Checklist for Heuristic Evaluation



Which score?

0	Usability catastrophe: imperative to fix this before product can be released
1	Major usability problem: important to fix, so should be given high priority
2	Minor usability problem: fixing this should be given low priority
3	Cosmetic problem only: need not be fixed unless extra time is available on project
4	I don't agree that this is a usability problem at all

Checklist for Heuristic Evaluation

 What is the scenario?

Samantha works full-time and is short on time. She and her partner are hungry for dinner, and tonight is one of those nights where she is too tired to make dinner for the two of them. They are hungry for a nice hand tossed pepperoni pizza. She decides to order dinner through “Take Out Xpress.” It’s a new, local delivery service that just launched their beta app.

Checklist for Heuristic Evaluation

How many evaluators?

3 Evaluators



Checklist for Heuristic Evaluation

- What is the scoring process?

Score individually for a week and then have a consensus meeting.



Checklist for Heuristic Evaluation

- What is the product?

Beta app from a local company that delivers take-out meals: Take-Out Xpress.



Checklist for Heuristic Evaluation



What should my scoring sheet look like?

UX Quality Audit - Evaluation of Student Debt Enrollment

ACTIVITY INSTRUCTIONS

- Become familiar with the evaluation scoring guidelines.
- Review the scenario.
- Use the flow as hints as you go through the experience.
- Access Flow via LOKI.
- Score the session in the MURAL.

EVALUATION SCORING CRITERIA

Category	Findability	Clarity	Efficiency	Consistency
Definition	The workflow, customer service and calls to action are easy to find throughout the experience.	The task or workflow is easy to understand including steps involved, flow layout, functionality and content.	The task promotes efficiency throughout the experience.	The experience feels the same throughout including intro, during end out of the task.
Made up of...	Navigation links, within, and out of the task can be found. Customer service channels and/or search can be accessed anytime. Calls to action can be found easily.	Visual arrangement and order of items on a page or through a flow is intuitive and explains importance. Expectations are set prior to beginning the task to promote success throughout. Information and labeling is concise, understandable and not too technical.	Progress and task completion/success are shown throughout. Allows undo edit, and changes during or after the task. Basic functionality and interactions including defaults and prefill are included to complete the task. Incorporates personalization including known information about the user and their recent actions. Prior completed steps can be undone and saved for finishing later.	Copy, voice and tone is the same throughout, including headings and buttons. Imagery and icons are consistent throughout.
Score	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.
Score Legend	<ul style="list-style-type: none"> 3 Significant Issues: Issues can cause significant confusion and frustration. May necessitate assistance from customer service etc. May lead to task failure, abandonment. 2 Moderate Issues: Issues can lead to frustration or delay but most users will likely be able to complete the task. 1 Minor Issue: Issues are minor and rarely noticed. 	<ul style="list-style-type: none"> 3 Significant Issues: Users can't locate right path/content and frustration. May necessitate assistance from customer service etc. May lead to task failure, abandonment. 2 Moderate Issues: Users can't read or find what they're looking for and may be able to complete the task. 1 Minor Issue: Issues are minor and rarely noticed. 	<ul style="list-style-type: none"> 3 Significant Issues: Users can't locate right path/content and frustration. May necessitate assistance from customer service etc. May lead to task failure, abandonment. 2 Moderate Issues: Users can't read or find what they're looking for and may be able to complete the task. 1 Minor Issue: Issues are minor and rarely noticed. 	<ul style="list-style-type: none"> 3 Significant Issues: Issues can cause significant confusion and frustration. May necessitate assistance from customer service etc. May lead to task failure, abandonment. 2 Moderate Issues: Users can't read or find what they're looking for and may be able to complete the task. 1 Minor Issue: Issues are minor and rarely noticed.
Scoring Data	<p>Overall = 2</p> <p>Consensus = 2</p>	<p>Overall = 2</p> <p>Consensus = 3</p>	<p>Overall = 2</p> <p>Consensus = 2</p>	<p>Overall = 3</p> <p>Consensus = 3</p>
TOTAL SCORE (Average)	2.5			

2 SCENARIO

You recently graduated college with \$44,000 in student debt, and currently work for Microsoft. Your \$44,000 worth of loans are from four loan companies: Great Lakes and ABC, both of your debt is with Great Lakes and high with ABC. As part of their benefits package, they allow you to take 5% of your PTO bank for an extra payment of equal value towards your student loans as part of their Flexible Student Debt Program. Your employer has communicated you should use what you're owed each month, either on your pay stub or on a rollover plan. If you want to take advantage of the benefit you are looking 5 steps (part 1) in addition of your PTO for a single student debt payment. To receive the benefit or sign up you will need to enroll in the program via helpdesk or email communication.

You received an email notification from helpdesk saying enrollment is open for the Student Debt Program. As a customer who is trying to pay down their student debt sooner rather than later, you are very interested in taking advantage of this benefit. You click on the button that is either in the email, which takes you to the website to enroll in the program.

3 WORKFLOW

Please use these as "hints" in case you get stuck. The preference is to see how you go through it on your own.

1. Home
2. Loan Information
3. Loan Information
4. Loan Information
5. Loan Information
6. Loan Information
7. Loan Information
8. Loan Information

4 Access Experience

TEST Environment
<https://mbsqa01.fmv.com/public/nb-default/home/login?studentloans>

On login
 1. Username is SSN
 - Deb: 002-74-4834
 - Julie: 176-44-1557
 - Heather: 375-76-5918
 - Nicole: 487-07-3973
 2. Password: 121212

Video Links

Heuristic Evaluation Scoring Sheet

UX Quality Audit - Evaluation of Student Debt Enrollment

ACTIVITY INSTRUCTIONS

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1 5 EVALUATION SCORING CRITERIA

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Definition	<p>The workflow, customer service and calls to action are easy to find throughout the experience.</p> <p>Made up of...</p> <ul style="list-style-type: none">- Navigation into, within, and out of the task can be found.- Customer service channels and/or search can be accessed anytime.- Calls to action can be found easily.	<p>The task or workflow is easy to understand including steps involved, flow layout, functionality and content.</p> <p>Made up of...</p> <ul style="list-style-type: none">- Visual arrangement and order of items on a page or through a flow is intuitive and explains importance.- Expectations are set prior to beginning the task to promote success throughout.- Information and labeling is concise, understandable and not too technical.	<p>The task promotes efficiency throughout the experience.</p> <p>Made up of...</p> <ul style="list-style-type: none">- Progress and task completion/success are shown throughout- Allows undo edit, and changes during or after the task- Basic functionality and interactions including defaults and profiles are included to complete the task- Incorporates personalization including known information about the user and their recent actions- Prior completed steps can be undone and saved for finishing later.	<p>The experience feels the same throughout including into, during and out of the task.</p> <p>Made up of...</p> <ul style="list-style-type: none">- Copy, voice and tone is the same throughout, including headings and buttons.- Imagery and icons are consistent throughout.
Score	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.	Please find your name and place the appropriate color sticky with your score and comments.

Heuristics

Heuristic Evaluation Scoring Sheet

TOTAL SCORE (Average)	Scenario 1				Scenario 2				Scenario 3				Scenario 4				
	Please find your name and place the appropriate color sticky with your score and comments.				Please find your name and place the appropriate color sticky with your score and comments.				Please find your name and place the appropriate color sticky with your score and comments.				Please find your name and place the appropriate color sticky with your score and comments.				
Score	1- Significant issues	2- Moderate issues	3- Minor issues	4- No issues	1- Significant issues	2- Moderate issues	3- Minor issues	4- No issues	1- Significant issues	2- Moderate issues	3- Minor issues	4- No issues	1- Significant issues	2- Moderate issues	3- Minor issues	4- No issues	
2.5	XXX	Overall = 2	Missed what the user was trying to do	No FAQs or customer service	Overall = 2	Not helpful tooltips about prioritizing loans	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 2	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 3	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	
	XXX	Overall = 2	Navigation menu is not clear	Found FAQs, but not clear	Calls to action were in line and pretty easy to find	Some may find it hard to find	Overall = 3	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 2	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 2	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	
	XXX	Overall = 2	No search bar	Missing my own account and other info used for my loan	No customer service	Overall = 3	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 2	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Overall = 2	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	Missing my own account and other info used for my loan	
	CONSENSUS	Overall = 2					CONSENSUS	Overall = 3			CONSENSUS	Overall = 2			CONSENSUS	Overall = 3	

Evaluator Area

Heuristic Evaluation Scoring Sheet

XXXX	Overall = 2	Navigation menu was not clearly visible on page, not many options were given to user.	Found FAQs, user could locate customer service channel.	Call to action was in line and pretty easy to find.	Some key text issues (linking early the conversation and address in the text).	Overall = 3	Information was not clearly visible on page 1.	Information was not clearly visible on page 2.	Information was not clearly visible on page 3.	Information was not clearly visible on page 4.	Overall = 2	Information was not clearly visible on page 5.	Information was not clearly visible on page 6.	Information was not clearly visible on page 7.	Information was not clearly visible on page 8.	Heather	Overall = 3	Information was not clearly visible on page 9.
XXXX	Overall = 2	No search bar shown (but for real).	Navigation menu was not clearly visible on page.	No customer service.		Overall = 3	Information was not clearly visible on page 1.	Information was not clearly visible on page 2.	Information was not clearly visible on page 3.	Information was not clearly visible on page 4.	Overall = 2	Information was not clearly visible on page 5.	Information was not clearly visible on page 6.	Information was not clearly visible on page 7.	Nicole	No consistency issues.		
CONSENSUS	Overall = 2					CONSENSUS	Overall = 3				CONSENSUS	Overall = 2				CONSENSUS	Overall = 3	

3 SCENARIO

You recently graduated college with \$44,000 in student debt, and currently work for Monsanto. Your \$44,000 worth of loans are from two loan companies: Great Lakes and ABS. Half of your debt is with Great Lakes and half is with ABS. As part of their benefits package, they allow you to trade 5 of your PTO days for an extra payment of equal value towards your student loans as part of their Faculty Student Debt Program. Your employer has communicated you likely via email and/or intranet some details on how the program works. It's an all or nothing deal. If you want to take advantage of the benefit you are trading 5 days (part) of your PTO for a single student debt payment. To receive the benefit for opt-in you will need to email in the program via HR@benefits or email communication.

You received an email notification from faculty saying enrollment is open for the Student Debt Program. As someone who is trying to pay down their student debt sooner rather than later, you are very interested in taking advantage of the benefit. You click on the button that is adjacent to the email, which takes you to the website to enroll in the program.

3 WORKFLOW

Please use these as "hints" in case you get stuck. The preference is to see how you go through it on your own.

-
-
-
-
-
-
-
-

Provide more clarification around the email, etc.

Scenario

Heuristic Evaluation Scoring Sheet

2 SCENARIO

You recently graduated college with \$64,000 in student debt, and currently work for Microsoft. You \$64,000 worth of loans are from two loan companies: Great Loans and MSU. Half of your debt is with Great Loans and half is with MSU. To ease of your financial burden, they allow you to trade 10 of your PTO days for an extra payment of equal amount towards your student loans as part of their Faculty Student Loan Program. Your employer has communicated to you they've made a public video about how the program works. It's an all or nothing deal. You want to take advantage of the benefit you are being offered but you're unsure if you PTO for a single student loan payment. To access the benefit on-site you will need to enroll in the program via the benefits or email communication.

You received an email notification from Faculty saving enrollment to open for the Student Loan Program. As someone who is trying to pay down their student debt faster rather than later, you are very interested in taking advantage of the benefit. You click on the button that is active in the email which takes you to the website to enroll in the program.

3 WORKFLOW

Please use these as "hints" in case you get stuck. The preference is to see how you go through it on your own.

1  **2**  **3**  **4**  **5**  **6**  **7**  **8**  

Loan Information

- Great Loans Loan Info
- Account Number: 40234567
- Choose any address
- MSU
- Account Number: 45678901
- Choose any address

Statements

Overall 100

Provide more clarification around the email, etc.

Hints

Heuristic Evaluation Scoring Sheet

1

2

3

4

5

6

7

8

4 Access Experience

1 TEST Environment
<https://nbcat.fm.com/public/nb/default/home/topnav-studentions>

3

On login

- 1. Username is SSN
 - Deb: 002-74-4834
 - Julia: 176-44-1557
 - Heather: 315-76-5918
 - Nicole: 487-17-3573
- 2. Password: 121212

Video Links

AC +

Product location

Heuristic Evaluation Scoring Sheet

- What does the debrief look like?

Tallied score with detailed findings.



Tallied Score for Heuristic Evaluation

Visibility of System Status	1
Match between system and the real world	3
User control and freedom	0
Consistency and standards	4
Error prevention	1
Recognition rather than recall	2
Flexibility and efficiency of use	3
Aesthetic and minimalist design	4
Help users recognize, diagnose and recover from errors	1
Help and documentation	3
TOTAL POINTS	22
USABILITY RATE (Points/40 x 100)	55

Key

- 0= Usability catastrophe
- 1= Major usability problem
- 2= Minor usability problem
- 3= Cosmetic problem
- 4= Not a usability problem

Interpreting the usability rate

0-33= Poor

34-66 = Average

67-100= Excellence

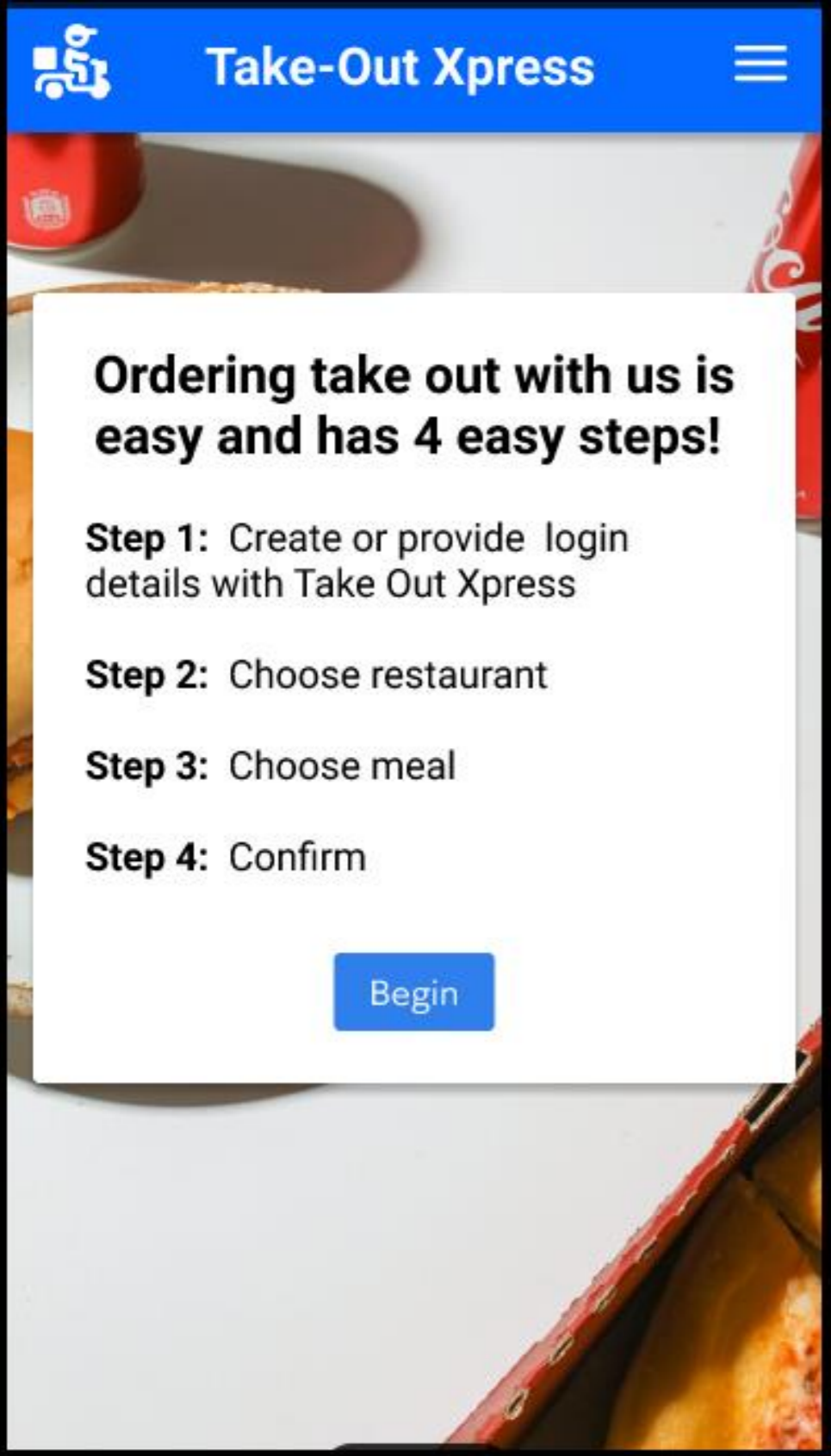


Allows comparison or if evaluating the beginning and end of the experience.

Heuristic Evaluation Scoring Sheet

- Set of heuristics?
- Which score?
- What is the scenario?
- How many evaluators?
- What is my scoring process?
- What is the product?
- What should my scoring sheet look like?
- What does my debrief look like?

Let's evaluate!



Steps for Conducting a Heuristic Review

- 1. Preparing for Heuristic Evaluation**
 - 1.1. Prepare a list of heuristics to evaluate against.
 - 1.2. Determine the scope of the evaluation.
 - 1.3. Assign a team of evaluators.
 - 1.4. Set up a meeting to discuss the process.
- 2. Setting up the Evaluation**
 - 2.1. Determine the scope of the evaluation.
 - 2.2. Assign a team of evaluators.
 - 2.3. Set up a meeting to discuss the process.
 - 2.4. Set up a meeting to discuss the process.
- 3. Scoring**
 - 3.1. Each evaluator will score the system against the heuristics.
 - 3.2. Each evaluator will provide a brief explanation of their scores.
 - 3.3. The team will discuss the scores and provide a final score for each heuristic.
 - 3.4. The team will discuss the scores and provide a final score for each heuristic.
- 4. Consensus**
 - 4.1. The team will discuss the scores and provide a final score for each heuristic.
 - 4.2. The team will discuss the scores and provide a final score for each heuristic.
 - 4.3. The team will discuss the scores and provide a final score for each heuristic.
 - 4.4. The team will discuss the scores and provide a final score for each heuristic.

Ordering Take Out Task

Instructions for Scorers

Measurement

Hints for the Tasks

1 2 3 4 5 6 7 8 9

SCORING AREA

1. Visibility of System Status

2. Match between System and the Real World

HEURISTICS

Overall Score

Findings

Overall Score

Findings/Examples

COLEGIS SCORE

Tallied Score for Heuristic Evaluation

Visibility of System Status	0
Match between system and the real world	2
User control and freedom	0
Consistency and standards	0
Error prevention	1
Recognition rather than recall	2
Flexibility and efficiency of use	3
Aesthetic and minimalist design	3
Help users recognize, diagnose and recover from errors	0
Help and documentation	0
TOTAL POINTS	11
USABILITY RATE (Points/40 x 100)	28

Key

- 0= Usability catastrophe
- 1= Major usability problem
- 2= Minor usability problem
- 3= Cosmetic problem
- 4= Not a usability problem

Interpreting the usability rate

0-33= Poor

34-66 = Average

67-100= Excellence



Allows comparison or if evaluating the beginning and end of the experience.

Wrap-up



Identify usability issues quickly & cheaply

Provides information for product teams to help determine how and where they should focus their efforts

Provides a user-centered mechanism to measure progress over time

Questions?

