

Pure Taqueria

Heuristic Evaluation Report

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Report Overview

For this evaluation, I will be utilizing Jakob Nielsen's 10 heuristics. Each of these heuristics serves as a benchmark for identifying positive and negative aspects of a system's user interface. For each of the heuristics, I will provide a star rating from 0 to 5 to denote how well or poorly the heuristic is displayed on the website. Additionally, I will provide recommendations where necessary for an improved user experience.

Heuristics Defined

1. **Visibility of System Status:**

The system should give users relevant feedback in a reasonable amount of time to keep the user informed of ongoing processes.

2. **Match Between System and the Real World:**

The site conveys information logically and in terminology that the user can understand without outside help.

3. **User Control and Freedom:**

The system allows the user to easily exit unwanted states.

4. **Consistency and Standards:**

Symbols and icons used on the website should be uniform, usable, and understandable to the average user.

5. **Error Prevention:**

The site should prevent problems from occurring for the user. This may include entering unwanted states or exiting the website.

6. **Recognition Rather than Recall:**

Ease the user's experience by making actions easily visible and clear to the user.

7. **Flexibility and Efficiency of Use**

The site implements features that would be beneficial to the expert user.

8. **Aesthetic and Minimalist Design**

The site does not overload the user with unnecessary information. If help documentation is necessary to navigate the site, the information should be easy to find.

9. **Help Users Recognize, Diagnose, and Recover from Errors**

The site explains errors to the user in plain terms and assists the user in solving them.

10. **Help and Documentation**

The site provides detailed information to assist the user in accomplishing specific tasks on the site.

Rating Criteria

For each Heuristic, a star rating (★) will be assigned as a reflection of the use of the heuristic on the website. The scale rating will denote the following:

0 Stars (★★★★★):

The heuristic does not apply or is not utilized on the website.

1 Star (★☆☆☆☆):

The heuristic is used; however, the feature described in the heuristic is unusable. Needs immediate improvement.

2 Stars (★★☆☆☆):

The heuristic is used; however, the feature described in the heuristic could be improved to enhance the user experience. Improvement should be strongly considered.

3 Stars (★★★☆☆):

The heuristic is used adequately. It is possible to make functionality improvements for this heuristic.

4 Stars (★★★★☆):

The heuristic is used well; however, a cosmetic improvement is possible.

5 Stars (★★★★★):

The heuristic is used excellently. No improvements are necessary.

Heuristics Needing the Most Urgent Improvement

Help and Documentation - 0 Stars (★★★★★)

User Control and Freedom - 2 Stars (★★☆☆☆)

Recognition Rather Than Recall - 2 Stars (★★☆☆☆)

Visibility of System Status - 3 Stars (★★★☆☆)

Consistency and Standards - 3 Stars (★★★☆☆)

Error Prevention - 3 Stars (★★★☆☆)

Flexibility and Efficiency of Use - 3 Stars (★★★☆☆)

Detailed Heuristic Evaluation

Below, I have given star ratings, specific website examples, and recommendations for each of Nielsen's 10 Heuristics.

Visibility of System Status

Star Rating:

3 Stars (★★★★★)

The heuristic is used adequately. It is possible to make functionality improvements for this heuristic.

Example from the site:

The website generally gives appropriate feedback to users when an action is taken. When hovering over icons, the system responds by changing the color of and underlining the text. However, when the user scrolls down and then scrolls back up, the hyperlinks in present lists become unclickable. In this example, the horizontal menu list "Appetizers...Salsas" is not able to be clicked. Additionally, when hovering over the list, the system does not respond by changing the color of or underlining the text.

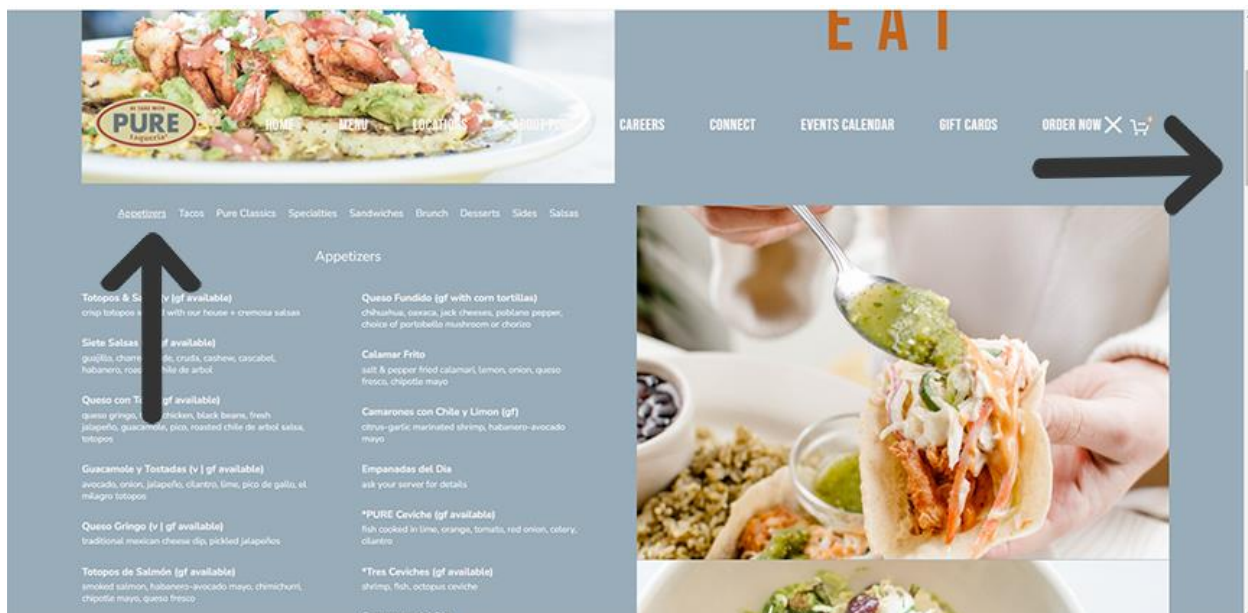


Figure 1: Visibility of System Status

Recommendation:

Ensure that all hyperlinks are clickable no matter the state of the website. The issue seems to appear when the disappearing navigation bar appears (when the user scrolls up). This may be the result of a coding error. Either correct the coding error or input a fixed navigation bar.

Match Between System and the Real World

Star Rating:

5 Stars (★★★★★)

The heuristic is used excellently. No improvements are necessary.

Example from the site:

The information found on the website appears in a logical order. The terminology used to aid navigation of the website is understandable and clear for both novice and expert users.



Figure 2: Match Between System and the Real World

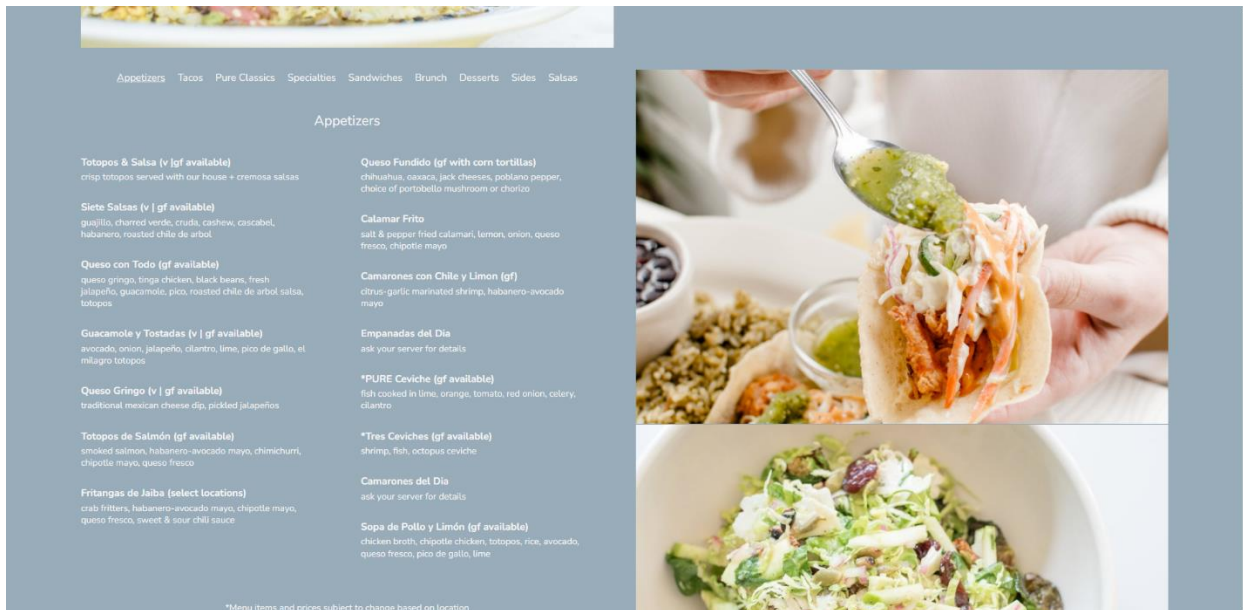


Figure 3: Match Between System and the Real World

Recommendation:

No recommendations are necessary. The terminology used on the website is clear and descriptive.

User Control and Freedom

Star Rating:

2 Stars (★ ★ ★ ★ ★)

The heuristic is used; however, the feature described in the heuristic could be improved to enhance the user experience. Improvement should be strongly considered.

Example from the site:

When scrolling down on the website, there is no button visible on the screen that would return you to the home page. Additionally, the user cannot freely navigate to other pages within the site when scrolling down.

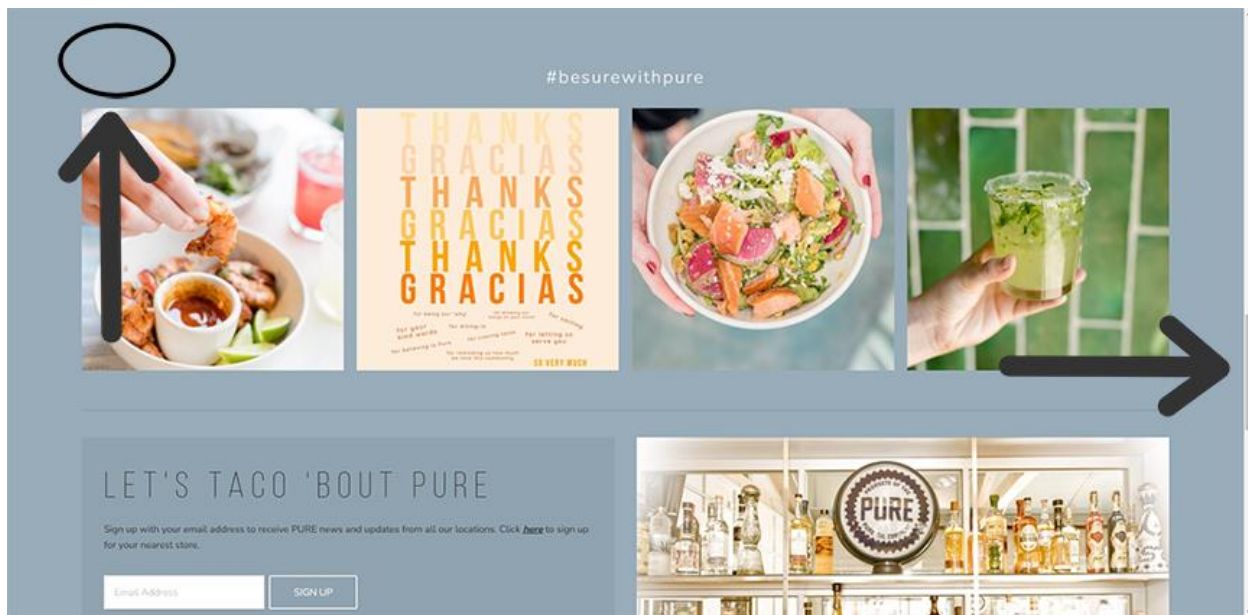


Figure 4: User Control and Freedom

Recommendation:

Use a fixed navigation bar at the top of the screen to allow the user to instantly return to the home screen or another section of the site.

Consistency and Standards

Star Rating:

3 Stars (★ ★ ★ ★ ★)

The heuristic is used adequately. It is possible to make functionality improvements for this heuristic.

Example from the site:

The website has a Shopping Cart button on the home screen. This would suggest to the user that one can add items to that cart and checkout online. However, food and drink items cannot be clicked on or added to the cart from the menu screen (or any other screen).



Figure 5: Consistency and Standards

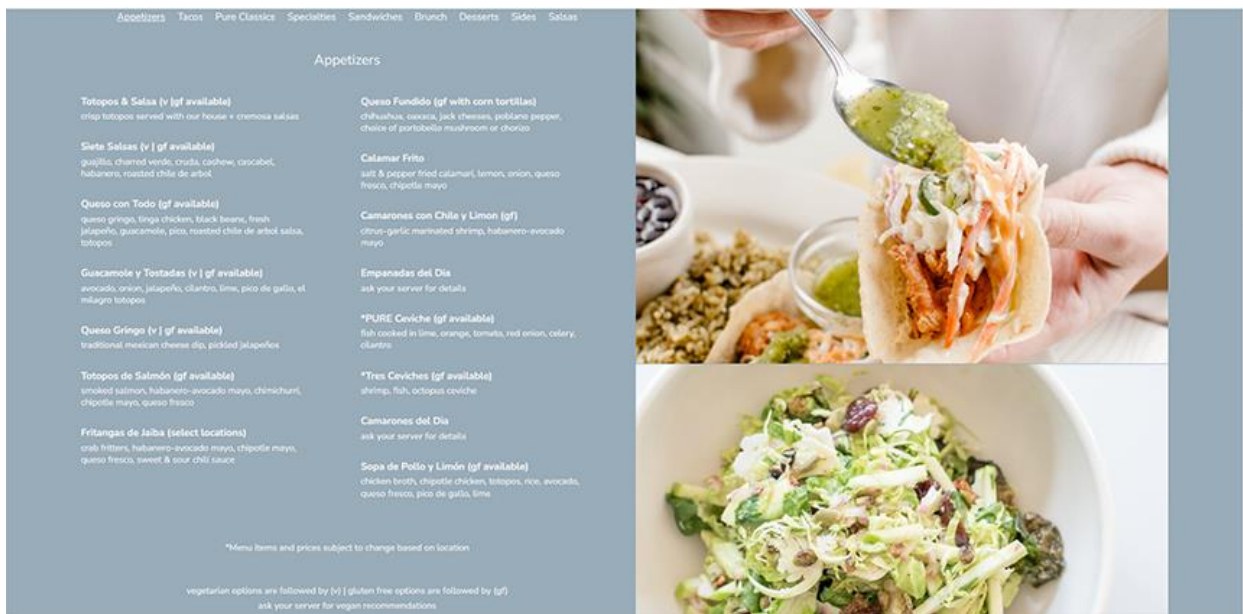


Figure 6: Consistency and Standards

My recommendation:

Integrate a system where orders may be added to the cart online, thereby placing the order at the restaurant. Otherwise, the Shopping Cart should be removed altogether.

Error Prevention

Star Rating:

3 Stars (★★★★☆)

The heuristic is used adequately. It is possible to make functionality improvements for this heuristic.

Example from the site:

The website generally prevents errors from occurring for its users. However, when clicking the “Apply Now” button on the Careers page, the user is immediately navigated away from the Pure website and taken to a new website without warning.



Figure 7: Error Prevention

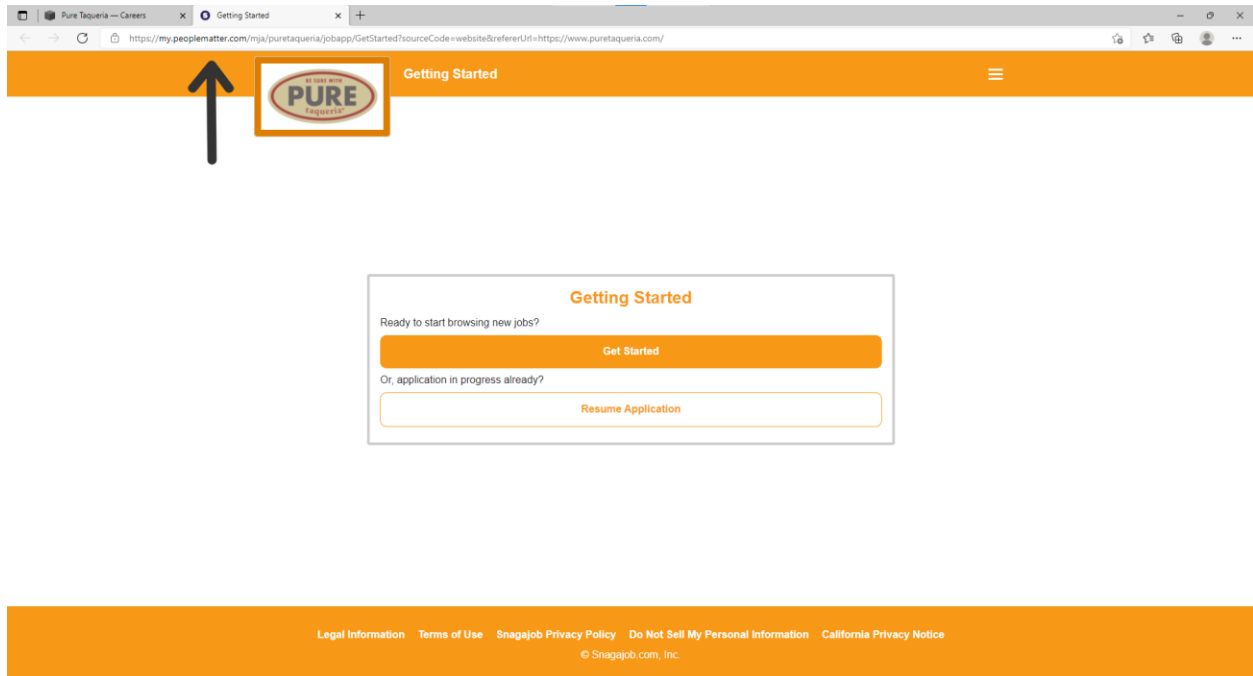


Figure 8: Error Prevention

Recommendation:

Give a pop-up notification to the user, informing them that they will be navigated to a new web page and ask if they would like to proceed. Alternatively, open the webpage in a new tab.

Recognition Rather Than Recall

Star Rating:

2 Stars (★ ★ ☆ ☆ ☆)

The heuristic is used; however, the feature described in the heuristic could be improved to enhance the user experience. Improvement should be strongly considered.

Example from the site:

The website conceals most features of the website behind a menu button on the right side of the screen. This menu button is not visible to the user if they scroll down at all. Additionally, most features of the website are hidden behind the “hamburger menu,” preventing actions from being “easily visible” as described in the heuristic.



Figure 9: Recognition Rather Than Recall

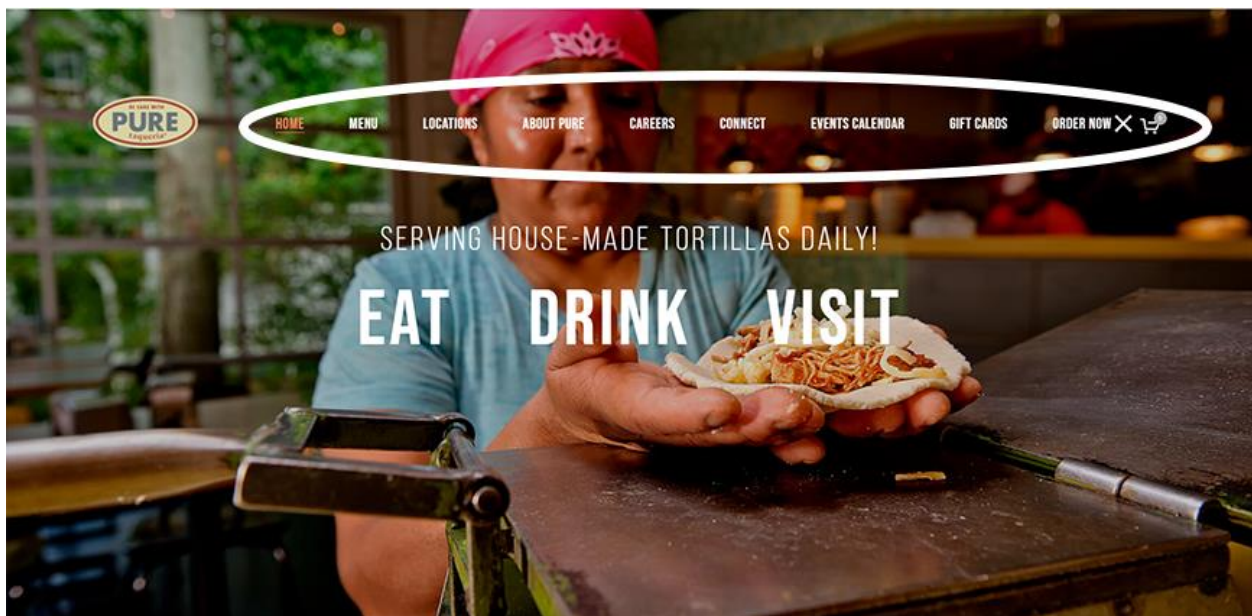


Figure 10: Recognition Rather Than Recall

Recommendation:

As previously mentioned, using a fixed navigation bar at the top of the screen would serve several constructive purposes. Firstly, this would prevent the user from having to recall how to go to navigate to certain parts of the site. Secondly, this would allow the user to exit unwanted states as mentioned in the third heuristic.

Flexibility and Efficiency of Use

Star Rating:

3 Stars (★ ★ ★ ★ ☆):

The heuristic is used adequately. It is possible to make functionality improvements for this heuristic.

Example from the site:

The website's navigation system may generally be utilized easily by an expert user. A novice user may have difficulty utilizing all present features. In the Locations section of the site, the addresses are not linked to Google Maps or any other navigation webpage.

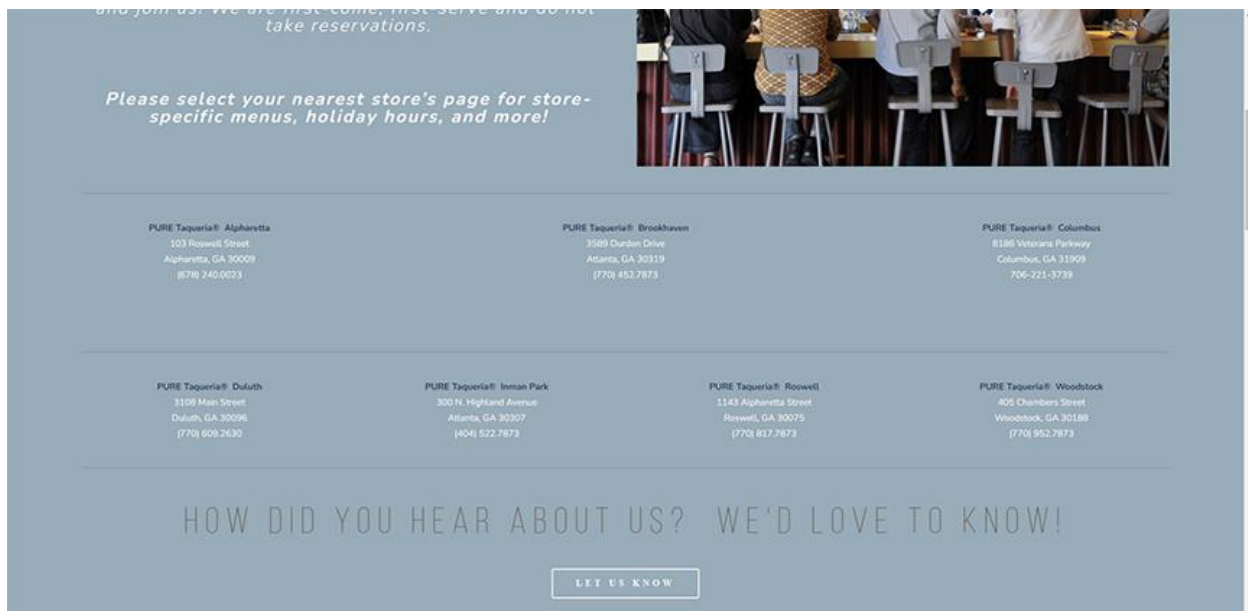


Figure 11: Flexibility and Efficiency of Use

Recommendation:

Either include the physical Google Map on the site or make the addresses a link to the Google Map for each address. This is a simple fix that would provide useful information to your customers.

Aesthetic and Minimalist Design

Star Rating:

5 Stars (★ ★ ★ ★ ★)

The heuristic is used excellently. No improvements are necessary.

Example from the site:

The website provides clear and concise information on the homepage. The three large, centered links provide information on what is likely the most frequently sought information: food options, drink options and location.



Figure 12: Aesthetic and Minimalist Design

Recommendation:

The site prioritizes critical information and displays it in a simple interface. The site is pleasing to look at and utilizes color and contrast well.

[Help Users Recognize, Diagnose, and Recover from Errors](#)

Star Rating:

0 Stars (★★★★★):

The heuristic does not apply or is not utilized on the website.

Example from the site:

I did not experience any major errors on the site and therefore did not receive any troubleshooting assistance.

Recommendation:

N/A

[Help and Documentation](#)

Star Rating:

0 Stars (★★★★★):

The heuristic does not apply or is not utilized on the website.

Example from the site:

The website did not provide any help documentation.

Recommendation:

Provide the user documentation explaining how to use the shopping cart feature – I would consider myself an expert user and to the best of my knowledge this feature is not functional.