

Homework 2
6.831 User Interface Design

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April 22, 2012

Evaluation of GroupOrder
According to Nielsen's Ten Usability Heuristics

Key:

Green – good aspects

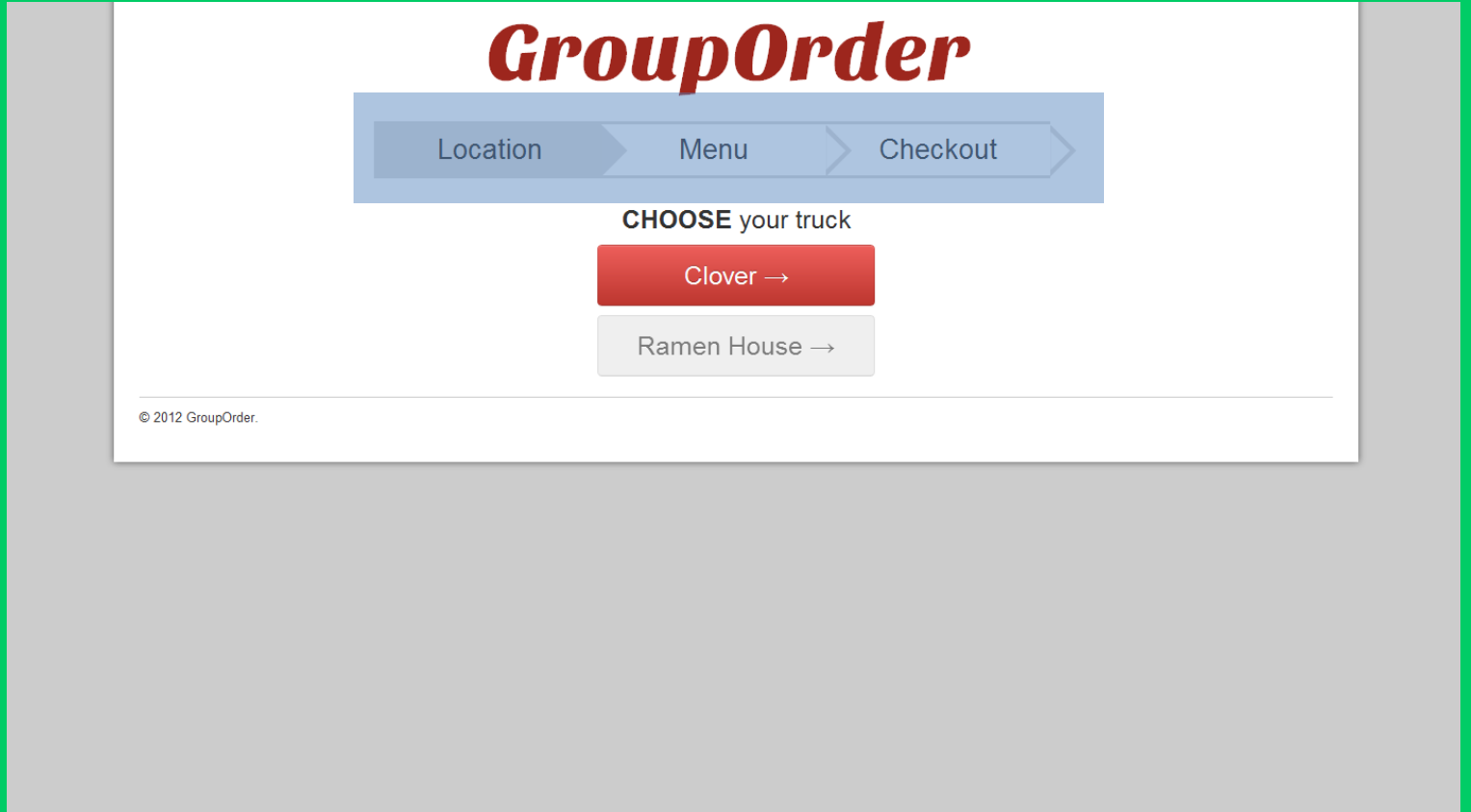
Red – aspects to work on

Blue Highlight – area of concern

1. Good use of natural order in ordering/checkout process

THE GOOD

MATCH THE REAL WORLD



Description – The step-by-step progression of tasks at the top (“Location, Menu, and Checkout”) reflects the progression of natural events when one wants to order food – namely, pick a location, decide on what food to order, and pay for the meal.

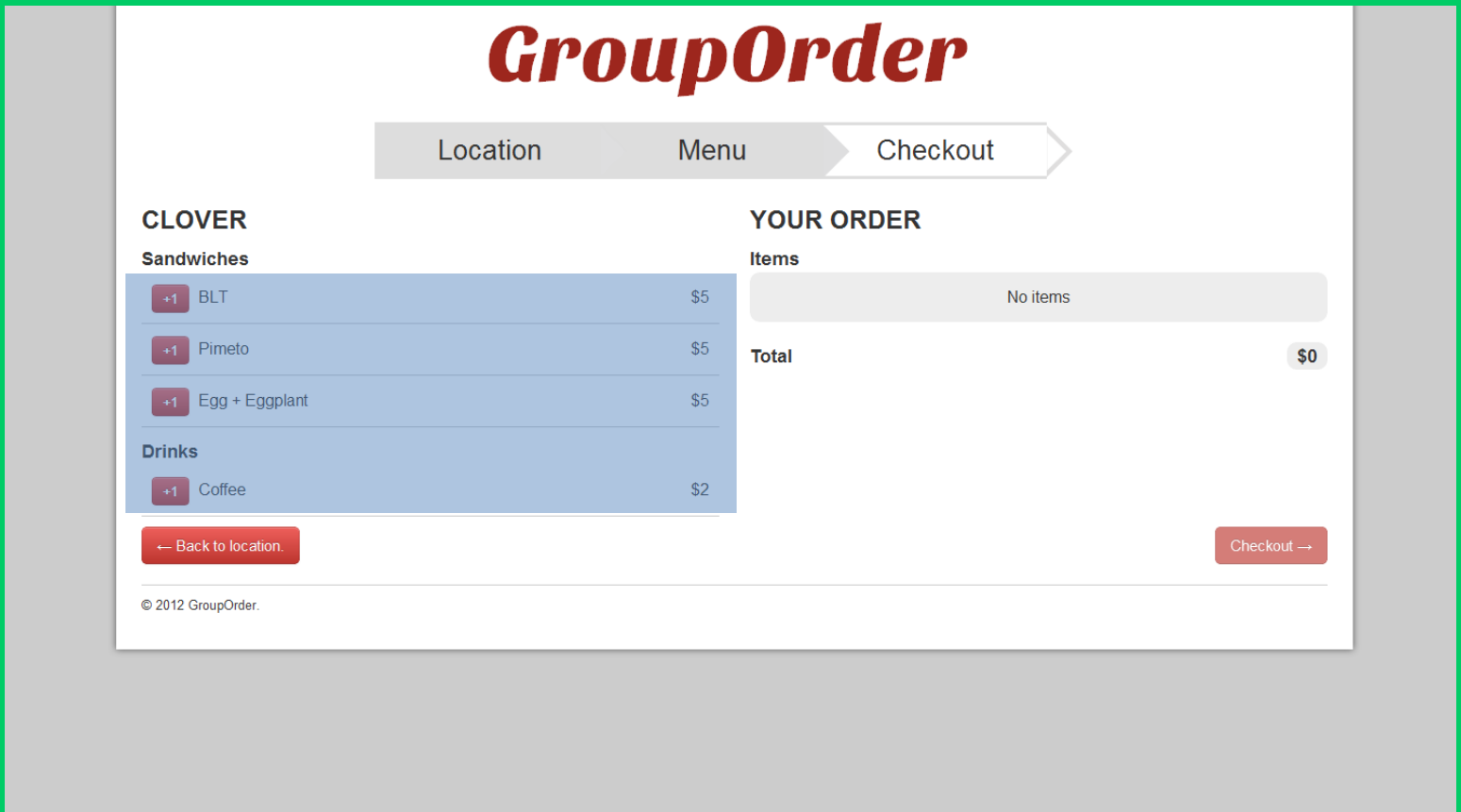
Relevant Usability Heuristics - Match the real world

Severity - Good

2. Nice use of layout to reflect that of a real menu

THE GOOD

MATCH THE REAL WORLD



Description – The layout of the items listed in the menu is nicely done. The items are clearly labeled, and listed under bold headings. Furthermore, the price is listed to the right across half the page.

Relevant Usability Heuristics - Match the real world

Severity - Good

3. Good consistency in layout

THE GOOD

CONSISTENCY AND STANDARDS

GroupOrder

Location

Menu

Checkout

CLOVER

Sandwiches

+1	BLT	\$5
+1	Pimeto	\$5
+1	Egg + Eggplant	\$5

Drinks

+1	Coffee	\$2
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← Back to location.

YOUR ORDER

Items

-1	BLT (1)	\$5
-1	Pimeto (1)	\$5
-1	Egg + Eggplant (1)	\$5
-1	Coffee (1)	\$2

Total

\$17

Checkout →

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Description – The color scheme and positioning of the buttons and text of the items is consistent across every page. There are few terms to get confused over and the setup is simple and straightforward. Each page feels like a natural progression from the last.

Relevant Usability Heuristics - Consistency and standards

Severity - Good

4. Could improve label consistency

THE BAD

CONSISTENCY AND STANDARDS

The screenshot shows the GroupOrder checkout page. At the top, there is a navigation bar with three tabs: "Location", "Menu", and "Checkout". The "Menu" tab is currently selected. Below the navigation bar, the page is divided into two main sections: "YOUR ORDER" and "YOUR INFO".

YOUR ORDER

Egg + Eggplant (1)	\$5
Total	\$5

YOUR INFO

Your Name
Please enter your name.

Mobile Number
For delivery notification.
Please enter a valid phone number.

At the bottom of the page, there are two buttons: "← Edit Order" on the left and "Place Order →" on the right. The copyright notice at the bottom left reads "© 2012 GroupOrder."

Description – While this is not a huge problem, and things are generally understandable, you might as well go a little farther and make sure that the terminology is consistent. The “back” and “forward” buttons on the left and right bottom of the screens could be consistent with the titles of the pages as displayed in the sitemap up top. For instance, “Menu” at the top could be “Order” or the back button on the “Checkout” page could be “Back to Menu”.

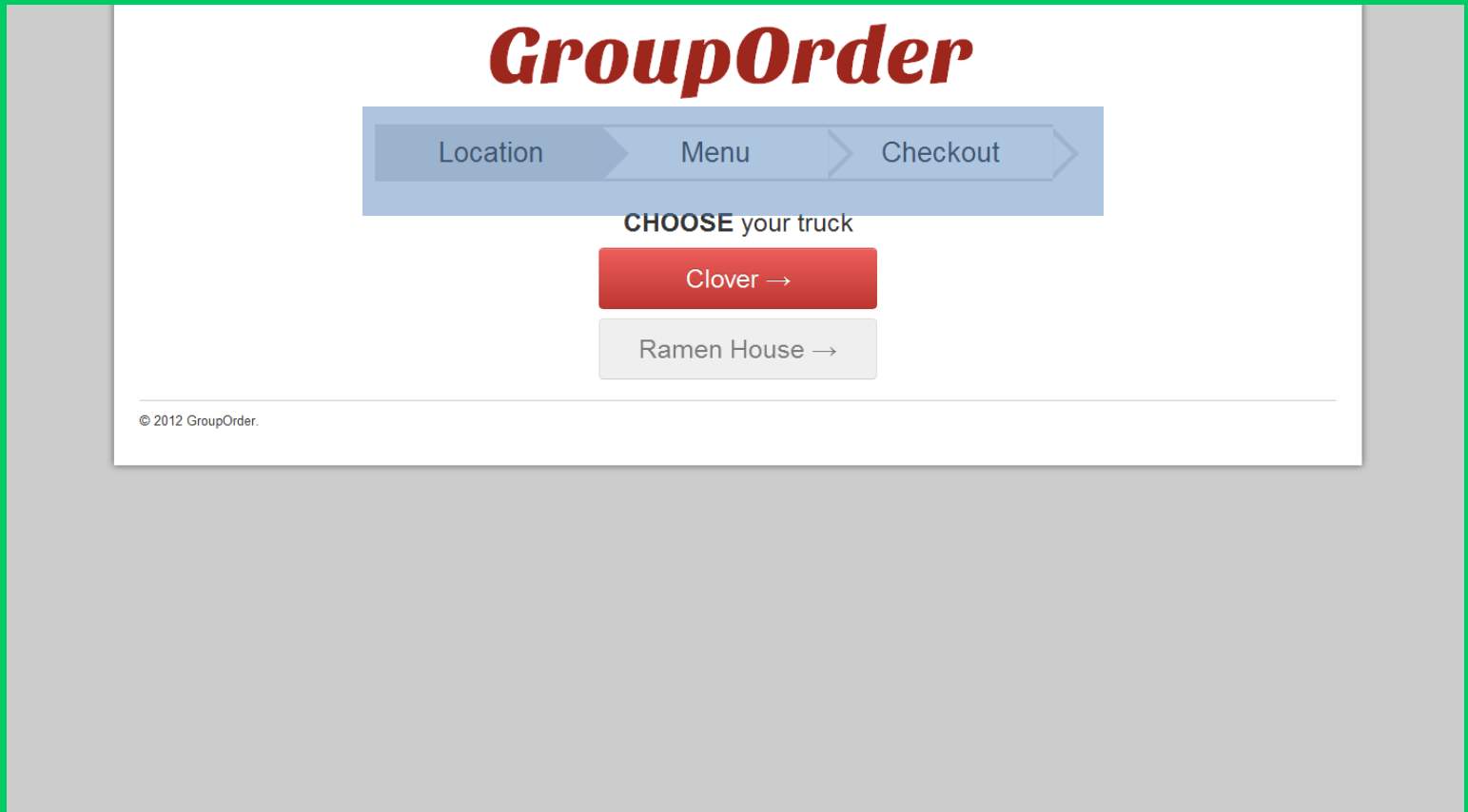
Relevant Usability Heuristics - Consistency and standards

Severity – Not high. But considering the simplicity of the site, these little things might go a long way.

5. Awesome overall system status

THE GOOD

VISIBILITY OF SYSTEM STATUS



Description – The site’s setup makes it very simple to go through the task of ordering food, helped in no small part by the fact that it’s very easy to see exactly where in the process you are. The big bar at the top makes it very obvious to the user what exactly is in front of them.

Relevant Usability Heuristics - Visibility of system status

Severity – Good.

6. System status in menu could be improved

THE BAD

VISIBILITY OF SYSTEM STATUS

The screenshot shows the GroupOrder website interface. At the top, there's a navigation bar with 'Location', 'Menu', and 'Checkout' buttons. The main content is divided into two columns: 'CLOVER' (the menu) and 'YOUR ORDER' (the order summary).

CLOVER

Sandwiches

- +1 BLT \$5
- +1 Pimeto \$5
- +1 Egg + Eggplant \$5

Drinks

- +1 Coffee \$2

← Back to location. Checkout →

© 2012 GroupOrder.

YOUR ORDER

Items

- 1 Egg + Eggplant (1) \$5
- 1 Pimeto (4) \$20

Total \$25

Description – One part of the website that could be slightly better is the menu/ordering system feedback. When you add multiple copies of one item to your list, you don't get the best feedback. The number in parentheses changes, as does the price (both of which are good), but the menu gets re-ordered (which is strange), and one could imagine a scenario where a person accidentally clicks twice and doesn't receive any great feedback that he has done so. Maybe using a little jQuery magic to make the item flash once (or something to that effect) might help.

Relevant Usability Heuristics - Visibility of system status

Severity – Again, not high. But definitely something that can be improved.

7. Great job not forcing the user to recall information

THE GOOD

RECOGNITION, NOT RECALL

The screenshot shows the 'GroupOrder' checkout page. At the top, there are three navigation tabs: 'Location', 'Menu', and 'Checkout', with 'Checkout' being the active tab. Below the navigation, the page is divided into two main sections: 'YOUR ORDER' and 'YOUR INFO'. The 'YOUR ORDER' section displays a list of items: 'Egg + Eggplant (1)' for \$5 and 'Pimeto (4)' for \$20, with a total of \$25. The 'YOUR INFO' section contains two input fields: 'Your Name' and 'Mobile Number'. The 'Your Name' field has a red error message below it: 'Please enter your name.' The 'Mobile Number' field has a red error message below it: 'Please enter a valid phone number.' At the bottom of the page, there are two buttons: '← Edit Order' on the left and 'Place Order →' on the right. A copyright notice '© 2012 GroupOrder.' is visible at the bottom left.

YOUR ORDER		YOUR INFO	
Egg + Eggplant (1)	\$5	Your Name	<input type="text"/>
Pimeto (4)	\$20		<i>Please enter your name.</i>
Total	\$25	Mobile Number	<input type="text"/>
			<i>Please enter a valid phone number.</i>

Description – There is very little mental strain on the user – the selections they made on the previous page are always presented on the following pages. The first page, for instance, asks you to select a restaurant, which will then be listed on each subsequent page. Additionally, your order from the “Menu” page will show up on the “Checkout” page, so you don’t have to remember anything explicitly.

Relevant Usability Heuristics - Recognition, not recall

Severity – Good.

8. Lack of Help & Documentation

THE BAD

HELP AND DOCUMENTATION

The screenshot shows the GroupOrder website interface. At the top, the logo "GroupOrder" is displayed in a large, bold, red font. Below the logo, there is a navigation bar with three tabs: "Location", "Menu", and "Checkout". The "Checkout" tab is currently selected, indicated by a grey arrow pointing to the right. The main content area is divided into two columns: "YOUR ORDER" on the left and "YOUR INFO" on the right. Under "YOUR ORDER", there is a list of items: "Egg + Eggplant (1)" for \$5 and "Pimeto (2)" for \$10. The total is displayed as "\$15". Below the order list, there is a red button labeled "← Edit Order". Under "YOUR INFO", there are two input fields: "Your Name" with the value "asdf" and "Mobile Number" with the value "2342342342". Below the mobile number field, there is a small text label "For delivery notification." and a red button labeled "Place Order →". At the bottom left of the page, there is a small copyright notice: "© 2012 GroupOrder."

Description – There is very little documentation or help. Thankfully, the interface is simple that users would most likely not need any help in navigation. However, there are still many questions the user might have and no resource for them to get these issues addressed. For instance, where are these food trucks? Will they deliver? How do I pay?

Relevant Usability Heuristics – Help and Documentation

Severity – High – these are very important questions when exchange of money is involved.

9. Effective error reporting in checkout

THE GOOD ERROR REPORTING, DIAGNOSIS, & RECOVERY

The screenshot shows the 'GroupOrder' checkout page. At the top, there is a navigation bar with 'Location', 'Menu', and 'Checkout' (the active step). Below this, the page is divided into two main sections: 'YOUR ORDER' and 'YOUR INFO'. 'YOUR ORDER' lists items: 'Egg + Eggplant (1)' for \$5 and 'Pimeto (2)' for \$10, with a total of \$15. 'YOUR INFO' contains two input fields: 'Your Name' and 'Mobile Number'. Both fields are highlighted in blue and have red error messages: 'Please enter your name.' and 'Please enter a valid phone number.' respectively. At the bottom, there are two buttons: '← Edit Order' and 'Place Order →'. A copyright notice '© 2012 GroupOrder.' is visible at the bottom left.

Location	Menu	Checkout
YOUR ORDER		
Egg + Eggplant (1)	\$5	
Pimeto (2)	\$10	
Total	\$15	

YOUR INFO	
Your Name	<input type="text"/> <i>Please enter your name.</i>
Mobile Number	<input type="text"/> For delivery notification. <i>Please enter a valid phone number.</i>

← Edit Order

Place Order →

© 2012 GroupOrder.

Description – The error reporting on the last page is very clear and straightforward. There is no revelation of the back-end through misplaced code or numeric error messages. There is just clear red text that tells the user what they have not completed.

Relevant Usability Heuristics - Error reporting, diagnosis, and recovery

Severity – Good.

10. Clean minimalist design aesthetic

THE GOOD

AESTHETIC & MINIMALIST DESIGN

GroupOrder

Location

Menu

Checkout

CLOVER

Sandwiches

+1	BLT	\$5
+1	Pimeto	\$5
+1	Egg + Eggplant	\$5

Drinks

+1	Coffee	\$2
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← Back to location.

Checkout →

YOUR ORDER

Items

No items

Total

\$0

© 2012 GroupOrder.

Description – This is one of the strengths of this interface – the design is very clean and to the point. It is minimalist in the sense that it does not have any extraneous bells and whistles to distract the user, however, it retains structure and is able to present information elegantly (that is to say, it does not take minimalist principles too far).

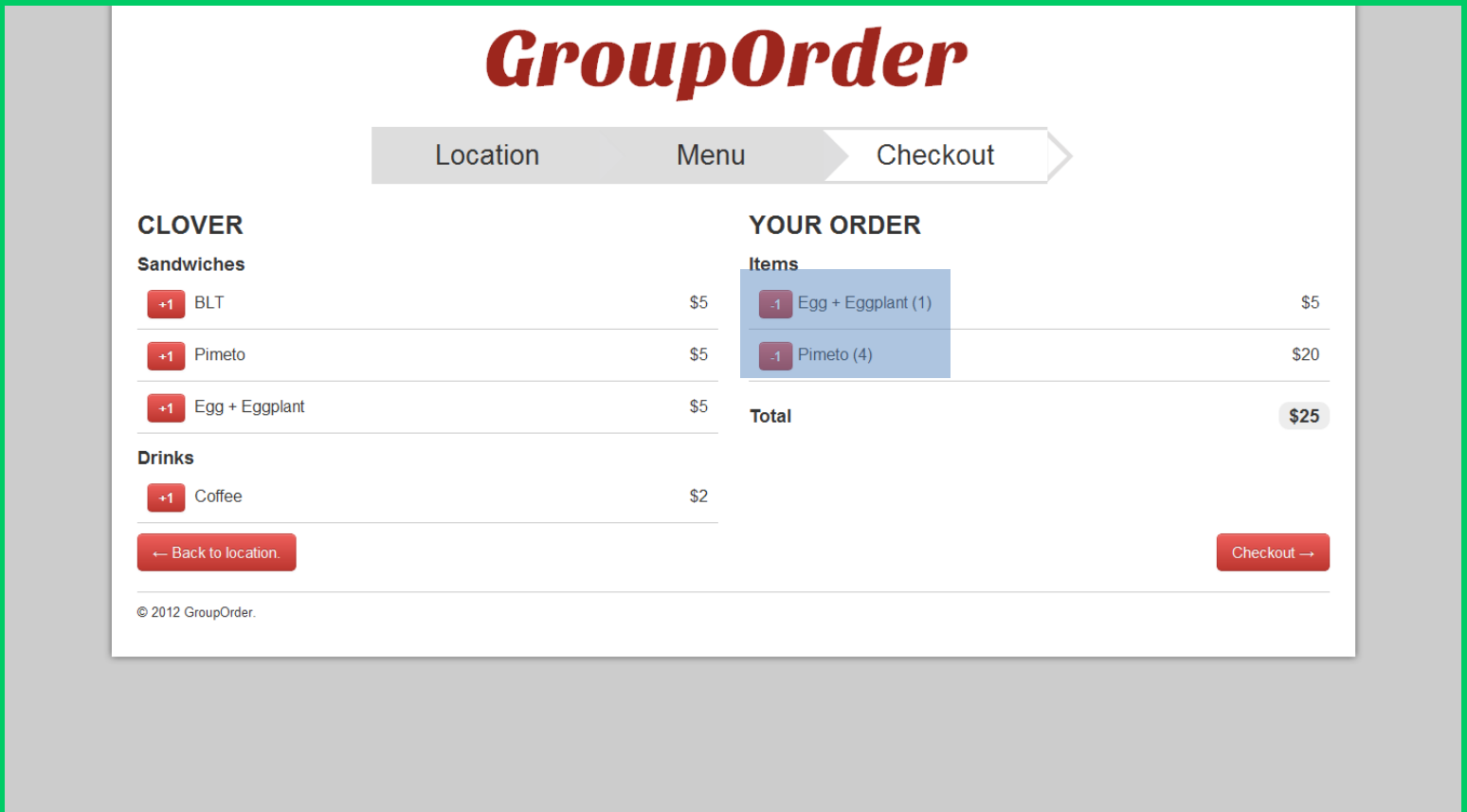
Relevant Usability Heuristics - Aesthetic and minimalist design.

Severity – Good.

11. Good reversibility in actions

THE GOOD

USER CONTROL AND FREEDOM



Description – Another good thing about this interface. The actions are largely repeatable and pretty safe. One can always go back to a previous dialogue or to the next one quite easily with the navigational buttons on the bottom left and right sides. Things added to the order can also be removed quite easily. The only thing I might add is support for forward and back buttons on the browser.

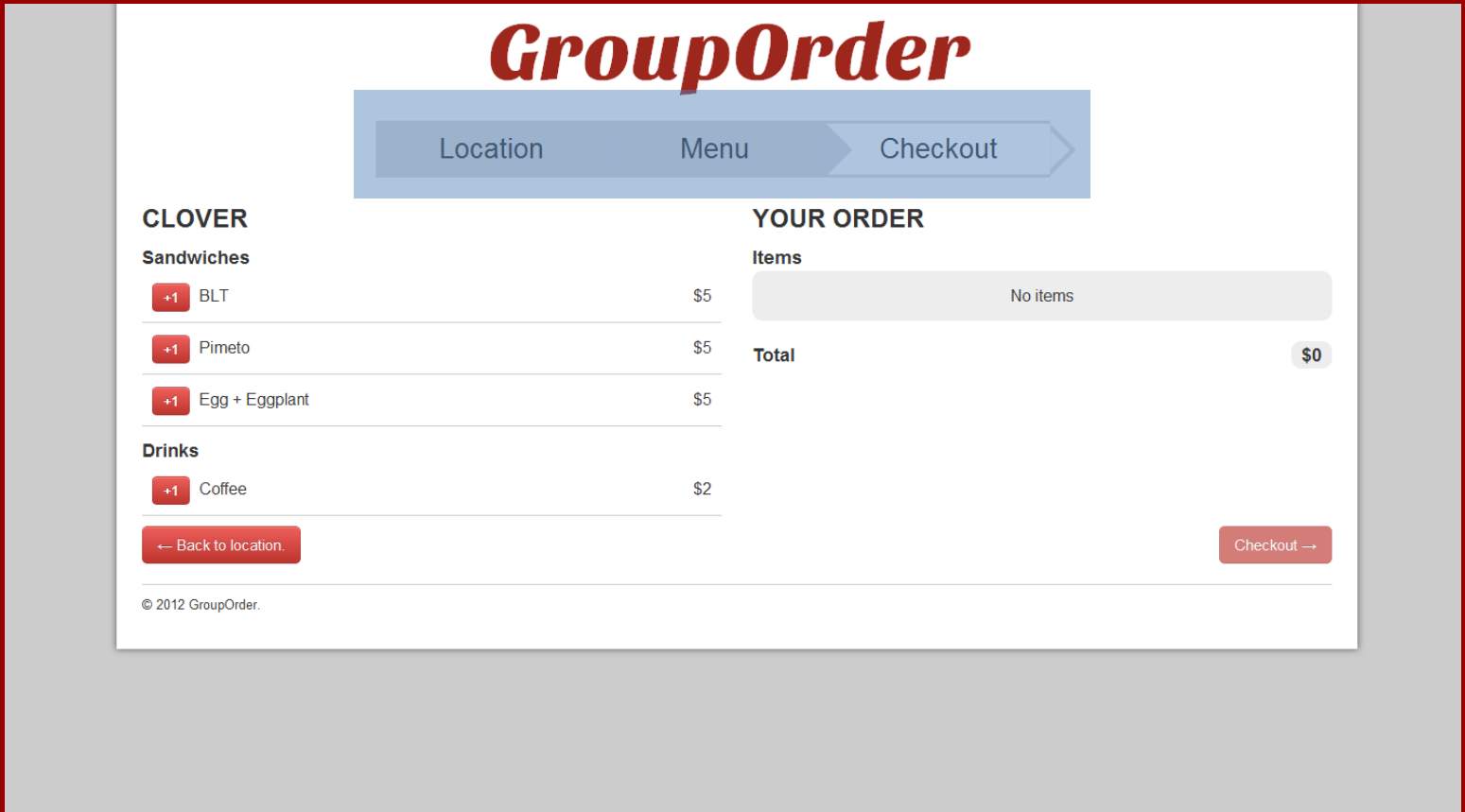
Relevant Usability Heuristics - User control and freedom

Severity – Good.

12. Navigation bar not clickable

THE BAD

FLEXIBILITY AND EFFICIENCY



Description – Another good thing about this interface. The actions are largely repeatable and pretty safe. One can always go back to a previous dialogue or to the next one quite easily with the navigational buttons on the bottom left and right sides.

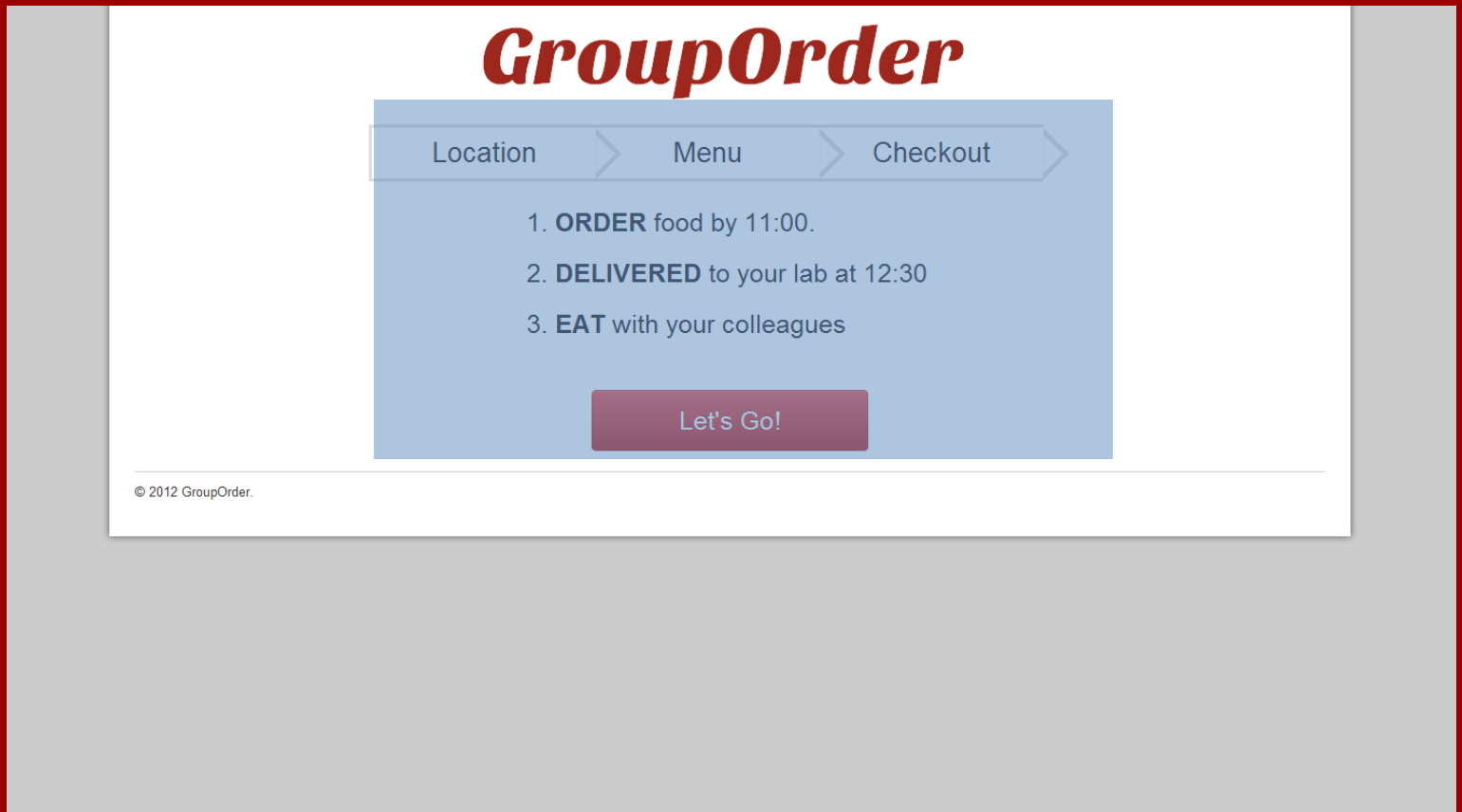
Relevant Usability Heuristics - Flexibility and Efficiency

Severity – Good.

13. No shortcuts for experienced users

THE BAD

FLEXIBILITY AND EFFICIENCY



Description – While the site is currently pretty small and ordering food is super easy, you might want to think about how this issue evolves as your site scales. Let's say there's lots of places to order from a few months down the line? Will the site still be just as efficient? However, the more pressing concern on this issue is that there are no clear shortcuts for experienced users. Let's say I want to order a BLT from Clover every day. Is there any way for me to have an account and repeat this order easily? Or do I have to go through the whole ordering process again?

Relevant Usability Heuristics - Flexibility and efficiency

Severity – Medium. Right now it doesn't seem like a huge deal, but down the line it could be a gamechanger.

14. Confusion in the ordering page

THE BAD

ERROR PREVENTION

The screenshot shows the GroupOrder website interface. At the top, the title "GroupOrder" is displayed in a large, bold, red font. Below the title is a navigation bar with three steps: "Location", "Menu", and "Checkout", each in a grey arrow pointing right. The main content area is divided into two columns. The left column is titled "CLOVER" and contains a menu with "Sandwiches" and "Drinks" sections. The right column is titled "YOUR ORDER" and shows a list of items with their quantities and prices. At the bottom of the menu section, there are two red buttons: "← Back to location." and "Checkout →".

CLOVER		YOUR ORDER	
Sandwiches		Items	
+1	BLT	-1	Egg + Eggplant (1) \$5
+1	Pimeto	-1	Pimeto (4) \$20
+1	Egg + Eggplant		
Drinks		Total	\$25
+1	Coffee		

← Back to location. Checkout →

© 2012 GroupOrder.

Description – One place where the user can make an error is on the ordering page. Typically, numbers next to food items indicate how many of that item the user has ordered. While this is true of the number in parentheses, it is a little confusing to have the "+1" and "-1" buttons next to those items. I'd suggest just having "+" and "-" symbols of differing colors.

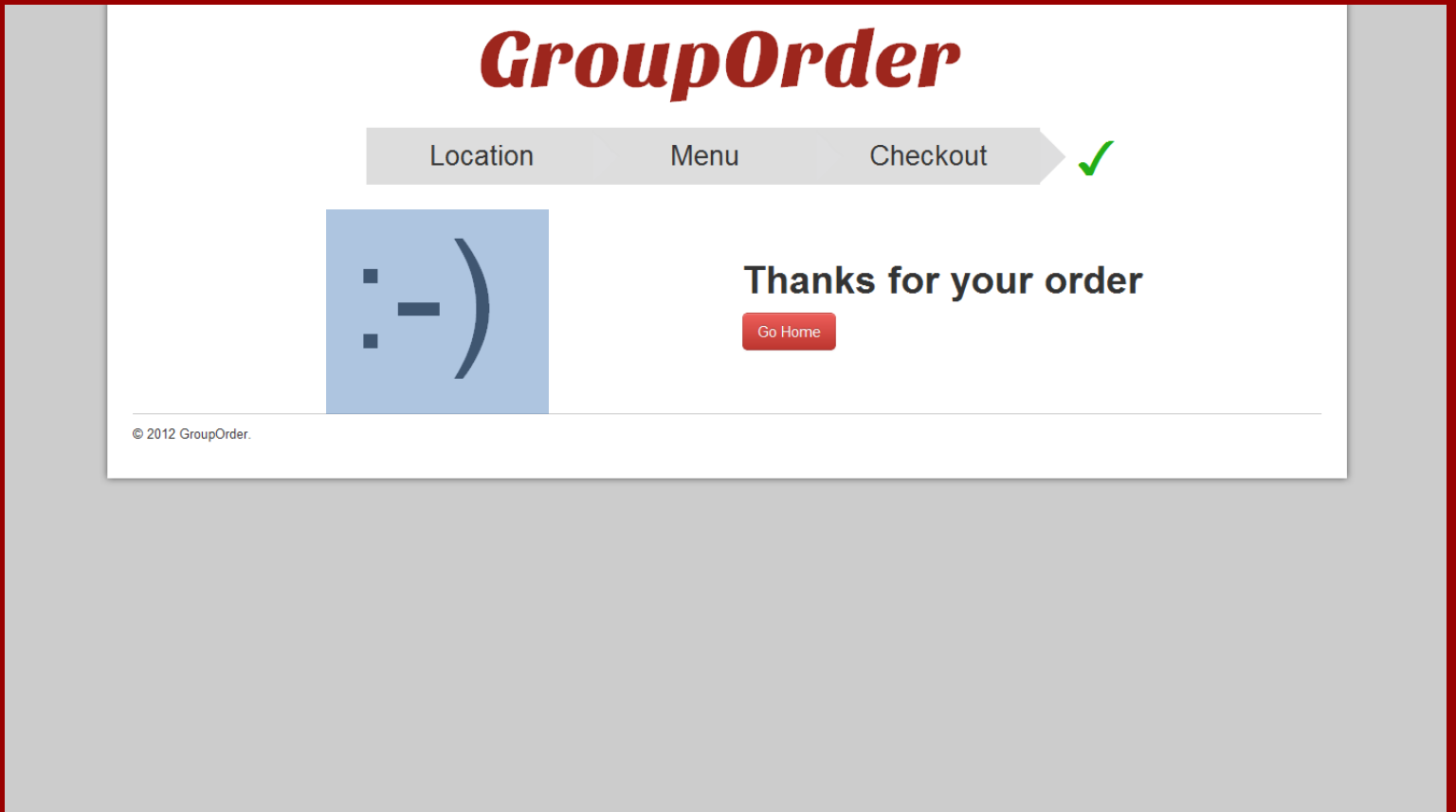
Relevant Usability Heuristics - Error prevention

Severity – Medium. Users could eventually figure it out, but considering it's an important part of the site, it might as well be changed for the better.

15. Lack of safety in checkout page

THE BAD

ERROR PREVENTION



Description – As stated before, when money is involved, the site must take extra precautions to remain both safe and transparent. A major issue with the “Checkout” page of the site is that there is no confirmation dialog box. If one were perhaps half-asleep and just clicking “next, next, next...” on the site, they might accidentally order a large amount of food that they did not intend to.

Relevant Usability Heuristics - Error prevention

Severity – High. This is something that must absolutely be fixed if it involves the exchange of money for goods.