

Heuristic Evaluation for Viral Content Generator

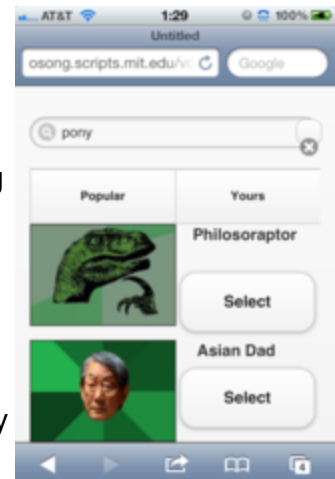


Minor problem: the **giant logo** on the home screen violates simplicity. It draws attention away from the actual title without providing new information, and suggests that it should be interactive, or at least able to display something else, but it isn't. You could either combine the logo and title into one informative image, or just leave it as whitespace.

Positive: the **arrows on the buttons** match the scrolling animations when the buttons are pressed. This is good in terms of internal and metaphorical consistency -- it's as if the various screens are laid out next to each other on a surface, with the user moving between them. One small issue is that after going to the "Use Existing" screen and then pressing the browser's back button, the screen scroll left again, where it should scroll right. The other buttons don't have this problem.

Cosmetic problem: the **X at the right of every search box is misaligned** with its button, as are the buttons on the home screen. This violates consistency with other buttons and user expectations.

Major problem: I can't tell **what search is doing**, or whether it's even working in this prototype. There's no search button, pressing Return on the iPhone soft keyboard does nothing, and nothing on the rest of the screen changes while typing. In short, there is no visible feedback.



Minor problem: the "Popular" and "Yours" tabs can be left in a state where **neither tab is selected**. Then, because the state is not visible, the user may be confused as to which group of templates is visible, or whether "Popular" and "Yours" are actually independent buttons that perform unknown actions.

Cosmetic problem: the "Popular" and "Yours" tabs are **not sufficiently distinguished** from the body of the table. This lack of contrast obscures the fact that they are controls, not content.

Major problem: the "Popular" and "Yours" tabs **create browser history entries**. This is a major problem for efficiency (arbitrarily many presses of the back button may be required to return to the home screen) as well as learnability (if back seems to be merely flipping between "Popular" and "Yours", the user may not realize they can even get to the home screen).

Minor problem: the **giant select buttons** violate simplicity. Their size makes them distracting, and they don't even need to be there -- each row of the table could itself be a button.

Minor problem: The new-template wizard suffers from a **lack of documentation**. The one-word descriptions on everything aren't really enough for a user to figure out what each screen does.

For example, the guide lines on the photo screen are confusing to someone who hasn't heard of the rule of thirds, and "take" is a very ambiguous verb. Consider replacing it with a camera icon, as in the iPhone's camera app. It is not obvious that "Confirm" is what the next screen is asking you to do, and "Retake" and "Use" are your options. All three are single verbs, but "Confirm" is inconsistent. Consider expanding "Confirm" into a phrase or sentence, or just replacing "Use" with "Confirm".

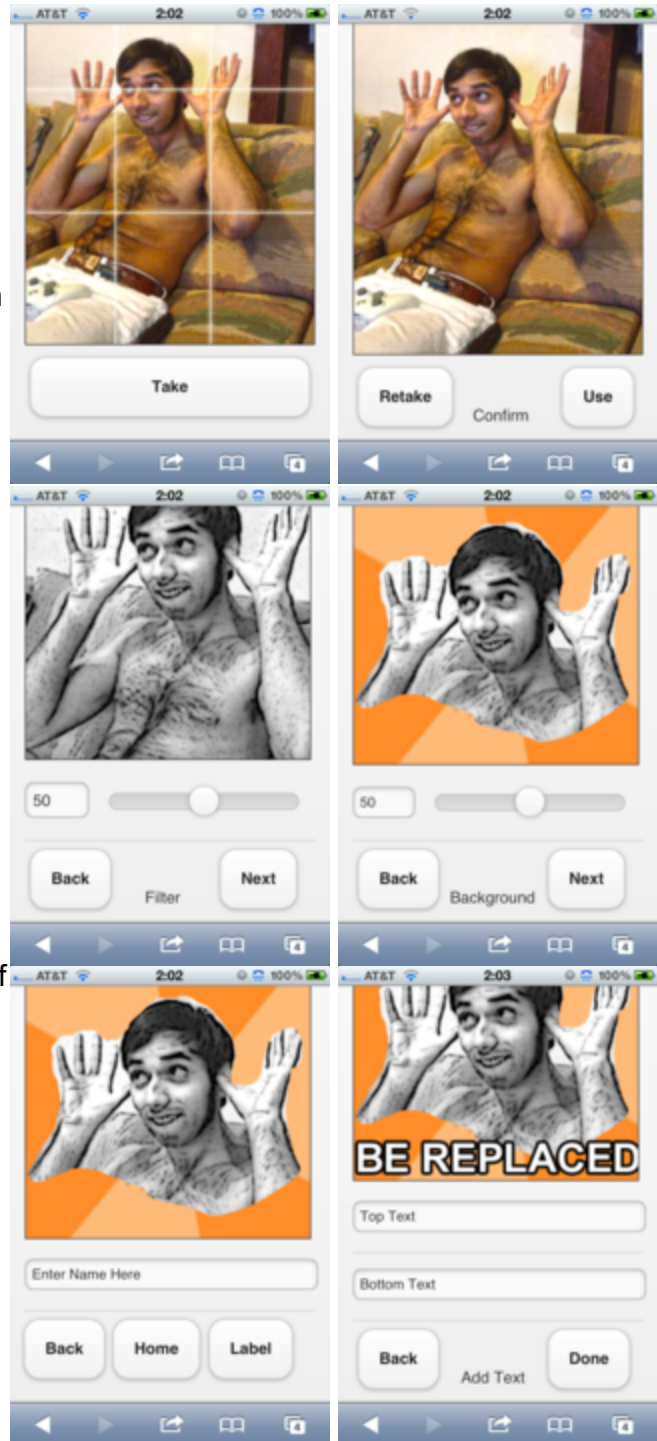
The sliders in the next screens are confusing and unlabeled. However, they (along with the photo screen) would probably work better with an actual backend that can update the display in realtime, so this is probably not a big problem. Still, they should be explained with a few words of text, or by coloring the sliders according to their effects, or something.

"Enter Name Here" is not a particularly enlightening instruction; it is poor at learnability. Is it asking for the name of the person in the photo? Consider clarifying that this will become the name of the template, and will be displayed in the list.

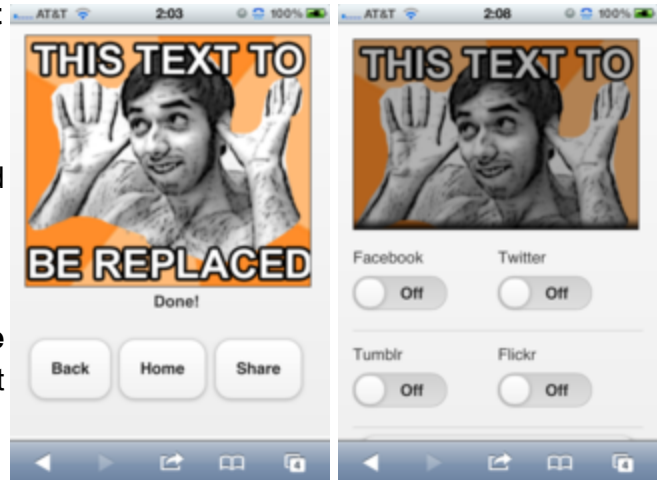
Cosmetic problem: Through all of these screens, the buttons at the bottom appear to be **left-aligned and automatically sized**. This results in asymmetric buttons with unequal width, and consistency suffers, though only a little.

Positive: the **button labels** do stay very consistent throughout this series of screens; there is almost always a "Back" button on the left, then text or a button, then a forward button on the right. However, the forward button is inconsistently named. I'm not sure that the confirm screen needs to change, but I think "Label" should definitely be changed to "Next", and possibly "Done" on the next screen as well.

Cosmetic problem: for consistency and spatial association, consider **putting the "Top Text" box above the image**, next to the text it's controlling. This will also make it more likely that the user sees both of them simultaneously, and doesn't have to scroll down until the top of the image is cut off.



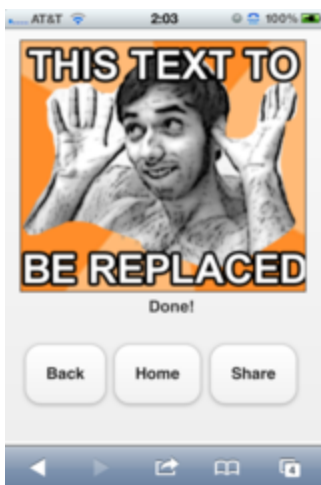
Minor problem: why is the **bottom of the image cut off** on the share screen? The darkening and shadow at the bottom suggest it can be expanded or scrolled, but that doesn't work. There doesn't seem to be any reason for it, so for consistency and visibility, let the user see the whole image.



Minor problem: after pressing "Go!" on the share screen, the user is **sent directly back to the home screen**. For safety and visibility, there ought to be at least confirmation that the request went through, if not the ability to view the new posts. Again, I assume this will change in the final version, so it's probably not too bad.

Cosmetic problem: the **fade animation between wizard pages** is distracting and interrupts the continuity provided by the similar layout of each page (image above buttons). It's not a big deal, but it does hurt consistency and learnability.

Major problem: only two of the screens (the done and label screens) have a **way to return to the home screen**. From most screens, the only way to get back is with the browser's back button. So the presentation is inconsistent, the method is not easily discoverable, and the user loses some control. Furthermore, while this version saves all entered data, the user isn't told that, and may be hesitant to press back in case they lose unsaved work.



Major problem: when you select an item from the existing or history lists, you're **dropped into the middle of the wizard**. There is no explanation for where you are or what you are expected to do, only some text that is fairly confusing out of context. What exactly are you "Done!" with? If you click "Back", will you go back to the history screen? No, you'll end up with two text boxes and the instruction "Add Text", and you have no idea where they came from. For the sake of learnability, documentation, and user expectations, don't just drop the user here with no explanation and choices that shouldn't be available.