

Heuristic Evaluation

www.abrothers.com

This report contains the results of a heuristic evaluation of the www.abrothers.com Web site. I mimicked basic tasks a new user might perform while evaluating the site based on Jakob Nielsen's Ten Usability Heuristics.

- Consistency/Continuity
- Recognition or recall
- Error Prevention
- Recognition or recall
- Aesthetics and minimalist design
- Match between the website and the real world
- Control and the freedom of users
- Flexibility and efficiency of use

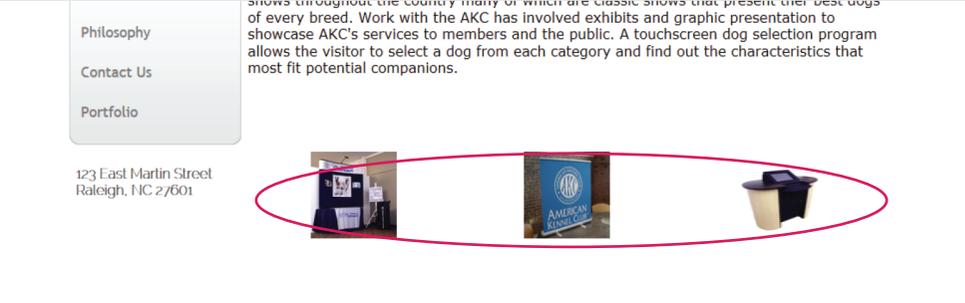
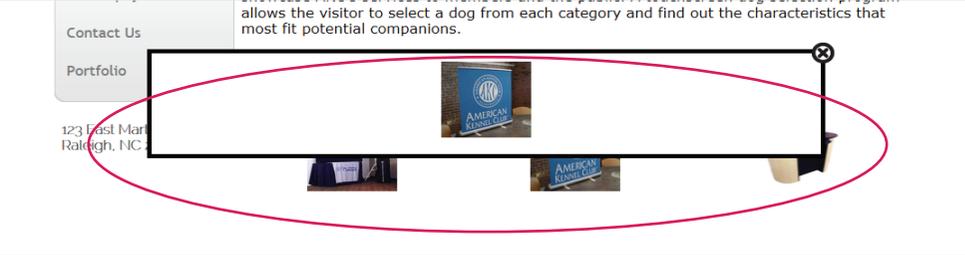
Using the profile of a typical user, developed previously, I found that although the ABA Web site conforms to Nielsen's heuristics in several areas, overall the site is quite difficult to navigate when attempting basic site tasks.

For each negative finding, I recommend improvements that adhere to Nielsen's criteria for usable sites. The most imperative improvements include integrating an advanced search function and modifying several design aspects.

I recommend addressing the problem areas highlighted here and discussed in detail (along with additional issues) in this report to improve the overall user experience.

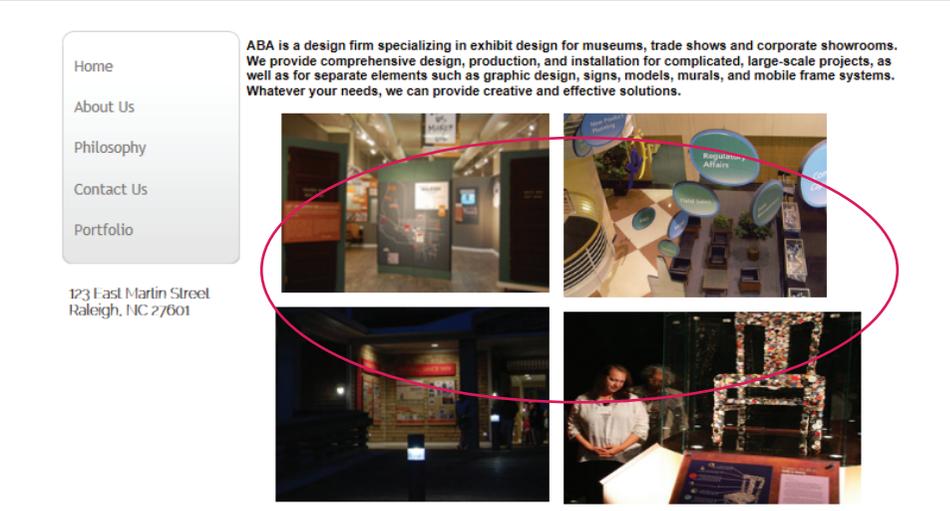
1. Consistency/Continuity:

This principle states that users should not have to wonder whether the different words or situations mean the same thing.

TASK/ ISSUE/ RECOMMENDATION	SCREEN
<h3>1.1 Portfolio / Project Pictures Gallery</h3>	 <p>Philosophy Contact Us Portfolio</p> <p>123 East Martin Street Raleigh, NC 27601</p> <p>Shows throughout the country many of which are classic shows that present the best dogs of every breed. Work with the AKC has involved exhibits and graphic presentation to showcase AKC's services to members and the public. A touchscreen dog selection program allows the visitor to select a dog from each category and find out the characteristics that most fit potential companions.</p>
<p>ISSUE:</p> <ul style="list-style-type: none">- Portfolio projects sites has different types of pictures galleries. <p>RECOMMENDATION:</p> <ul style="list-style-type: none">- I'm suggesting to unify type of pictures galleries.	 <p>Contact Us Portfolio</p> <p>123 East Martin Street Raleigh, NC</p> <p>allows the visitor to select a dog from each category and find out the characteristics that most fit potential companions.</p>
<h3>1.2 Portfolio / Portfolio Project Site</h3>	 <p>Philosophy Contact Us Portfolio</p> <p>123 East Martin Street Raleigh, NC 27601</p> <p>they team. The exhibit needed to take control of the allotted space and create a sense of adventure. The central globe projects the international nature of the organization and the central iPad kiosk features a persuasive video and a sign-up form. The suspended panels allowed for large graphics expressing Rotary's broad themes and detailed, inspiring information on the inner surfaces. The exhibit allows passive visitors to get Rotary's basic message and more curious visitors to step into a special circular space and have a deeper experience.</p>

2. The visibility of the interface status:

According to this guideline, the website should communicate clearly with the users and keep informing them all the time about what is going on within the reasonable time and appropriate feedbacks.

TASK/ ISSUE/ RECOMMENDATION	SCREEN
<p>2.1 Homepage / Pictures</p> <p>ISSUE:</p> <ul style="list-style-type: none">- Pictures are clickable but you don't know what you're clicking at and where the action will take you to. <p>RECOMMENDATION:</p> <ul style="list-style-type: none">- I'm suggesting that pictures should be titled: Project Name / Type of Project- I recommend that clickable images would have a hover state that serves as a signifier that the images are clickable and an interaction will result in pointing a user to project connected page.	 <p>The screenshot shows the ABA website homepage. On the left is a vertical navigation menu with links: Home, About Us, Philosophy, Contact Us, and Portfolio. Below the menu is the address: 123 East Martin Street, Raleigh, NC 27601. On the right, there is a text block describing ABA as a design firm specializing in exhibit design for museums, trade shows, and corporate showrooms. Below the text are four images of exhibit designs. A red oval is drawn around the four images, indicating the issue that they are clickable but lack visible indicators or titles.</p>

3. Error Prevention:

This principle states that a great design prevents users from making errors, and, if an error occurs, the website should be able to identify it and help the user recover easily.

TASK/ ISSUE/ RECOMMENDATION	SCREEN
No issues found	

4. Recognition or recall:

This principle states the importance of minimizing user's memory load, by making all the website's components more visible and memorable.

TASK/ ISSUE/ RECOMMENDATION

SCREEN

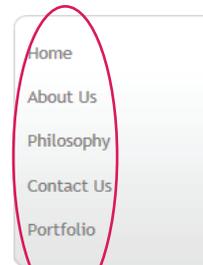
4.1 Home/ About us/ Philosophy/ Contact us/ Portfolio

ISSUE:

- The current page is not highlighted on the main menu.

RECOMMENDATION:

I recommend to highlight the page on the menu bar when a user is on that page.



123 East Martin Street
Raleigh, NC 27601

ABA is a design firm specializing in exhibit design for museums, trade shows and corporate showrooms. We provide comprehensive design, production, and installation for complicated, large-scale projects, as well as for separate elements such as graphic design, signs, models, murals, and mobile frame systems. Whatever your needs, we can provide creative and effective solutions.



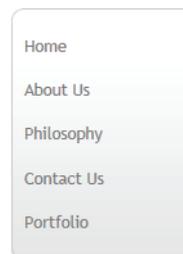
4.2 Portfolio - Project Sites

ISSUE:

- All tasks are affected by this issue. There's no clear info how the user can go back to see again all portfolio projects.

RECOMMENDATION:

- Create button: Back to Portfolio.



123 East Martin Street
Raleigh, NC 27601

**City of Raleigh Parks and Recreation Department
Andrew Johnson House Exhibit**

An interpretive exhibit covering the life of Andrew Johnson, 17th President of the United States, creatively installed in the small house believed to be his birthplace. The site's historic interior informed the placement of the panels.



5. Aesthetics and minimalist design:

This principle states that the website should not contain extra or irrelevant information because it diminishes the relative visibility of the relevant units

TASK/ ISSUE/ RECOMMENDATION

SCREEN

5.1 Homepage

ISSUE:

- Bolded text is used to bring out what's most important. A whole paragraph should be not treated that way.

RECOMMENDATION:

- Perhaps bolding a few most important words (3-5 at the most) would help users scan that paragraph for most important words that describe the value proposition.
- I'm suggesting that the picture above could tell more about the company and illustrate it's philosophy.

5.2 Homepage / Portfolio / Portfolio projects pages

ISSUE:

- Pictures have different size, what cause website looks messy and unprofessional.

RECOMMENDATION:

- Standardize pictures sizes in all pages.

The screenshot shows the ABA DESIGN website homepage. At the top, the company name "ABA DESIGN" is displayed in a large, dark font, with the phone number "919.834.3964" in a smaller, blue font to the right. Below the header is a large, dark banner image showing an exhibit design. A navigation menu is located on the left side, listing "Home", "About Us", "Philosophy", "Contact Us", and "Portfolio". The main content area features a paragraph of text describing the company's services, which is circled in red. Below the text are four images of exhibit designs, also circled in red. At the bottom, the address "123 East Martin Street, Raleigh, NC 27601" is displayed, and a copyright notice "Copyright 2017 A. Brothers Associates. All Rights Reserved." is at the very bottom.

ABA DESIGN [919.834.3964](tel:919.834.3964)

A. Brothers Associates Exhibit Design

Home
About Us
Philosophy
Contact Us
Portfolio

ABA is a design firm specializing in exhibit design for museums, trade shows and corporate showrooms. We provide comprehensive design, production, and installation for complicated, large-scale projects, as well as for separate elements such as graphic design, signs, models, murals, and mobile frame systems. **Whatever your needs, we can provide creative and effective solutions.**

123 East Martin Street
Raleigh, NC 27601

Copyright 2017 A. Brothers Associates. All Rights Reserved.

5. Aesthetics and minimalist design:

This principle states that the website should not contain extra or irrelevant information because it diminishes the relative visibility of the relevant units

TASK/ ISSUE/ RECOMMENDATION

SCREEN

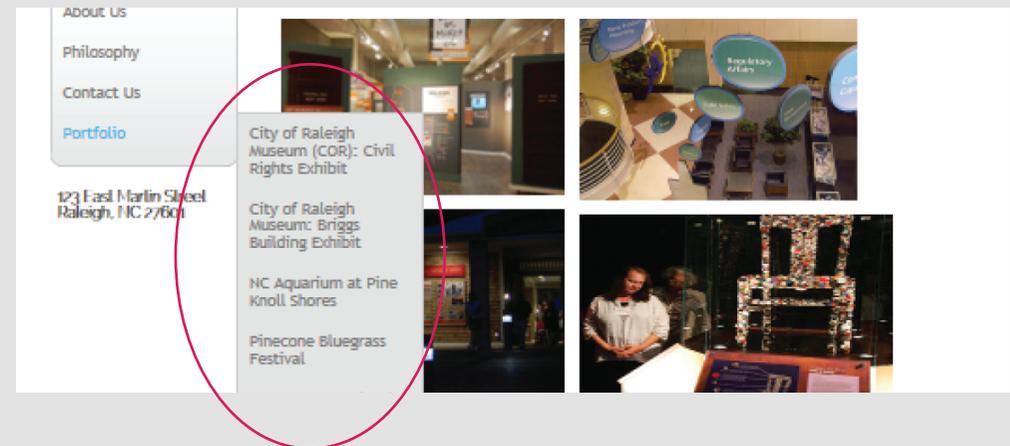
5.3 Portfolio - Menu link

ISSUE:

- When a user hovers on it expands and user needs to scroll down a lot. Unfortunately, it doesn't look good and it's not informative.

RECOMMENDATION:

- I'm suggesting to divide portfolio into categories and create easier secondary navigation.



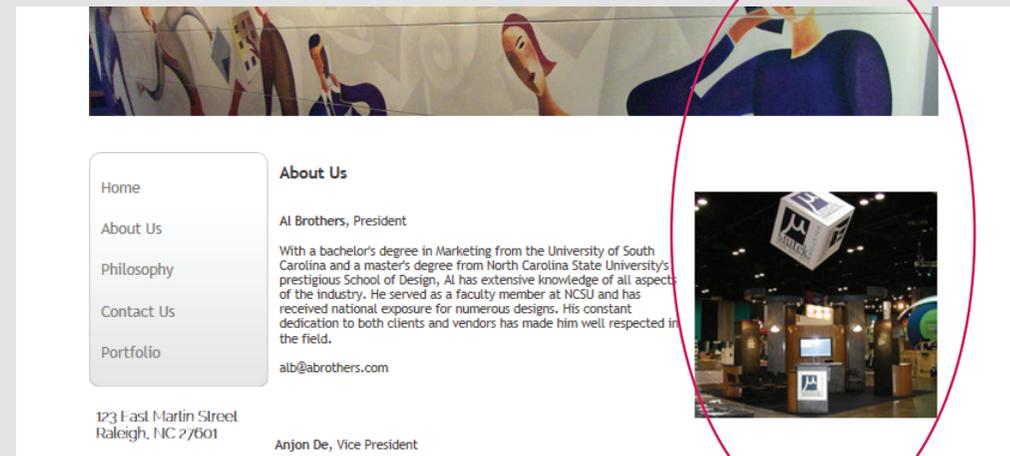
5.4 About us/ Contact us

ISSUE:

- Irrelevant pictures on pages.

RECOMMENDATIONS:

- I recommend to add pictures to team members profiles. (It's a good practice to add pictures to team members profiles it gains the trust of potential clients.) If the team member has portfolio its also good to add the link to it and some social media contacts. Add tel numbers.
- Instead of existing picture place a map with a link to the Google Maps, a user will have quicker access to directions.



5. Aesthetics and minimalist design:

This principle states that the website should not contain extra or irrelevant information because it diminishes the relative visibility of the relevant units

TASK/ ISSUE/ RECOMMENDATION

SCREEN

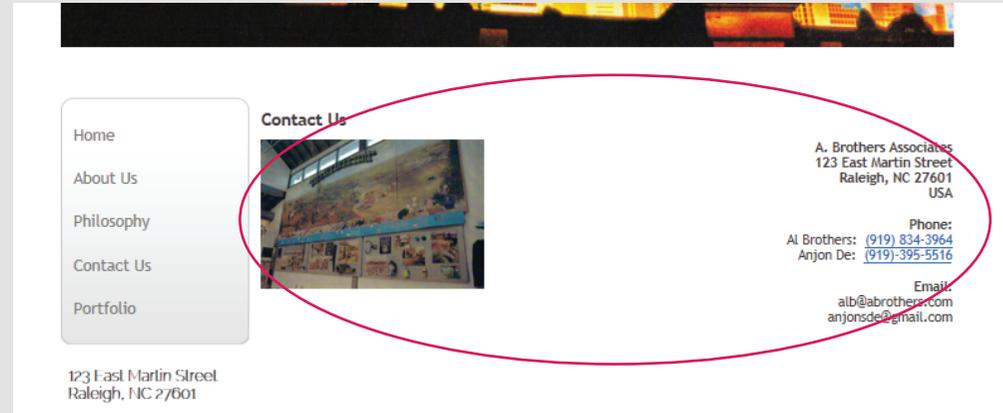
5.5 Contact us

ISSUE:

- Unbalanced spacing.

RECOMMENDATION:

- I'm suggesting to move contact info to the left.



6. Match between the website and the real world:

This principle emphasizes the necessity of having a website that speaks the users' language using words and concepts that are familiar to them.

TASK/ ISSUE/ RECOMMENDATION

SCREEN

6.1 Home/ About us/ Philosophy/ Contact us/ Portfolio

ISSUE:

- ABA Design - logo isn't linked to the homepage.

RECOMMENDATION:

- Link logo to the homepage.
- I'm suggesting to work on stronger logo that's reflects the brand value.

6.2 Home/ About us/ Philosophy/ Contact us/ Portfolio - Address on the navigation bar and on Contact us page.

ISSUE:

- Address not linked to Google Maps.

RECOMMENDATION:

- Link address to the map.

ABA DESIGN

[919.834.3964](tel:919.834.3964)

A Brothers Associates Exhibit Design



Home

About Us

Philosophy

Contact Us

Portfolio

123 East Martin Street
Raleigh, NC 27601

ABA is a design firm specializing in exhibit design for museums, trade shows and corporate showrooms. We provide comprehensive design, production, and installation for complicated, large-scale projects, as well as for separate elements such as graphic design, signs, models, murals, and mobile frame systems. Whatever your needs, we can provide creative and effective solutions.



Copyright 2017 A. Brothers Associates. All Rights Reserved.

7. Control and the freedom of users:

This principal emphasizes users' freedom to navigate and undo accidental errors by providing them with an "emergency exit" to recover fast and easy from mistakes, as well as clear paths to help them get back to where they want to be.

TASK/ ISSUE/ RECOMMENDATION

SCREEN

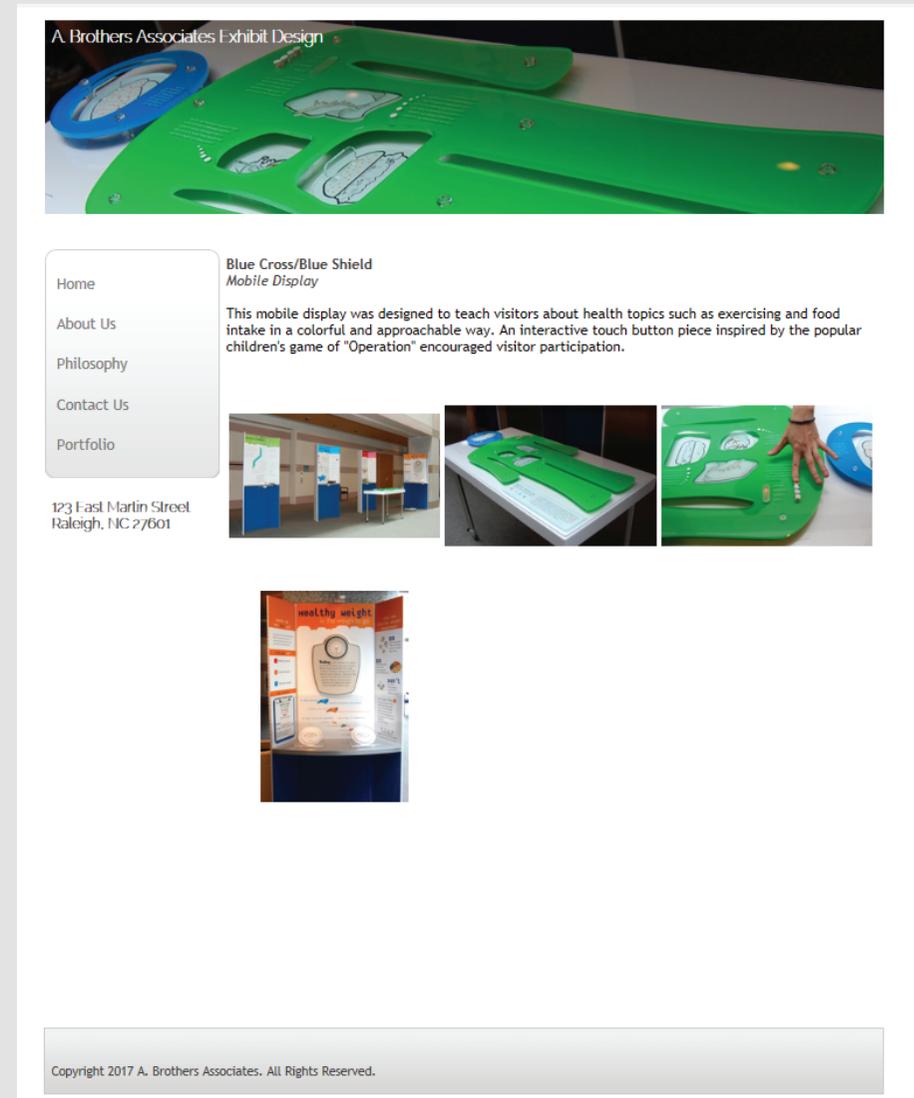
7.1 Portfolio/ Project Pages

ISSUE:

- There is no mechanism for the user to return to the previous page; the user is forced to use the main menu to return to the portfolio landing page and search again for projects from there.

RECOMMENDATION:

- I'm suggesting to create buttons: previous project / next project.



A. Brothers Associates Exhibit Design

Home
About Us
Philosophy
Contact Us
Portfolio

123 East Martin Street
Raleigh, NC 27601

**Blue Cross/Blue Shield
Mobile Display**

This mobile display was designed to teach visitors about health topics such as exercising and food intake in a colorful and approachable way. An interactive touch button piece inspired by the popular children's game of "Operation" encouraged visitor participation.

Copyright 2017 A. Brothers Associates. All Rights Reserved.

8. Flexibility and efficiency of use:

This principle states that the website should incorporate accelerators which are unseen for the average users, but at the same time allows the experts to navigate faster with more frequent actions.

TASK/ ISSUE/ RECOMMENDATION

SCREEN

8.1 Home/ About us/ Philosophy/ Contact us/ Portfolio - Tel number

ISSUE:

- Experienced users need a way to quickly find the information they are looking for. It is very difficult and time-consuming to find a specific type of services and type of projects on the website. The website should support different browsing preferences.

Some users prefer to use search capabilities over navigation.

RECOMMENDATION:

- I'm suggesting to create a search function that allows users to search by services, type of project, project name, client name, venue, the area of interest, etc.

- Perhaps ABA Design should think about adding direct information about kind of services they offer. I recommend reorganizing portfolio by dividing it into categories determined by services the company is providing.

ABA DESIGN [919.834.3964](tel:919.834.3964)

A. Brothers Associates Exhibit Design

Home
About Us
Philosophy
Contact Us
Portfolio

ABA is a design firm specializing in exhibit design for museums, trade shows and corporate showrooms. We provide comprehensive design, production, and installation for complicated, large-scale projects, as well as for separate elements such as graphic design, signs, models, murals, and mobile frame systems. Whatever your needs, we can provide creative and effective solutions.

123 East Martin Street
Raleigh, NC 27601

Copyright 2017 A. Brothers Associates. All Rights Reserved.