

## Heuristic Evaluation Report (Zeacon)

Heuristic evaluation involves examining the interface and judging its compliance with recognized usability principles (the "heuristics"). This evaluation was done referencing Jakob Nielsen's 10 general principles for interaction design.

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

Issue	Heuristic violation (s)	Severity
Users are not directly informed that filter and search is done only within the region shown in the map view. Users might zoom in on map unintentionally before search, and then receive a disappointing result - "zero events found".	Visibility of system status; Consistency and Standards (external)	Showstopper
The search bar does show whether a filter has been applied through icon change, but it is not very noticeable. There is also no immediate way to see what types of filter have been applied.	Visibility of system status; Recognition rather than recall	Major Issue
When exploring Zeacons by category, there is no embedded way to filter events further by time.	Flexibility and efficiency of use	Major Issue
Sharing events to other apps is not placed on top right but mixed with the in-app sharing button on bottom left.	Consistency and Standards (external)	Major Issue
No double-checking or redo when users unsave an event by clicking the bookmark icon. If clicked by mistake, user risk losing the event information	Error prevention	Major Issue
Front page doesn't have enough content for continuous vertical scrolling, while it's typically expected. When it reaches the end there's no indication/feedback.	Consistency and Standards(external); Match between system and the real world	Irritant
The meaning of "trending today" is ambiguous - would it be a list only of events happening today, or just the most viewed events as of today?	Match between system and the real world	Irritant
Re-clicking event type filters deselects, but it doesn't work the same for the time filter.	Consistency and Standards (internal and external);	Irritant
The difference between "save" event and "interested" in an event is not clear. These words are commonly used in competitor apps; therefore, users have expectations which makes it hard for them to adjust to new implications.	Consistency and standards (external)	Irritant

Showstopper= users might terminate task

Major issue = increases task completion time and error rate

Irritant = slows down task completion slightly