



Heuristic Evaluation Report

Group G6-01



SECTION LOOKING EAST





Topics

- Website
- User Profiles & Actions
- Evaluation Methodology
- How to evaluate?
- Evaluation Environment
- Positive findings
- Negative findings

Website

<https://www.graztourismus.at>

Unsere Websites Gruppen Kongress/Seminar Presse/Bilder B2B Region Graz Advent

Sprachen Italiano English

GRAZ

Merkliste 0

[SEHEN & ERLEBEN](#) [ESSEN & TRINKEN](#) [SHOPPING & LIFESTYLE](#) [HOTELS & APPARTEMENTS](#) [ANREISE & VERKEHR](#) [GUT ZU WISSEN](#)

GRAZ ENTDECKEN

Diese Highlights sollten Sie auf keinen Fall verpassen - #visitgraz



User Profiles & Actions

- Think like typical user
 - People visiting Graz, mostly tourists
- Perform typical actions
 - find activities
 - plan a day



Evaluation Methodology

- analysing usability for user interfaces
- „Andrews General Usability Heuristics“
- team of evaluators > individuals

- fast, cheap and efficient
- pros > cons

How to evaluate?

21st April 2021

every evaluator documented alone

Everyone individually looked through the website for positive and negative aspects and documented this.

finding lists got merged

Assemble the individual log files and associated video clips from each evaluator.

evaluators graded the problems

Everyone assessed the findings individually.

lists got sorted



















Depending on the meaning (mean), the findings were arranged.

5th May 2021

Heuristic report was made

The report, the spreadsheet and the presentation have been prepared.

Evaluation Environment

Evaluator	Anna Glaser	Christof Feischl	Emil Winterleitner	Fabian Burgmann
Date of Evaluation	2021-03-30	2021-03-30	2021-03-30	2021-03-30
Web Browser				 
Operating System	 			
Devices	Medion Erazer X7819 Sony Xperia XZ3	MacBook Pro 16" iPhone Xs	MacBook Pro 16" iPhone 7	MacBook Pro 15" iPhone Xs
Ad Blocker	 uBlock Origin  none	 AdGuard  none	 Adblock Plus  none	 none  Brave Adblock

Positive findings

- 16 positive findings

TOP 3
... are listed

Positivity	Meaning
4	Extremely Positive
3	Major Positive
2	Minor Positive
1	Cosmetic Positive
0	Not a Positive



Positive #1

- **Our Tipps**
 - easily reachable
 - consistent positioning
 - nice content - good advice



Positive #2

- **Search History**
 - deletion option



Positive #3

- **Map functionality**
 - map available on all sub pages
 - well positioned

Negative findings

- 79 negative findings

TOP 5
... are listed

Severity	Meaning
4	Catastrophic problem
3	Serious problem
2	Minor problem
1	Cosmetic problem
0	Not a problem



Negative #1

- **Watchlist deleted after sending**
 - enter syntactically correct email address
 - > send
 - watchlist is deleted
 - data might be misspelled -> data loss
- **Heuristic:**
Error Prevention



Negative #2

- **Brochures ordering form**
 - no input validation
 - enter invalid zip code or phone number
-> send
 - order successful
- **Heuristic:**
Error Prevention



Negative #3

- **Drag & Drop watchlist items**
 - watchlist items cannot be reordered
 - although stated in documentation
- Heuristic:
Help and Documentation



Negative #4

- **Missing translations**
 - english version not fully translated
 - german texts
 - multiple occurrences
- **Heuristic:**
Speak the User's Language,
Consistency

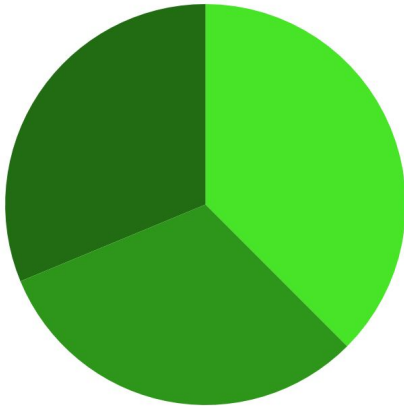


Negative #5

- **Error not well visible**
 - enter wrong verification code
 - error = out of the user's field of view
- **Heuristic:**
Good Error Messages

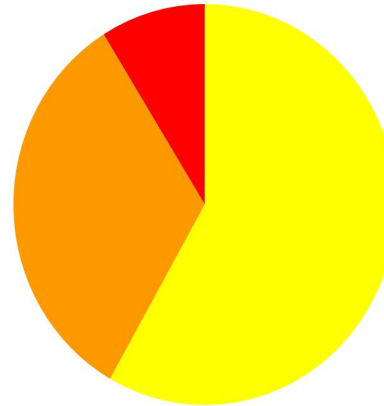
Result

Positive findings



- less positive
- medium positive
- very positive

Negative findings



- minor negatives
- medium negatives
- major negatives