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Assignment 3: Heuristic Evaluations

Part 1: Nielson Heuristic Evaluation

### **Heuristic Principles/Guidelines:**

Usability issues tested and encountered with Tacobell.com will be rated for the following principles on a scale of 1-5 for each of the following principles from "Slide 5 - Lecture Heuristic evaluation" described below:

- "FEEDBACK: Visibility of system status"
- "METAPHOR: Match between system & real world"
- "NAVIGATION: User control & freedom"
- "CONSISTENCY: Consistency & standards"
- "PREVENTION: Error prevention"
- "MEMORY: Recognition rather than recall"
- "EFFICIENCY: Flexibility & efficiency of use"
- "DESIGN: Aesthetic & minimalist design"
- "RECOVERY: Help users recognize, diagnose & recover from errors"
- "HELP: Help & documentation"

### **Severity Scale:**

I am going to use the severity scale from "Slide 3 - Lecture Heuristic evaluation" described below:

"1. Cosmetic:

Issue does not affect usability but should be fixed

2. Minor - Low priority

Users easily find workarounds but issue should be fixed

3. Medium - Medium priority

Users find problem and can easily adapt, but issue needs to be fixed

4. Major

Users find workarounds with some difficulty, so issue should be fixed before site launches or documentation provided for workaround.

5. Catastrophic

Users cannot find workaround and issue must be fixed immediately"

## Testing Statements:

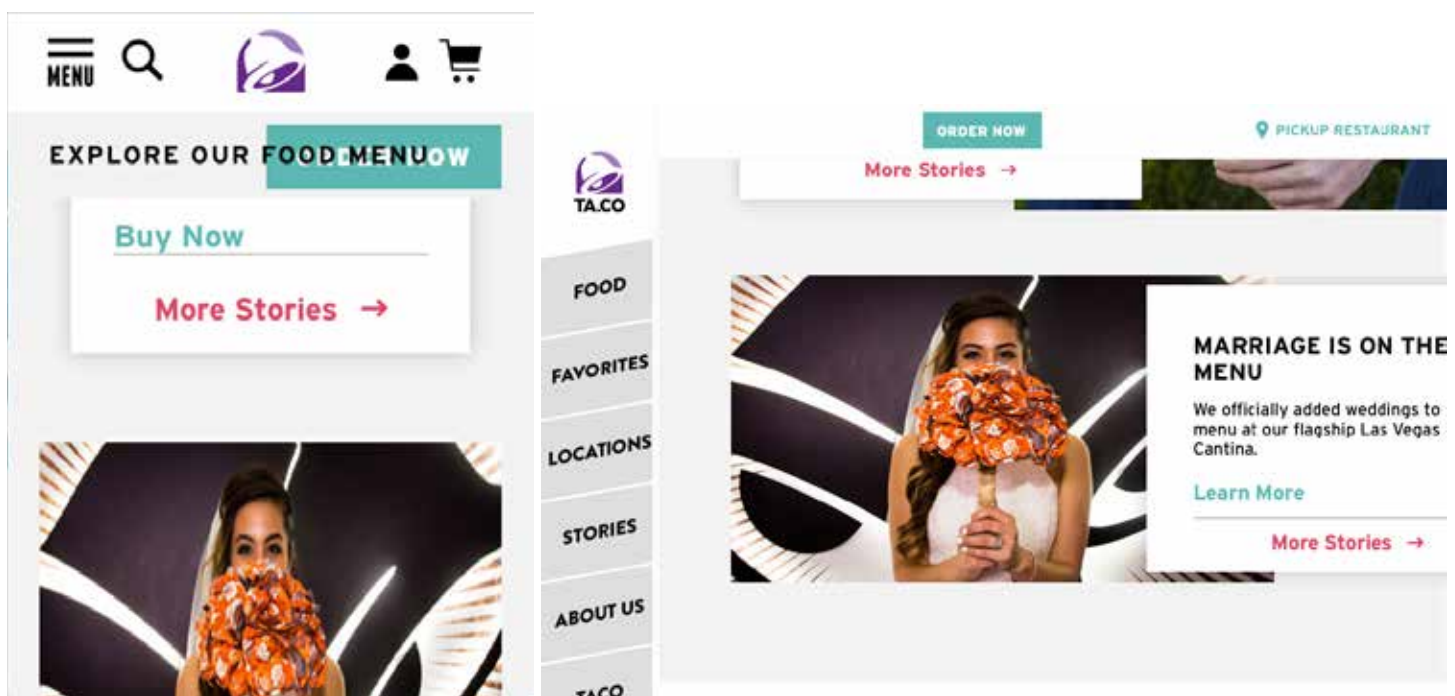
“FEEDBACK: Visibility of system status”

RATING: monitor view: 2, mobile and tablet devices: 3

The design for the site looks a little dated and less user friendly than most sites, especially for small screens or mobile devices. Some of the features do not scale well into a smaller browser window. Some of the same transition issues could carry over into some small screen displays or tablets. It looks a little better and easier to use on my android phone than it does in a small window on screen, but it's possible some of the issues it has in a small browser window on my computer screen could occur on other mobile devices.

Oh, and one thing I noticed that surprised me was that some of the photographs/ images on tacobell.com scale disproportionately when the browser window size is changed. That is the most un-professional display of images I can remember seeing on such a large scale site for a large company in recent times. Their site seems less professionally designed and outdated in some ways than most websites of large corporations. Some elements on the screen overlap and some links stop working when it is viewed on a small screen.

The color scheme also looks a bit bland in comparison to most sites. The shapes, sizes and placement of certain elements (eg: navigation, logo, cart, account) look a bit dated.



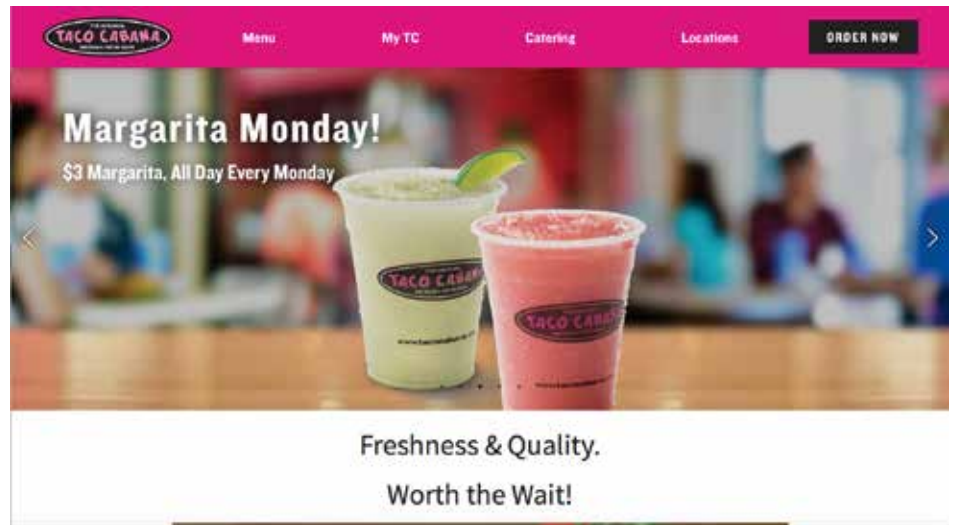
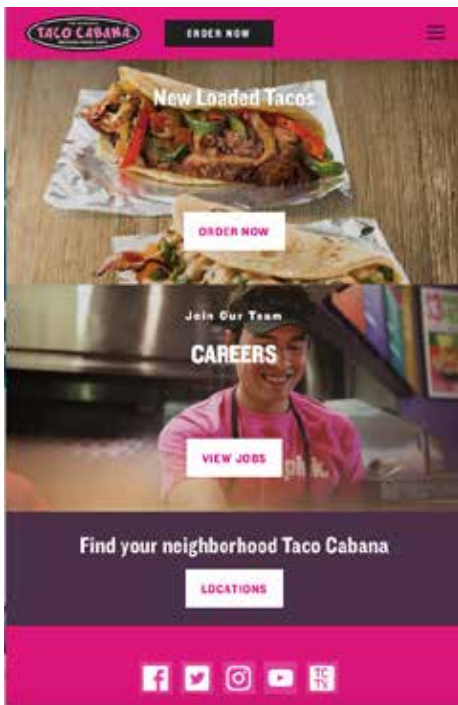
“METAPHOR: Match between system & real world“

RATING: 3

Here are some screen shots from taco cabana’s website for comparison to taco bell’s. In comparison, taco cabana’s is much more adaptable/scale-able when it comes to mobile devices. I’m using Taco Cabana’s site as an example because it functions better, has better UI design, does not seem dated like Taco Bell’s, and would meet stypical standard customer expectations better.

The images also do not change proportions when the size of the browser window scales/changes. The color scheme is also much more vibrant and not as stale and dull.

Most customers are more used to sites like this. It has a lot less usability issues, especially when viewed on a small screen.



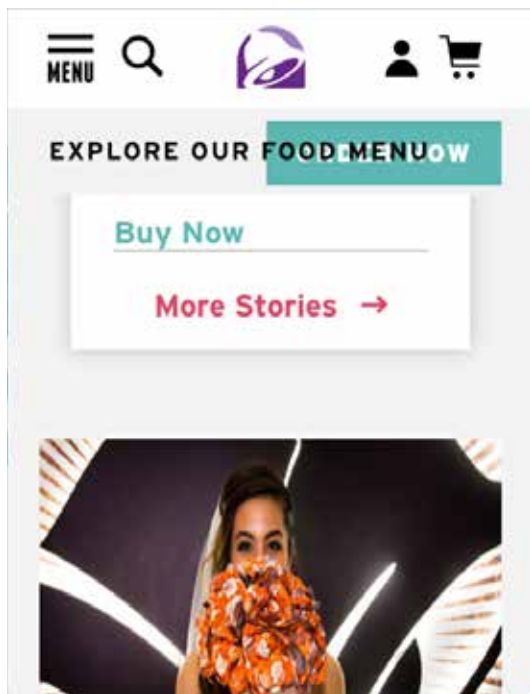
“NAVIGATION: User control & freedom“

RATING: 3, maybe 4 (but most of the 4 related issues would probably be back-end)

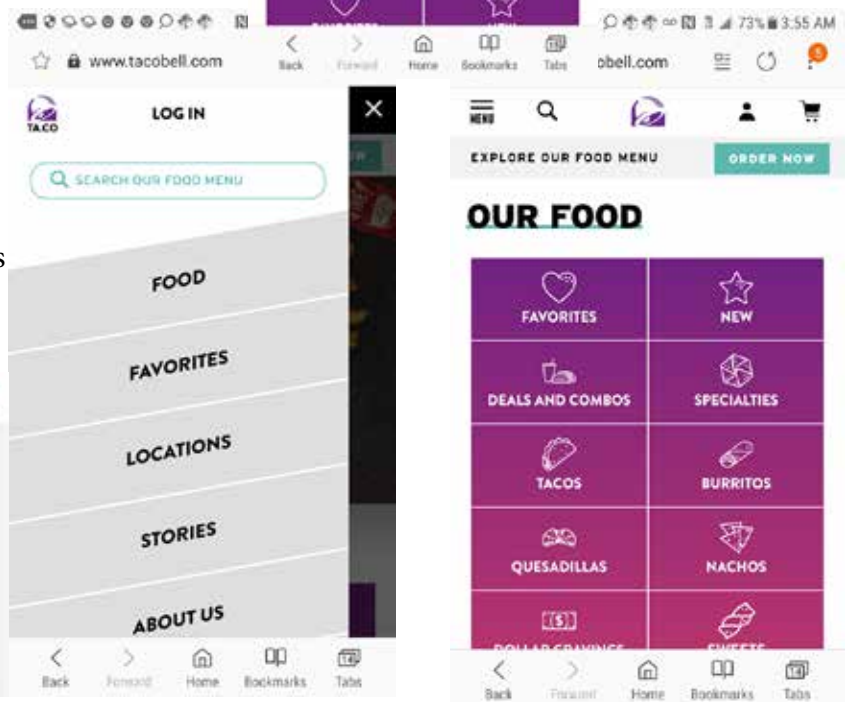
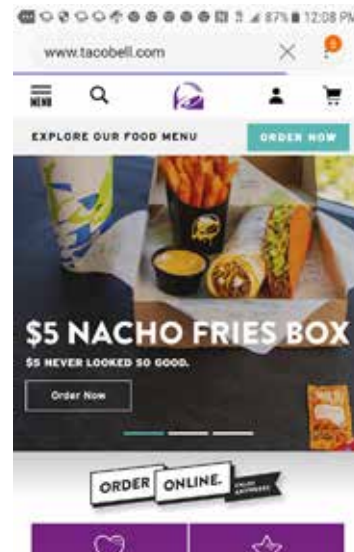
Links do not even work if I view them on a small browser window on my computer. The navigation seems to work much better when viewed on my android phone, or I would have given this a rating of 5. It seems to work ok, but I was a little worried that since the website doesn't work that well on the computer screen in a small browser window, there would be problems with the functioning of the display on some devices.

Even on my phone where the website is at least functional and looks a little better, the design could still be improved. When the menu button is clicked, the list of menu links appears on the screen. The size of the buttons and length of the list of links extends below the fold. This isn't a huge problem, but I wonder if there is a better solution.

Computer Screen  
(navigation links don't even work)



Mobile (Android Phone) screen view



\*\*\*It's also dumb that a user has to log in in order even view, yet alone check out with items from the favorites page.

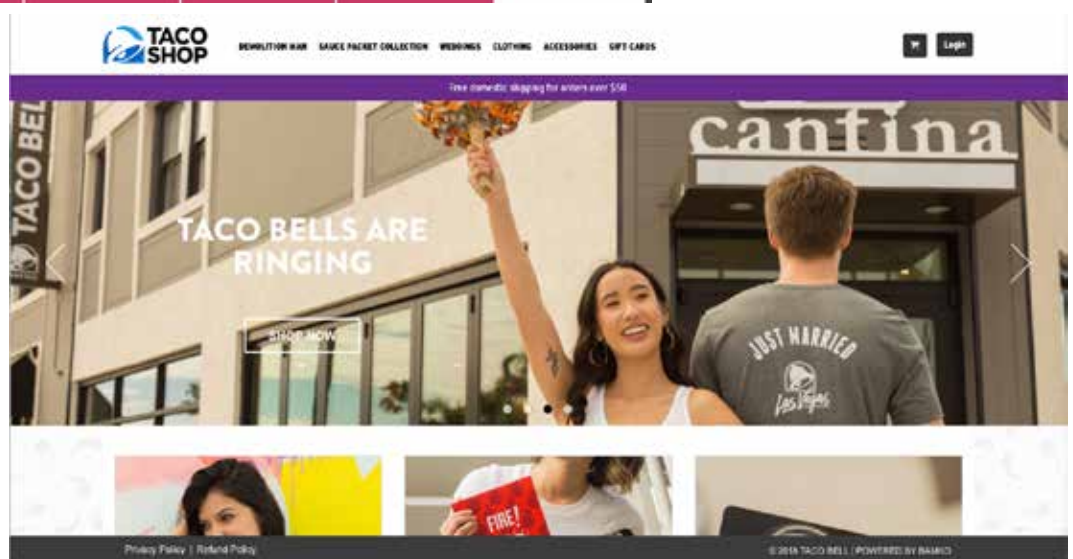
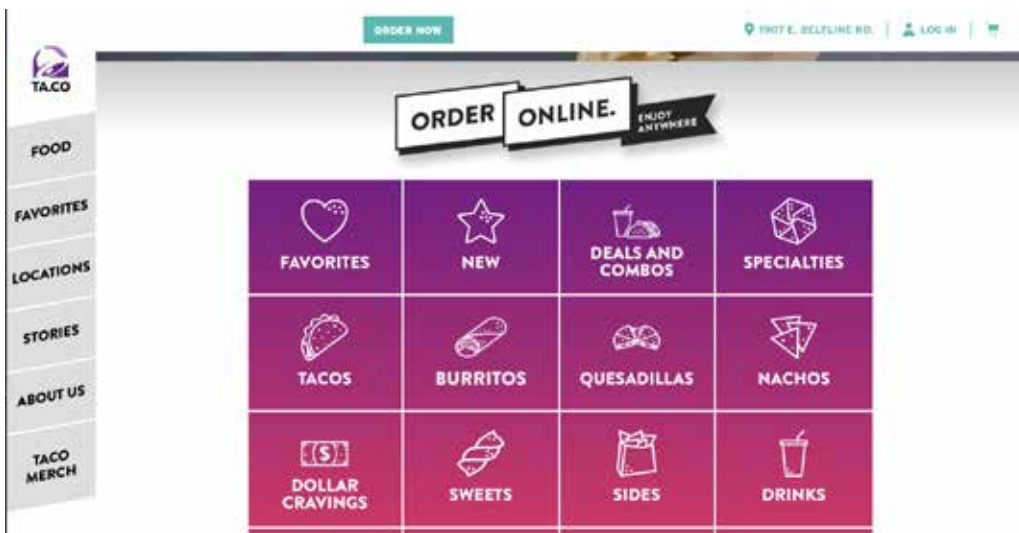


## “CONSISTENCY: Consistency & standards“

RATING: 2

The color scheme is consistent. For the most part, the consistency of graphic shapes and design is not bad, but it could be a little better designed and more cohesive. The Merchandise link goes to a different website owned by taco bell. The colors and shapes are fairly consistent between the two websites, but it is obvious that it's a different site. When you click the link for merchandise, there is no warning or evidence that it will go to a different site until after it is clicked. After you get to the merchandise website, there is no navigation to go back to tacobell.com, reach any of the other pages on tacobell.com, or order food. You have to re-type tacobell.com into the URL address to get back or just click the back button long enough to return to tacobell.com. That makes navigation of tacobell.com more complicated for some people.

(Also definitely applies to NAVIGATION and maybe ERROR PREVENTION?): The links on the menu look slightly inconsistent with the rest of the site. I sort of like the icons, but it doesn't look that consistent and it's a little harder to read the menu when you have to click an icon to view any kind of list or description.

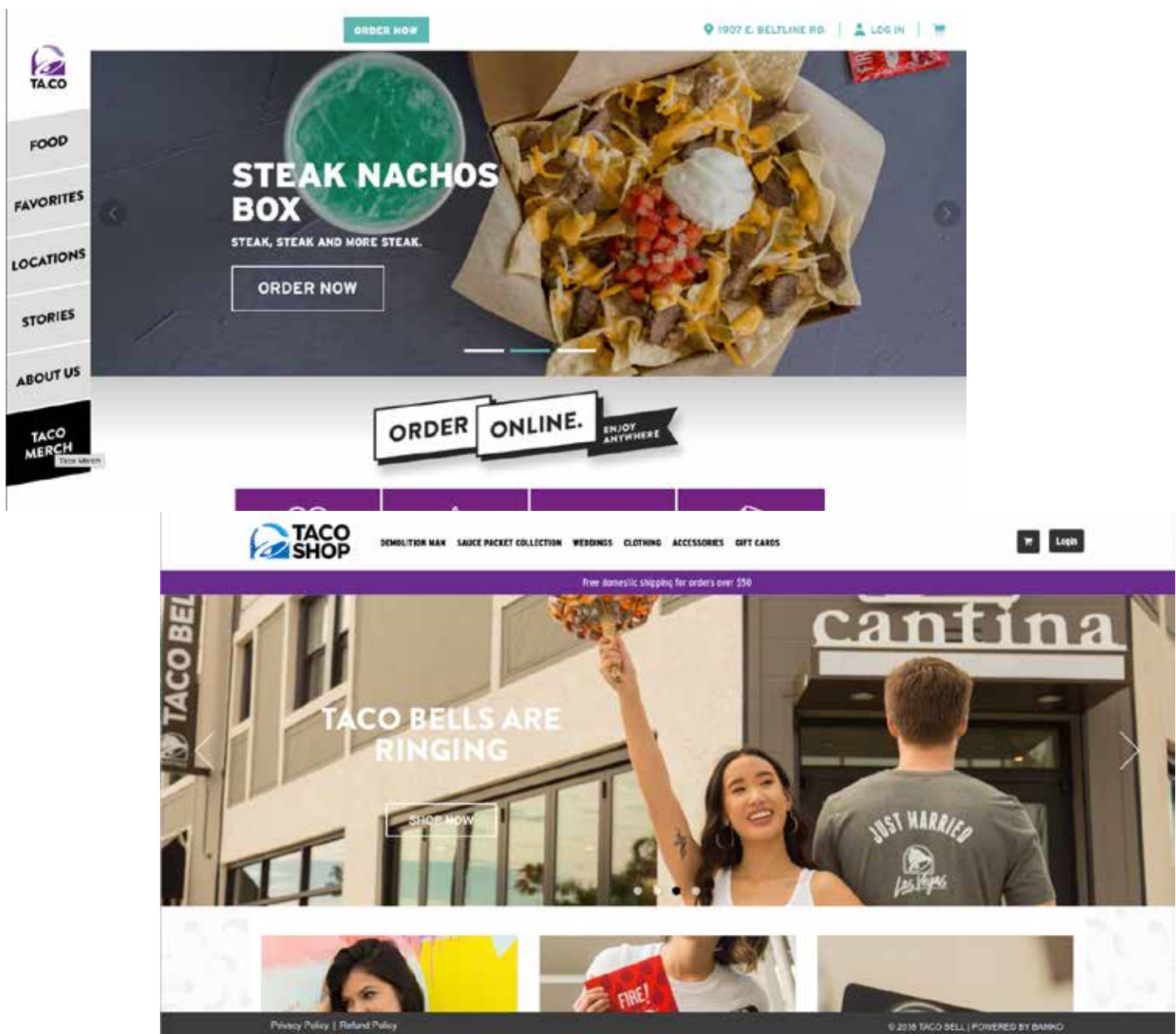


“PREVENTION: Error prevention“

RATING: 3

Since the merchandise link goes to a separate website, there is no way to return to tacobell.com or navigate to any of the same pages on the main navigation menu of tacobell.com without leaving the merchandise website by re-typing tacobell.com into the url bar to go back to tacobell.com by leaving the merchandise website.

I haven't tried to check out a purchase of any merchandise or food from tacobell.com, but I'm guessing since they are separate websites, most likely a purchase of merchandise and a purchase of food would have to be completed as separate transactions on separate websites. It would be a lot simpler to navigate and purchase both food and merchandise if it was integrated into one website and a purchase of both food and merchandise could be completed as one transaction.

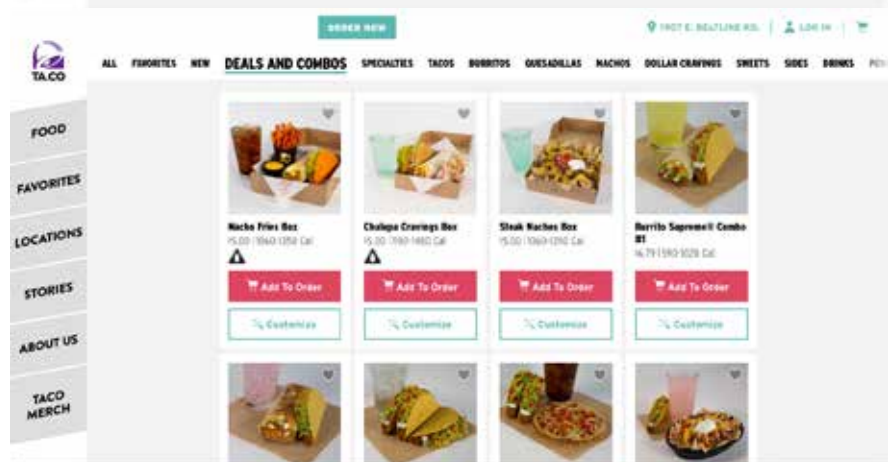
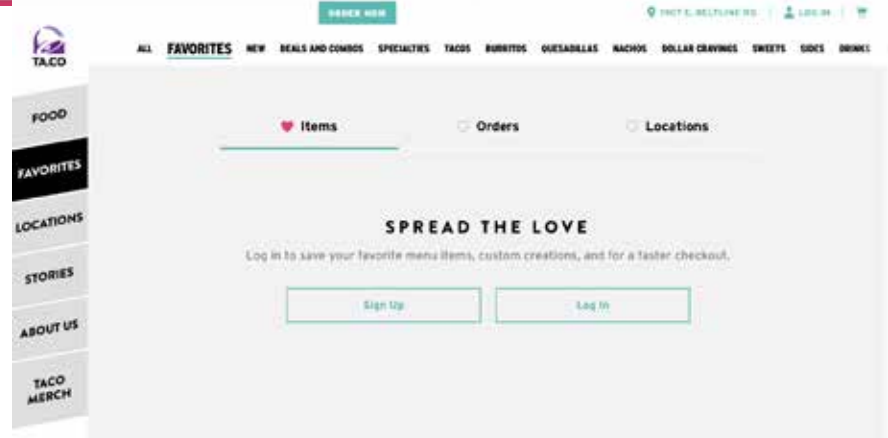
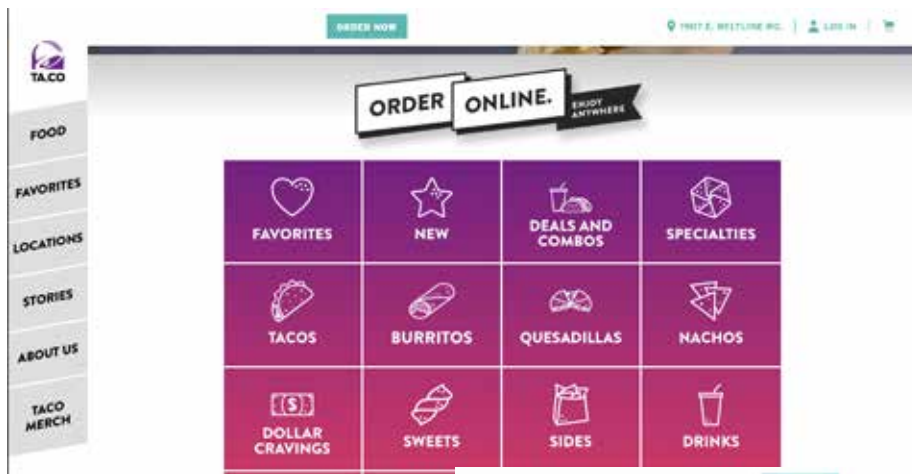


“MEMORY: Recognition rather than recall“

RATING: 1

It's at least not difficult to tell this is a tacobell brand website. The menu design is a bit awkward, but at least the icons describe what is on each section of the menu. All of the banners and links have relevant images and button designs that are not hard to recognize or understand. The only thing that is a little difficult to understand is the way the “Food” and “Favorites” navigation and links are organized.

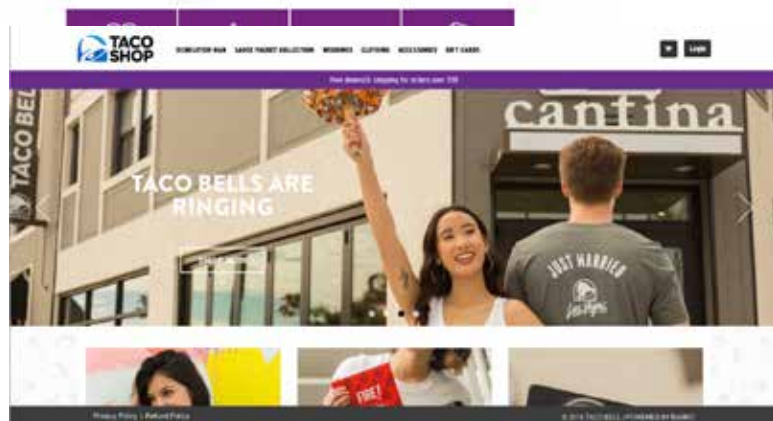
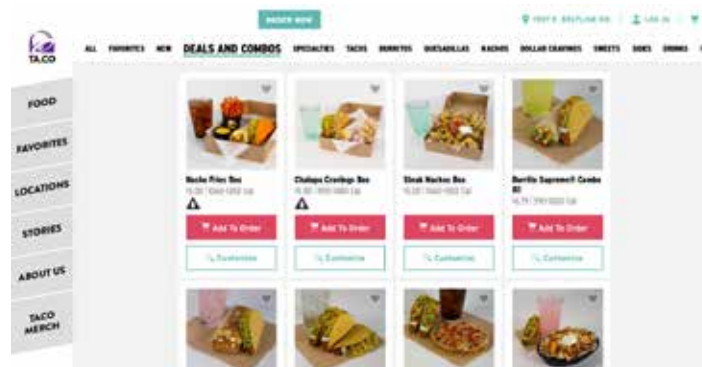
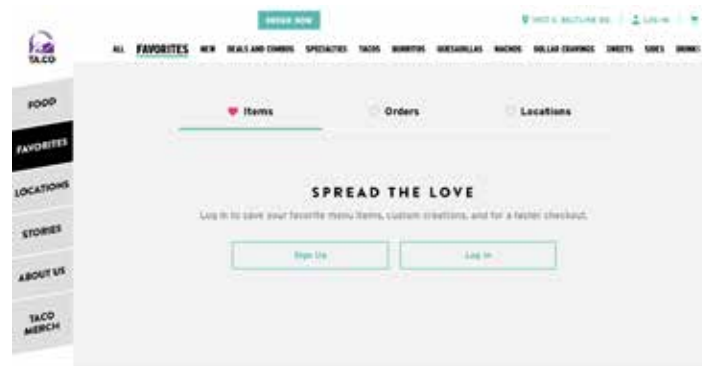
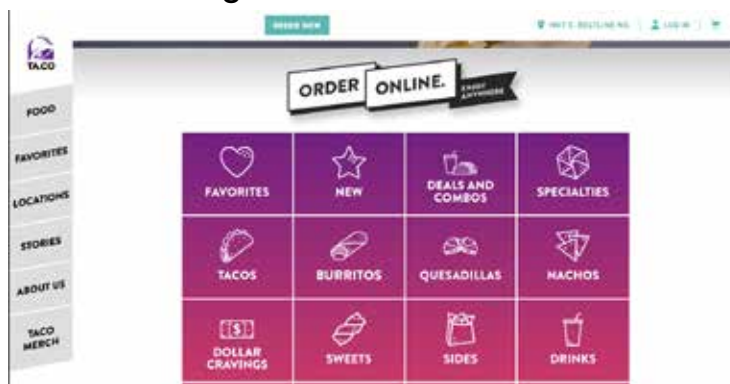
\*\*\*\* I JUST NOTICED THE ONLINE ORDER BANNER ISN'T EVEN A LINK! (even though there are working links to “order now” all over, even in mages. That doesn't make sense! (- 1/2 point)



“EFFICIENCY: Flexibility & efficiency of use“

RATING: 3

The Merchandise link going to another page (without even indicating it's a separate site) is a bit awkward. It would be better if it were integrated into one site. The organization of information on “Food” and “Favorites” is a bit awkward and could be a lot easier and more efficient to navigate.





“DESIGN: Aesthetic & minimalist design”

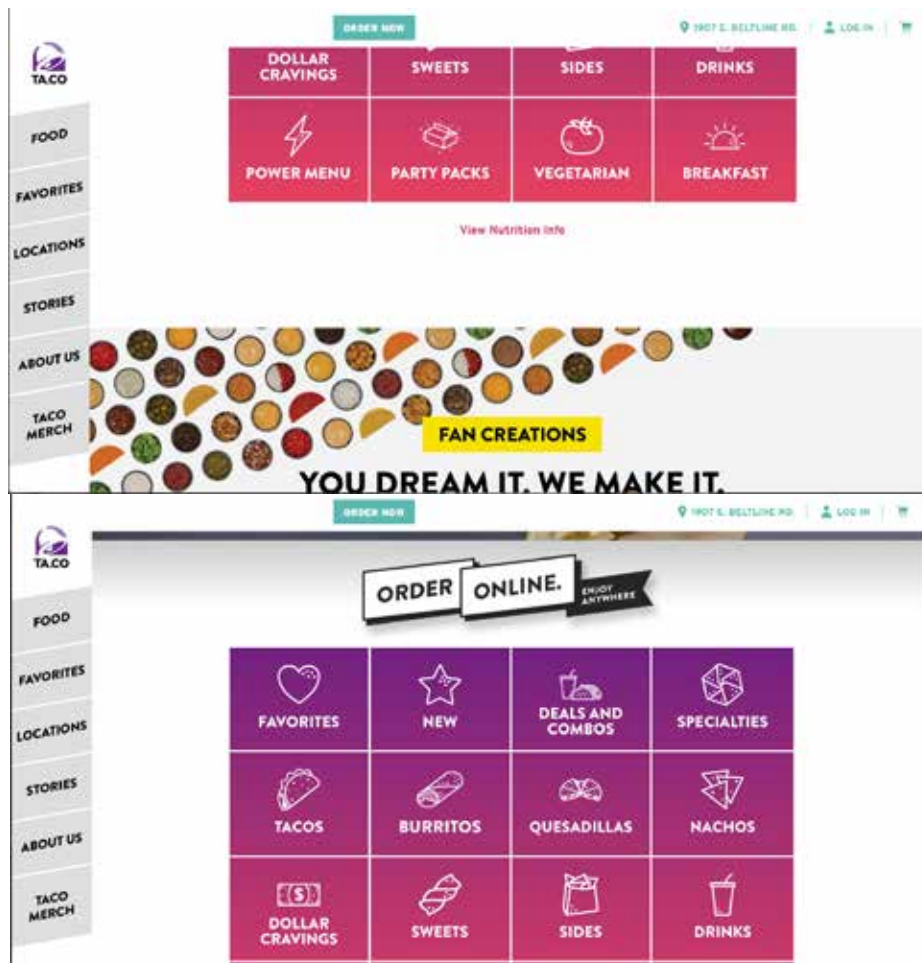
RATING: 3

Bad:

The design is not completely terrible, but it could be a lot better. It's definitely not one of the strongest designs I've seen. It looks a little dated. The Merchandise site looks better. The design for the navigation looks dated, too spread out, and too tall vertically. The transition between sections of content on the page (visible when you scroll down) looks awkward. The white space looks awkward, the colors are too light and lack vibrancy, there is too much light grey and awkward white space, the design of transitions between different sections of content looks awkward needs better transitions. The design for the “Order Online” looks awkward (especially the space around it). The space around the menu item links is awkward. The layout for the “Food” link page should be different than this grid on the home page. It makes the menu take more work to read.

Good:

I did like how on the “Special Offers” page, food items have photographs of the menu item so it's easy to visually see what the order would include than if it were just a list of names of food items with no visual of each food item.



“RECOVERY: Help users recognize, diagnose & recover from errors“

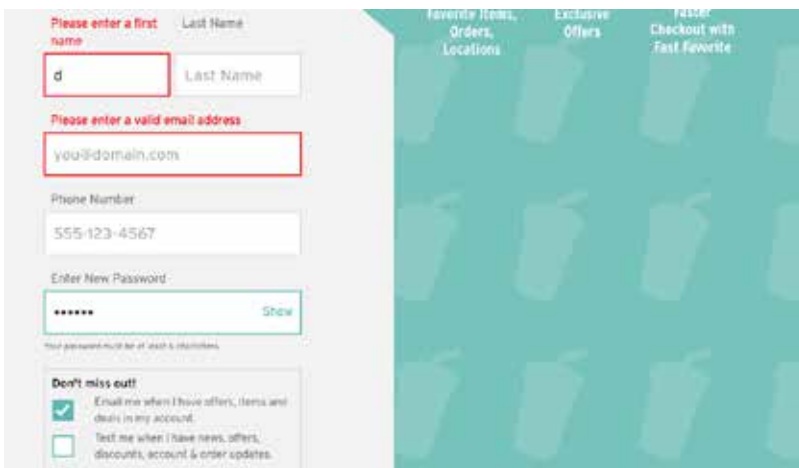
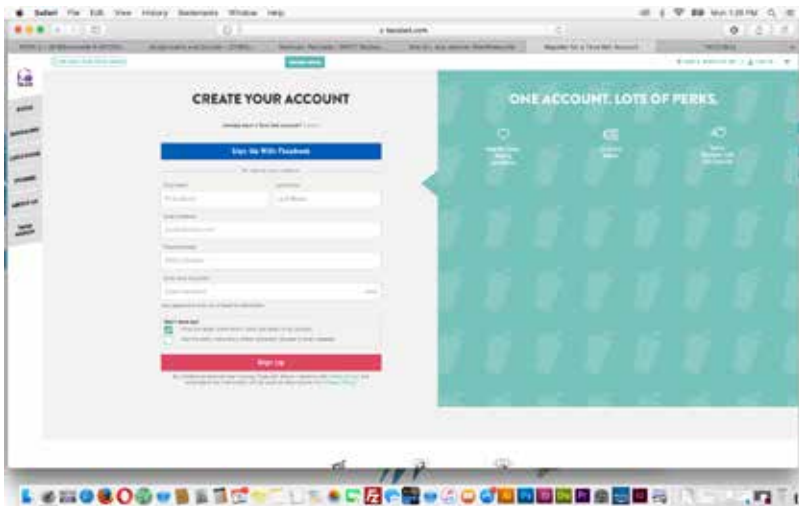
RATING: 1

Like I mentioned before, it is a little awkward having links and content split into multiple websites instead of consolidated. When creating an account, it looks like it gives users the ability to log in with facebook. That is a good usability feature that will make it easier and more efficient to use the site.

It looks like the account creation page does also check and remind users to make sure they input their name and email address correctly. Most websites also ask customers to re-type their password to check for errors and make sure they do not mistype their intended password on creation of the site. This website looks like it does not.

For users who already have an account, there is a forgot password link that can e-mail recovery help. Some websites offer alternative ways to reset without using the e-mail. A mobile phone number contact could be a good backup for some users. Overall, it seems to meet at least an acceptable standard of recovery.

It also allows guest checkout. I would be critical of the usability of any website requiring an account created to check out.



“HELP: Help & documentation“

RATING: 2

The site seems to be fairly self-explanatory. I don't think it really needs a manual to use. There is a contact page with a form, but it would be better if there was a phone number to call in case someone has a problem. There are at least phone numbers listed for specific taco bell locations if you search for one on the location search page, but there is no other contact that could be used for the general site except for the form (which is usually the most frustrating and inefficient form of contact, but better than nothing). Sometimes sites without a phone number make me wonder if they are trying to be inefficient and frustrating to contact so less customers will contact them.

On the Careers page, there are links to more information about employment and scholarships, so they do have some help and documentation related to that, but it still should have more methods of contact. I clicked one of the links to more information about the scholarships and it goes to another website with more info on it. The website has more information, but does not list a phone number for questions, or a chat, or an e-mail address.

Correction: There is one e-mail listed very small and subtly in the bottom of the footer on the website for scholarship information below the copyright information for the site. It is almost like they were trying to hide it or something. (LEFT IMAGE)

The page for booking a taco bell wedding also has a small e-mail listed at the bottom of the page as contact information. It seems slightly less hidden than the one for scholarship information because it is outside of the footer that contained things like copyright information no one ever checks. (RIGHT IMAGE)



[CLICK HERE FOR A FULL LIST OF OUR GRANTEES](#)

