Label!nk

Heuristic Evaluation on "Get a Quote"

Heuristics

Heuristics are a series of standards developed to measure the usability and functionality of a website. We can use these standards to identify problems with a website.

Jakob Nielsen's Ten Usability Heuristics are 10 core heuristic standards that are commonly used in a website review. I have used 7 that are applicable to "Get a Quote" page.

Ranking System

Throughout the evaluation process, we ranked each of the findings according to the five-stage progression as follows:

• Positive—Results in a beneficial effect on the user's ability to perform their given task
• Cosmetic Issue –Affects the appearance and should be fixed only if time permits
• Minor Issue—Hinders the user's ability to navigate and should be fixed when possible
• Major Issue—Frustrates or confuses users and requires repair as soon as possible
• Catastrophic Issue—Prohibits users from performing their given task and requires an immediate modification

Heuristic Evaluation on "Get a Quote"

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time

Major Issue

The statement is only mentioning what they can offer. However, this statement should mention that once the form is filled out, one of the representatives of the company will contact the user by calling or email. It is not giving enough information on the process of getting a quote.

Home | Portfolio | Contact Us | FAQ | Blog EN | FR

Label!nk   Labelink   Products   Services   Compliance   My Siteline   Get a Quote

Quote

This is the first step to place your order, and it only takes a few minutes. The base estimate will be issued for the digital color printing custom labels. If there is a production of more than 50,000 labels a quote on the basis of a flexographic printing will also be provided to allow you to choose the method based on your budget. Labels and RFID tags will be provided by our RFID division. Obviously, we encourage you to call us to respond to any issue whatsoever.

Recommendation

Having a status bar on the page will let the user know where they are in the process of getting a quote. Once a user submits a quote, it will give the unique quote number (i.e., order number), and the bar will let the user know the next step, which is an agent contacting him/her.

amazon.com   SIGN IN   **SHIPPING & PAYMENT**   GIFT OPTIONS   PLACE ORDER

3
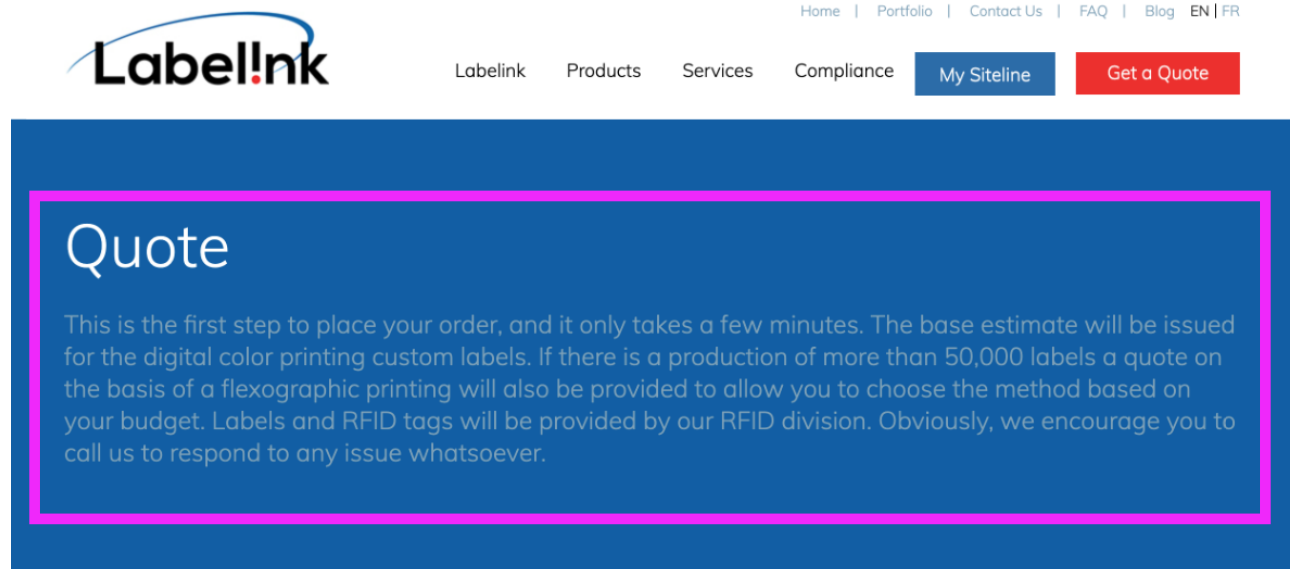
2. Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
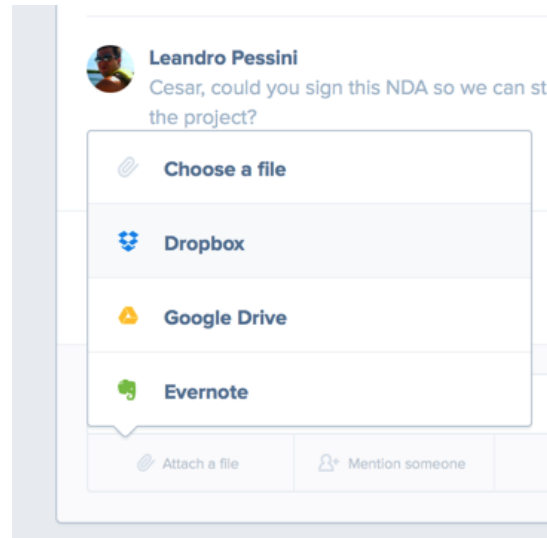
Major Issue

The CTA of "Join your file" is misleading. CTA is not clear and not conventional term. It might confuse users.
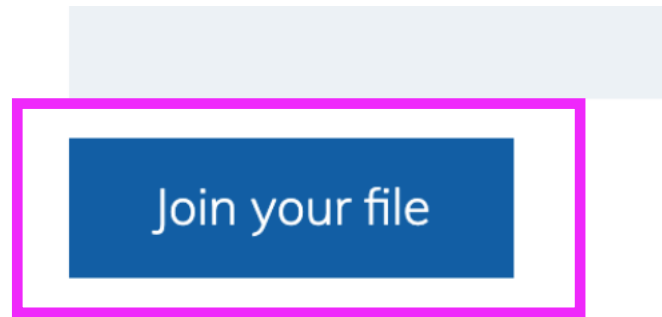
Join your file

Recommendation

Change "Join your file" to "Attach a file" or "Attach" with an icon and give a user to have an option to upload the content from "Google Drive," "Dropbox," or user's computer.

Leandro Pessini
Cesar, could you sign this NDA so we can star the project?

Choose a file

Dropbox

Google Drive

Evernote

Attach a file   Mention someone

3. User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

No issues found

4. Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

The arrows of dropdown do not work. The dropdown only appears when a user clicks the subject of category. Icons are a symbol of action. Users are used to clicking on visualization.

Recommendation

Enlarge the clickable area for the dropdown to appear, including the dropdown arrows.

5. Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

Major Issue

The registration process forces users to complete the entire process before notifying the a user of unacceptable answers, i.e., the email address is not invalid, and not being able to confirm the phone number wastes time.

Validation error. Please check the fields and resubmit.

Your informations

ohkarinaoh	eunjae.karina@gmail
	The email address seems invalid.
Adam Smith	0000000000
United States	Los Angeles

Recommendation

During the registration process, notify users of errors in realtime before a user clicks "Request a Quote."

6. Recognition rather than recall

Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Major Issue

After reviewing the product information on the "Product" page, it will be hard for a user to remember what was "Shrink Sleeve" without visual information.

Also, for the "Selecting the Coating," there was no visual information on the product page, so a user would not be even able to recall what is "Gloss Varnish."
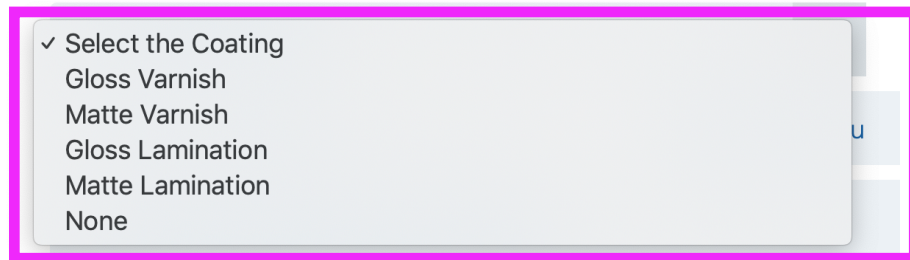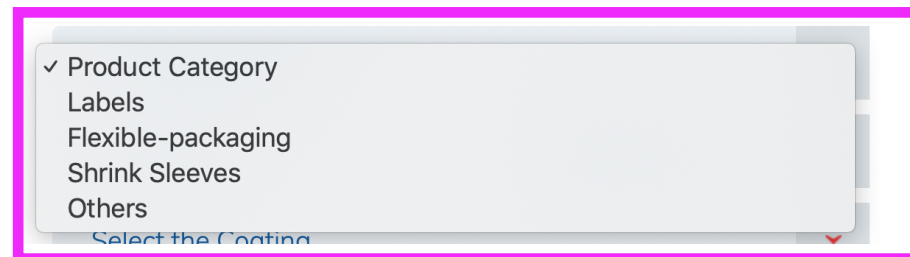
Recommendation

Instead of a dropdown menu, it would be easier for a user to see visualized information with the name of the technology, and a user can choose the picture or icon with a radio button.
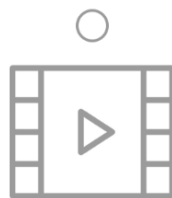
7. Flexibility and efficiency of use
Accelerators, unseen by the novice use, may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Major Issue

There is no option for an expert user to use the "Get a Quote" form. There is a quick link of "My Siteline", but there is no guarantee that there will be a saved filled out form that an expert user used it last time.

Recommendation

Create a button for an expert user to reuse the form that the user already filled out last time.
For example, the name of the button can be "Bring my saved form" or "Use the latest form," which will lead the users to log in and return the page with filled out information.
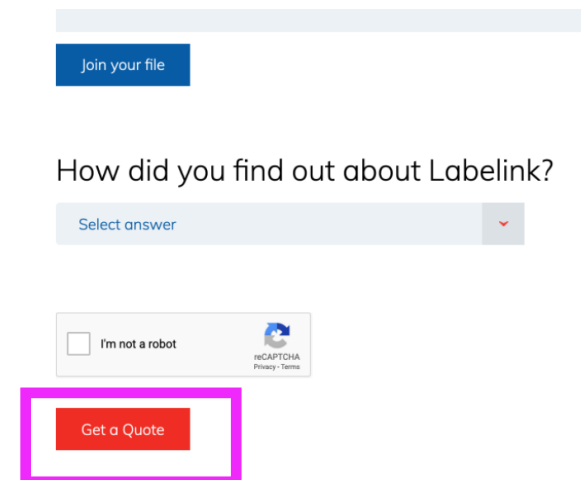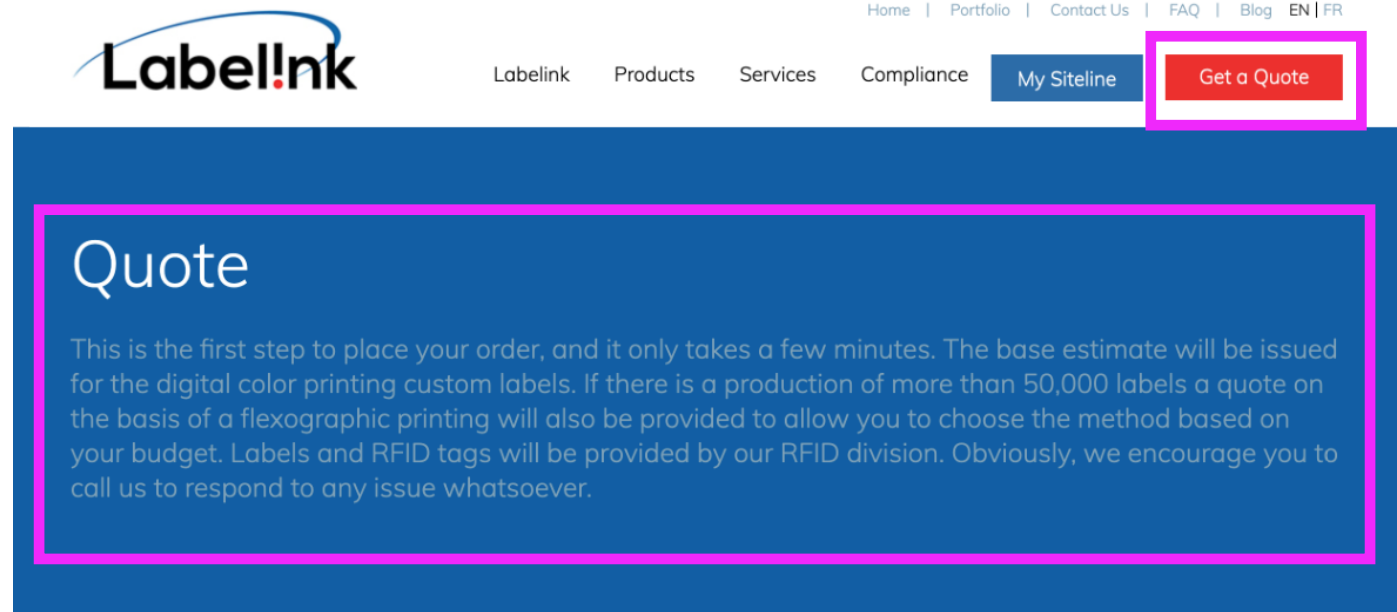

9

8. Aesthetic and minimalist design
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Minor Issue

The content of the paragraph needs to updated based on the Visibility of system status's recommendation. Also, the contrast of the color is hard to read, as well. "Get a Quote" button is red, which means psychologically stop. It does not encourage a user to click on it.

Recommendation

Ensure there is sufficient contrast between text and background color. Update button of "Get a Quote" button to green, which means psychologically encouraging.

Home | Portfolio | Contact Us | FAQ | Blog EN | FR

Labelink   Products   Services   Compliance   My Siteline   Get a Quote

Quote

This is the first step to place your order, and it only takes a few minutes. The base estimate will be issued for the digital color printing custom labels. If there is a production of more than 50,000 labels a quote on the basis of a flexographic printing will also be provided to allow you to choose the method based on your budget. Labels and RFID tags will be provided by our RFID division. Obviously, we encourage you to call us to respond to any issue whatsoever.

Join your file

How did you find out about Labelink?

Select answer

I'm not a robot — reCAPTCHA Privacy - Terms

Get a Quote

10

9. Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

No issues found

10. Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large

No issues found

Conclusion

My evaluation reveals several issues preventing users from performing desired tasks on the "Get a Quote" page. I will incorporate the Major issues and Minor issues into our formal usability testing. I expect that by identifying, analyzing, and using these issues as part of the criteria, I will offer further recommendations for improving the experience for the site's users.