

Date: 1/30/2020 Website URL: https://www.arizonasellerfinancing.com/ Browser: Chrome - PC

## Heuristic Evaluation Overview

This expert evaluation is designed to measure the overall usability of the current interface design within the **Arizona Seller Financing website**. The heuristics used during this evaluation are Jakob Nielsen's 10 general principles for interaction design. The severity of the usability concerns uncovered will be measured by the Jakob Nielsen four-step scale.

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

## Severity Scale

- 0** I don't agree that this is a usability problem at all.
- 1** Cosmetic problem only: need not be fixed unless extra time is available on project
- 2** Minor usability problem: fixing this should be given low priority
- 3** Major usability problem: important to fix, so should be given high priority
- 4** Usability catastrophe: imperative to fix this before product can be released

Information Link: <https://measuringu.com/rating-severity/>

### #1: Visibility of system status

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



#### Issues:

Communication between the user and the system status is indication via an online icon that matches traditional convention. Additionally, Stats and feedback can be modified on the users end via their user portal. Available properties are indicated in color and text as well.

#### Recommendations:

This area could be looked at for improvement but, the system does have clear visibility for a user.

### #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.



#### Issues:

The site uses some possible confusing language on the website. For example, instead of "jobs" the site uses "join our team".

#### Recommendations:

System typography should be evaluated and modified to better match real world user language and conventions.

### #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.



#### Issues:

No dedicated back button or "emergency" exit is present on the website.

#### Recommendations:

A dedicated back button on page structures that go deeper than three clicks or a bread-crumbs navigation trail would fix this issue.

## #4: Consistency and standards

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



### Issues:

Call to action buttons vary with aesthetics and up-down-hit function.

### Recommendations:

More consistency with buttons and page navigation will improve the websites' learnability.

## #5: Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.



### Issues:

Confirmation is present for user commitments or actions with the user portal. The largest error-prone course on the site is found within the navigation to employment. Some pages within the employment section do not confirmation of action.

### Recommendations:

Confirmation messages could be added where applicable to the employment section of the website.

## #6: Recognition rather than recall

Minimize the user's memory load by making 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.



### Issues:

User controls like links and search are present however, naming conventions may force a user to employ recall rather than recognition.

### Recommendations:

Naming conventions and icons representing user controls should be evaluated and improved to better meet user expectations for that function.

## #7: Flexibility and efficiency of use

Accelerators — unseen by the novice user — 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.



### Issues:

Besides the login, no specific expert user path exists except login. More flexibility required for routine tasks.

### Recommendations:

Icons and logos can be better utilized as accelerators for expert navigation to help users complete regular tasks on the website.

## #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.



### Issues:

Website shows inconsistency with it's design and redundant and irrelevant information. Unnecessary elements exist within buy and sell page contents and navigation.

### Recommendations:

To maximize the signal-to-noise ratio of the design, content should be simplified and better categorized throughout the website. The home page should have a more general overview of all website offerings as well.

## #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.



### Issues:

This website is already equipped with clear error messages that are in plain text and give a user a clear way to recover.

### Recommendations:

No recommendation for this criteria, see above.

## #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.



### Issues:

The website does not offer a single clear place that includes help documentation or information. Specifically, searching for particular properties needs to be displayed better.

### Recommendations:

Provide pages on the website that focus only on finding help documentation and general information.