Heuristic Evaluation + Cognitive Walkthrough

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Website	https://curology.com/
Goal	Identify the inconsistencies within the current web experience.

Cognitive Walkthrough Tasks

1. **Setting up the free trial**
   a. Creating an Account
   b. Taking the survey about current skin state
   c. Purchasing free trial
2. **Managing Subscription**
   a. Change what comes in the box
   b. Change payment method
   c. Canceling subscription
3. **Community Aspect**
   a. Viewing other users' journey
   b. Create Postcard
4. **Tracking personal progress**
   a. Viewing past progress
   b. Updating your current progress
5. **Contacting dermatology provider**
   a. Messages from provider
   b. User to dermatology provider
6. **Using resources provided by Curology**
   a. Research about diet
   b. Research about skin & routine

Heuristic Evaluation

Severity Rating:
0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: fix if time is available
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problems: important to fix, given high priority
4 = Usability catastrophe: fix this before product can be released

Heuristics	Violation	Recommendation	Severity
1. Visibility of system status *Always keep users informed about what is going on, through appropriate feedback within reasonable time.*	1. Setting up free trial - No progress bar	1. Setting up free trial - Add progress bar	**2**
2. Match between system & the real world *Follow real-world conventions, making information appear in natural and logical order.*	———————	———————	———————
3. User Control & Freedom *Users should leave the unwanted state without having to go through an extended dialogue, undo and redo*	1. Setting up free trial - Users are unable to get out of the survey without knowing if their progress will be lost.	1. Setting up free trial - Add feedback that shows the progress is being saved.	**2**
4. Consistency & Standards *Users should not have to wonder whether different words, situations or*	3. Community Aspect - When clicking on the meatball menu	3. Community Aspect - Change the meatball menu into a simple	

actions mean the same thing.	(horizontal three-dot menu) on each community card, there is only one option which is to report the card. This is not necessary since the menu only allows for one option. - There are three options for a "like" button on the community posts. A heart, a tooth looking one, and a jewel. There is no explanation. 5. Contacting dermatologist - This section is called "messages". You can click on what seems like a message chain but actually it is just recommendations from the dermatologist. The actual direct contact is through a tiny plus sign that redirects you to another page.	report button to make the interaction more simple and more intuitive. - Making the like button into a multiple reaction button. Like LinkedIn where you can hold down the heart to select a different design. 5. Contacting dermatologist - Make the plus sign more distinct and easy to find..	**3**
5. Error Prevention *Either eliminate error-prone conditions*	———————	———————	———————

or check for them and present users with a confirmation option before they commit to the action.			
6. Recognition rather than recall *Minimize the user's memory load by making objects, actions, and options visible.*	2. Managing the subscription - The cancel button for the subscription is not found on the subscription page itself. It is in small letters at the bottom of the payment page. 4. Tracking self progress - When creating postcards with before and after pics, the process of selecting photos is rather confusing. After playing with it for a second, there was a realization that the old picture needs to be selected before it can be changed to a different one.	2. Managing the subscription - Placing a cancel button on both the subscription and payment page. Does not need to stand out the most but it needs to be highlighted in some way. 4. Tracking self progress - Add a delete button or some type of reaction when an active picture is selected or deselected.	**3**
7. Flexibility & Efficiency of use *Accelerators. Allow users to tailor frequent actions.*	———————	———————	———————
8. Aesthetic, & minimalist design *Dialogues should not contain*	———————	———————	———————

information which is irrelevant or rarely needed.			
9. Help users recognize, diagnose, & recover from errors *Error messages should be expressed in plain languages (no codes), precisely indicate the problem, and constructively suggest a solution.*	——————————	——————————	——————————
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.*	——————————	——————————	——————————

Analysis

1.   Setting up the free trial
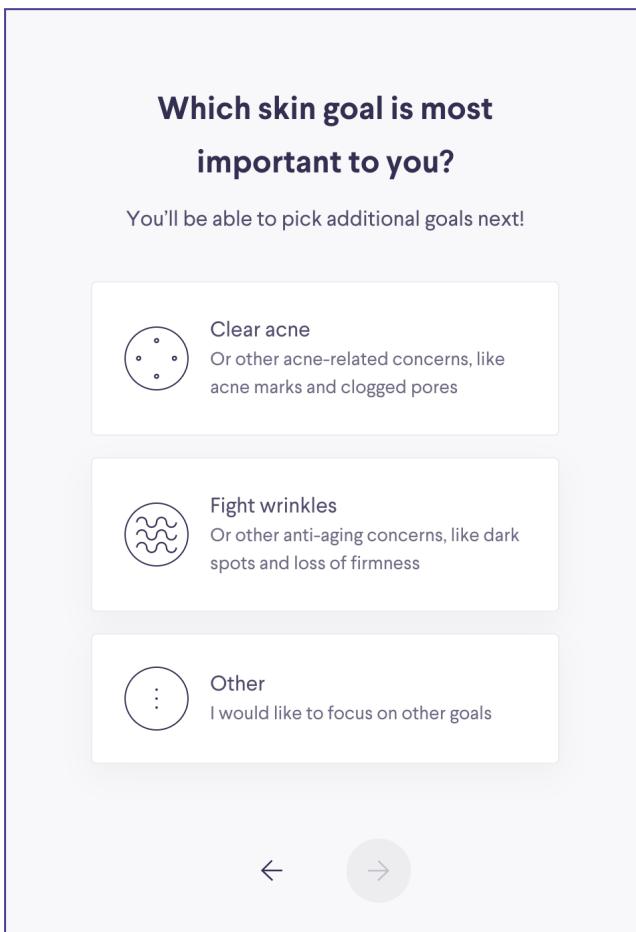
Which skin goal is most important to you?

You'll be able to pick additional goals next!

Clear acne
Or other acne-related concerns, like acne marks and clogged pores

Fight wrinkles
Or other anti-aging concerns, like dark spots and loss of firmness

Other
I would like to focus on other goals

← →

1. Visibility of system status

Always keep users informed about what is going on, through appropriate feedback within reasonable time.

- As the user walks through the survey, they do not know their progress. (this survey is not very long)

3. User Control & Freedom

Users should leave the unwanted state without having to go through an extended dialogue, undo and redo

- No proof the information is being saved to their profile. (no feedback)

Suggestion(s): add a progress bar and blurb about progression being saved with profile.

2. Managing Subscription
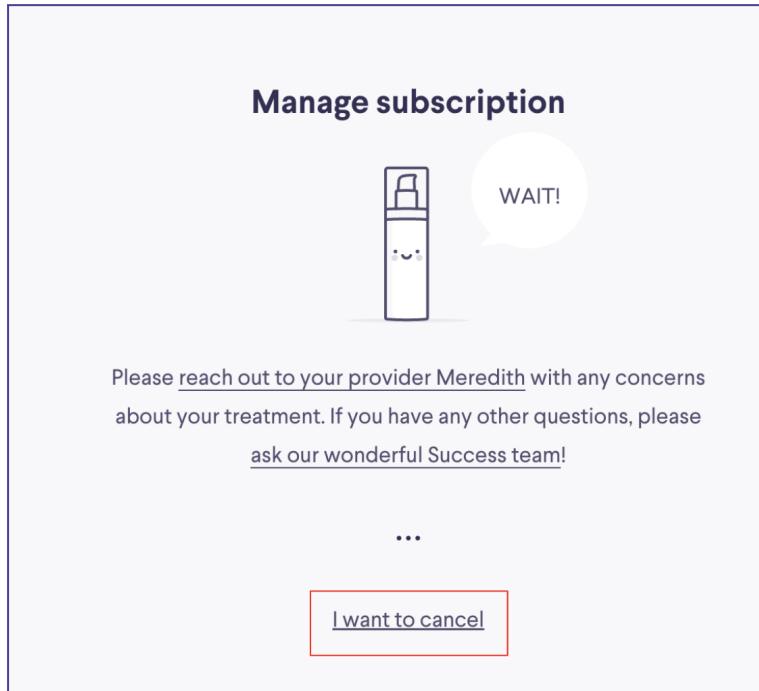
Manage subscription

WAIT!

Please reach out to your provider Meredith with any concerns about your treatment. If you have any other questions, please ask our wonderful Success team!

...

I want to cancel

6. Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible.

- The cancel button for the subscription is not found on the subscription page itself. It is in small letters at the bottom of the payment page.

Suggestion(s): redesign the cancel button to be more visible and on both the subscription and payment page.

3. Community Aspect
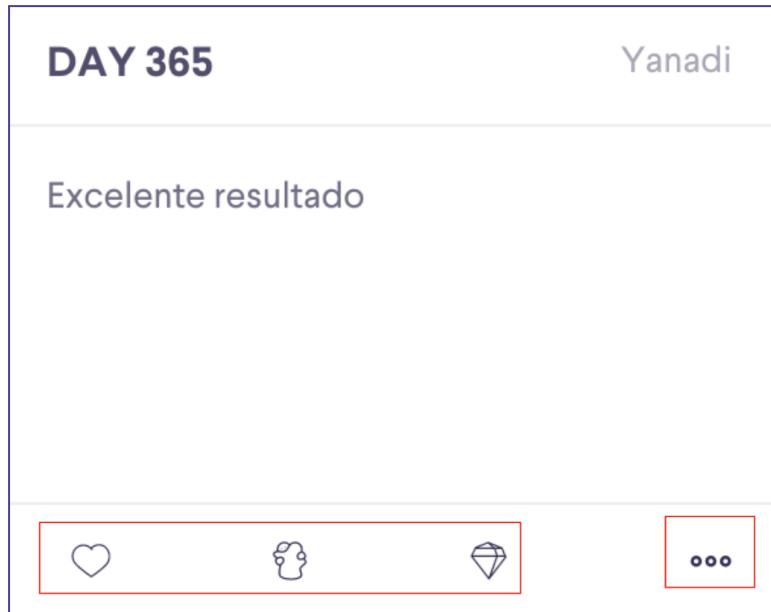
DAY 365   Yanadi

Excelente resultado

♡   🙂   ◇   •••

4. Consistency & Standards

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

- When clicking on the meatball menu (horizontal three-dot menu) on each community card, there is only one option which is to report the card. This is not necessary since the menu only allows for one option.
- There are three options for a "like" button on the community posts. A heart, a tooth looking one, and a jewel. There is no explanation.

Suggestion(s): replace the meatball menu with a report button. Change the three reactions into one that can be held down for more.

4. Tracking personal progress
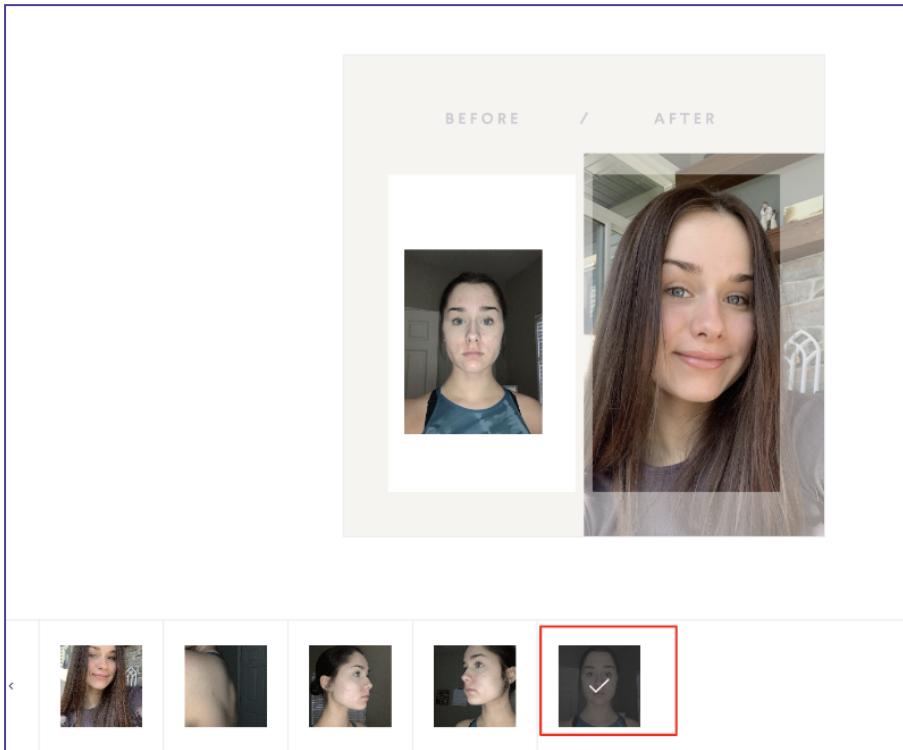
6. Recognition rather than recall
Minimize the user's memory load by making objects, actions, and options visible.

- When creating postcards with before and after pics, the process of selecting photos is rather confusing. After playing with it for a second, there was a realization that the old picture **needs to be selected** before it can be changed to a different one.

Suggestion(s): Add a delete button or some type of reaction when an active picture is selected or deselected.

5. Contacting dermatology provider

4. Consistency & Standards

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

- This section is called "messages". You can click on what seems like a message chain but actually it is just recommendations from the dermatologist. The actual direct contact is through a tiny plus sign that redirects you to another page.

Suggestion(s): Make the plus sign more distinct and easy to find.