Heuristic Evaluation of Telly

For a more in-depth overview of A9, please refer to the A9 assignment spec.

Evaluator A: [name removed]
Evaluator B: [name removed]
Evaluator C: [name removed]
Evaluator D: [name removed]
(Your TA will remove your names before the document is given to the project team. Throughout the report, use these letters to identify yourselves.)

1. Problem/Prototype Description

Telly is a mobile app with a built-in social media assistant to help farmers market vendors grow their online presence and brand.

2. Violations Found (link to spreadsheet here)

1. **H1: Visibility of System Status / Severity 4 / Found by: D, C, B, A**
    - There doesn't seem to be a way to view how the post actually looks on the social media that it gets posted to, and there is no link to "open in instagram" or something similar. It's very bad that the user has no ability to access the post at all after it gets posted, for being able to see what it looks like, for editing, and for removing posts.
    - Fix: Add some ability to preview how it looks in the social media app and/or add a link to open/access the post in that app.
    - **Task: All Tasks**
2. **H1: Visibility of System Status / Severity 2 / Found by: A**
    - On the Review post screen, 'Save as draft' doesn't clearly tell users where their post will be saved or how to find it again. Users may be unsure whether their draft was saved and where to continue working on it later.
    - Fix: Show a 'Draft saved' confirmation with a shortcut to the Manage page.
    - **Task: Simple Task (Task 1)**
3. **H1: Visibility of System Status / Severity 2 / Found by: A**
    - On the Your story screen, there is no clear indication of whether the voice note, photos, and typed note have all been saved successfully. Users might be unsure if all their inputs will be included when Telly generates the post.
    - Fix: Add small checkmarks or 'Saved' labels next to each piece of content.
    - **Task: Complex Task (Task 3)**
4. **H1: Visibility of System Status / Severity 2 / Found by: D**
    - Type input has a header that just says "Type It", which is really vague. Unclear what "it" means, but still a fairly minor wording issue.
    - Fix: Change the words to something more descriptive?
    - **Task: Complex Task (Task 3)**
5. **H1: Visibility of System Status / Severity 2 / Found by: D, B**

- Progress bar skips “write” phase, also skips “share” if you don't choose to post later? Progress bar is just really confusing due to this skipping around, makes it hard for the user to see how much more they need to do.
- Fix: Add screens or edit progress bar to match the actual process.
- **Task: Complex Task (Task 3)**

6. **H1: Visibility of System Status / Severity 2 / Found by: B**
    - I think that in the second screen (review post screen) it looks a little bit too much like that is an instagram post that has already been made. I know it says edit caption right below it so it is clear that it hasn't been made, but I know I might still think for a moment that I already posted it. I have experienced this when I have used various different apps related to social media and based on your intended audience, I don't think they would get used to this potential surprise very fast.
    - Fix: I would recommend making the caption on the post have a dark outline (and shading the box in) that makes it absolutely clear that you can click into it, and this is not a final post.
    - **Task: Simple Task (Task 1)**
7. **H2: Match b/w System & World / Severity 2 / Found by: A**
    - The Today screen uses the labels 'Talk,' 'Photo,' and 'Type' but doesn't clearly explain that these are different ways to start creating a post. First-time users may think they need to use all three features instead of choosing one.
    - Fix: Add a short instruction saying 'Choose one way to start your post.'
    - **Task: Complex Task (Task 3)**
8. **H2: Match b/w System & World / Severity 1 / Found by: C**
    - On the "Your Story" screen, the progress bar does not extend to fit the screen. Since everything else that is important stretches to fill the width of the screen, this might confuse users who believe something is not loading on their end.
    - Fix: Stretch the progress bar, so it fits from one side of the phone to the other.
    - **Task: Complex Task (Task 3)**
9. **H2: Match b/w System & World / Severity 1 / Found by: B**
    - When you navigate to the inbox screen and click edit: you should try to make it look a little bit more like the actual inbox (DM system of the app where the message is from). Even including features, such as the users profile photo would be beneficial because then you can tailor the message to the messanger. Additionally, this page does not even allow you to see which social media site it was from so if you did want to see that (just for more context) you would have to go back to the previous screen. I know I would be curious when I am sending a message to a person on Instagram and so I would like to be able to at least see the person who it is from. Although I recognize that this could contradict the desires of some of the workers, as maybe they don't want to get distracted by the people, but I think that this could be a feature that could be turned on or off depending on the preferences of the user. But I think that they did express a desire to connect with their audiences so this would make it a little bit more personal than just responding to a username.

- Fix: I would try to make the messaging systems look how they look on the actual app in which the message was sent from. Or just make it clear which site this message was sent from on this page as well!
- **Task: Moderate Task (Task 2)**

10. **H3: User Control & Freedom / Severity 3 / Found by: A, C**
    - In the Inbox, users can send an AI-suggested reply directly without opening the edit screen first. Users could accidentally send a reply that is inaccurate or doesn't sound like them, especially while handling customers at the market.
    - Fix: Add a confirmation or preview before sending suggested replies.
    - **Task: Moderate Task (Task 2)**
11. **H3: User Control & Freedom / Severity 3 / Found by: A, B**
    - On the Review post screen, users can edit the caption, but there is no clear option to return and change the original photos or voice note. Users may notice that they forgot something or uploaded the wrong photo but not know how to fix it before posting.
    - Fix: Add an 'Edit story' button that takes users back to their original inputs.
    - **Task: Complex Task (Task 3)**
12. **H3: User Control & Freedom / Severity 3 / Found by: C**
    - On "Your story," there is no way to remove a medium. Once there is a "Voice note," "Photos," or "Note," there is now way to remove it. Users might add a medium by accident or not like what they added, so they should have the freedom to change it.
    - Fix: Add a "remove" button, for each medium and/or per photo.
    - **Task: Complex Task (Task 3)**
13. **H3: User Control & Freedom / Severity 2 / Found by: A, C**
    - The 'Telly is writing your post' screen doesn't show a visible back or cancel button. If users realize they made a mistake in their original input, they may feel stuck while the post is being generated.
    - Fix: Add a cancel or back option so users can return to their story.
    - **Task: Complex Task (Task 3)**
14. **H3: User Control & Freedom / Severity 2 / Found by: C, B**
    - On the "Inbox" page, users are forced to click "Edit" on the AI suggested response. Users that might want to manually respond need to go through that extra added step of clearing the text input.
    - Fix: Confirming the AI-Generated response could be its own button, so users have the choice of manually responding and using AI.
    - **Task: Moderate Task (Task 2)**
15. **H3: User Control & Freedom / Severity 2 / Found by: B**
    - I think that you should be able to change which type of post you're reviewing or the review post page, it looks like the default is Instagram. I would not be able to post something in confidence without verifying that all the details (dimensions) look all right in every app. There's also not a back arrow to get back to where you can review the post from where you are deciding what to post on so you cannot see how the post would look on different sites.

- Fix: Add a button that supports the post on each site, and add a back arrow so that you can get back to editing the caption after you have already moved onto the deciding where to post it screen.
- **Tasks: Simple Task (Task 1), Complex Task (Task 3)**

16. **H3: User Control & Freedom / Severity 1 / Found by: B**
    - I'm a bit confused what would happen if you selected newsletter: would it email the people on your email list? That being said I think you should add an add button within the newsletter option. I was thinking that the newsletter was more of a weekly thing that wouldn't be as minimal as just an announcement of new honey.
    - Fix: It would be really cool if you had the newsletter, be an aggregated poster (AI generated) that features all of the posts (of your choosing) from this week.
    - **Task: Simple Task (Task 1)**
17. **H3: User Control & Freedom / Severity 3 / Found by: B**
    - I don't like how the "gather" stage of the AI generated post is formatted because I think that it is not close enough to what it will be in the end so it will end up being a lot different than how the user may have expected it to turn out (I fear it will be tough to allow the users voice/creative style to shine through)… I think that it tries to rely on AI too much and it would be more beneficial if the user could choose very specific things for AI to help with, but as you have it now, it is the only option and it totally skips over the "write" section of the posting process. Even if you are going to have AI do it all I think people will appreciate that they feel like they could see the vision before AI executed it, and it will be easier for them to do this if they get to be involved in more of the process.
    - Fix: I would say that it would be nice to see the images at the top of the post so that it begins to look more like a real post earlier in the process. This could be done by moving the photos to the top and also converting the voice memos into text and maybe giving them a chance to add emojis or something.
    - **Task: Complex Task (Task 3)**
18. **H4: Consistency & Standards / Severity 2 / Found by: A**
    - The Today screen uses Create and Manage tabs at the top, but Today, Inbox, and Stall are in the bottom navigation. Having two levels of navigation without clearly explaining their relationship could confuse first-time users.
    - Fix: Make the navigation hierarchy clearer by visually separating the main sections from the Create and Manage views.
    - **Task: Simple Task (Task 1)**
19. **H4: Consistency & Standards / Severity 2 / Found by: D**
    - “talk” input doesn’t have a back arrow. Not consistent with other inputs, but minor issue.
    - Fix: Add back arrow.
    - **Task: Simple Task (Task 1)**
20. **H4: Consistency & Standards / Severity 2 / Found by: C**

- Users have to navigate to "Today" to view all posts, which include posts not made today. If users wanted to review a post in the past, "Today" does not seem like a place they should be looking in.
- Fix: Put managing other posts in a more explicit place.
- **Task: Simple Task (Task 1)**

21. **H4: Consistency & Standards / Severity 2 / Found by: C**
    - "This week" shows up more than "Today" does on the "Today" screen. User might be confused on why it is labeled "Today" when it also manages weekly things.
    - Fix: Change the wording of "Today" to something more encapsulative (e.g., "Overview," "Dashboard").
    - **Task: All Tasks**
22. **H4: Consistency & Standards / Severity 1 / Found by: D**
    - The way text is arranged/aligned across different text boxes in the app is inconsistent with what users might be used to in other apps (text is aligned to bottom instead of top?) Users are probably used to typing starting from the top, which is why this falls under consistency/standards.
    - Fix: Just make the text start from the top.
    - **Task: All Tasks**
23. **H5: Error Prevention / Severity 4 / Found by: A, C**
    - After choosing a platform, users can immediately tap 'Post now' without a final confirmation. Users might accidentally publish a post to the wrong platform, which can be difficult to undo once customers see it.
    - Fix: Add a confirmation screen showing the selected platforms before publishing.
    - **Task: Simple Task (Task 1)**
24. **H5: Error Prevention / Severity 3 / Found by: A, C**
    - The 'Post now' and 'Post later' buttons appear close together on the same screen. Busy vendors may accidentally tap 'Post now' when they actually want to schedule their content.
    - Fix: Make the immediate publishing action more distinct or require confirmation before posting.
    - **Task: Complex Task (Task 3)**
25. **H5: Error Prevention / Severity 4 / Found by: D**
    - Allows you to click post with no social media selected. This could be argued for H1, but I think it falls under H5 as a major problem because posting to social media is the key purpose and submitting without any post is in my opinion an error.
    - Fix: Add error message/prevent posting with no social media connected.
    - **Task: Simple Task (Task 1)**
26. **H5: Error Prevention / Severity 3 / Found by: C, D**
    - Incorrect wiring of frames around disconnecting instagram → clicking back button will prompt you to disconnect instagram again indefinitely. Infinitely looping trying to disconnect instagram is definitely a major usability issue

that will completely take any user out of the experience, but also fixed very simply.
    - Fix: Rewire frames to back out correctly.
    - **Task: All Tasks**
27. **H5: Error Prevention / Severity 3 / Found by: D**
    - Allowed to disconnect all social media without any consequences or warning? I am unsure as to whether this is intended, but allowing the user to disconnect all social media (from what I understand) basically disables most if not all of the app's functionality. Despite this, it is easy to disconnect them all and the user is not given a warning or anything.
    - Fix: If user disconnects all social media, give them a warning or notification letting them know what that means?
    - **Task: All Tasks**
28. **H5: Error Prevention / Severity 3 / Found by: D**
    - Back arrow after generating a post is broken and regenerates. User can't back out of posting after it generates; clicking back arrow goes back to the generation screen instead, which is clearly unintended behavior. Very jarring.
    - Fix: Make back arrow properly navigate to before generation of post.
    - **Task: Simple Task (Task 1)**
29. **H6: Recognition not Recall / Severity 2 / Found by: A, B**
    - The 'Where should it go?' screen shows platform choices but does not display the post preview. Users have to remember what the post looks like while deciding where to share it, which makes it easier to overlook mistakes.
    - Fix: Include a small preview or an option to view the post again before publishing.
    - **Task: Simple Task (Task 1)**
30. **H6: Recognition not Recall / Severity 2 / Found by: A**
    - The Edit reply screen shows the customer's latest question but provides limited context from earlier messages. Users may need to remember previous parts of the conversation to make sure their response is appropriate.
    - Fix: Keep more of the conversation visible above the reply box.
    - **Task: Moderate Task (Task 2)**
31. **H6: Recognition not Recall / Severity 2 / Found by: C, D**
    - Navigating to connect tiktok when posting completely exits out of the posting process and makes you go back. When posting, the user is prompted to add any social media accounts they want to include the post on, but doing so actually forces the user out of that screen and makes them navigate all the way back, which requires some memory of the draft and what they were doing. Could also be H7.
    - Fix: After connecting an additional account, maybe just navigate directly back to where the user was?
    - **Task: Complex Task (Task 3)**
32. **H6: Recognition not Recall / Severity 2 / Found by: D**

- Market Day scheduling has ambiguity for day selection (S for both saturday/sunday, T for both tuesday and thursday). Makes users have to think about the entire sequence of day instead of just seeing the day they want to select to begin with (so requiring recall).
- Fix: Use two letters for the days that are ambiguous?
- **Task: Complex Task (Task 3)**

33. **H6: Recognition not Recall / Severity 1 / Found by: C**
    - Only "Instagram" pops up in the "Posted!" screen even if you select others. Users might be confused on where they posted, needing to remember what buttons they pressed instead of being directly told. I do know that the README acknowledged this hard-coded limitation somewhat, but I will leave it here just in case.
    - Fix: The other selection ships should appear on the "Posted!" screen.
    - **Task: Complex Task (Task 3)**
34. **H7: Flexibility & Efficiency of Use / Severity 2 / Found by: A**
    - The Inbox provides suggested replies but does not show an option to save common responses for future use. Vendors often receive similar questions about market hours, locations, and available products, so they may repeat the same work.
    - Fix: Allow users to save and reuse frequently used responses.
    - **Task: Moderate Task (Task 2)**
35. **H7: Flexibility & Efficiency of Use / Severity 2 / Found by: C, B**
    - On the "Inbox" page, after you send a response to a newer message, older messages, do not get prioritized/sent to the top. The priority should be put on responding to messages that need a response. Therefore, once a message has been responded to, it should go beneath any messages that need a response. This makes sense because users are most likely replying to many messages in succession, so needing to find the next message defeats the streamlined purpose of the "Inbox" page.
    - Fix: Put messages that need a response at the top and above already-responded-to messages.
    - **Task: Moderate Task (Task 2)**
36. **H7: Flexibility & Efficiency of Use / Severity 2 / Found by: C, B**
    - When wanting to "Edit caption," on "Review post" screen, users are forced to press the "Edit caption" button instead of directly pressing on the caption preview. It is more intuitive to directly tap on something you want to change instead of needing to press another button.
    - Fix: Make it so tapping directly on the caption preview leads to the same screen as tapping on "Edit caption."
    - **Task: Simple Task (Task 1)**
37. **H7: Flexibility & Efficiency of Use / Severity 2 / Found by: B**
    - When you are in the inbox screen I think that the unread messages should move up to the top. This just makes sense and I think not only would it look better, but it would also make it much more efficient to use (save users from accidentally forgetting to respond to a customer for a long time). This is

actually another key feature of your inbox (compared with typical messaging systems on social media platforms) that will make it much more valuable to vendors people.
- Fix: I think it would be an easy fix to make it so the most
- **Task: Moderate Task (Task 2)**

38. **H7: Flexibility & Efficiency of Use / Severity 1 / Found by: B**
    - It is unclear whether the draft will still remain in my drafts if I don't save it again, in which case I would have to select to share it on multiple platforms at once? I was assuming that this was a feature that would be part of your app, but is that feasible to share through all the platforms at once or would your drafts be available to you until you remove them? I think that is very an annoyed aspect of some social media platforms, the fact that once you make the decision to post something, it is gone from your drafts (I can't tell you how often I have had situations where I quickly delete a post and then I have to redo it all because it also got removed from my drafts when I posted it.
    - Fix: I would recommend reassuring them that their draft will still be there if they do not select every platform this time (otherwise they might preemptively decide to select all the platforms). I also think this could be a route to solve the AI-slop issue (if you guys didn't claim to be a post generator, but rather a post adapter: simply adapting the post to the different dimensions of the alternative accounts.
    - **Task: Simple Task (Task 1)**
39. **H7: Flexibility & Efficiency of Use / Severity 1 / Found by: B, C**
    - When you navigate to the inbox screen and click edit: It says "* Telly suggested this • type to add, Clear to rewrite," but the clear button does not stand out. It is not that big of a deal because everybody is familiar with using text boxes, but I just think that it is does not make your app look as professional as it could.
    - Fix: Make it stand out more.
    - **Task: Moderate Task (Task 2)**
40. **H8: Aesthetic & Minimalist Design / Severity 3 / Found by: A**
    - On the Your story screen, the fixed 'Generate post' button overlaps the lower part of the 'Add more' section. The buttons for adding more content are partly hidden, making it harder for users to notice or access them.
    - Fix: Add more bottom spacing or make the content scroll above the fixed button.
    - **Task: Complex Task (Task 3)**
41. **H8: Aesthetic & Minimalist Design / Severity 2 / Found by: D**
    - “Manage” tab and “see all posts” navigates to the exact same page? Redundant buttons could confuse the user, but not critical (not minimalist, so that's why i chose h8).
    - Fix: Remove redundant see all posts button?
    - **Task: Simple Task (Task 1)**
42. **H8: Aesthetic & Minimalist Design / Severity 2 / Found by: D**

- "Type" screen input has both a back arrow and an 'X'; they seem to do the same thing? Redundant buttons could confuse the user, but not critical (not minimalist, so that's why i chose h8).
- Fix: Remove redundant x button?
- **Task: Simple Task (Task 1)**

43. **H8: Aesthetic & Minimalist Design / Severity 1 / Found by: B**
    - The opacity is so high on the three different labels for the different types of content... I'm not sure if it would look better, but I think it might look better to make it a little more consistent with the rest of your app. It also is a little bit intimidating because the only other places where you have green that is that dark is in the send buttons. New users could be a little bit intimidated to click these buttons at first if they don't think they're quite ready to post something right this instant because they do not know how it works yet.
    - Fix: You could experiment with reducing the opacity on the main three buttons on the today page: "Talk," "Photo," "Type."
    - **Task: Complex Task (Task 3)**
44. **H9: Help Users with Errors / Severity 3 / Found by: A, B**
    - On the "Where should it go?" screen, users can choose different social media platforms, but there is no clear indication of what happens if a post fails to publish. If a platform connection fails, users may not know whether their post went through or what they should do next. This could be especially frustrating for vendors who don't have much time to troubleshoot.
    - Fix: Show a clear error message explaining which platform failed and provide a "Try again" button.
    - **Task: Simple Task (Task 1)**
45. **H10: Help & Documentation / Severity 2 / Found by: C**
    - On "Your Story" screen, it is unclear whether "Voice note" means the actual recording will be used, or just the transcript. Users might record a "Voice note" for the purpose of using that recording directly, or might feel more comfortable talking than typing and only want the transcription. This distinction is not explicit.
    - Fix: Explicitly document whether the audio recording vs. the transcript is used, or create a toggle/option to choose.
    - **Task: Complex Task (Task 3)**
46. **H10: Help & Documentation / Severity 3 / Found by: A, C**
    - On the "Your story" screen, there is no visible help option explaining how Telly uses voice notes, photos, and text to generate a post. First-time users may not understand how the AI combines their inputs or whether they need to provide all three types of content. This might make them unsure about what to include.
    - Fix: Add a small information icon or a short example explaining how Telly turns different inputs into a post.
    - **Task: Complex Task (Task 3)**
47. **H11: Accessible Design / Severity 3 / Found by: C**

- On the "Inbox" page, the "Edit" and "Send" buttons are dangerously close to each other. This mobile app is catering to farmers market vendors who need help growing their online presence, which means most of them are not the most tech-savvy. Having these two buttons so close to each other makes it more difficult for those with motor disabilities to choose and makes the design more prone to errors.
- Fix: Put them on opposite ends or give them more space. Additionally view the separate violation of not having an "Are you sure" pop up before it gets posted.
- **Task: Moderate Task (Task 2)**

48. **H11: Accessible Design / Severity 2 / Found by: A, D**
    - Some labels on the Today screen, especially the calendar icons and their explanations, are relatively small and use light gray text. Users may have trouble reading the information quickly, especially when using their phones outdoors in bright sunlight.
    - Fix: Increase the text size and contrast of secondary labels.
    - **Task: Simple Task (Task 1)**
49. **H11: Accessible Design / Severity 2 / Found by: D**
    - Poor contrast on keyboard keys? (Could also be an value/inclusivity issue if using a custom keyboard). The keyboard for text input has poor contrast on the "Clear" and "!" buttons. Additionally, using a custom keyboard outside of the default reduces the ability to use other languages or other value/accessibility stuff already built-in to the native keyboard of whatever device is being used. Still minor issue since it's only one input style and the keyboard is still very intuitive to use.
    - Fix: Use default device keyboard?
    - **Task: Complex Task (Task 3)**
50. **H12: Value Alignment & Inclusion / Severity 2 / Found by: B**
    - I think that you guys could include more advice about the various types of social media platforms because of your target population, I could see some really weird things happening if they are not actively monitoring their accounts and unfamiliar with social media. It is important to post on social media, but it is also important to maintain a good online presence if you are posting.
    - Fix: I think that it would be important to provide additional assistance monitoring their account activity, especially if they're not regularly going to be checking the apps.
    - **Task: All Tasks**
51. **H12: Value Alignment & Inclusion / Severity 2 / Found by: A**
    - The Inbox places AI-generated replies directly next to the Send button, making it easy to send them without personalizing the message. Telly emphasizes authentic communication, but this design may encourage vendors to send generic responses that don't reflect their own voice.
    - Fix: Make editing more prominent and encourage users to review the tone before sending.

- **Task: Moderate Task (Task 2)**

3. Summary of Violations

A Google Sheet Template is provided here to help you calculate numbers.

Category	**# Viol. (sev 0)**	**# Viol. (sev 1)**	**# Viol. (sev 2)**	**# Viol. (sev 3)**	**# Viol. (sev 4)**	**# Viol. (total)**
H1: Visibility of Status	0	0	5	0	1	6
H2: Match Sys & World	0	2	1	0	0	3
H3: User Control	0	1	3	4	0	8
H4: Consistency & Standards	0	1	4	0	0	5
H5: Error Prevention	0	0	0	4	2	6
H6: Recognition not Recall	0	1	4	0	0	5
H7: Efficiency of Use	0	2	4	0	0	6
H8: Minimalist Design	0	1	2	1	0	4
H9: Help Users with Errors	0	0	0	1	0	1
H10: Help & Documentation	0	0	1	1	0	2
H11: Accessible	0	0	2	1	0	3
H12: Value Alignment & Inclusion	0	0	2	0	0	2
Total Violations by Severity	0	8	28	12	3	51

Note: **check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)**

4. Evaluation Statistics (in %)

Severity / Evaluator	**Evaluator A** [name removed]	**Evaluator B** [name removed]	**Evaluator C** [name removed]	**Evaluator D** [name removed]
Sev. 0 Ex: Eval A count / total sevs 0 in table #3	0	0	0	0

Sev. 1 Ex: Eval A count / total sevs 1 in table #3	0	0.09803921569	0.05882352941	0.01960784314
Sev. 2 Ex: Eval A count / total sevs 2 in table #3	0.1960784314	0.1764705882	0.1568627451	0.1764705882
Sev. 3 Ex: Eval A count / total sevs 3 in table #3	0.1176470588	0.05882352941	0.1176470588	0.05882352941
Sev. 4 Ex: Eval A count / total sevs 4 in table #3	0.03921568627	0.01960784314	0.03921568627	0.03921568627
Total (sevs. 3 & 4) Ex: Eval A = sum(sev 3: sev 4 counts) / sum(sev 3: sev 4 in table #3)	0.15686274510	0.07843137255	0.15686274510	0.09803921569
Total (all severity levels) Ex: Eval A total sev count / total sevs (green cell) in table #3	0.35294117647	0.35294117647	0.37254901961	0.29411764706

***Note that the bottom rows are *not* calculated by adding the numbers above it.**

5. Summary Recommendations

[merge the general recommendations you made here]
It feels intuitive, but it almost feels too streamlined at times. There is a clear tension between the automation and the personalization. "Authentic reviews" will be the design value, but the tension of having AI to automate every post and replies will be a concern for us. It would also be great if you had "disable AI" options so users have the ability to write posts and feel more authenticity in the automatic responses. More specifically, users should be able to customize what exactly AI works with, possibly disabling the specific functionalities they don't want AI taking over. People want to feel like the creative mastermind. To leverage this AI workflow further, the app should be able to adapt posts to different social medias.

CS 147 Autumn 2026: Assignment 9 (Heuristic Evaluation Group Template)

Instructor: James Landay

Severity Ratings

0 - not a usability problem
1 - cosmetic problem
2 - minor usability problem
3 - major usability problem; important to fix
4 - usability catastrophe; imperative to fix

CS 147 Autumn 2026: Assignment 9 (Heuristic Evaluation Group Template)

Instructor: James Landay

Heuristics

H1: Visibility of System Status

- Keep users informed about what is going on

H2: Match Between System & Real World

- Speak the users' language
- Follow real world conventions

H3: User Control & Freedom

- "Exits" for mistaken choices, undo, redo
- Don't force down fixed paths

H4: Consistency & Standards

- Words, actions, and UI elements should be consistent across the entire platform
- Follow platform and industry conventions

H5: Error Prevention

- Minimize error-prone conditions
- Remove memory burdens, support undoing, and warn your users when necessary

H6: Recognition Rather Than Recall

- Make objects, actions, options, & directions visible or easily retrievable

H7: Flexibility & Efficiency of Use

- Accelerators for experts (e.g., gestures, keyboard shortcuts)
- Allow users to tailor frequent actions (e.g., macros)

H8: Aesthetic & Minimalist Design

- No irrelevant information. Focus on the essentials.

H9: Help Users Recognize, Diagnose, & Recover from Errors

- Error messages in plain language
- Precisely indicate the problem
- Constructively suggest a solution

H10: Help & Documentation

- Easy to search
- Focused on the user's task
- List concrete steps to carry out
- Not too large

H11: Accessible

- Users can interact with the system using alternative input methods.
- Content is legible with distinguishable contrast and text size.

- Key information is upfront and not nested for screen readers.
- Purely visual or auditory content has text-based alternatives for users with low vision and low hearing.

H12: Value Alignment and Inclusion

- The design should encode values that users can understand and relate to.
- It should make a diverse group of users feel included and respected.
- The design should prevent the reproduction of pre-existing inequities and not create additional burdens for members of disadvantaged populations.