Heuristic Evaluation

How can a heuristic evaluation add value?

In a **heuristic evaluation**, a set of predetermined tasks or aspects of a product to evaluate (**the heuristics**) are provided. These tasks are completed alon[...] results are then compiled and compared. It is likely that each user will experience the interface differently, which is why it's important to have multiple tester[...] heuristics that they'll use in their evaluation. Heuristic evaluations are a great way to troubleshoot problems in an interface, but not replace traditional **usab**[...] different set of insights). The eHCD team conducted two heuristic evaluations on the Shop CMS Product Catalog in November 2019 and May 2020, which [...]
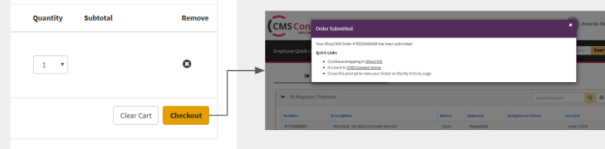
The results of the heuristic evaluation show a development team what areas need the most focus for improvement and will also serve as a point of reference[...] evaluations later in the development pipeline. For example, the heuristic evaluation for the ShopCMS Product Catalog conducted in November 2019 reveal[...] had inconsistencies in navigation between the top of the page and the shopping cart, which negatively impacted the controllability heuristic.

A later heuristic evaluation of the same catalog conducted in June 2020 showed improvement in all heuristic categories, including Controllable, which is ref
2019, the Controllable category scored at a 1.7 (Unsable/Major Issues), but improved to a 2.7 (Moderate and Cosmetic Issues) in June 2020. With these s
what improvements were made in a give time-frame (in Product Catalog example, 6 months) and what the priorities moving forward should be. For visual c
evaluations are compared on a color-coded grid to show average scores and improvements.
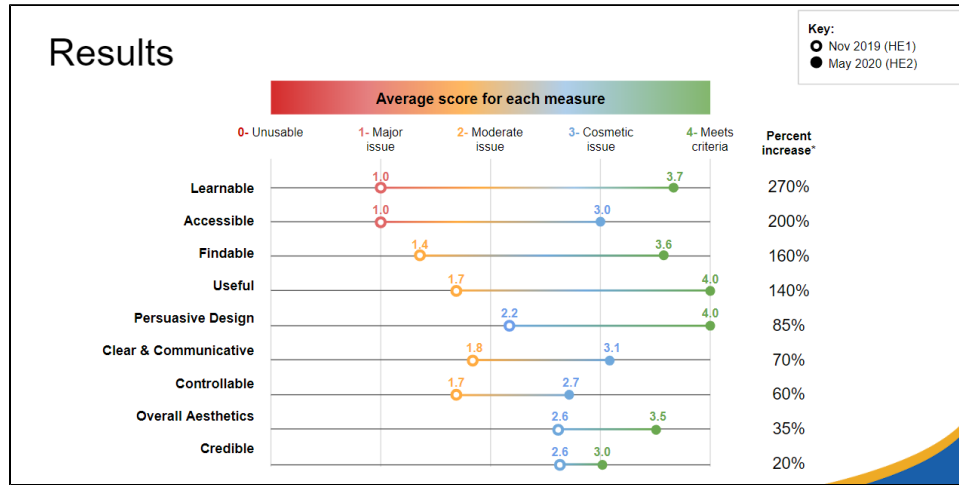
How have heuristic evaluations informed work at CMS?

Insights from Heuristic Evaluation 1 on ShopCMS:

- All heuristic categories scored in the Cosmetic Issue (3) and Meets Criteria range (4) in June 2020
- All heuristic categories showed improvement from November 2019 (between 20-270% improvement)
- Individual measures needing attention placed into backlog for prioritization (508 compliance, checkout navigation, directions for adding attachments, issues with site)
- Read more details in our report

Product: ShopCMS   **Method**: Heuristic Evaluation 2   **Participants**: N/A   **Contacts**: Daedriana Harvey, Amanda Beall

Insights from Heuristic Evaluation 2 on ShopCMS:

- All heuristic categories except Credibility, Persuasive Design and Aesthetics were scored in the "Unusable" (0) or "Major Issue" (1) range in Novembe
- The average score for all categories was a 2, indicative of Moderate Issues
- Read more about this evaluation here

Product: ShopCMS   **Method**: Heuristic Evaluation 1 **Participants**: N/A   **Contacts**: Daedriana Harvey, Amanda Beall

Considering conducting a heuristic evaluation? Here's a checklist to help you plan

☐ Your product is pre-release, but has enough features to evaluate

☐ A template with pre-determined heuristics (check out this helpful tutorial page, complete with instructions and pre-filled formulas!)

☐ At least one team member (ideally 2-3) who can take 2-3 hours to evaluate the product

☐ Capacity to address any heuristics that require attention post-evaluation

☐ Agreed-upon time frame for addressing critical issues before a second evaluation is completed