Wireframing & Heuristic Evaluation

6.170 Recitation 9
Heuristic Evaluation of Doodle

https://doodle.com/

Create a poll, and find an example for each of the following heuristics:

- Use Fitts’s Law
- Speak the user’s language
- Consistent naming & icons
- Information scent
- Follow conventions
- Show location & structure
- Accelerators
- Keep paths short
- Undo & cancel
- Perceptual fusion
- Gestalt principles of grouping
- Recognition vs recall
- Anticipation & context

See the lecture slides for descriptions of each heuristic.
Fitt’s Law

The largest button on the page is the one users are most likely to use.
Informative error message that lets the user know how to resolve their error.
Consistent Naming & Icons

Homepage

Creating the poll

Creating a poll

Viewing the poll

Consistent icons throughout creating & viewing a poll.
Information Scent

Doodle provides helpful links to other parts of their site beyond creating polls.
Follow Conventions

The continue button is grayed out when you aren’t yet able to progress to the next step in creating a form.
When creating a form, Doodle lets you know which step you’re on.
Accelerators

By default, if I click on the week calendar, it creates a time slot an hour long.

If I create an event that is 30 mins long, then my clicks create 30 min long events.
Keep Paths Short

The most common functionality is creating a poll, so the form to do that is centered on the homepage of Doodle.
Undo & Cancel

Back button when stepping through creating a form.
Right after you click the “Create Doodle Poll” button, you get a loading screen as Doodle processes the request.
Gestalt Principles of Grouping

Form elements are aligned & related buttons are grouped together.
Recognition vs. Recall

Recognize dates on calendar, don’t have to recall that Thursday is the 1st.
Anticipation & Context

The system anticipates that users will need to see their upcoming schedules, and allows users to import their calendars.
Creating a Wireframe: Set Up

Go to [https://moqups.com/](https://moqups.com/)

Create a new project.

Name your first page.

Set the page size to a reasonable size.

- Standard browser dimensions: 1366px * 768px

Hint: Go to the “Pages” tab in the left sidebar.
Creating a Wireframe: First Page

Create a form that would allow a user to create a new Short URL. It should include:

- Name input
- URL input
- Create button

Hint: Check out the “Stencils” tab in the left sidebar.
Creating a Wireframe: Second Page

Duplicate your first page to create a second page.

Add a Short for google as if it has been created.

Hint: Duplicate a page by right clicking on it in the “Pages” tab.
Creating a Wireframe: Link 2 Pages

From the first page, add an interaction so that on clicking the Create button, the user is taken to the second page.

Hint: Click on “Interactions” in the top right corner. Click “Preview” to test the interaction.
Example First Page

URL Shortener

Label
URL
Create
Example Second Page

URL Shortener

Label

URL

Create

/google
https://google.com