



# iOS Mobile App Heuristic Evaluation

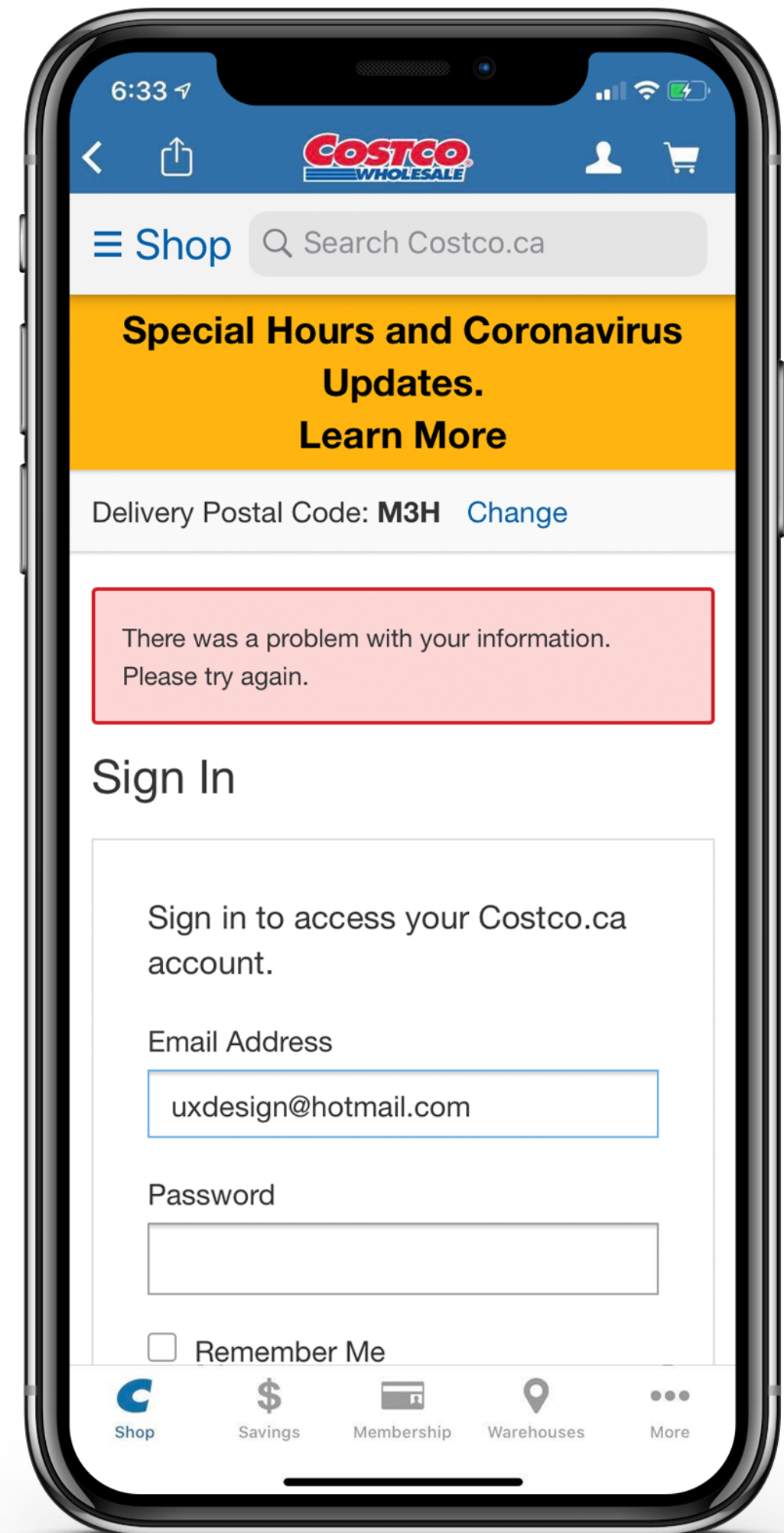
# Help Users Recognize, Diagnose and Recover From Errors

- Error message should be written in plain language
- Precisely indicate the problem
- Constructively suggest a solution

Rating :

1

**Fix only if  
extra time  
is available**



Help Users Recognize,  
Diagnose and Recover  
From Errors

User Control  
and Freedom

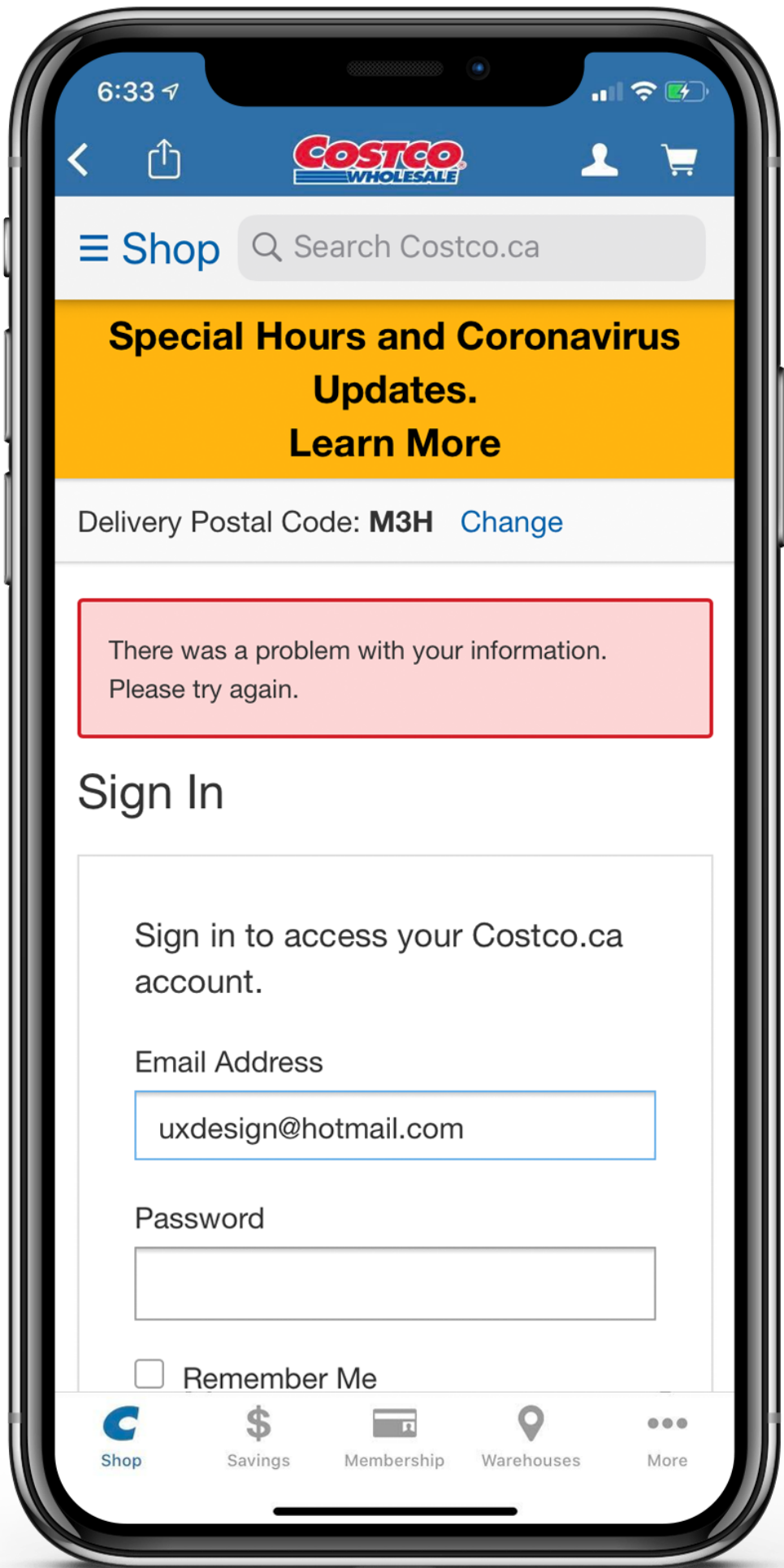
Aesthetic and  
Minimalist Design

Consistency and  
Standards

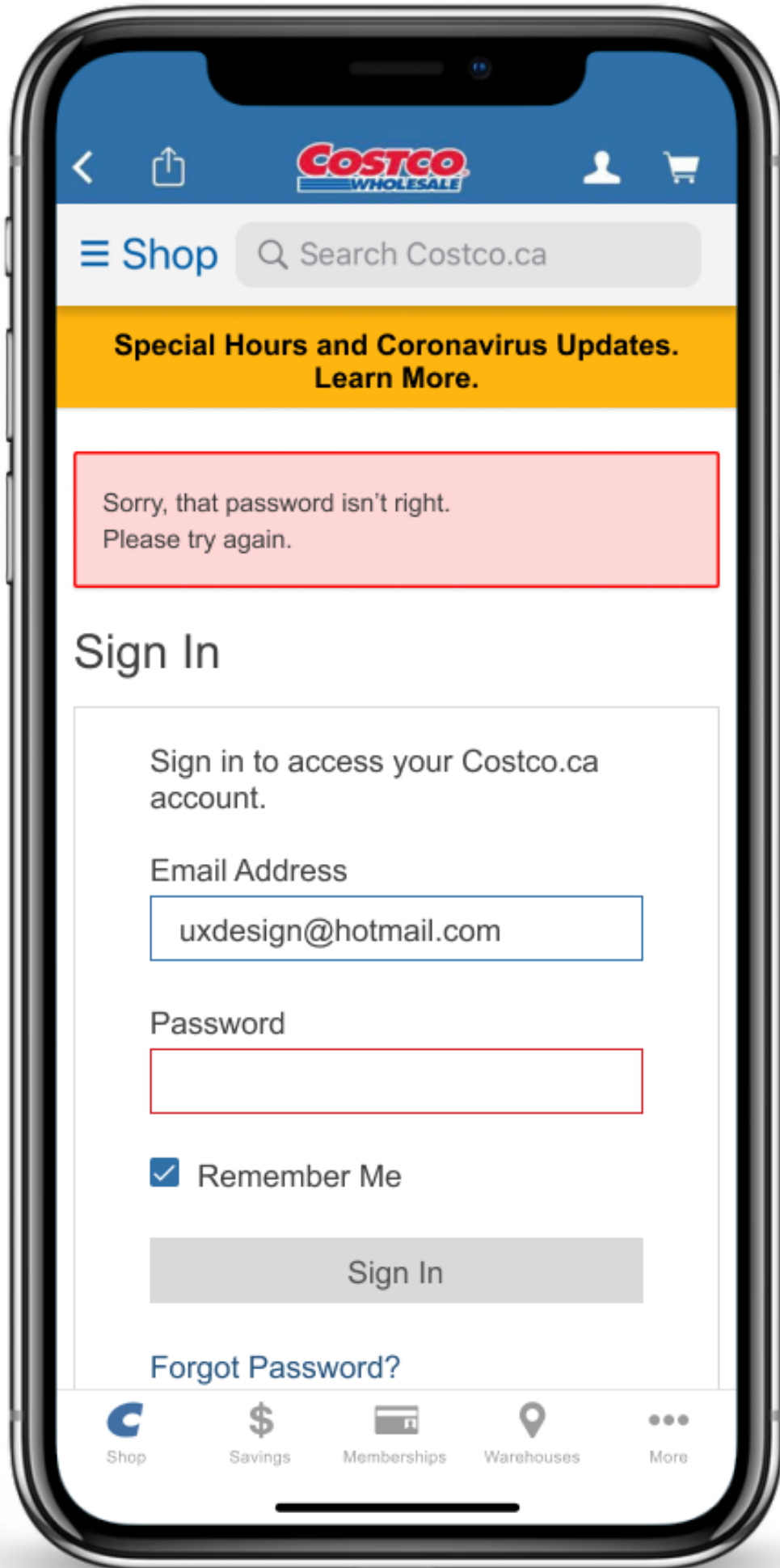
Visibility of system  
standards

# Sign In Error !

- More clarity in error message
- Highlighted incorrect input field
- Information required before sign in



Before



After ✓

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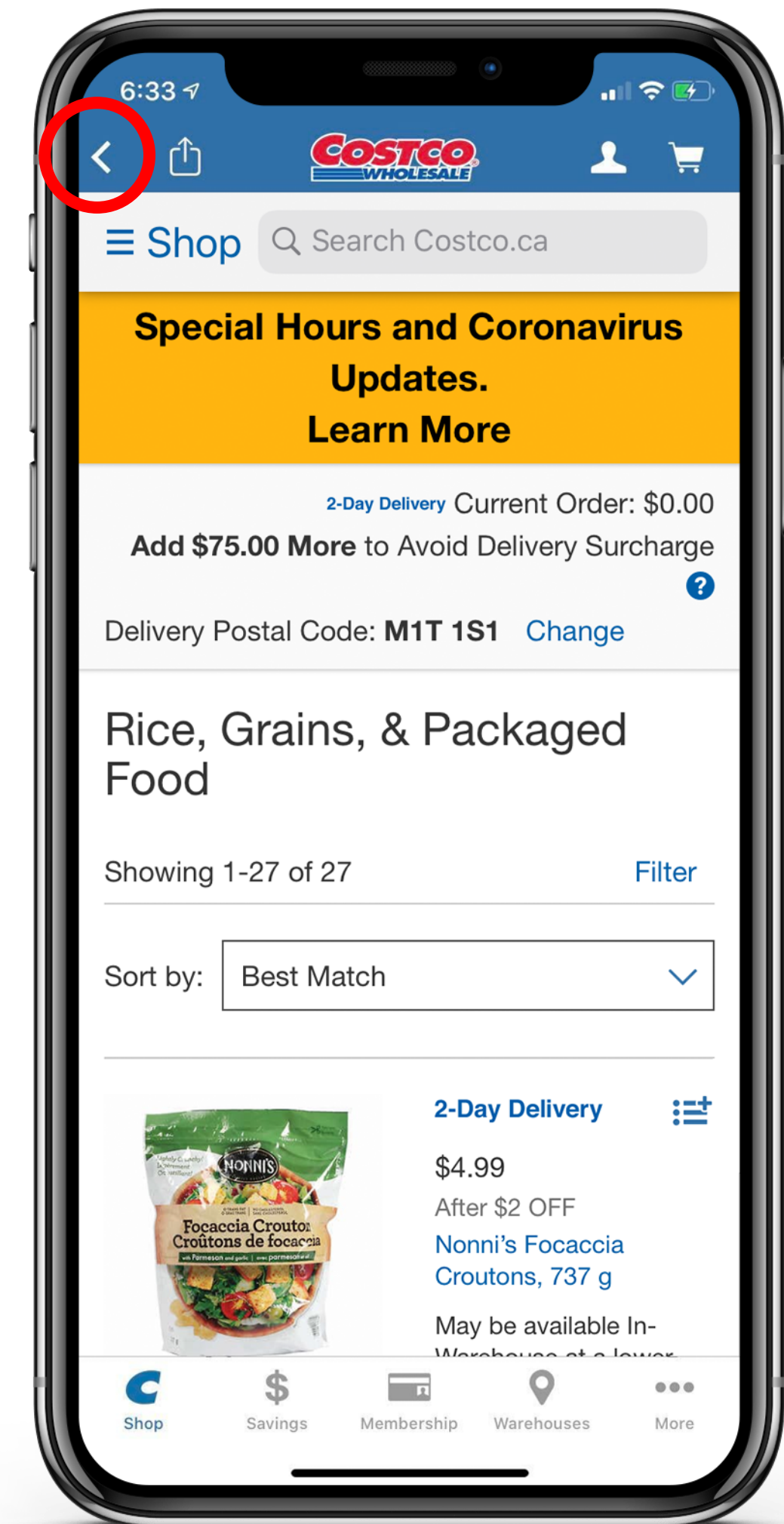
# User Control and Freedom

- Users often choose options by mistake
- Need an exit strategy to leave the unwanted state
- Freedom to undo any accidental actions

Rating :

2

Low priority  
usability  
problem



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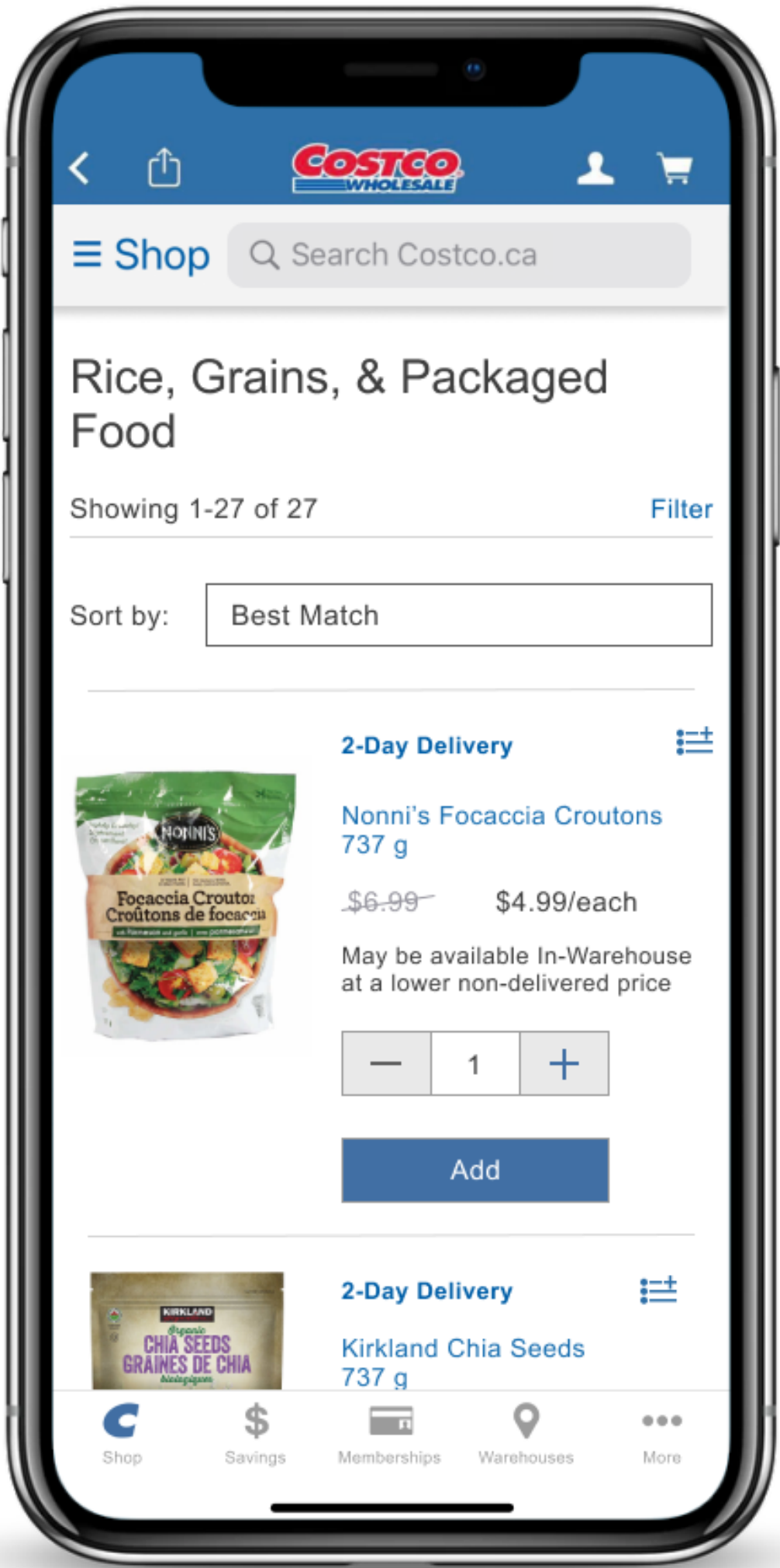
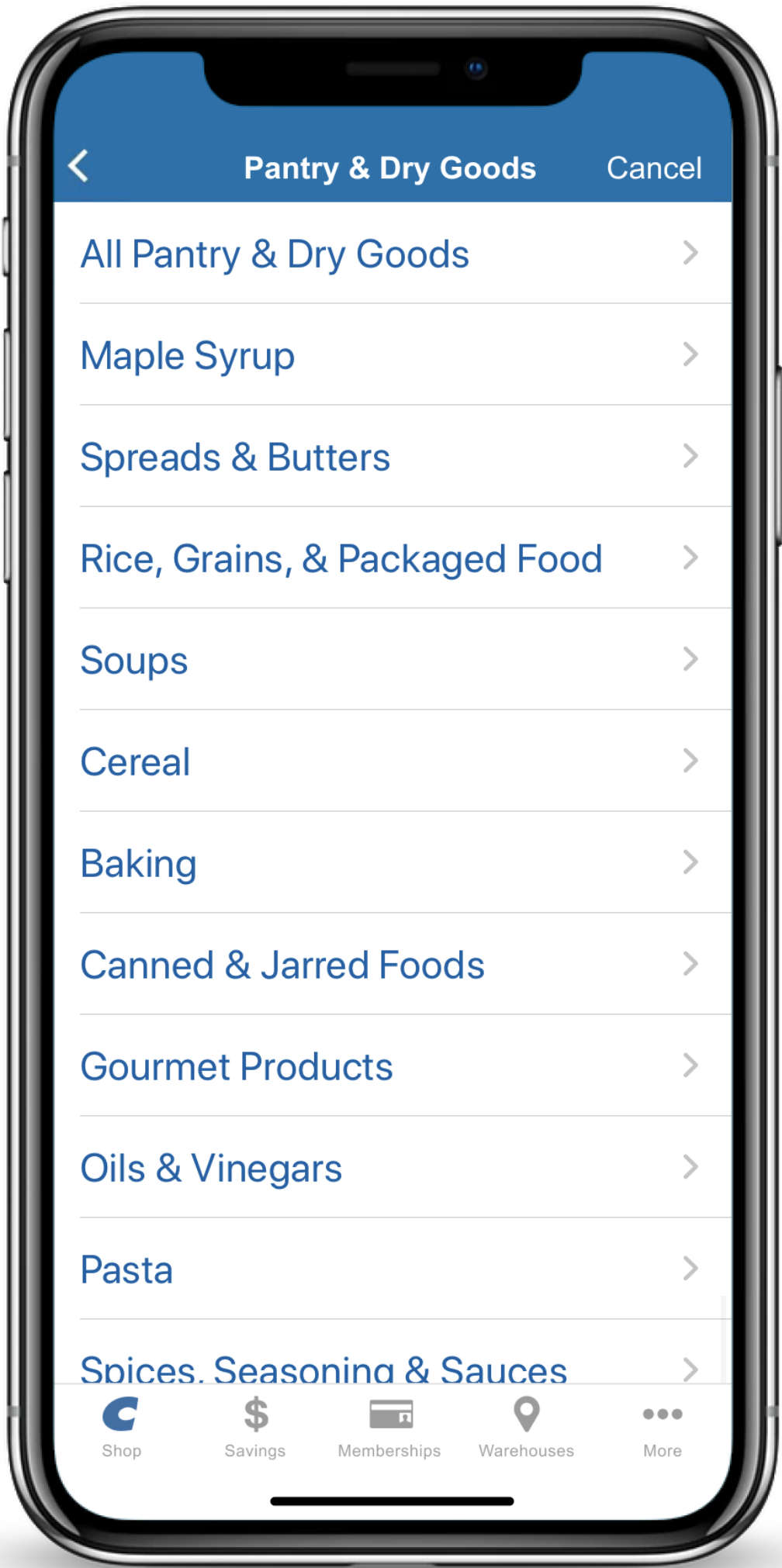
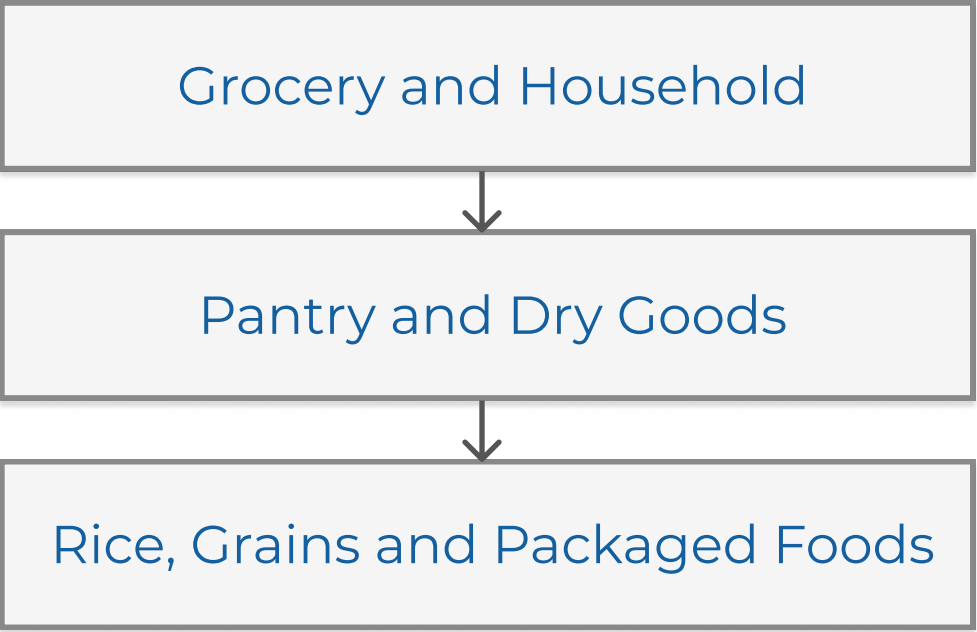
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# Back Button



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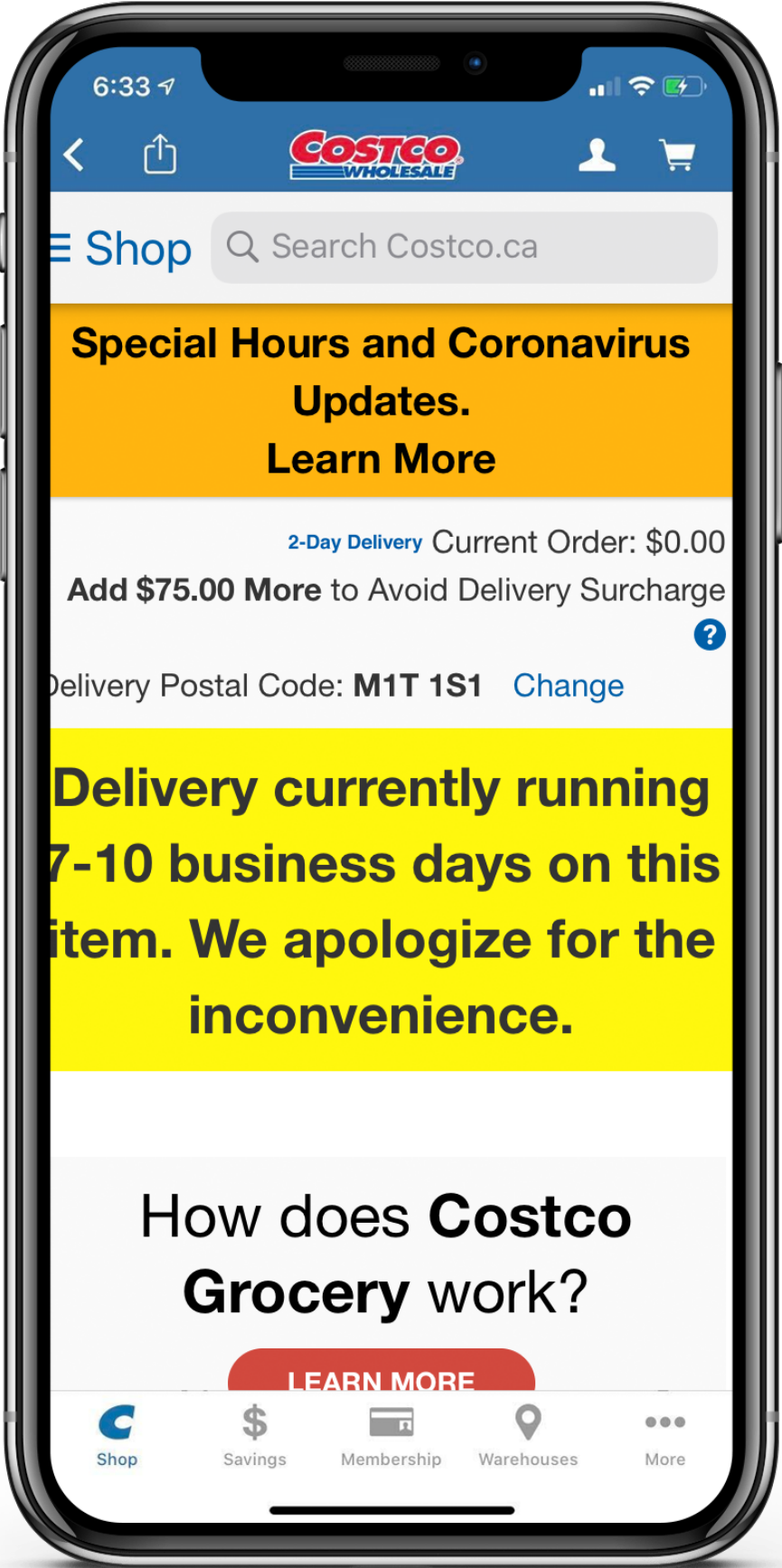
# Aesthetic and Minimalist Design

- Dialogue shouldn't contain irrelevant information
- Extra information competes with relevant information
- Prioritize content that supports the user's goal

Rating :

3

High priority usability problem



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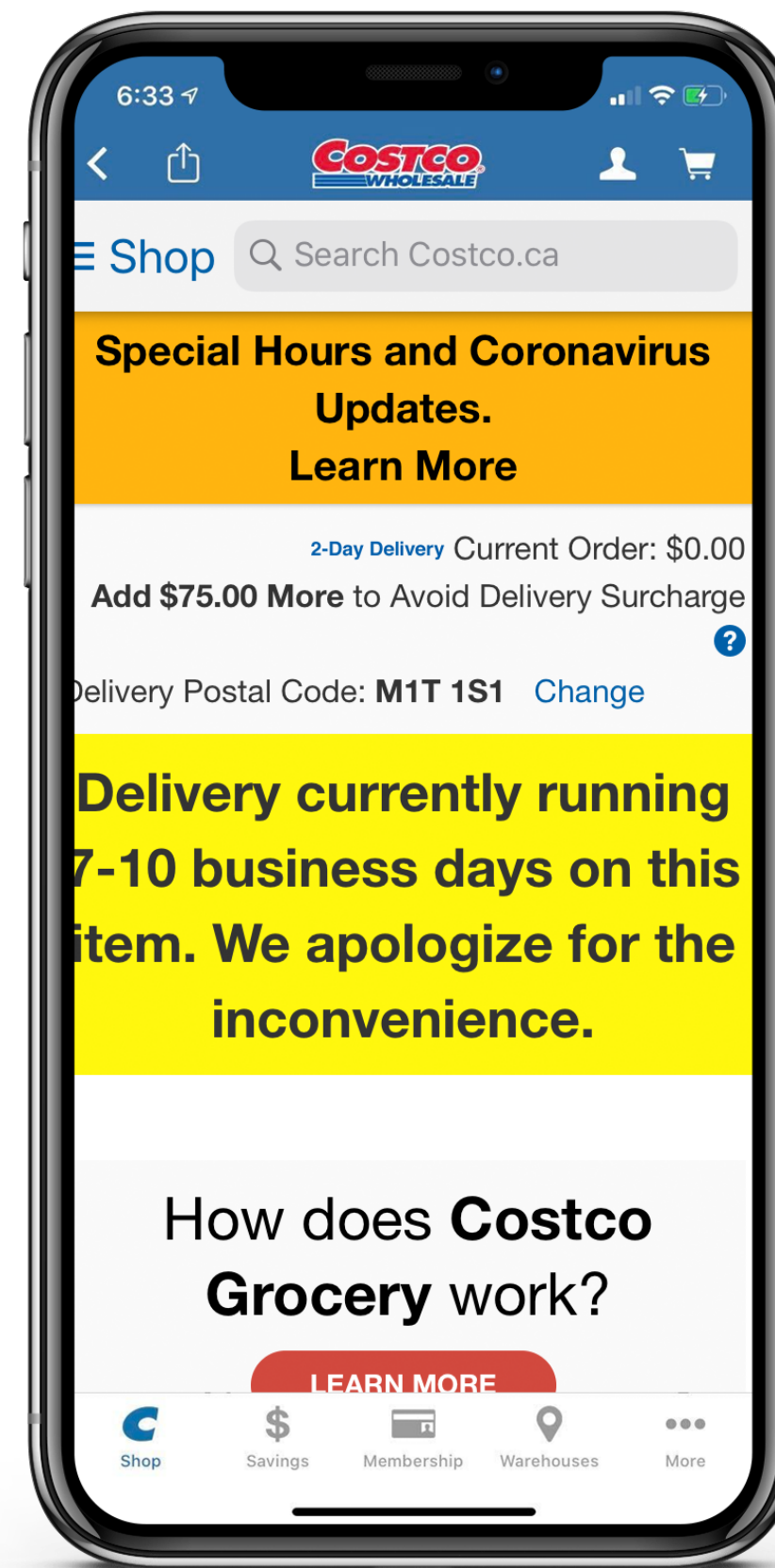
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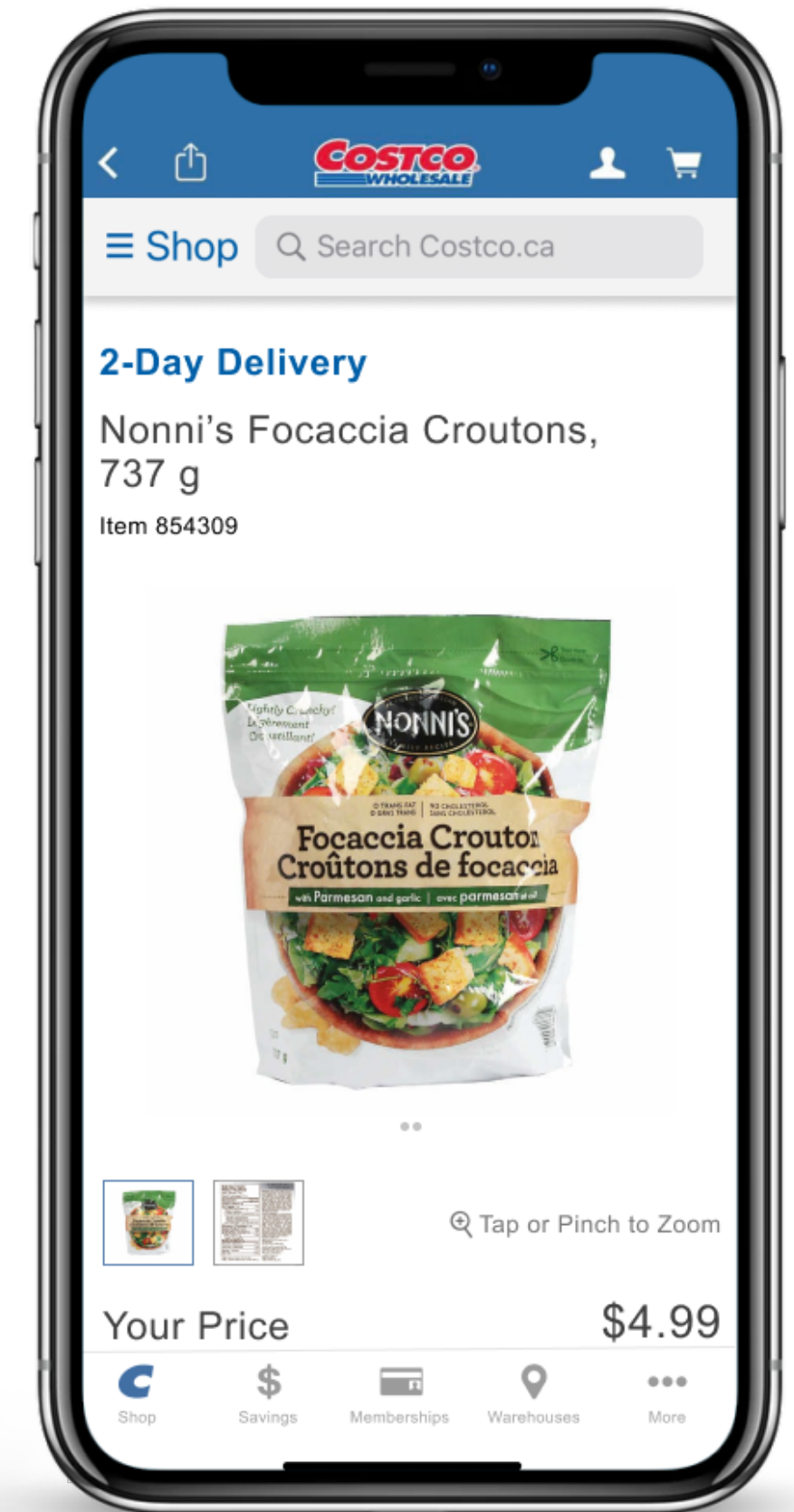
Visibility of system  
standards

# Cluttered Info !

- Only relevant information for users task is on the page
- Less information that competes with important information
- Clear and supports users goal



Before



After ✓

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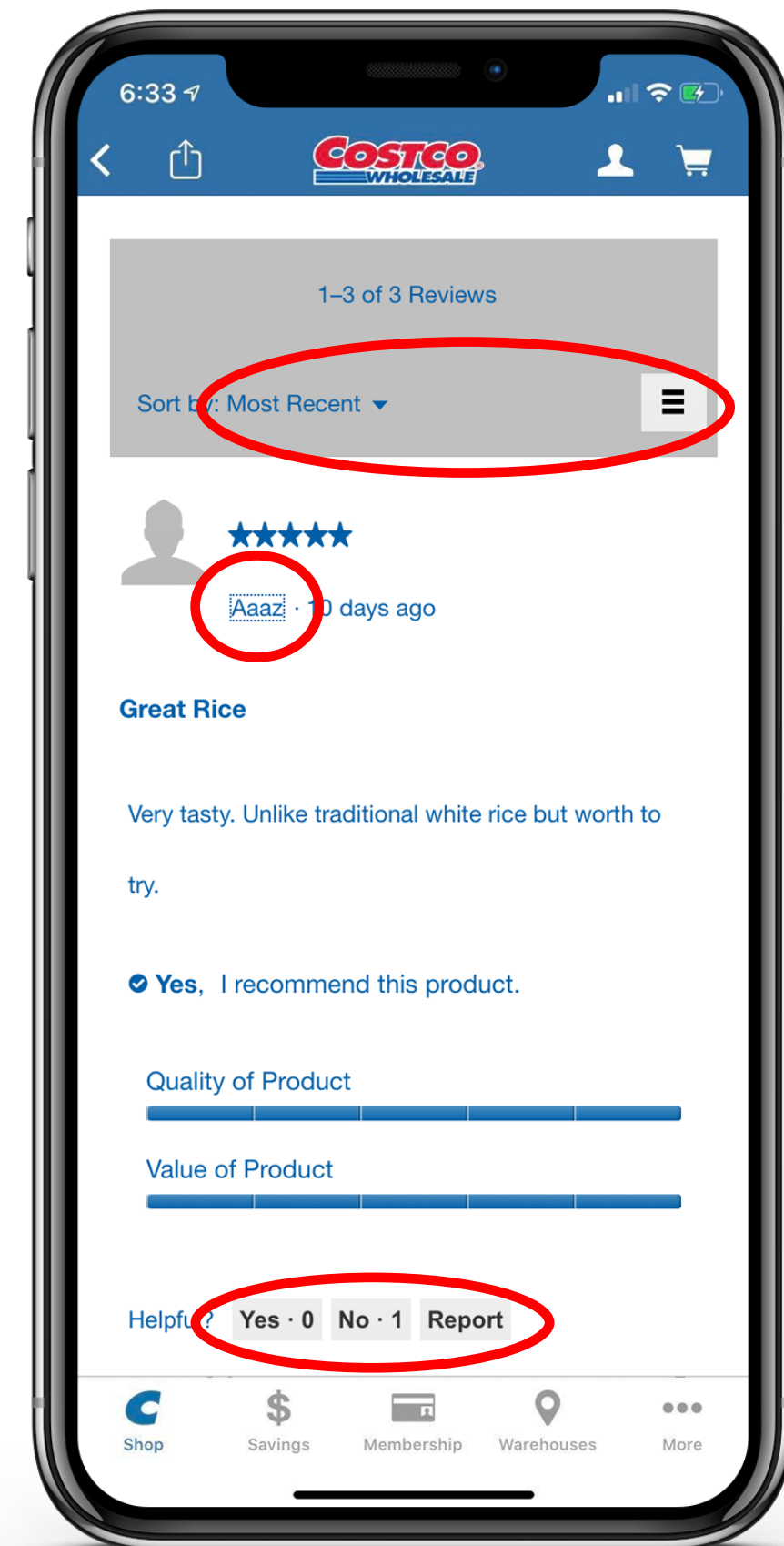
# Consistency and Standards

- Users wondering meaning of symbols/actions/words
- Follow platform conventions
- Reduces learning and eliminate confusion

Rating :

2

Low priority  
usability  
problem



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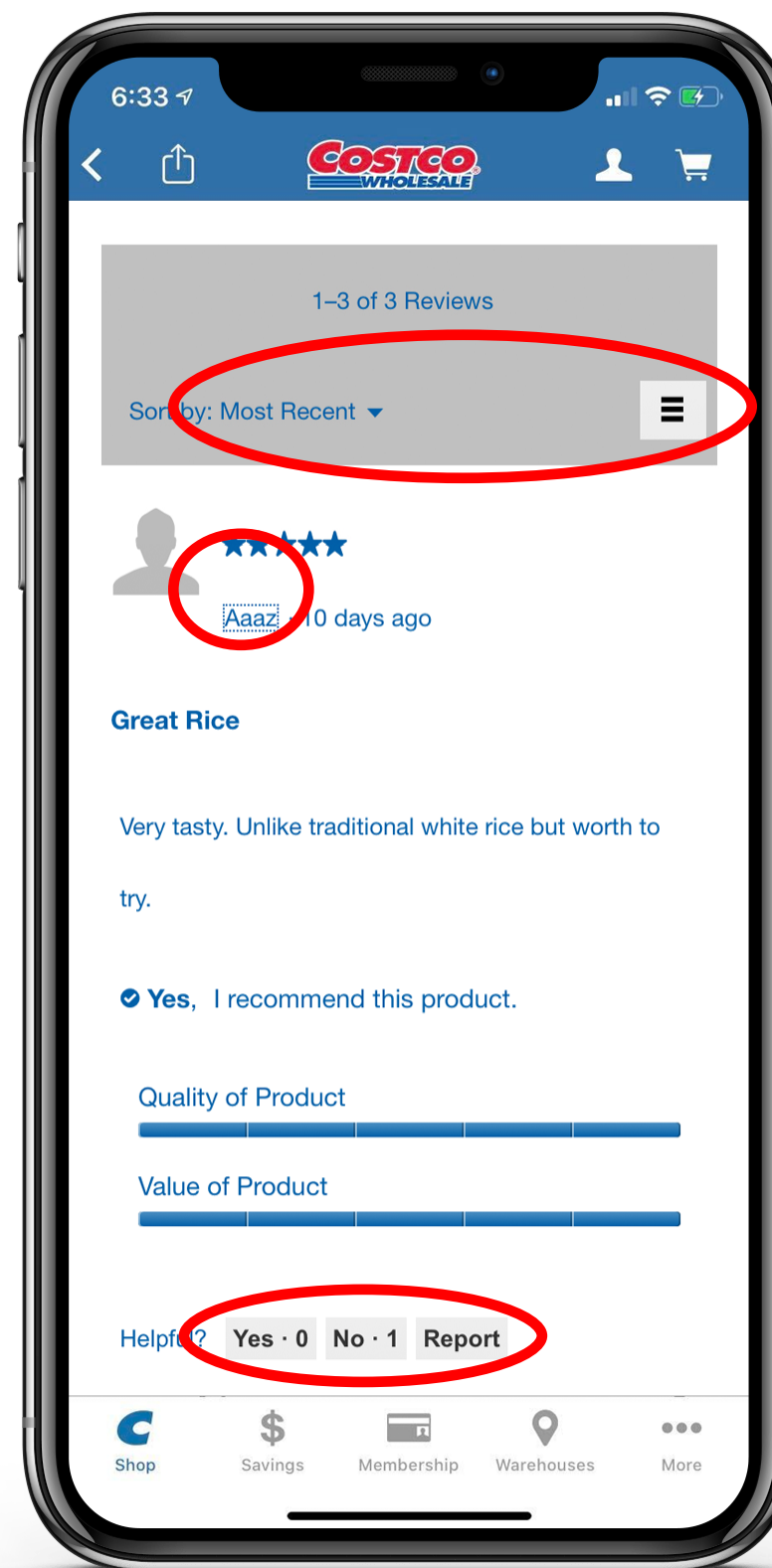
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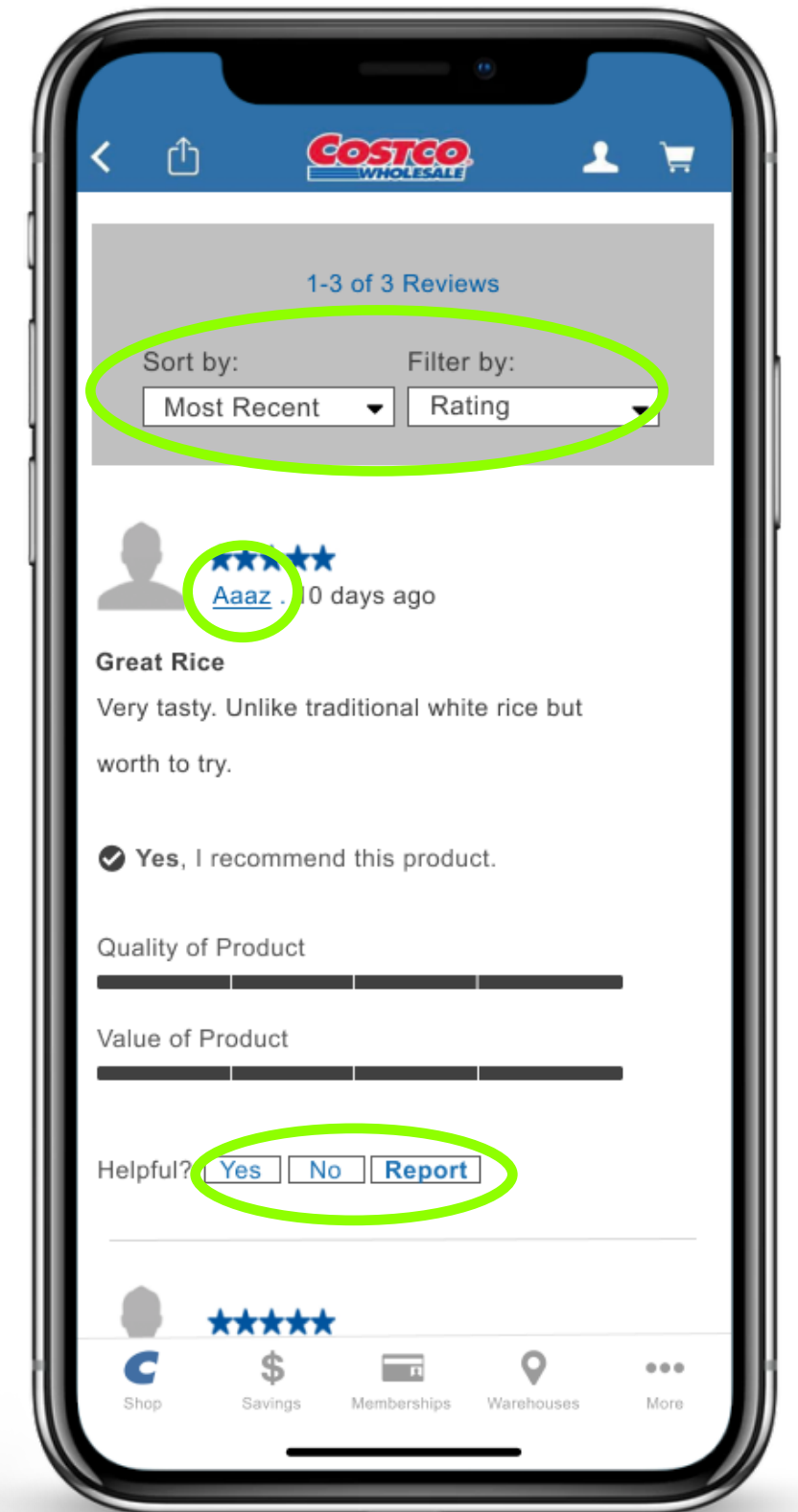
Visibility of system  
standards

# Is It Clickable? !

- Colours match what is clickable
- Reduces confusion of what's actionable
- User can distinguish buttons that are clickable and those that are not



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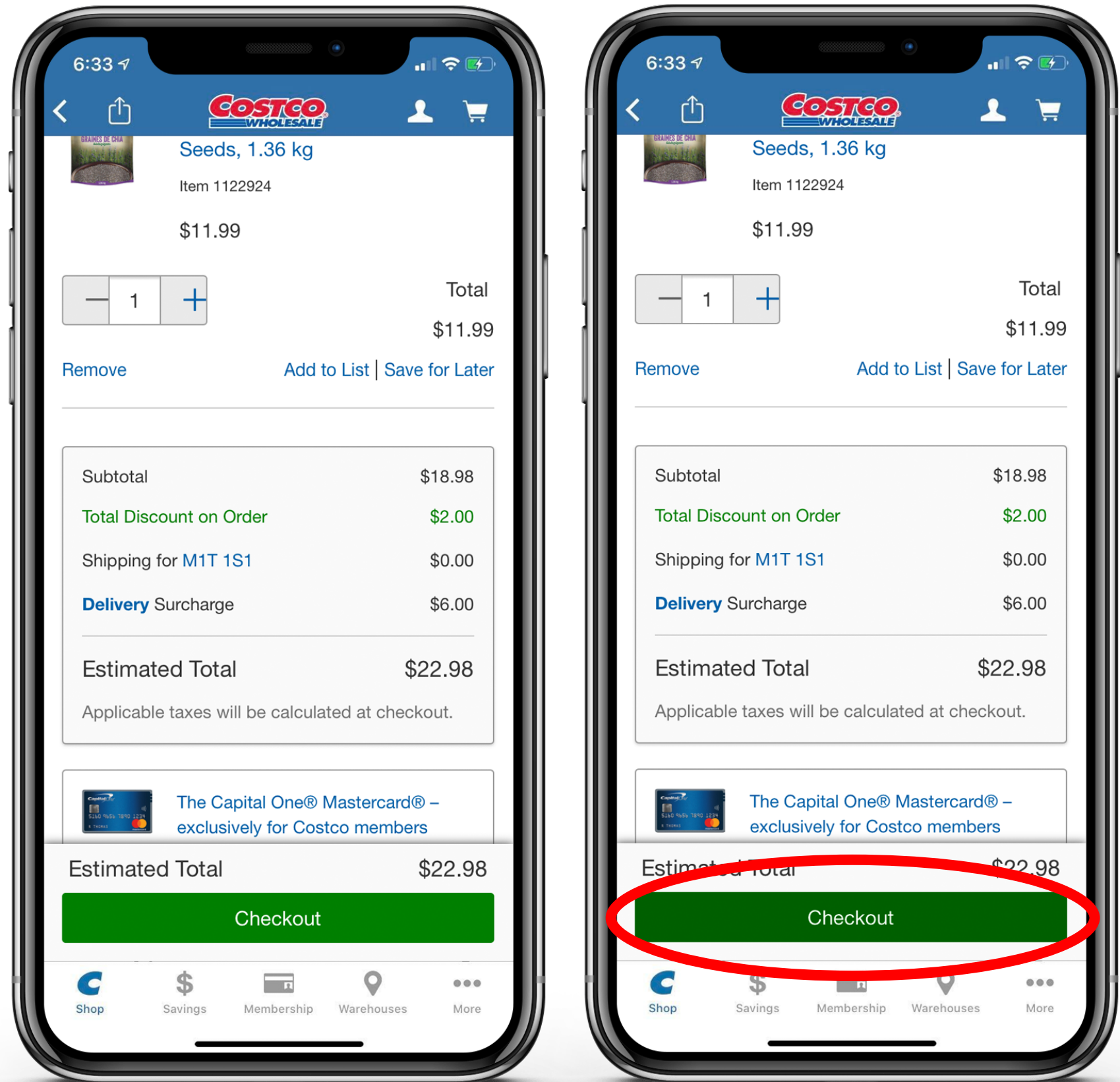
# Visibility of System Status

- Communication and transparency
- Users should know what's happening in the system
- Information translates to better decision - making

Rating :

4

**Usability  
catastrophe**



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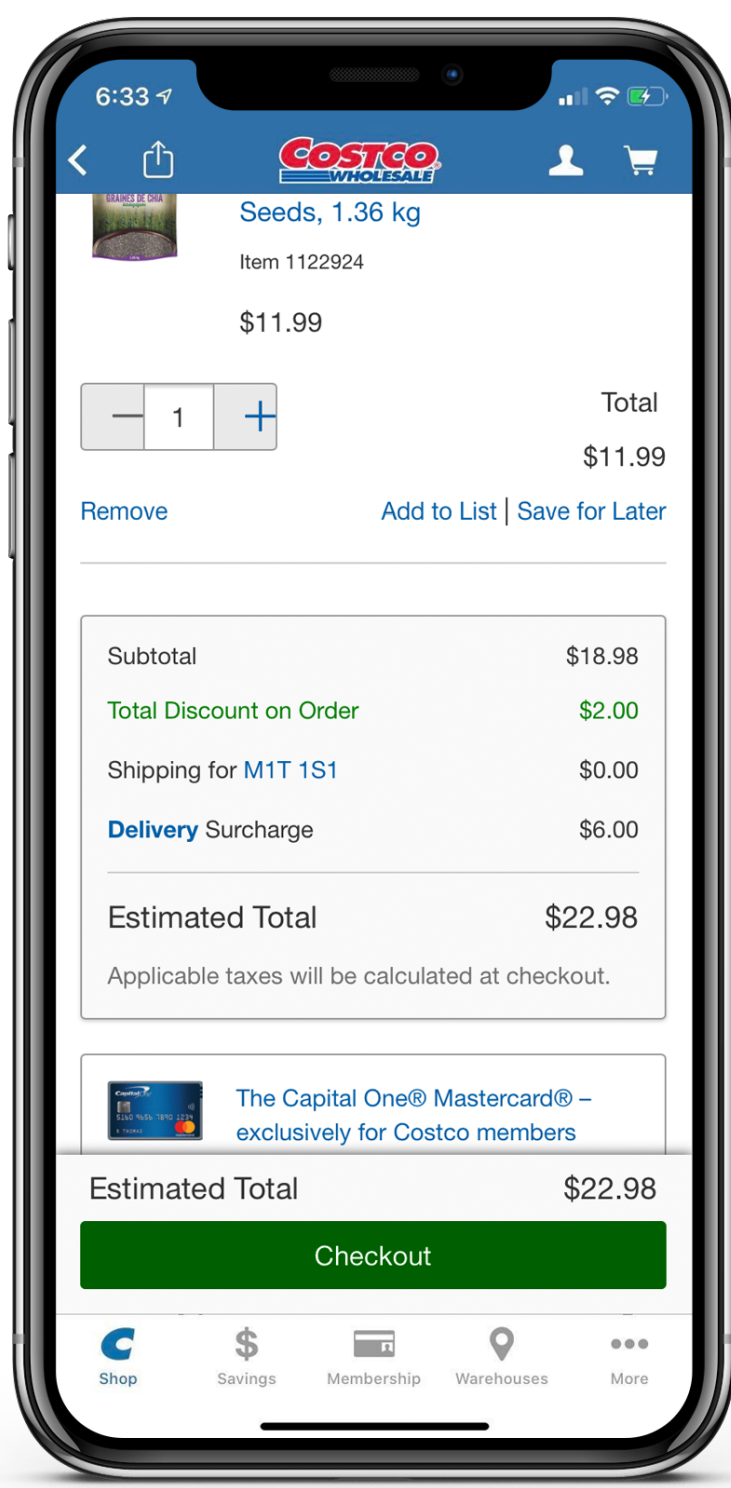
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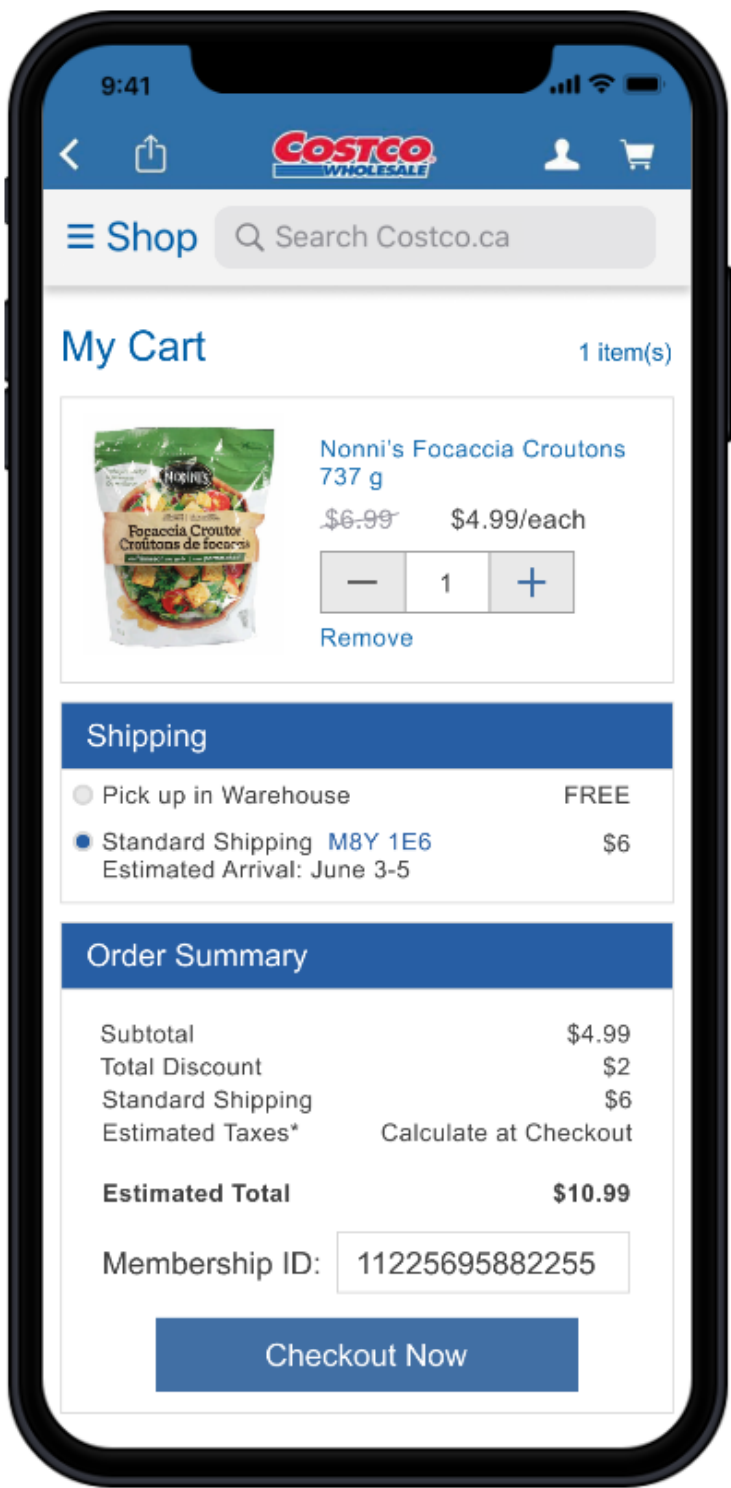


# Checkout Feedback !

- Checkout button inconsistency
- Button states that were not distinguishable
- Membership ID field added



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# Costco Redesign Prototype

[Demo Link](#)