

HEURISTIC EVALUATION

	A	B	C	D
1	Problem	Heuristic	Severity	Note
2	Only way to order is to call on phone	Efficiency	4	Must be able to add an order for takeout. Assume that means online
3	Hard to know what is in each menu category	Learnability, Memorability	3	How might someone better understand the menu? Would a filter or s
4	Difficult to know what certain menu items are	Learnability	2	Would a more visual approach solve this?
5	Difficult to remember what you want	Efficiency	2	Would adding items to a list e.g. Seamless help achieve the goal? T
6	Unclear what the red asterisk signifies	Learnability	2	Assume it is hot and spicy but need clarification
7	Overall look is bland, not appetizing	Satisfied	2	Overall design is outdated, could use updating
8	Blog link drives to different site and is very old	Satisfied	2	Does blog help sales? Does
9	Delivery numbers are hard to find	Learnability	2	Determine best practice for phone# placement
10	Site width is awkwardly narrow	Memorability, Efficiency	1	Design is outdated
11	No photos of the food or restaurant	Satisfied	1	Does data show photos help?
12	No reviews or social links	Satisfied	1	Do reviews or ratings affect ordering?
13				
14				
15	KEY TAKEAWAY: Current site has NO functionality to add an order to takeout. Not possible to evaluate this path heuristically			
16				
17				
18	Severity key: 0-4, 4 is most severe			
19				
20				
21				
22				

Sheet1 ▾