Heuristic Evaluation of SkillShop
(numbers correspond to screenshots on following pages)

The breadcrumbs for employee signup are not consistent with employer signup. Also, the terms basic information, account preferences, and privacy settings are not informative or accurate of corresponding information. For example, breadcrumb for employee signup might be more accurate as “homepage >> registration.” See also #4.

2. H1-9: Prevent errors (severity rating 3).
I can see why on the employee signup, the address would not be required. However, for the employer signup, when prompted for “Business information,” my guess would be that address IS in fact a required field. How else will potential employees know whether the restaurant/business is in a physical area they would like to work in?

3. H1-4: Consistency (severity rating 2).
On the employer signup page, the security question defaults to “mother’s maiden name,” however, on the jobseeker signup page, the security question defaults to “security question.” These should be consistent. See also #8.

4. H1-4: Consistency and H1-2: Speak the users language (severity rating 4).
The breadcrumbs for employee signup are not consistent with employer signup. Also, the terms basic information, account preferences, and privacy settings are not informative or accurate of corresponding information. For example, breadcrumb for employee signup might be more accurate as “homepage >> registration.” See also #1.

5 and 6. H1-9 Prevent errors and H1-3 minimize users memory load (severity rating 3).
There are only 8 options for this question, but you can only see 3 options at a time, and have to scroll down to see all options. Might be better to use checkboxes in this case – this would eliminate the need to have a note that says “press ctrl to select multiple options,” because it would be more straightforward and clear.

In other areas of the website, there is a calendar shortcut that allows users to select dates from a calendar. That might be useful here. Also, the format of the dates is not consistent with other parts of the website (here, year comes first, while in other places, year comes last).

8. H1-4: Consistency (severity rating 2).
On the employer signup page, the security question defaults to “mother’s maiden name,” however, on the jobseeker signup page, the security question defaults to “security question.” These should be consistent. See also #3.

I appreciate the feedback message that says that signup was successful; however, the feedback would be more useful if it previewed/confirmed the signup information that had been entered, and then allowed you to edit the information if you made a mistake.

10. H1-3: Minimize memory load (severity rating 3)
The “continue to my skillshop link” is not clearly visible on the page, and the user needs to search for this information. This should be in bigger font and more central on the page.
11. H1-4: Consistency and H1-7: Shortcuts (severity rating 1).
In some cases, the icons are active links, and in other cases, they do not function and instead you need to click the subtitle under the icon to follow a link. This is minor, but you can notice the inconsistency.

12. H1-2: Match between system and real world (severity 4)
Title says “Upcoming events this month,” but this is confusing because it's not clear what these “events” are. It’s not clear whether these things are ones that I have added to my calendar, or options that are available to me.

13. H1-7: Shortcuts (severity rating 2).
When viewing the calendar, you can only see a small portion of the title for events that are saved. This forces you to click on the link in order to see the full information. It would be useful to have a small box appear on hover, so that you can quickly and easily see the information for each event without following a link.

14. H1-2: Match between system and real world (severity 3)
This is a global issue, but the navigation bar does not list the tasks that a user would typically perform in order of importance or frequency. Posting a job and finding a job are not at the top of the list, which is problematic because then users need to search around for this information.

15. H1-9: Prevent errors (severity rating 2).
I’m not sure that there is a consistent rule of thumb for the order in which ratings are presented, but I believe that most I’ve seen are presented from low to high…. I would pilot test this to make sure that users do not make errors by accidentally thinking the ratings go low to high instead of high to low.

16. H1-1: Simple and natural dialogue and H1-7: Shortcuts (severity rating 3).
On hover over the question mark icon next to each rating category, a short description of the category appears at the very top left corner of the screen. This might easily be missed by users, and so the description should appear next to the name of the category itself. This would map more accurately to the users mental model of where the descriptive information should appear.

17. H1-4: Consistency. H1-7: Shortcuts (severity rating 2).
In other areas of the website, there is a calendar shortcut that allows users to select dates from a calendar. That might be useful here. Also, the format of the dates is not consistent with other parts of the website (here, the date format is presented under the text box, while in other places it is presented within the text box).

I think there may be a mistake here in that the “to” and “from” labels should be switched. Besides that, the format is not consistent with other parts of the website (see #7 for different presentation of start and end times).

Placement of the “submit” button is awkward. There is additional information that is requested, however, this is placed below the submit button. This may be confusing to users, and they may click “submit” before entering some additional information that they wanted to include.

20. H1-4: Consistency (severity rating 3).
In numbers 5 and 6, I pointed out that it might be better to use checkboxes instead of a scrollbar in a similar situation. If you decide to stick with the scrollbars, I would make it consistent here by saying “press ctrl to select multiple options.” Users might not be familiar with this option otherwise.

21. H1-4: Consistency (severity rating 2).
Again, the placement and appearance of the calendar shortcut should be consistent across all pages within the website.
22. H1-9: Prevent errors and H1-3: Minimize users memory load (severity rating 3). Here again, it might be easier to use checkboxes instead of a scrolling box because users may not know that they can select multiple options by using the ctrl key. See #5, 6, and 17.

23. H1-1: Simple and natural dialogue and H1-3 Minimize users memory load (severity rating 3). Here, I think users might want to provide a range of wages that they would be willing to accept, instead of a single number. Would be better to provide two separate text boxes and indicate that they are able to provide a range of values here.
Employer signup:

**New User Registration Form**

**1 Business Information**

- **First Name:**
- **Last Name:**
- **Business Name:**
- **Street Address:**
- **City:**
- **State:**
- **Zipcode:**
- **Email:**
- **Phone Number:**
- **Alternate Phone Number:**
- **Fax:**
- **Website:**

**2 Username & Password**

- **Username:**
- **Password:**
- **Password Confirmation:**
- **Security Question:** What is your mother's maiden name?
- **Security Answer:**

[Submit] [Clear Fields]
Signup feedback:

THANK YOU!
You have successfully registered with SkillShop.

Continue to my SkillShop >>
Logout
Employer dashboard:
Employee feedback:

![Employee Feedback Form](image)

**Communication**: 5 stars
**Learnability & Problem Solving**: 5 stars
**Speed & Accuracy**: 5 stars
**Positive Attitude**: 5 stars
**People Skills**: 5 stars

Comments:

Please limit your comments to MAX 400 characters.

Submit

By clicking on this button, you agree that you understand the "Important notes about employee ratings" below.

Important notes about employee ratings:

- Once submitted, feedback and comments cannot be removed or changed.
- Feedback is not the place to communicate with your employees or SkillShop. Please contact this employee via email to resolve any problems before leaving feedback.
- You can rate an employee once for each job completed.
Confirmation of employee feedback:

Thanks! Your feedback will help us improve your marketplace experience.

Posting Date: Sunday, April 8, 2007

<table>
<thead>
<tr>
<th>Employee</th>
<th>Criteria</th>
<th>Rating</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abigail Reyes</td>
<td>Communication</td>
<td>★★★★★</td>
<td>Abigail communicates effectively and picks up tasks quickly. She is a pleasure to work with.</td>
</tr>
<tr>
<td></td>
<td>Learnability &amp; Problem Solving</td>
<td>★★★★★</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Speed &amp; Accuracy</td>
<td>★★★★★</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Positive Attitude</td>
<td>★★★★★</td>
<td></td>
</tr>
<tr>
<td></td>
<td>People Skills</td>
<td>★★★★★</td>
<td></td>
</tr>
</tbody>
</table>

See all employees awaiting your feedback>>
Return to My SkillShop>>

mailto:info@skillshop.com

This page last modified: 04/02/2007 19:10:26
After clicking “See all employees awaiting your feedback”:

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Employee</th>
<th>Position</th>
</tr>
</thead>
</table>
| 2007-03-14 | Elizabeth Stone | Job Type: Bartender  
Description: Bartender for wedding reception in the Berkeley Hills |
| 2007-03-14 | Abigail Reyes | Job Type: Bartender  
Description: Bartender for wedding reception in the Berkeley Hills |
| 2007-03-06 | Abigail Reyes | Job Type: Server  
Description: Two day conference series in Oakland                       |
| 2007-03-06 | Jeff Andersen | Job Type: Server  
Description: Two day conference series in Oakland                       |
Employer create posting:

My SkillShop > My Schedule > Add Event

When is this event?

Date: [Insert Date]

From: [Select] [00] [AM/PM]

To: [Select] [00] [AM/PM]

What positions do you need filled? How many of each?

- Barback: 0
- Bartender: 0
- Busser: 0
- Chef: 0
- Host: 0
- Runner: 0
- Server: 0

Location:

- Indigo Restaurant (default)
- Other (enter address):

Next
Confirmation of posting:

My SkillShop > My Schedule > Add Event > Add Event Detail

Event Information

Date: 05/26/2007
Starting at: 01:00 AM
Ending at: 04:00 AM
Location: BusinessName

Additional Information for Each Position

3 Busser(s)

Position
Description

Select: employees to work this shift:

Saud
Debbie
Meghalim
Alison
Bindya

Yes
No

Tips

Wage $ Per-Hour

Advertise this job to the marketplace?

Yes
No
Jobseeker dashboard:

Hello Abigail Reyes!

**My SkillShop**

- You have 1 unread message!
- You have 2 new network requests!
- There are 5 new jobs in your area that match your availability!

**Received Feedback:**

Berkeley Catering has added a rating for your work as a Bartender for Smith Wedding the Berkley Hills

Wednesday, March 14, 2007 1PM to 6PM

**Upcoming Events this Month:**

<table>
<thead>
<tr>
<th>Apr 2007</th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 11am Sunlight</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>610pm</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8 11am Sunlight</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15 11am Sunlight</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>22 11am Sunlight</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>29 11am Sunlight</td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Timezone: Pacific Time
Jobseeker dashboard (agenda view):

Hello Abigail Reyes!
My SkillShop

- You have 1 unread message.
- You have 2 new network requests.
- There are 5 new jobs in your area that match your availability.

Received Feedback:
Berkeley Catering has added a rating for your work as a Bartender for Smith Wedding on the Berkeley Hills
Wednesday, March 14, 2007 1PM to 6PM.

Upcoming Events this Month:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Apr 1, 2007</td>
<td>11am Sunlight Cafe (Server)</td>
</tr>
<tr>
<td>Fri Apr 6, 2007</td>
<td>10pm Club Energie (Bartender)</td>
</tr>
<tr>
<td>Sun Apr 8, 2007</td>
<td>11am Sunlight Cafe (Server)</td>
</tr>
<tr>
<td>Fri Apr 13, 2007</td>
<td>6pm Hilton Hotel Dinner Banquet (Host)</td>
</tr>
<tr>
<td>Sun Apr 15, 2007</td>
<td>11am Sunlight Cafe (Server)</td>
</tr>
<tr>
<td>Fri Apr 20, 2007</td>
<td>10pm Club Energie (Bartender)</td>
</tr>
<tr>
<td>Sat Apr 21, 2007</td>
<td>12pm Johnson Wedding Reception (Server)</td>
</tr>
<tr>
<td>Sun Apr 22, 2007</td>
<td>11am Sunlight Cafe (Server)</td>
</tr>
<tr>
<td>Sat Apr 28, 2007</td>
<td>5pm Adagio Restaurant (Server)</td>
</tr>
<tr>
<td>Sun Apr 29, 2007</td>
<td>11am Sunlight Cafe (Server)</td>
</tr>
</tbody>
</table>
Jobseeker advanced search:

Search for a Job

City: [ ]
State: [Select a state]
Zip Code: [ ]

Radius: [Select Radius]
Start Date: [ ]
End Date: [ ]

Job Type: [Select Job Type]
Wage: [ ]
Wage Type: [ ]

Submit

This page last modified: 04/03/2007 22:48:25