

Heuristic Evaluation: SkillShop

Heuristics

The reviewer applied Jakob Nielsen's *Ten Usability Heuristics* to the task scenarios in SkillShop.

General

1. [H2: match between system and real world][severity: 1]
I neither understand nor trust the phrase 'industry standard technology.' This raised security concern about the site.
2. [H4: consistency and standards][severity 2]
Most of the drop down menus do not have their default value grayed out or disabled.
3. [H4: consistency and standards][severity 3]
Calendar formatting instructions change throughout the site, sometimes yyyyymmdd, other times mmddyyyy.
4. [H6: recognition rather than recall] [severity: 3]
The right (and sometimes left) navigation bar has both primary and secondary functions. Because its initial options seems secondary (preferences, profile), I find myself avoiding it when looking for primary tasks.
5. [H6: recognition rather than recall][severity: 3]
The icons on the jobseeker and employee page often have no labels and long descriptions; they require extra effort to discern.
6. [H4: consistency and standards][severity: 4]
Breadcrumbs show last breadcrumb as active.
7. [H4: consistency and standards][severity: 2]
Time format on calendar changes from AM/PM to 24 hour
8. [H2: match between system and the real world][severity: 3]
Cook and Sous Chef are critical options job functions that are not listed. These delineations are significant in the industry.

Task 1 – JobSeeker Job Search

9. [H6: recognition rather than recall] [severity: 3]
Upon entry to the JobSeeker page, my locus of attention is drawn to the search box. I find myself exerting extra effort to find where to search for a job.
10. [H6: recognition rather than recall] [severity: 4]
[H2: match between system and real world] [severity: 4]
The Find Jobs link is one of the core functions of the page, but is obscured by secondary features such as profile, preferences, and settings options. It was very hard to locate and I tried many other places first.
11. [H2: match between system and real world][severity: 2]
On 'Search for Job' page, the 'OR' option was not clear. Placing it below city and state communicates it is sequential. Similarly, the lack of proximity between city and state communicate that the form is sequential not options.
12. [H4: consistency and standards][severity: 1]

The state dropdown menu has a long default value statement, and it is set as the last option. When I select it, I expect to start at the beginning of the alphabet but find myself at the end of it.

13. [H2: consistency and standards][severity: 3]
Use of city and radius makes little sense. Typically, I want a radius around an address not an entire city. If I look for a job in Berkeley with a radius of ten miles, am I searching for any job within a ten mile radius of any border of Berkeley?
14. [H8: aesthetic and minimalist design][severity: 1]
The form boxes are not aligned.
15. [H5: error prevention][severity: 3]
The Start Date and End Date give no indication to select the calendar. Some people will type in the box immediately and not formatting instructions are given.
16. [H7: flexibility and efficiency of use][severity: 3]
No ability to select multiple Job Types.
17. [H6: recognition rather than recall] [severity: 1]
The submit button is not centered, I did not expect it on the left.
18. [H4: consistency and standards][severity: 3]
On the 'Job Results' page, no title or instructions are given to indicate the function/role of the calendar.

Task 2 – Employer Account Settings

19. [H4: consistency and standards][severity: 1]
Some of your labels have colons and some do not.
20. [H5: error prevention][severity: 4]
Alaska, which has fewer jobs and is difficult to travel to, is the default state setting.
21. [H4: consistency and standards][severity: 2]
Zip code implies that this is U.S. centric. I believe postal code is more broadly used.
22. [H5: error prevention][severity: 2]
[H6: recognition rather than recall][severity: 2]
There are no formatting instructions/masks for telephone entries.
23. [H6: consistency and standards][severity: 4]
A very common problem with a site like this is forgetting your password or login. Not making the security question mandatory will cause future frustration for users.
24. [H6: recognition rather than recall] [severity: 2]
The response to registration is clear, but the link to continue using SkillShop is in small font in the lower left corner. It took a while to find. It should hold a more prominent place.

Task 3 – Employer Job Posting

25. [H6: recognition rather than recall][severity: 3]
I expected the 'Post New Jobs' to be in the right navigation bar near 'Find Jobs.' Its placement as the third icon made me overlook it because it was next to secondary functions like messages.
26. [H4: H5: H6: H7: You pick][severity: 2]
The 'Post New Job' icon does not link.
27. [H4: consistency and standards][severity: 4]

Navigation bar moved from left side to right side.

28. [H2: match between system and the real world][severity: 2]
The time drop down menu are not in numerical order, i.e. 1-12. The default value is so long, I don't know that this is a time box; the label mentions date but not time.
29. [H5: error prevention][severity: 4]
I can look for shift that ends before the start of my shift, i.e. start 2AM Monday end 5PM Monday.
30. [H5: error prone][severity: 2]
[H4: consistency and standards][severity: 2]
Other location asks for address but not location name. The default location is given by name.
31. [H6: recognition rather than recall][severity: 3]
Submit button is on top right not bottom.
32. [H8: aesthetic and minimalist design][severity: 3]
[H2: match between system and real word][severity: 3]
The 'select employees' option make no sense on this page. This is a post job form, not a employee tracking form. I think too much is being done here.
33. [H2: match between system and real word][severity: 3]
'Advertise to marketplace' is a confusing option. I am posting a job to advertise to the marketplace, so what other option is there?
34. [H6: recognition rather than recall][severity:4]
The calendar is unreadable given the large amount content being entered.

Task 4 – Employee Search

35. [H6: recognition rather than recall][severity: 2]
The 'find employee' option is a primary function and should have a placement similar to post job.
36. [H8: aesthetic and minimalist design][severity: 2]
[H2: match between system and the real world][severity: 2]
Radius should be selected by the jobseeker not the employer. This is an extra data request not needed by the employer.
37. [H4: consistency and standards][severity: 2]
The quantity of days listed should reflect the date range input. If the job is greater than 7 days, the shift need may be different from one week to the next.
38. [H5: error prevention][severity: 3]
[H4: consistency and standards][severity: 3]
Checkboxes imply/infer/afford that more than one option can be chosen, but your options overlap.
39. [H2: match between system and the real world][severity: 3]
Shift times are never as static as are listed. What do I click if I want 6 AM to 12 PM.
40. [H2: between system and the real world][severity: 3]
I would never hire anyone with less than a 5 star rating.
41. [H2: between system and the real world][severity: 3]
Experience in this industry is highly varied, the resume should be linked to this page.
42. [H4: consistency and standards][severity: 4]
There is no ability to add one of these search results to event.

Employer Feedback

- 43. [H5: error prevention][severity 2]
Learnability and problem solving are different. These should be separated.
- 44. [H2: match between system and real world][severity 2]
Learnability is a highly ambiguous term.
- 45. [H2: match between system and real world][severity 2]
On the comments box, employers do not think in quantity of characters.
- 46. [H5: error prevention][severity: 4]
Acceptance of 'submit' terms should be required to be accepted before submit button is enabled.