



FetalHope.org – Expert Review

Evaluation of the site’s support of the primary users and user goals

Walk through the site from the perspective of the following 4 primary users and evaluate how well the site supports meeting users’ goals.

Pregnant Mothers and Expectant Fathers who have learned that their unborn baby has some sort of fetal issue such as Twin-to-Twin Transmission Syndrome – to find:

- Reassurance that they are not alone
- Information about treatment centers for their baby’s particular condition, and a list of questions to ask doctors when selecting a treatment center.
- Statistics about the risks of treatment and success rates (to help expectant parents to make a decision about whether they should pursue treatment or terminate the pregnancy)
- Emotional support – from the foundation leaders as well as by encouraging parents whose children have survived fetal distress syndromes to share their stories.
- Bereavement support for parents who terminate the pregnancy or whose child(ren) die in utero
- Links / suggestions of resources for parents of children who have a disability that resulted from a fetal distress syndrome

Pregnant Mothers of Healthy Babies – to become aware of fetal distress issues / conditions and provide information about prevention, such as nutrition, exercise, weight management, prenatal vitamins, etc.

Donors –

- Sign up for a fundraising event such as the Race For Hope
- Give money directly to the foundation
- Feel like their donation is making a difference, helping work toward a goal, whether a financial goal of the foundation or to see success stories of families that have been helped by the foundation.

Medical professionals –

- To become aware of the treatment options / treatment centers that are available for fetal distress issues (many doctors mistakenly advise expectant parents that their only options are to terminate the pregnancy or let the baby die in utero).



Evaluation of the site against human factors design heuristics

Rank severity of each problem as follows:

- **Severity 1:** Prevents completion of tasks or causes data loss
- **Severity 2:** Causes a delay, frustrates the user, but the user can work around the problem
- **Severity 3:** Causes a minor problem for the user or would enhance usability if fixed

1. Preattentive Processing

Preattentive Processing occurs during the first fraction of a second when a user opens a website and tries to make sense of the site, understand what the site is for, and decide how to act on the page. What happens in this instant has a dramatic affect on user experience. It can either give the user a feeling that the site is easy or that the site is confusing. Ideally, when the user views the home page for the first time, he will think, "oh I get it, this site is for ____ . I'll start by clicking here."

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
1. For each of the users outlined in the previous section, is it immediately clear that the site will support the user's goal/task and is it immediately clear how to get started?				



2. Progressive Disclosure

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
2. Does the site use progressive disclosure to show users the information they need, when they need it?	Rather than showing everything on the home page, show small pieces that the user can drill into or expand if they are interested in that topic. For interaction design, hide advanced options until the user needs them.			
3. Does the home page set up a scaffold of the most important information, and then allow the user to explore topics of interest in more depth?	Scaffolding is a term from education in which a teacher offers a student assistance only with those concepts that are beyond the student's grasp.			

3. Affordance, Feedback, and Flow

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing	Severity of

			problems	problem
4. Affordance: Do items that are clickable look clickable? Is it apparent how to operate controls?	<p>Links should look like links (blue / underlined). Buttons should look like they will push in. Controls that are drag-able should look like they can be “grabbed” with the mouse and moved (use of texture on movable controls make them look grab-able.)</p> <p>Conversely, things that are <i>not</i> clickable should not look like they are.</p>			
5. Does the site provide feedback when the user does something?	<p>For example, rollovers on global nav options, a shopping cart that expands when something is added to it, confirmation messages then a task has completed.</p>			
6. Flow: Is the site engaging? Does the user feel in control of	<p>Introduction of dynamic panning in mapping</p>			



<p>his experience? Can the user forget that he is “using a website” and become immersed in the information or other benefit that he is receiving from the site?</p>	<p>(using the mouse to drag the map) made maps much more engaging than old arrow controls, which made the user painfully aware that they were using a computer to pan the map.</p>			
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4. Orientation

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
<p>7. Are there clues in the user interface to help the user know where they are in the site or task flow, how to continue, or how to back out?</p>	<p>The site should not have dead-ends or pages where global navigation elements are not provided.</p>			
<p>8. Is the hierarchy of information understandable? If applicable in the site, are parent-child relationships easy to recognize?</p>	<p>Subtasks can be presented in child windows (flyouts) rather than full pages. The user should know where he is in a task</p>			

	flow.			
9. Is there global navigation on all pages? If there are there sub-navigation options is it clear which parent navigation option they 'belong' to?				

5. Finding Information

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
10. Does the site provide a way to search for information or other relevant content?				
11. If the user arrives at an interior page of the site via a search engine search (rather than starting site usage at the Home page), is it clear where the user is and how to navigate through other relevant parts of the site?	Because of Search Engines, the user may land in the middle of the site and not at the Home page. There is no guaranteed starting point in the user experience.			



12. Is the site content navigable?	Are links provided in-line with content? For example, Wikipedia embeds links throughout paragraphs of content. This supports wayfinding as a navigation method rather than requiring the user to use global nav or search.			
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6. Consistency within and across pages

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
13. Are terms, link and button names consistent from page to page?				
14. Is the layout consistent?				



7. Icon/graphics intelligibility

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
15. Do the graphics contain too much detail (noise)?				
16. Do the graphics support the motivating factors of the site?	Does the graphic evoke the desired user experience and/or help the user accomplish her goal?			
17. Are the graphics too large?	Do graphics take up too much screen space (distracting from navigation and text), or do graphics take too long to load?			

8. Use/Misuse of color

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
18. Does the color provide aesthetic appeal?				



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
19. Does the color aid scanning, organization and navigation?	Are there any violations of color stereotypes (using Red for a "GO" button for example)?			
20. Does the color draw attention to the most important items?				
21. Are there any examples of chromostereopsis?	Using red and blue in close proximity, can cause an optical illusion or appearance of one color being closer than the other, or for some users, the illusion of movement.			
22. Is color the sole coding method?	There should always be redundancy for users with color vision deficiencies. For example, instead of red, yellow, and green			



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
	circles to indicate order status, use red X, yellow triangle, and red circle.			
23. Does the background of the site interfere with legibility?	For example, blue text on a black background is difficult to read.			

9. Issues in the interface that affect trust and credibility

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
24. Are there any typos?				
25. Is information about the physical location and phone number that is easily accessible?				
26. Are there broken links, info that isn't available now, outdated information?				



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
27. Is information deleted when the user doesn't expect it to be?	User hits the Back button in the browser and loses what is on a form			
28. Does the site explain why personal information is needed?				
29. Is it clear to the user that their connection will be secure?				

10. Mental Workload

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
30. Is the mental model clear?	Users bring their experience with other similar sites to this site. For example, users bring their experience / expectations from using Amazon to using other shopping			



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
	websites.			
31. Is the language used appropriate to the user?	Are there any words whose meaning is likely to be unfamiliar to the particular user group?			
32. Do the important things stand out?				
33. Does the site minimize the working memory load?	Does the user have to remember information from page to page?			
34. Visible help: Are help text and examples provided directly on the page where the user needs it?				
35. Are there any places where the user has to do calculations in her head?				
36. Does the system require unnecessary field completion?				



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
37. Does the system produce unnecessary anxiety?				

11. Layout, grouping, alignment, and clutter issues

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
38. Are related items placed in close proximity / grouped together? ¹	Are associated items in closer proximity to each other than non-associated items (for example, are text labels close to what they represent)?			
39. Do items within a group of graphics or navigational elements have a similar shape? ²	Similar shapes can help the user see that items belong in a group together.			
40. Are there excessive words (too much marketese)?				
41. Are labels to the left of text entry fields? ³				



Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
42. If buttons are arranged in a column, are they the same width? Are side-by-side buttons the same height?				
43. Are objects and text aligned so as to reduce clutter?				
44. Is there a good use of white space?				
45. Are there a small number of fonts?				
46. Is the most important content above the fold (in the top-third of the screen)?				2

12. Performance Issues

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
47. Overall how the pages quick to load?				
48. Does the system provide any feedback if an operation will take some time?				



13. Accessibility issues

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
49. Is there Alt+Text for all graphics?				
50. Is the Alt+Text consistent for the same graphics?				
51. Can the user do everything with the keyboard?	Tab to fields, press Enter or spacebar to activate buttons, etc.			
52. Are all components labeled?				
53. Are logical groups named?				
54. Do you present a lot of text information in columns?	(This causes problems for screen readers)			
55. Is the content for each graph and chart summarized?				



14. Error messages and error prevention

Heuristic	Explanation / Example	Problems found or things done well on the website	Pages containing problems	Severity of problem
56. Do the error messages explain where the problem is and what the solution is?				
57. Do the error messages have programming jargon?				

For more information about improving your product’s usability or integrating user-centered design methods into your organization, please contact us.

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ⁱ Colin Ware, Information Visualization: Perception for Design. Academic Press, San Diego, 2000.