Nielson Norman Usability Heuristics Analysis
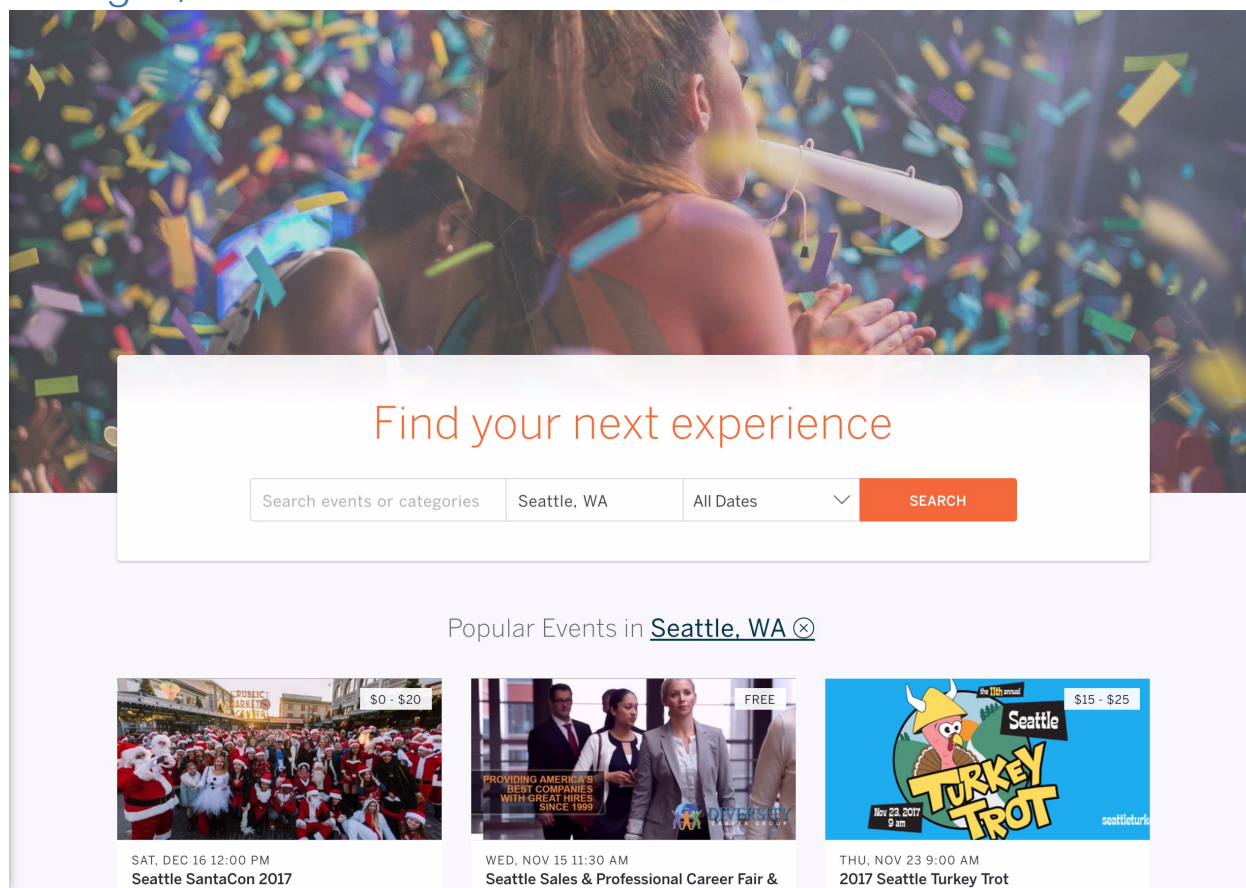# Eventbrite, Facebook, and Twitter

UX Check Results

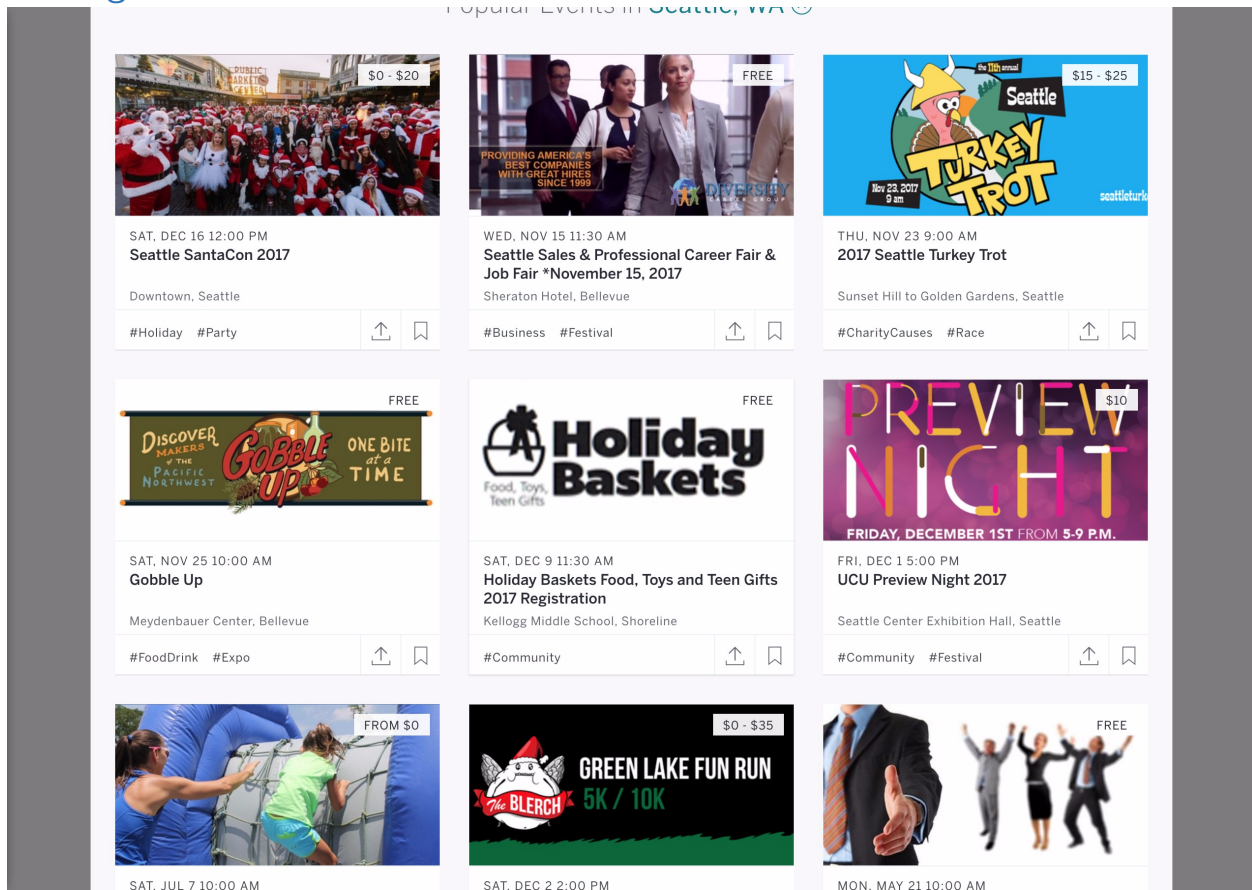## Heuristic: Aesthetic and minimalist design

Rating: 5/5

Notes:

A great use of simple graphics and minimal drop shadows to create a depth to the layout and a sense of a third-dimension in a 2D environment.

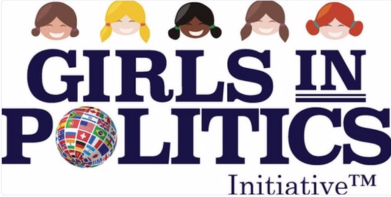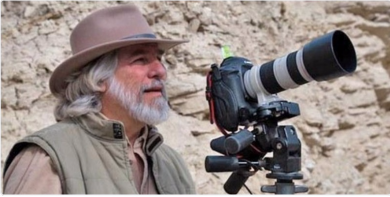# Heuristic: Consistency and standards

Rating: 4/5

Notes:

No event image looks out of place. Price for tickets is always visible, but never a distraction from the event details. Each event has 2 hashtags to help track it, and icons are consistently used across each.

Heuristic: Consistency and standards

Rating: 1/5

Notes:

Prices here are now visible only as text, unless free, then it follows the same standard as the front page. Confusing for users just starting to use the service, as it makes it seem like these events are all free.

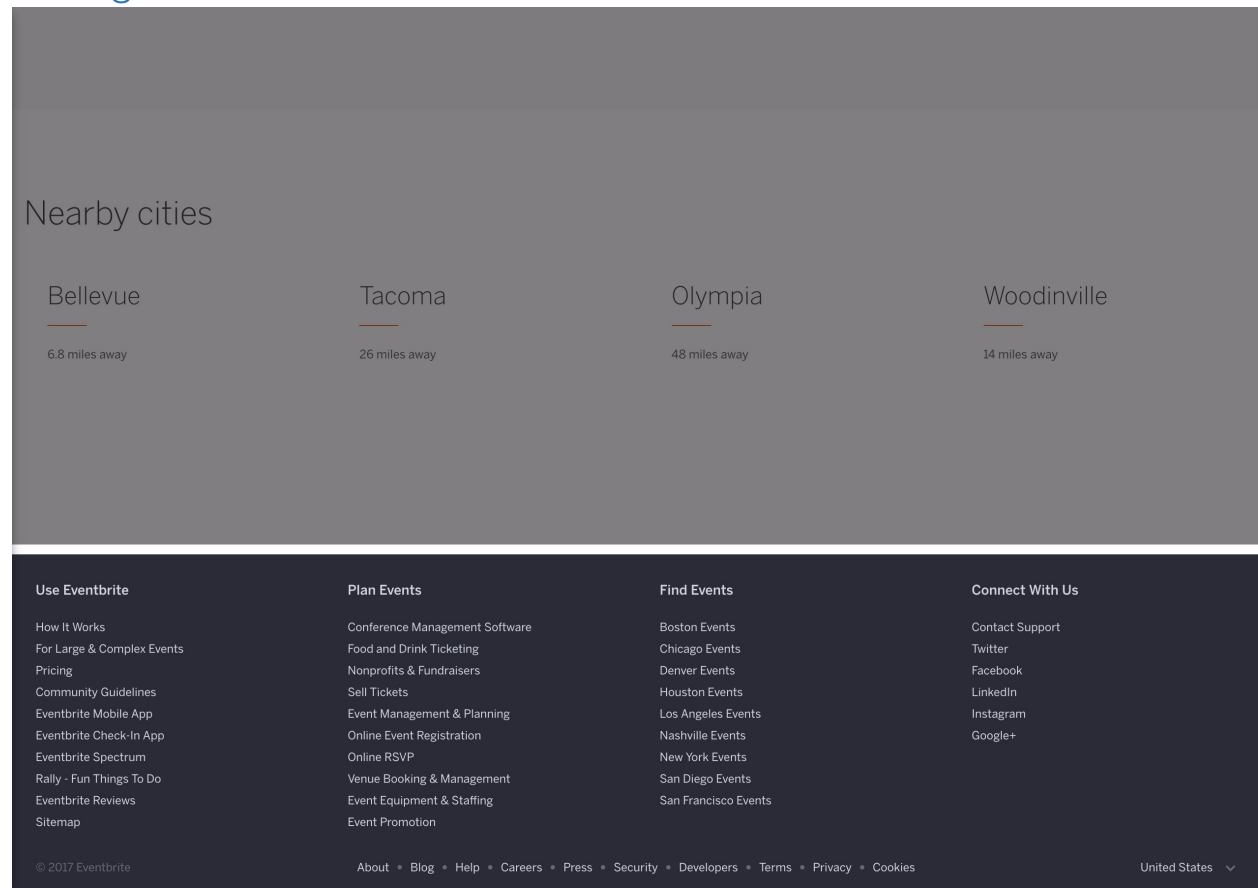# Heuristic: Help and documentation

Rating: 5/5

Nearby cities

Bellevue	Tacoma	Olympia	Woodinville
6.8 miles away	26 miles away	48 miles away	14 miles away

Use Eventbrite

How It Works
For Large & Complex Events
Pricing
Community Guidelines
Eventbrite Mobile App
Eventbrite Check-In App
Eventbrite Spectrum
Rally - Fun Things To Do
Eventbrite Reviews
Sitemap

Plan Events

Conference Management Software
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Online RSVP
Venue Booking & Management
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Notes:

Help is found in the standard location at the bottom of the page (How it Works, Contact Support, etc.).

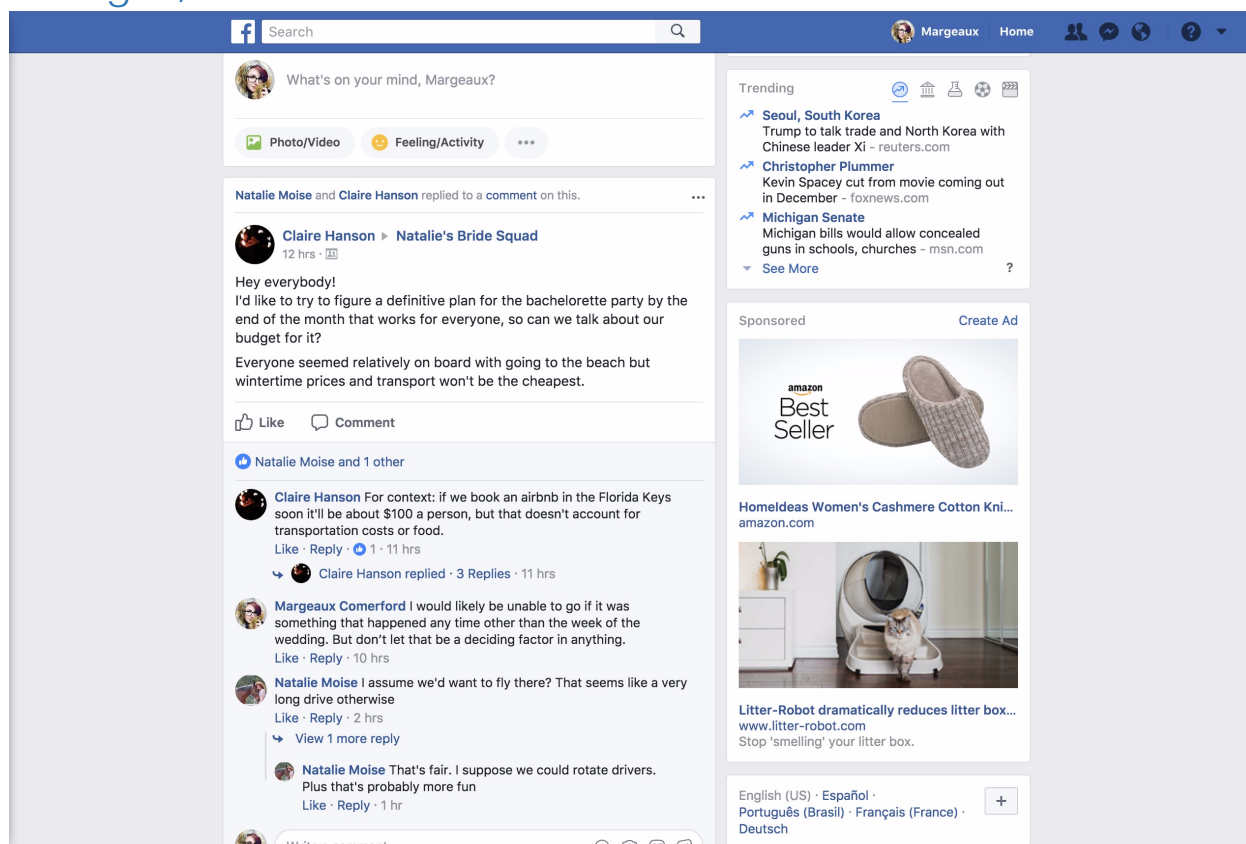# Heuristic: Help and documentation

Rating: 5/5

Notes:
Help can also be found at the top of the page, with less detailed information, but clearly is a sort of FAQ help center to make it easier to quickly find support for the most common questions when starting out with the service.

Facebook

## Heuristic: Recognition rather than recall

Rating: 1/5

Notes:
From the home page of Facebook, it is difficult to find WHERE to go to create an event page. As much as I use it for events, I NEVER remember where to go when I log in to Facebook. However, there are links for "Create Page" and "Create Group", among others, in the drop down menu that I would expect to contain a "Create Event" button.

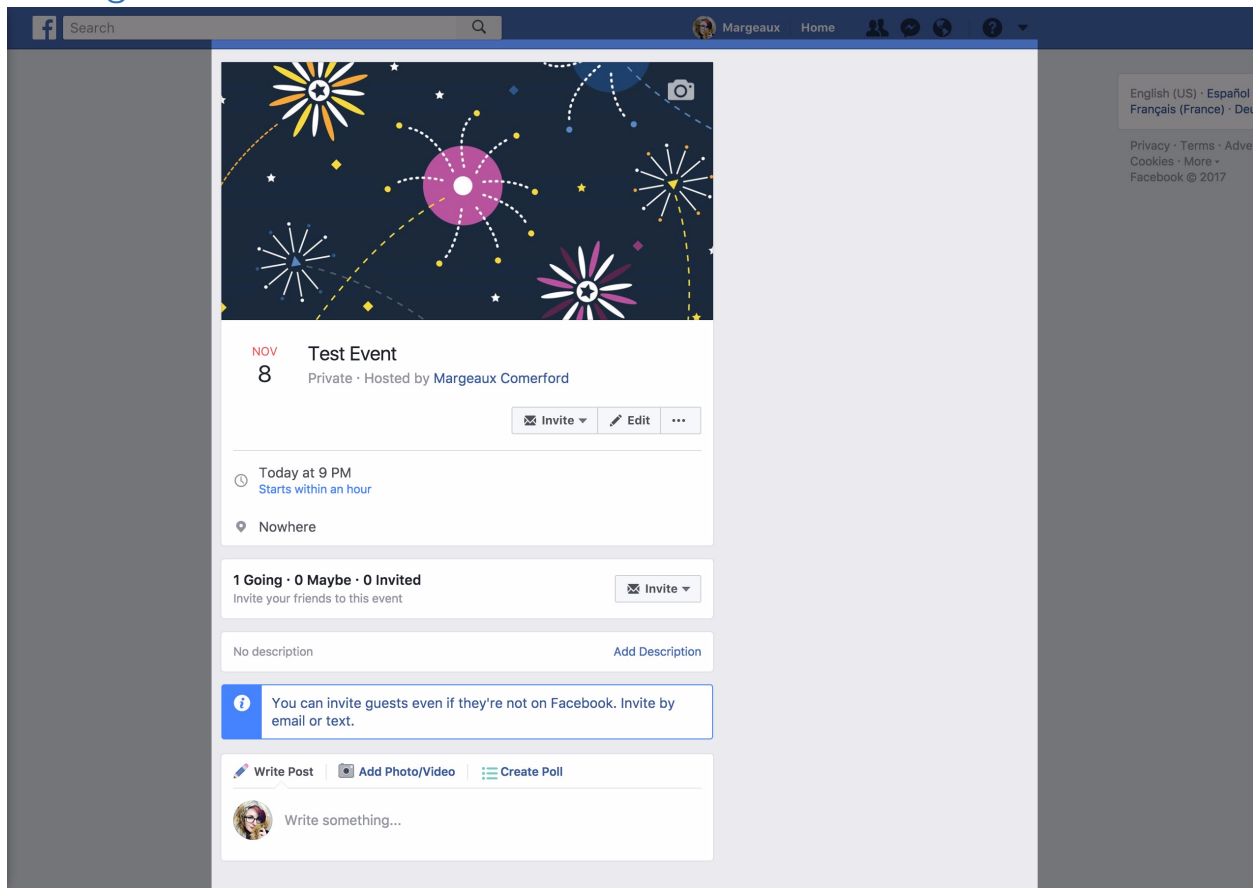# Heuristic: Aesthetic and minimalist design

Rating: 3/5
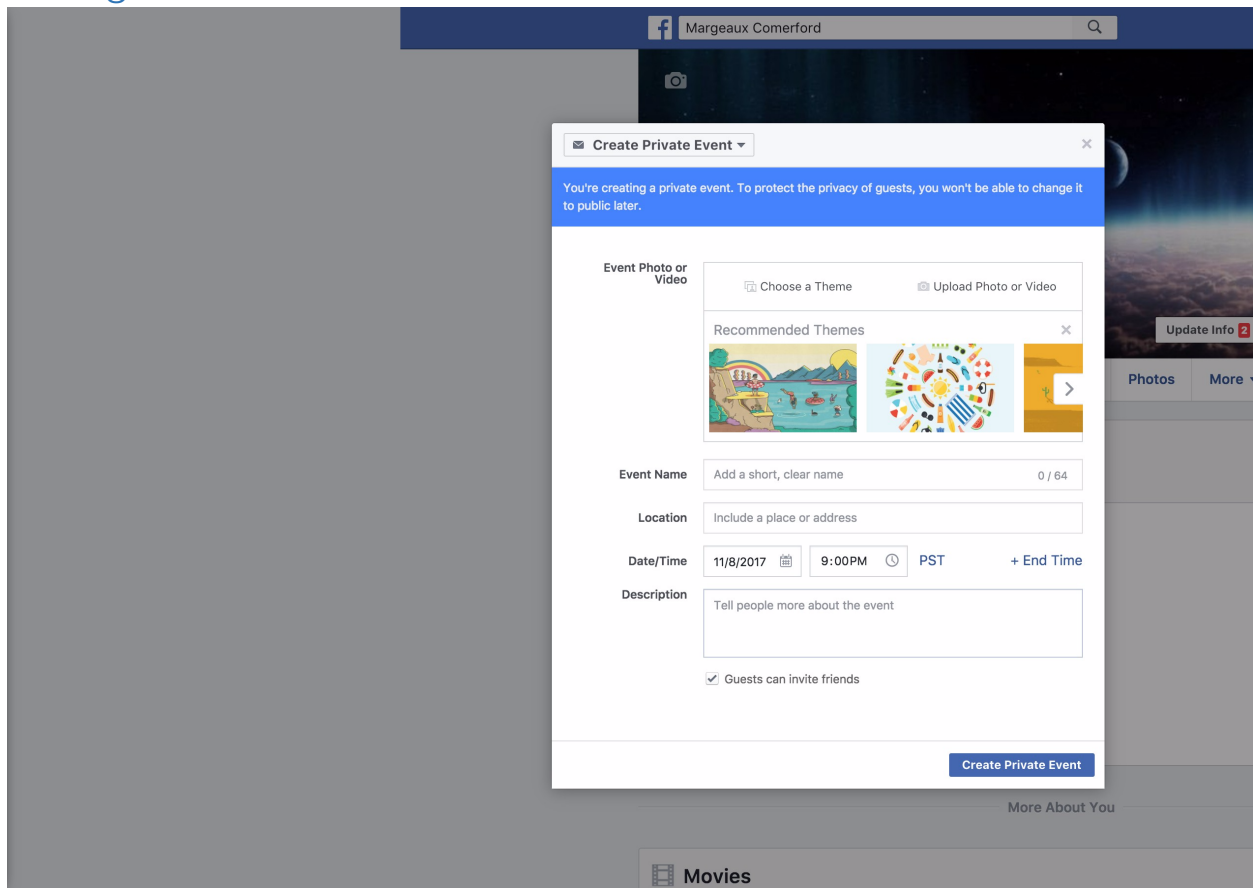
Notes:

Does a good job maintaining a minimal layout so it doesn't overload users while remaining consistent with Facebook's branding standards, but it does seem like this should be a page instead of a popup.

Heuristic: Visibility of system status

Rating: 5/5

Notes:

Event details, like time and date, are shown in plain language with reminders like "Starts in 1 hour", helping the user keep track of the status of the event without having to put thought into even small details. Shows status of guests' responses, and even seems to allow you to invite guests that are not using Facebook (this is a fairly new feature, I've never seen that before).

Twitter

Heuristic: Aesthetic and minimalist design
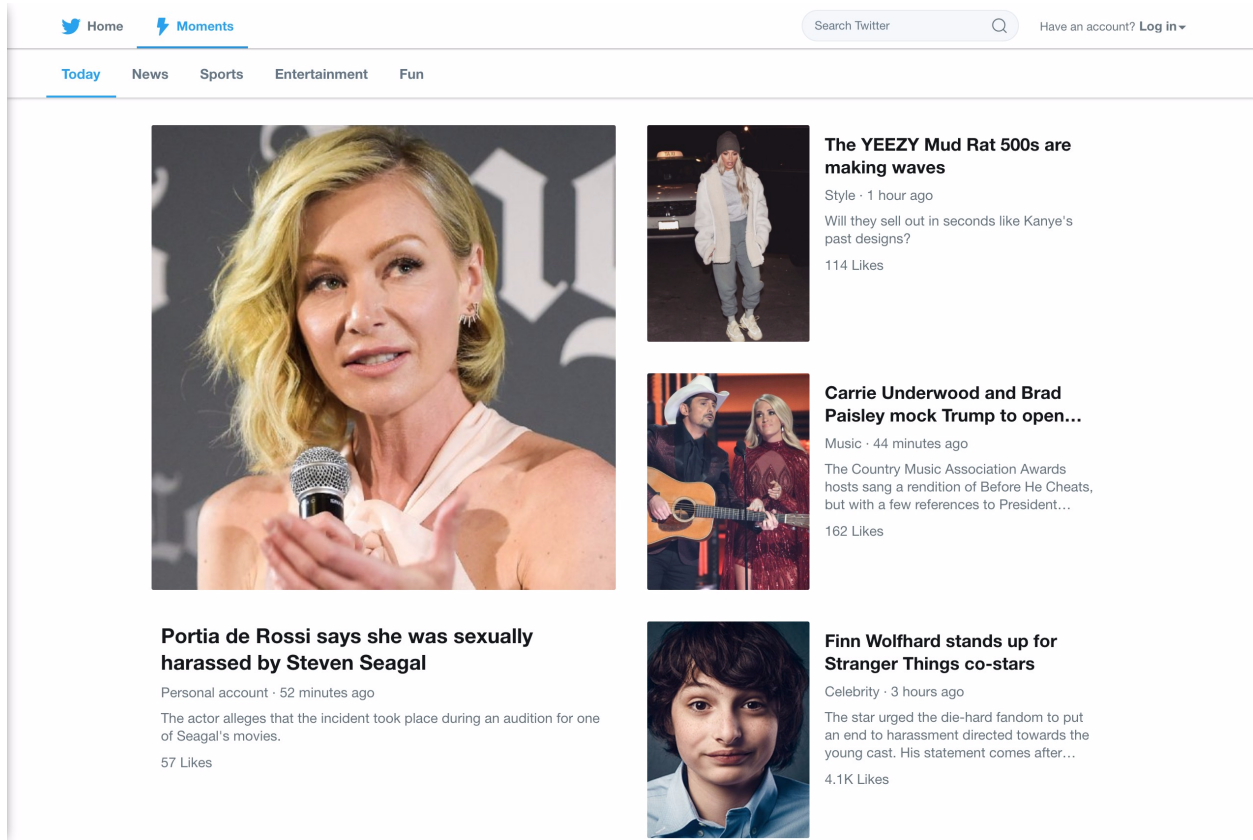
Rating: 5/5
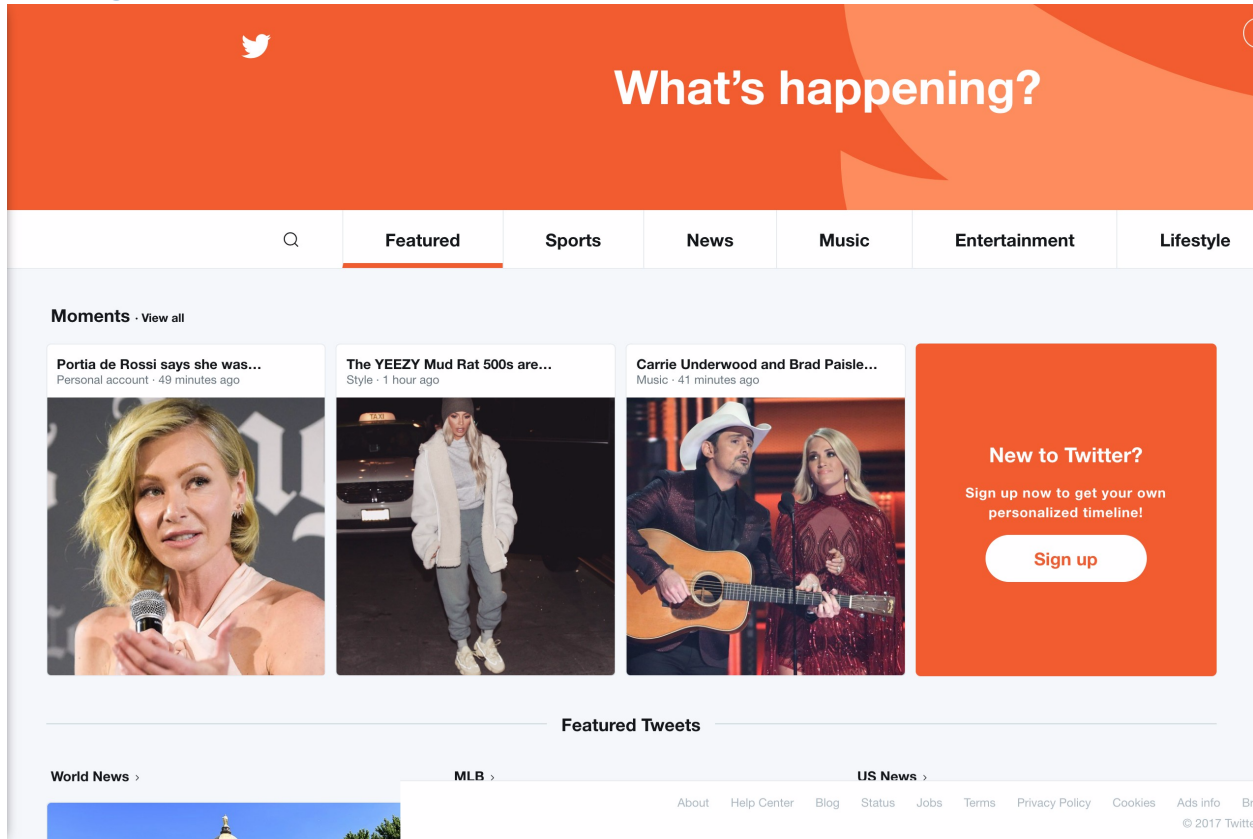
Notes:

Minimialist design for sure. Everything is 2D and flat, which definitely follows current design trends. The big things to look for are easy to find at a quick glance - topics, featured tweets, the new Twitter "Moments" feature that lets them showcase specific stories - it's all there, easy to find, and actually leads your eye towards the Sign In/Sign Up tabs (sneaky Twitter, giving users incentive to create accounts).

Heuristic: Aesthetic and minimalist design

Rating: 4/5

Notes:

VERY different than the home page of Twitter. More of what I was expecting, so I'm assuming the orange home page is an autumn related color scheme. Once again, minimalist design, showcasing the CONTENT of the page, not the graphics.

Heuristic: Flexibility and efficiency of use

Rating: 5/5
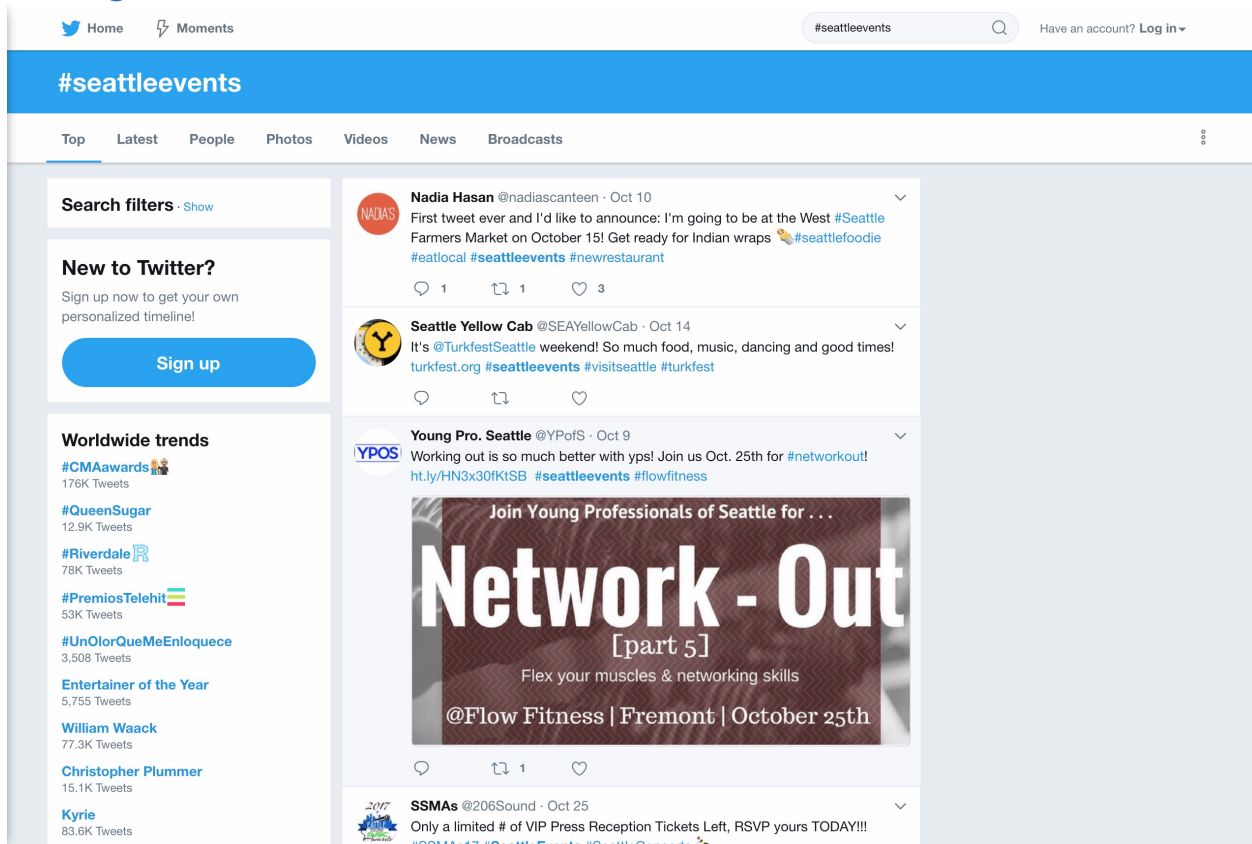
Notes:

Searching for a specific hashtag opens up a world of options for new and experienced users. I am not a Twitter user by any means, but I can quickly find two clear ways to filter what I am looking at within that hastag - the top menu bar and an actual Search Filters option. I'm sure more experienced users have a way of managing things like this so they don't have to filter each and every time they want to go into that hashtag.

Heuristic: Help and documentation

Rating: 3/5
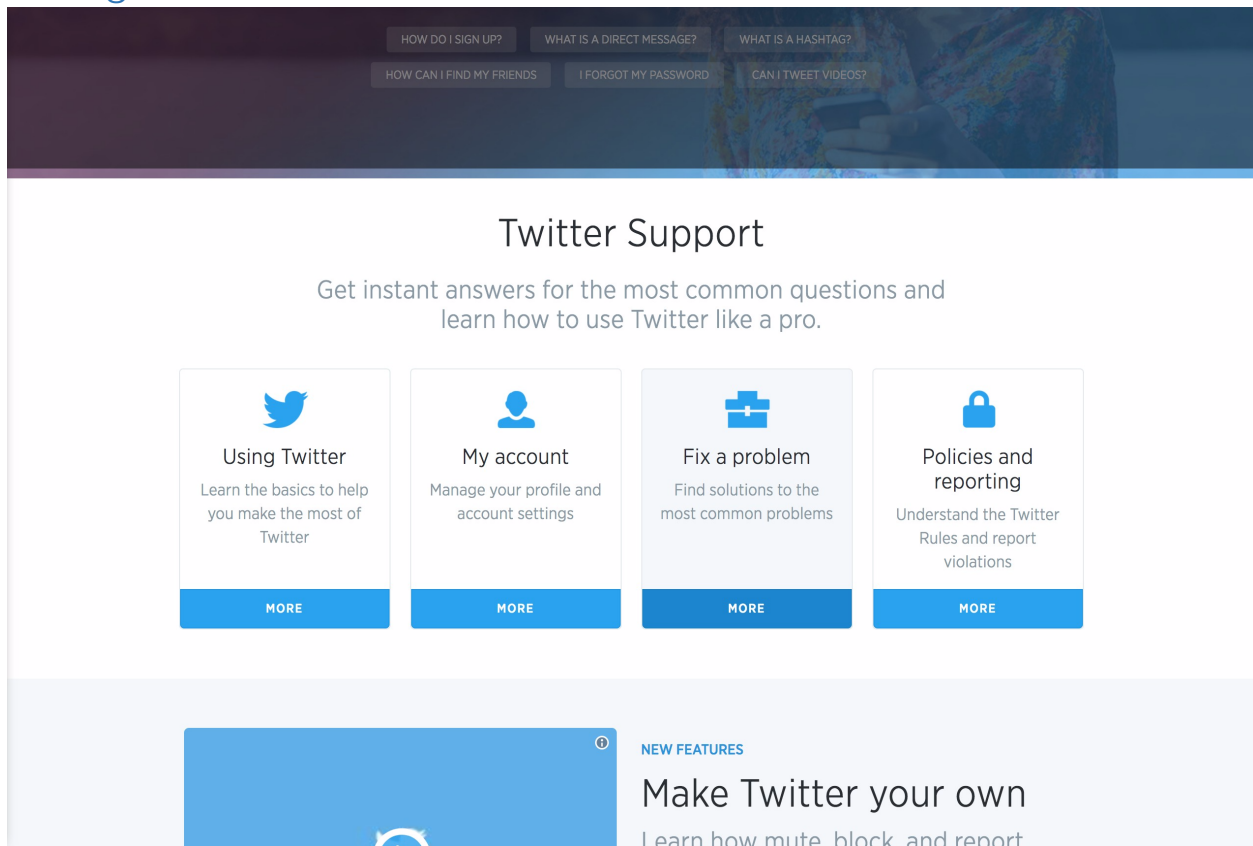
Notes:

Bless your help center, Twitter. Breaks it all down into easy to navigate categories, allowing users to quickly find the best resource for their problems. There's also a search bar above this to just search your specific question, making it even easier. However, getting to this page was a hilarious exercise in patience, because the bottom menu bar for the home page disappears as you scroll down (I missed it completely because I started scrolling to look for this page) and pops up after a few seconds of inactivity. It's not on any page other than the home page, either. It's also small light grey text on a white bar. Kind of hard to read. As more older users sign up for Twitter every day, it may behoove Twitter to make that a bit easier to find.