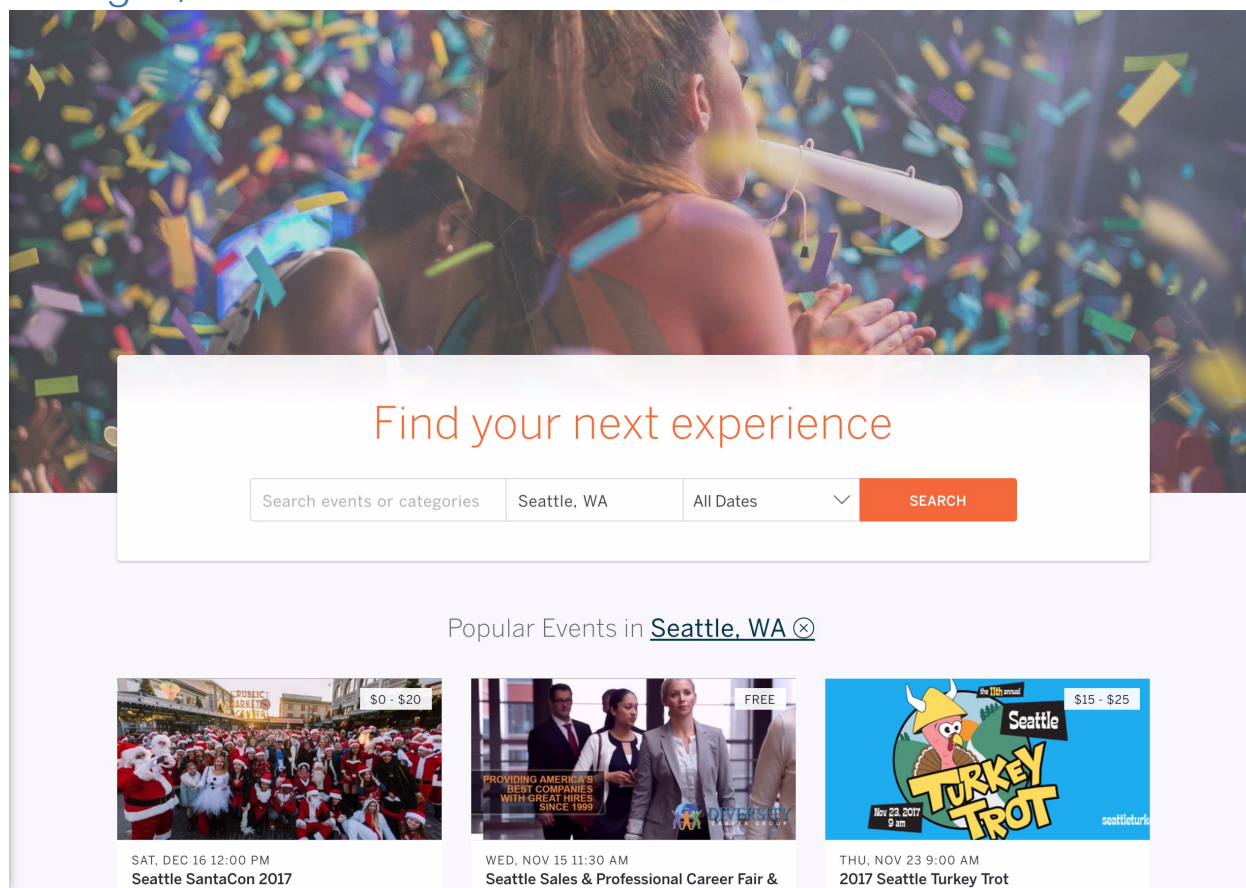


Nielson Norman Usability
Heuristics Analysis
Eventbrite, Facebook, and Twitter

UX Check Results

Heuristic: Aesthetic and minimalist design

Rating: 5/5

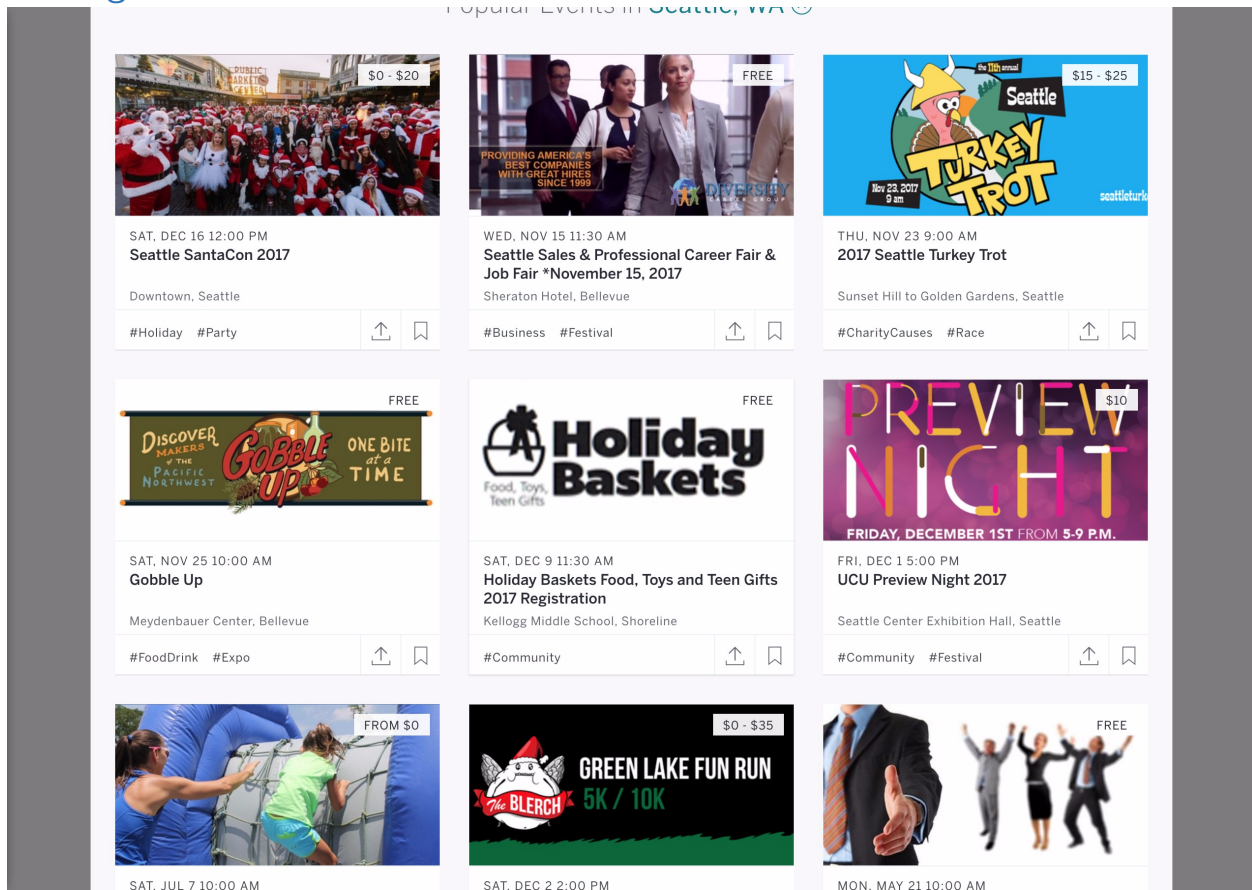


Notes:

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



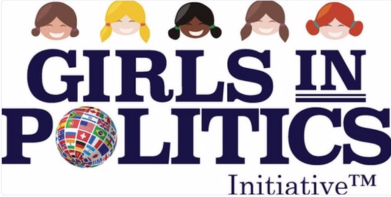

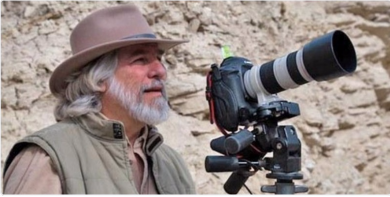



Notes:

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

Popular events

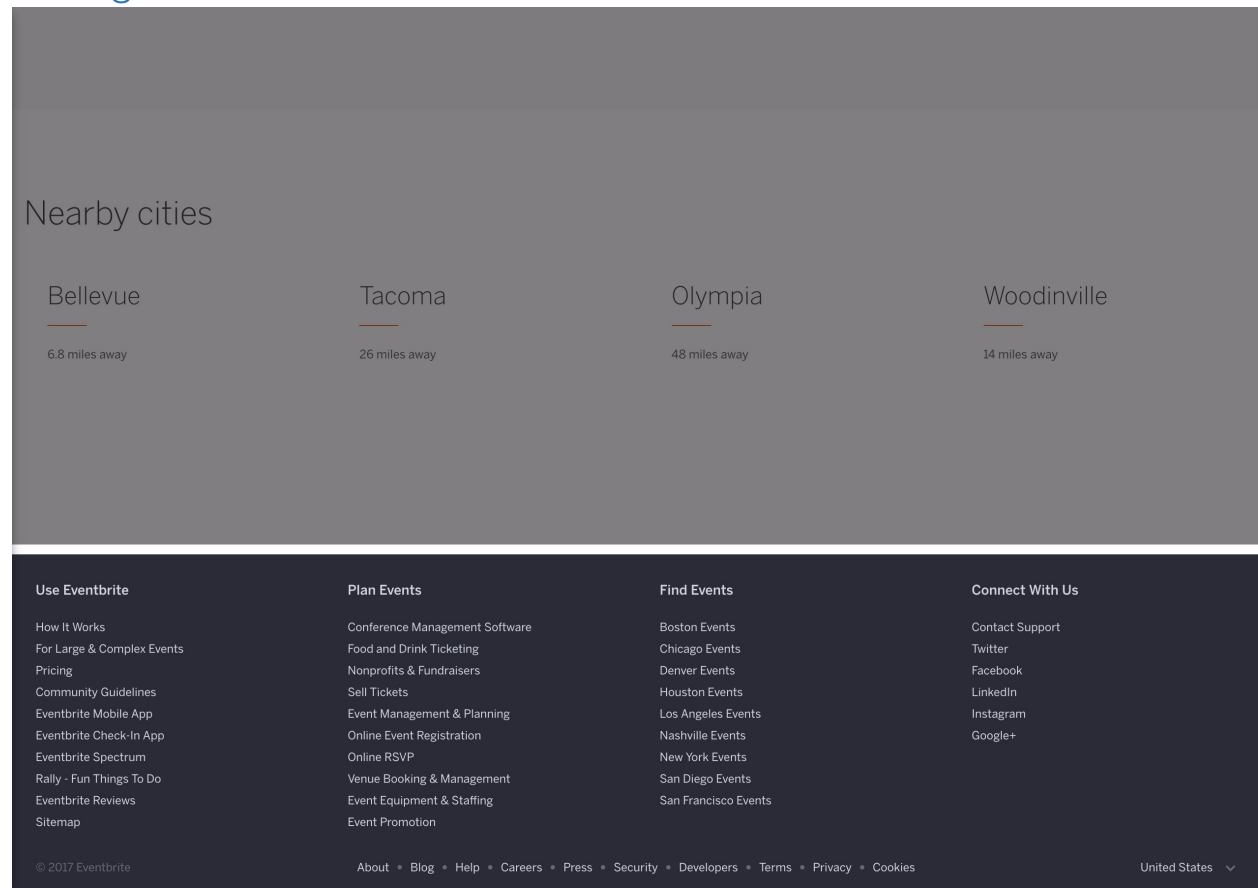
 <p>GIRLS IN POLITICS Initiative™</p>	 <p>2017 STEM CAREER FAIR Free</p>	
<p>NOV 12 Camp Congress for Girls Seattle 2017 Seattle, WA Starts at \$120.00 • on Eventbrite</p>	<p>NOV 14 2017 STEM Career Fair Opportunity Center for Employment & Education, Seattle, WA on Eventbrite</p>	<p>NOV 17 Canon Explorer of Light Speaker The Mountaineers, Seattle, WA Starts at \$10.00 • on Eventbrite</p>
	 <p>Share icon, Heart icon</p>	
<p>DEC 1 UCU Preview Night 2017 Seattle Center Exhibition Hall, Seattle, Washington (WA) Starts at \$10.00 • on Eventbrite</p>	<p>DEC 2 ANUHEA: All Is Bright Tour 2017 with Paula Fuga, Mahi (SATURDAY, 21+) Nectar Lounge, Seattle, WA Starts at \$22.00 • on Eventbrite</p>	<p>JUL 7 2018 KIDFITSTRONG Fitness Challenge - Seattle Seattle, WA on Eventbrite</p>

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



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

The screenshot shows the Eventbrite website interface. At the top left is the Eventbrite logo and a search bar. At the top right are links for 'Browse Events', 'Help', and 'Sign In'. The main content area features a location pin icon and the text 'Things to do in Seattle, WA'. Below this is an 'Insider's guide to Seattle' section with a paragraph of introductory text. To the right is a large circular graphic with a teal tint, showing a cityscape with the Space Needle and the word 'SEATTLE' in large white letters. Below the guide is a 'Popular events' section with three event cards: 'GIRLS IN POLITICS Initiative™' with five female icons, '2017 STEM CAREER FAIR' with a 'Free' tag and a building image, and a photography event featuring a man with a camera on a tripod.

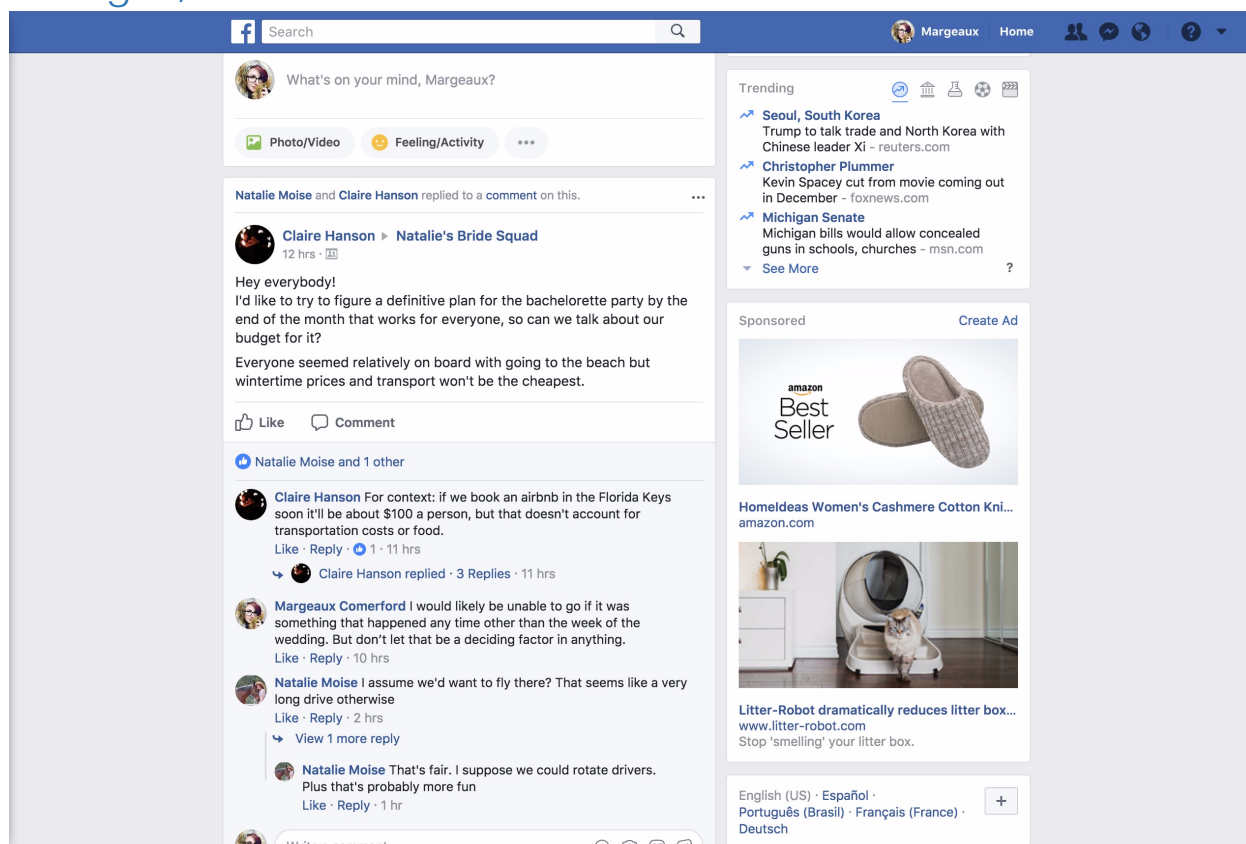
Notes:

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

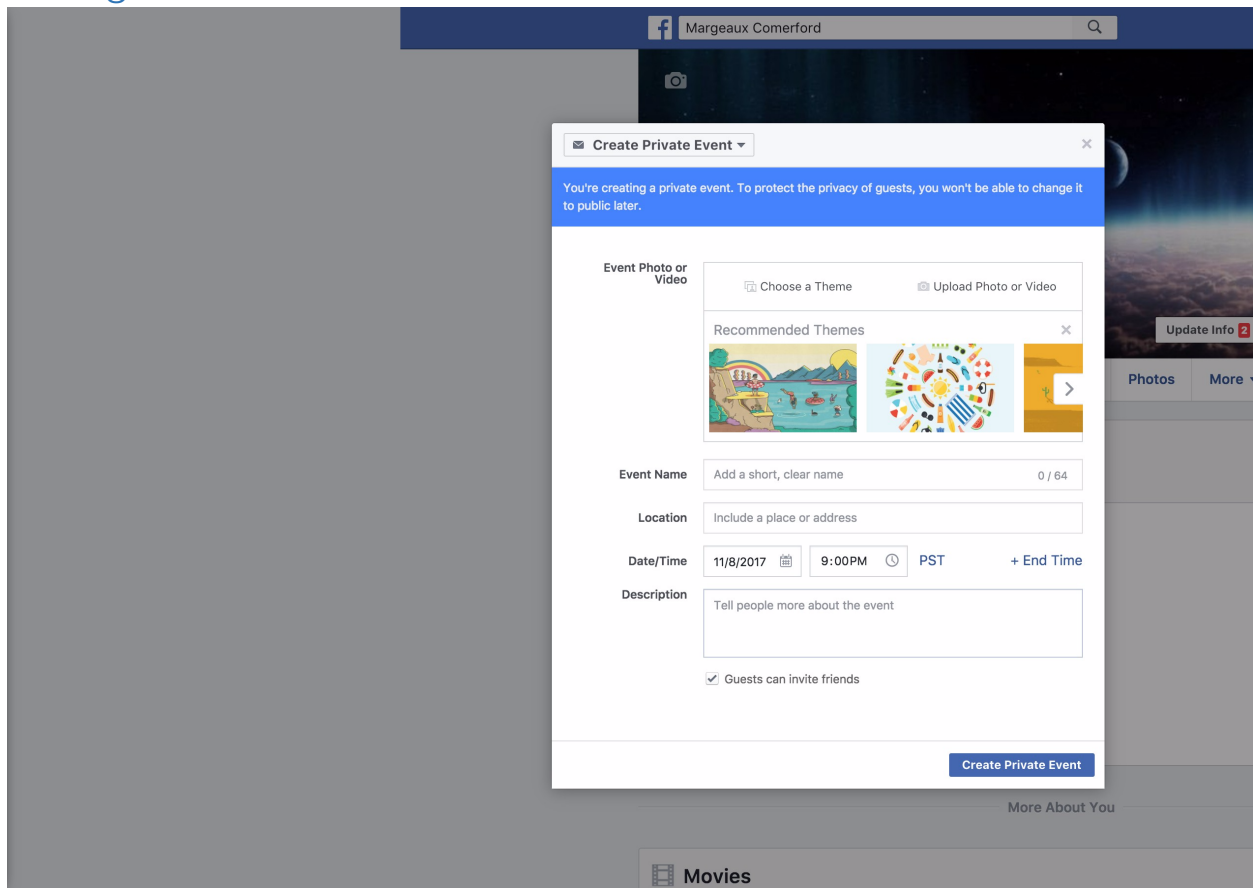


Notes:

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

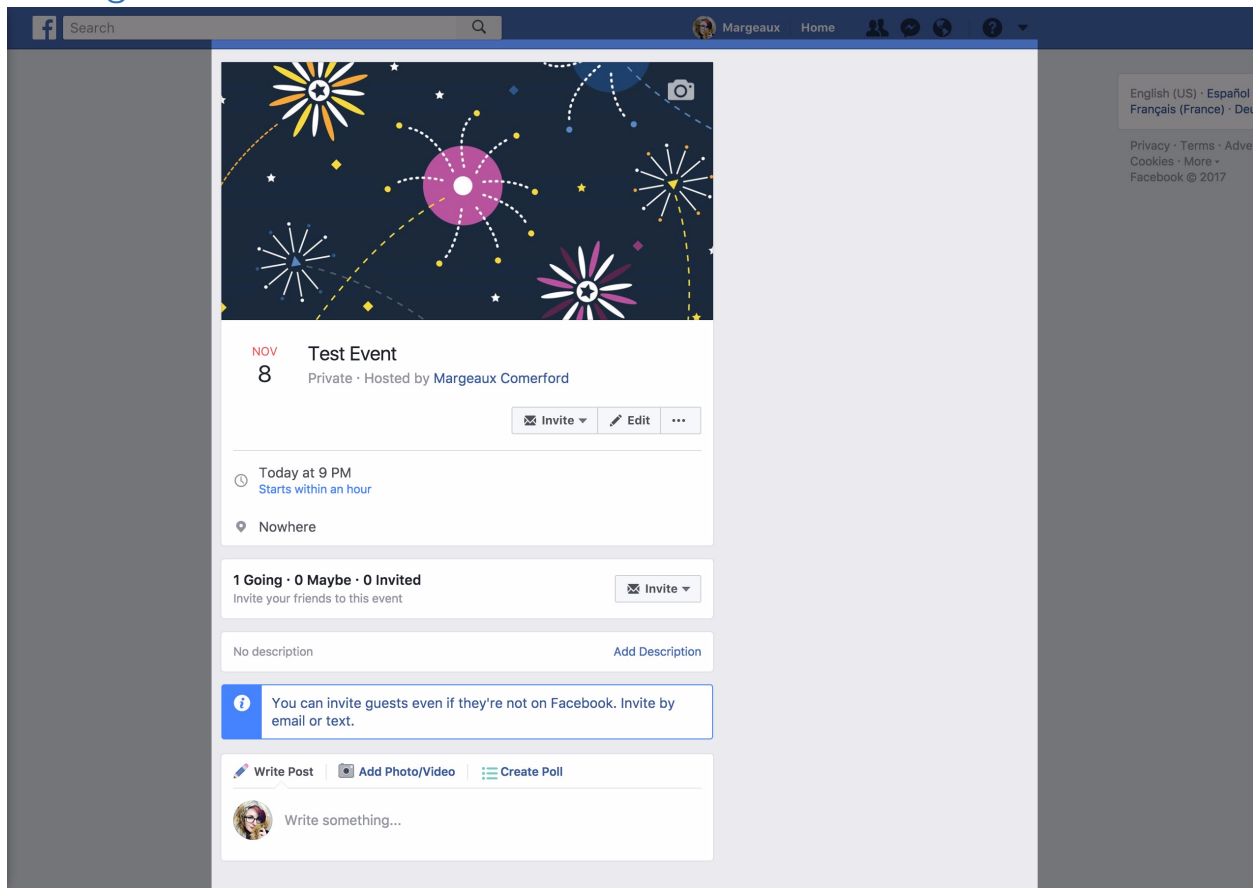


Notes:

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



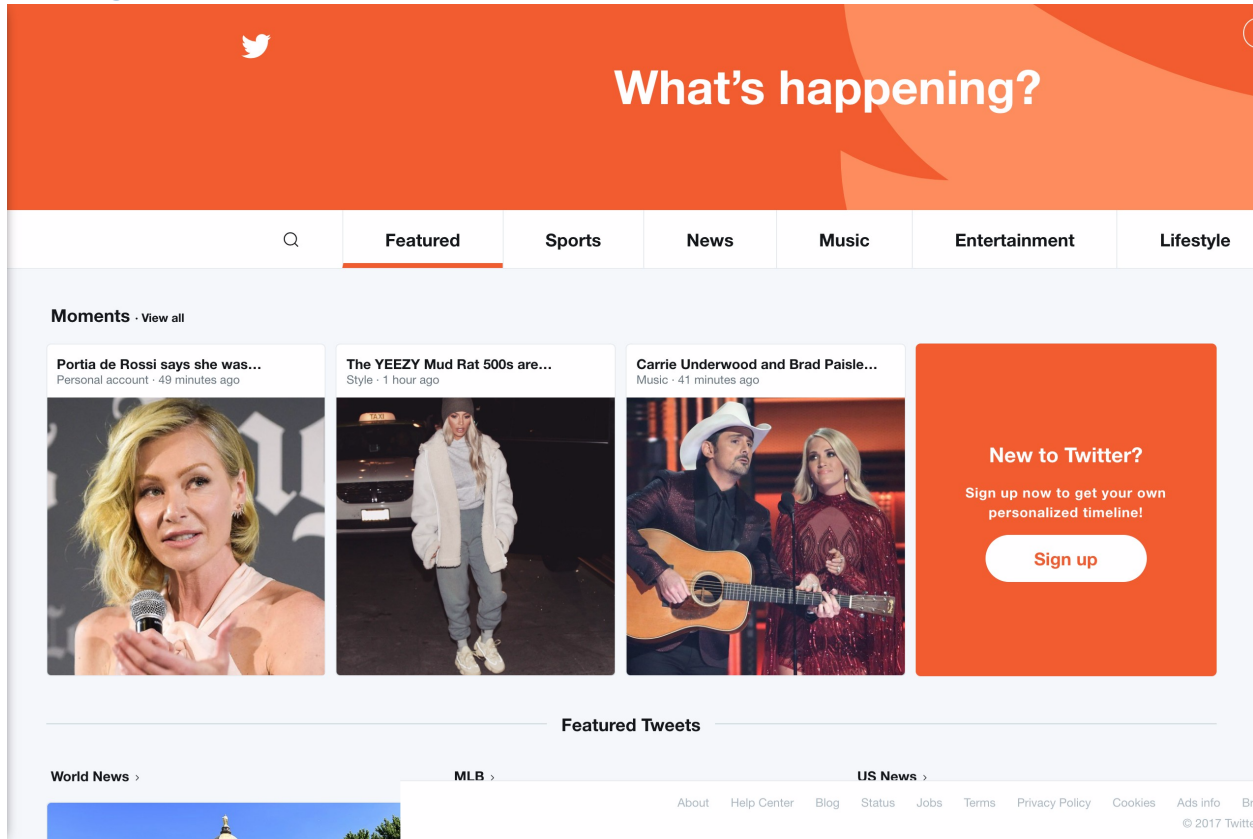
Notes:

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

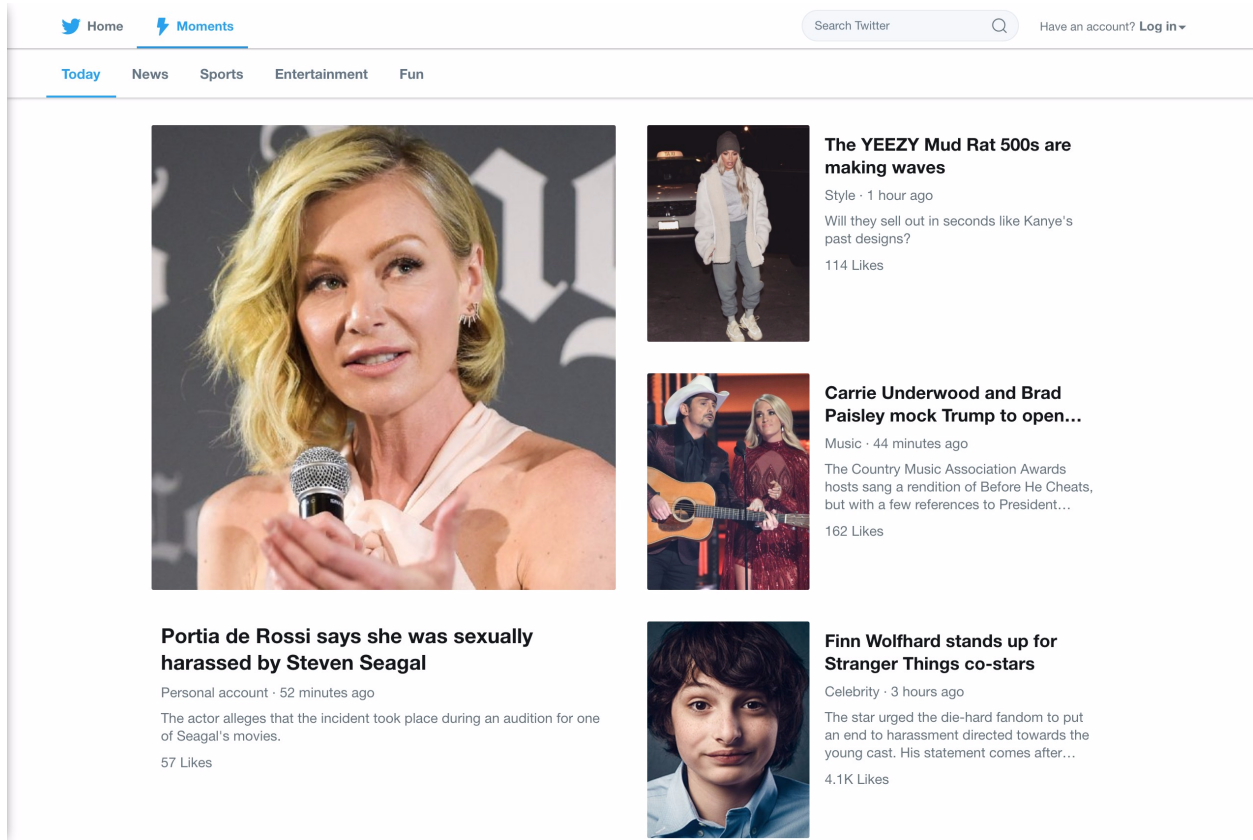


Notes:

Minimalist 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



The screenshot shows a Twitter Moments page with a clean, minimalist design. At the top, there are navigation links for 'Home' and 'Moments', a search bar, and a 'Log in' link. Below the navigation is a horizontal menu with categories: 'Today', 'News', 'Sports', 'Entertainment', and 'Fun'. The main content area features four news items, each with a square image, a bold headline, a sub-headline, a short text snippet, and a 'Likes' count.

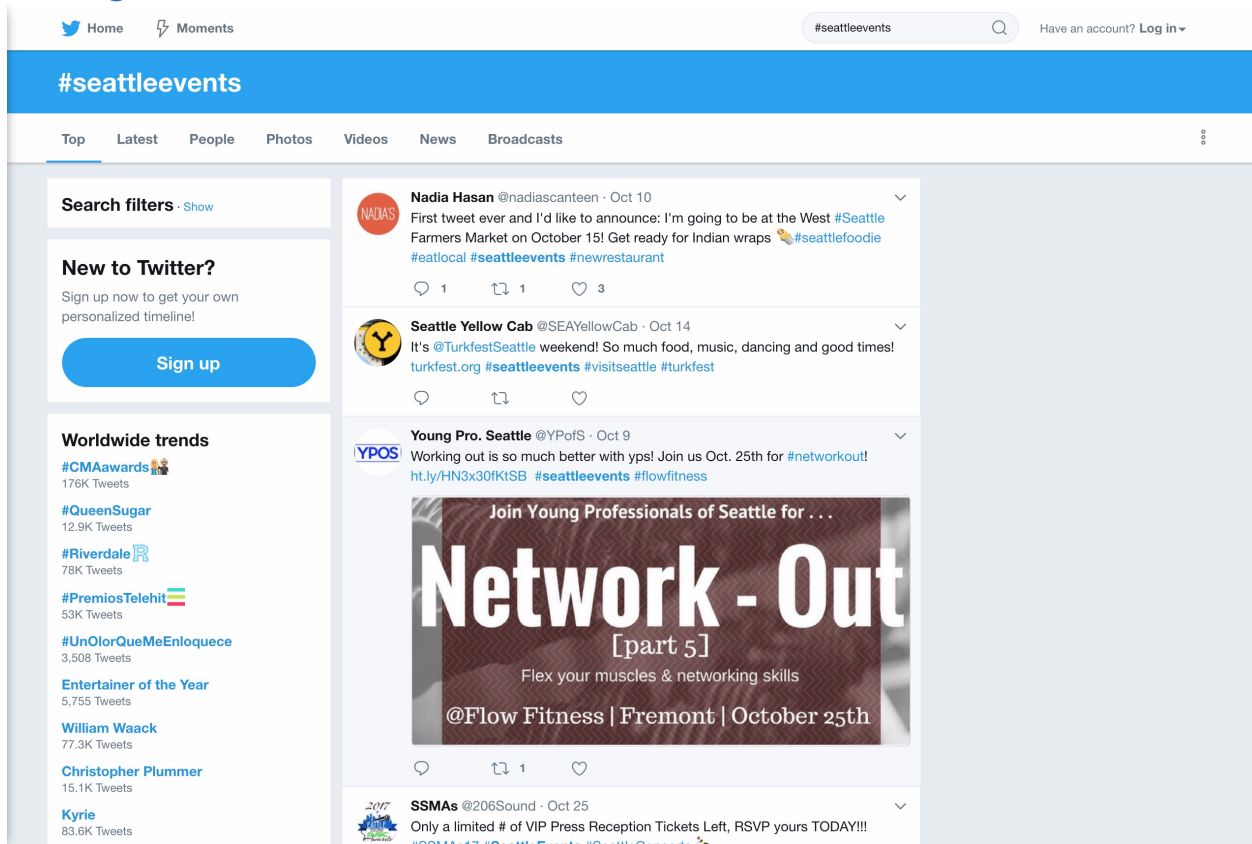
- Portia de Rossi says she was sexually harassed by Steven Seagal**
Personal account · 52 minutes ago
The actor alleges that the incident took place during an audition for one of Seagal's movies.
57 Likes
- The YEEZY Mud Rat 500s are making waves**
Style · 1 hour ago
Will they sell out in seconds like Kanye's past designs?
114 Likes
- Carrie Underwood and Brad Paisley mock Trump to open...**
Music · 44 minutes ago
The Country Music Association Awards hosts sang a rendition of Before He Cheats, but with a few references to President...
162 Likes
- Finn Wolfhard stands up for Stranger Things co-stars**
Celebrity · 3 hours ago
The star urged the die-hard fandom to put an end to harassment directed towards the young cast. His statement comes after...
4.1K Likes

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

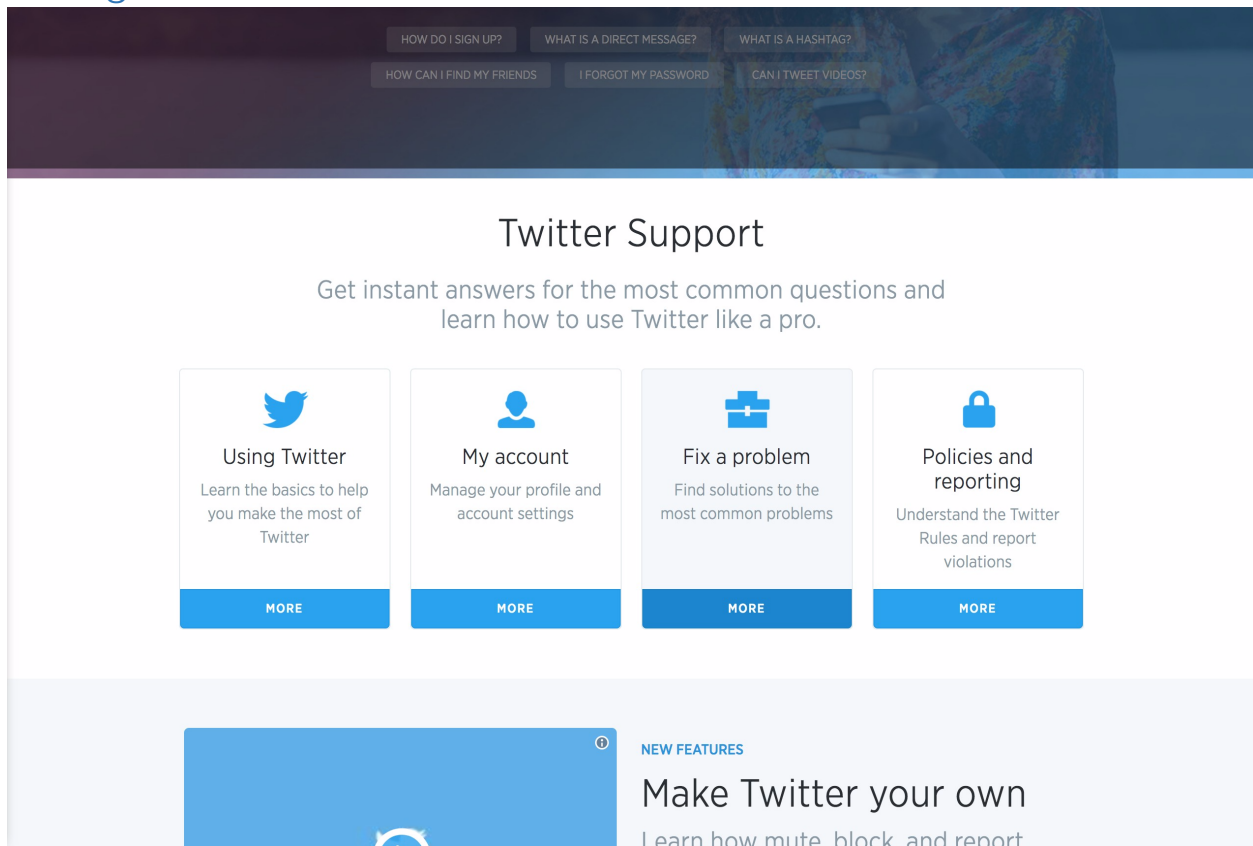


Notes:

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 hashtag - 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.