Description:	The prototype is a mobile app for spontaneous travelers who want cultural/media recommendations for their intended destinations but do not want to be burdened by too much research.
Simple Task	*Getting a recommendation*
Moderate Task	*Searching for a location or an event*
Complex Task	*Syncing with calendar*

Good recommendation	*Solid Recommendation*	*Bad Recommendation*	*No Shit, we were planning it*

**attach images here if helpful*

Problem #	Heuristic	Task	Severity	Description	Rationale	Fix	Found by	COMMENTS
1	H3: User Control & Freedom	2. Moderate Task		"X" button on top of the Oktoberfest(after simulating searching) screen not working.	The user needs to be able to return to the home page from the Oktoberfest screen (or any recommendation screen after search) but they can't. I had to use the back button in Figma because I was stuck.	Link the button to the homepage	D, A, C, B	We'll obv take care of this in our Hi-Fi
2	H7: Flexibility & Efficiency of Use	2. Moderate Task			The "RecoMedia Magic" button is not clickable before inputting a destination/event in the search bar, even though the README claims that the button gives a personalized recommendation based off of your calendar, or if your calendar is not linked, a relevant recommendation to your current location.	Make sure the "RecoMedia Magic" button is clickable as claimed to be in the README, link it to a page where there are magical/random recommendations. Make sure this function is visually separate from the search bar right above it so that the 2 functions are differentiated.	D, A, C	This is another thing we obviously know, but is important for us to consider the functionality of this button
3	H10: Help & Documentation	4. All Tasks			There are no signs of "providing recommendations" - the core mission of the app, on the home page. We don't understand the purpose or the function of the app at all.	Add a sentence that suggests this is a recommendation app based on life events and travels. A sentence like "Get your recommendations" below the RecoMedia Magic button or the search bar would be helpful.	D, A, C	Good idea here, we needa be consistent
4	H2: Match b/w System & World	2. Moderate Task		[1]	It is unclear for users what inputs the search bar would accept. Is it just cities, is it events, is it restaurants, etc. This would require a good amount of trial and error by the user to see what kind of inputs are valid.	You could include a placeholder text in the search bar that gives examples, such as "Search cities, events, ..." to guide users on the types of inputs they can enter. As an alternative you could provide a dropdown of suggested search categories when users tap the search bar. OR Consider the placeholder to be an actual event example such as Oktoberfest and where to be a header above the text input	B, C, D	Good idea, either change our sentence (Where To?) or do a dropdown kinda thing, i think i prefer the former because drop down wouldn't encompass everything
5	H12: Value Alignment & Inclusion	5. Extra Violations			Although one of your values is being user-centered and you have a user profile icon button, you fail to provide a profile page or the ability to specify preferences as far as media categories etc to streamline recommendation suggestions	Add a username section and more specific info relating to that person - could lead to authentication as well	A, C	No Shit
6	H12: Value Alignment & Inclusion	2. Moderate Task		Unclear search algorithm doesnt match value of unifocality related to providing recommendations	considering that your main value is focusing on the delivery of recommendations, its important that the search mechanism is very clear as this is the main mode of acquiring these recs	Make a very obvious search button (consider adding the text "search" somewhere near it on the home page)	A	
7	H2: Match b/w System & World	5. Extra Violations		I see in the calendar that there are flights saved to certain locations. Where do I input these in the app? Is there some place where I am supposed to say 'oh Im travelling to LA this weekend'? Is this due to calendar syncing supposing I have the plane trip in my Apple calendar already?	User will be confused about how to input a plane trip.	Is this a necessary feature on the app to show that you're getting on a plane to go to the place that you are obviously going to because you are using the app to research media / attractions in that area. The same can be said of like the tours and stuff in the calendar section where it is unclear where I would save those events elsewhere in the app.	D	This is very reasonable, need to add functionality to maybe build in our calendar or add to calendary natively in app. If not, then make sure that we get the calendar syncing working well and explain that in tutorial
8	H3: User Control & Freedom	1. Simple Task	3	[2]	It is unintuitive to click the "next" button because functionally we are going "back" to the page before	The button could be changed to a backwards arrow, implying the function of "going back",	D, A, B	
9	H2: Match b/w System & World	4. All Tasks	3		It is confusing that "our top 3" means. If the "purple percentages" determine what the top 3 is, how is the percentage determined? Is there a rating system? These questions might confuse the users mind.	Explaining how the top 3 is determined by saying "our top 3 based on..." or "most popular" or "most liked" would be more clarifying.	C, D	Find somewhere to explain the relevancy meter
10	H10: Help & Documentation	2. Moderate Task	3		From the slides I see that this is "RecoMedia Magic" button but it is not clickable before adding a search input in the search bar in the protoype. It is unclear why it acts like a search bar, unintuitive.	Make sure users are able to click the "RecoMedia Magic" button and link it to a page where the magical recommendations pop up.	A, C, D	
11	H4: Consistency & Standards	3. Complex Task	3	Calendar syncing	To complete the simple task of getting a recommendation, we are asked to swipe right to the calender section and sync our calendar with th app. However, syncing is a complex task. Confused about why the complex task is embedded in a simple task.	This is not directly related to the mad-5 prototype, however, a clearer division of tasks, especially while pitching/presenting could be more helpful. Coming up with a simple task that doesn't include a complex task could make more sense.	C	
12	H7: Flexibility & Efficiency of Use	1. Simple Task	3		Viewing the dates day by day makes it harder to consume material for a trip that's a month away - that would mean a lot of scrolling.	Having a calendar like view, or a separate viewing option where the user can see what their whole week/month looks like could be beneficial.	B, C	This makes sense, I think we transfer to calendar viewk, I agree with this
13	H6: Recognition not Recall	1. Simple Task	3	[3]	It is not clear which Wednesday or Thursday we might be talking about.	For clarity, instead of saying "wednesday" it might be better to have the actual dates as well such as 11/5/2024	A, C	Not a big deal since we'll probably move to calendar view but if not this is important
14	H4: Consistency & Standards	5. Extra Violations	3	[4]	Unclear what the arrow next to Bay Area means/does here. Even though when we click Bay Area it leads us to the Bay Area recommendations, the upwards arrow in the box doesn't seem related to this function.	Getting rid of the upwards arrow in the box might be helpful. Also, as an alternative, another button could be used such as 'Bay Area' itself could be a button and it would be more intuitive for users to click it.	D, C	
15	H3: User Control & Freedom	3. Complex Task	3	[5]	Calender page doesn't have a back button, inconsistent with other pages. Every other page has a back button. It takes the option away to sync with a different calendar as well.	Add a backwards arrow.	D, A, C	
16	H2: Match b/w System & World	2. Moderate Task	3	[6]	It is unintuitive that the big round button means search. After typing in an event/destination, the users might look for a smaller symbol such as a search symbol near the text input area to search.	Add a smaller search button next to the searching with text area. A classic magnifying glass symbol might be helpful. Additionally, as the user keeps typing in the search bar, possible results could pop up where the user could select what they are looking for.	D, B, A, C	

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17	H7: Flexibility & Efficiency of Use	5. Extra Violations	3		Can't load more options besides our "Top 3". Doesn't account for the scenario where I might want to see more than 3 options.	Add a "Load More" button.	C	
18	H1: Visibility of System Status	5. Extra Violations	3		When I am on the profiles page, the bottom navigation bar disappears. Hard to track where I am on the app, also keeps me from using short cuts to jump from page to page.	Add the navigation bar to at the bottom to the Saved for Later page.	C	
19	H4: Consistency & Standards	5. Extra Violations	3		It is inconsistent/confusing why the profiles button is not located in the navigation bar, even though everything else is.	Instead of having the profiles icon on top of the page, add it to the navigation bar.	C	
20	H5: Error Prevention	1. Simple Task	3		Unclear how to unsync calendar after you choose one.	Add an "unsync" button.	B, C, D	
21	H11: Accessible Design	2. Moderate Task	3		The app lacks high contrast in the text, especially if users have visual impairments. The dark mode design with purple text might not be easily readable for all users.	Include more of a contrast between buttons, background colors, and texts. These contrast could include purple/black with white. More lighter/whiter spaces could be beneficial.	D, A, B, C	Might need higher contrast on text to be more white or sum
22	H6: Recognition not Recall	5. Extra Violations	3	Absence of search history	Users might want to access recent search terms or recommended events they previously searched for to track their history.	Include a "Recent Searches" section in the search bar or on the Explore page for easy access.	D, C	
23	H6: Recognition not Recall	5. Extra Violations	3		No way to track if saved items were completed or not, people might forget if they have watched the movie, read the book etc.	Could have a division within the profile page for used recommendations vs unused recommendations. Another alternative would be to state used/unused right under the recommendation image or somewhere in the recommenation container.	C, D	
24	H11: Accessible Design	4. All Tasks	3	[7]	Descriptions are hard to read, text sizes are really small, makes the text look clunky.	Cut the description text, with the extra space, the text could be made bigger. Also there could be an option to load more text if interested people want to read more.	A, D, C	Cut description off recommendation page and instead leave it only on media profile page
25	H1: Visibility of System Status	2. Moderate Task	3	Navigation bar disappears on the Oktoberfest screen (searching).	Confusing to track where you are in the app, can't jump to another page.	Make sure the navigation bar is included and added to the Oktoberfest screen.	C	
26	H1: Visibility of System Status	2. Moderate Task	3	No indication of status of system/where to go next after typing text into "Where to?"	The screen of a blank input and a user's input are exactly the same, which could confuse users on whether the system's status is accepting their input or not. It is crucial for the user to know whether they need to click something to retrieve results.	Change the logo button to "glow" to show activation or only appear after typing input	B	
27	H3: User Control & Freedom	4. All Tasks	3	In most screens, the "back" or [X] button is very close to the top/not enough margin from the top	If status bar was present at the top, it may block the back button, so the user may not be able to click the back button to exit out of a page. Leads to frustration	Increase top margin for the back buttons	B	
28	H5: Error Prevention	3. Complex Task	3	Repetition in sign in/connect to calendar button	Users might click the wrong "sign in" button, since they look exactly the same but connect to different apps	Consider a connect with: and then the 3 options themselves being the buttons rather than an icon + a button	B	
29	H9: Help Users with Errors	3. Complex Task	3	No evident handling of error syncing calendar	Absence of handling error syncing calendar would also hinder the simple task	Display error message on same page as calendar connection for easy retry for user	A, B, D	

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30	H11: Accessible Design	1. Simple Task	3	Displaying audio media, such as songs or audiobooks, maybe inaccessible to those with hearing impairments	Users with hearing impairments may feel less inclined to use the app if they are shown a lot of results for songs	Allow users to customize what type of media they are viewing permanently e.g. through settings rather than needing to filter every single time	B	This is pretty bad, but like we can set something up in the profile for types of media you want so you dont have to filter each time
31	H7: Flexibility & Efficiency of Use	5. Extra Violations	2	I don't really see any personalization for making frequent tasks more efficient	If i am a power user, id love to have my frequent tasks/locations more accessible	Home page is very simplistic. Consider adding a minimalistic/clean tab below the RecoMedia button with most recent locations or suggestions to make power user experience better	A	Very reasonable point and could tie into our overall AI based recommendations of personalizing your feed
32	H10: Help & Documentation	2. Moderate Task	3	No documentation for main button	main buttons functionality is unclear and there is no documentation or help for how this should work	Provide documentation or a help button	D, A	We're gonna talk about this
33	H12: Value Alignment & Inclusion	5. Extra Violations	3	No profile page	One of your values is being user-centered, yet you provide no profile page or ability to specify preferences as far as media categories etc to streamline recommendation suggestions	Consider adding both an onboarding flow where users can select what kind of media they prefer as well as a profile page where users can edit these selections	D, A	We will incorporate some onboarding flow
2	H2: Match b/w System & World	1. Simple Task	2	[8]	It is hard to understand what the percentages mean and the metrics they are based on. The builders might know but the user doesn't know what that means. I can make an assumption that its like Rotten Tomatoes, but as a new user i dont know if these ratings are based on other users, experts, etc or if its a percentage match to the location being visited. RecoMedia doesn't have a brand for ratings in the way that Rotten Tomatoes or IMDB has	Instead of the RecoMedia symbol, they could add another symbol that explains the meaning of the percentage such as a heart symbol. Heart symbol could indicate the percentage of people who liked the recommendation. Another alternative would be to use words to explicitly explain what the percentage is doing such as "liked by 90% users" etc.	B, D, C, A	Clearly a confusion with what the relevancy mater thing does. Could be explained somewhere on the UI or in an introduction
3	H2: Match b/w System & World	1. Simple Task	2	[9]	The functionality of the purple upwards arrow is not clear, and it is not clickable	If it's not going to have a function, it could be removed from the page OR either indicate what the functionality is with a more clear symbol or trash entirely	D, A, C	
4	H8: Aesthetic & Minimalist Design	1. Simple Task	2	[10]	Visually not pleasing to have the upwards purple symbol next to the location symbol, especially considering that one of them is in a box and the other one is not	Again, either the upwards arrow or the location symbol could be removed	C, D	
37	H4: Consistency & Standards	4. All Tasks	2	[11]	It is visually distracting that different recommendations are wrapped in differently sized containers.	To ensure consistency, they could make all recommendation containers the same size across the page, regardless of content type. Another alternative would be to implement a responsive layout that adjusts the container sizes proportionally based on the screen size	A, C	
38	H4: Consistency & Standards	5. Extra Violations	2	The inconsistent page transition animations (shifting left-to-right or right-to-left) create confusion	This disrupts the user's functional journey and the timelime of the function they are completing. It keeps the user from keeping track of the actions they are completing in the app.	Standardize the animation direction or switch screens immediately on tap without a "motion effect"	A, C	
39	H4: Consistency & Standards	1. Simple Task	2		It is confusing that even though I have selected "all" as filter to see my recommendations, "more recommendations" at the bottom are just "movies".	Instead of recommending more movies when the "all" filter is selected at the top, recommend mixed recommendations. You could replace it with "more recommendations".	A, C	This will obviously be implemented
40	H5: Error Prevention	1. Simple Task	3		Unclear if I can choose multiple calendars to sync with.	Based on the functionality you want to pursue, explicitly ask the user to pick one option 'pick a calendar' or 'choose all the platforms you want to sync with'.	B, C	
41	H7: Flexibility & Efficiency of Use	5. Extra Violations	2	[12]	You have to scroll on to the top of the page to see the 'back' button, might be irritating for some users.	Always keep the back button visible, even while scrolling down.	C	This is very important given we are heavy on the scrollability feature

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42	H8: Aesthetic & Minimalist Design	5. Extra Violations	2		The pictures take up too much space with no insight on what's included in the categories.	The pictures could be smaller and a little amount of text could indicate what is included in this categories, like a "preview".	C	
43	H12: Value Alignment & Inclusion	5. Extra Violations	2	Recommendations based on location	The design may assume that all users have equal access to recommendations based on location, which could be limiting for users in less populated areas or those with limited mobility.	Consider adding recommendations that cater to a broader audience, including accessible options and varied locations for inclusivity.	C	
44	H12: Value Alignment & Inclusion	4. All Tasks	2	Personalization of recommendations	If recommendations are based solely on popular items without consideration for diverse interests, it may alienate users looking for more niche or culturally varied content.	Introduce a "Diverse Picks" section or allow users to filter recommendations by interest (such as "International Films")	A, D, C	
45	H7: Flexibility & Efficiency of Use	5. Extra Violations	3		There is no shortcut/button to remove an item from the Saved for Later page.	On the Saved for Later page, users could swipe left to remove an item from their profile without having to click the recommendation, go to that page, and unsave the recommendations. This would be so much faster. If not swiping, there could be a little "x" symbol to delete.	D, C	
46	H11: Accessible Design	2. Moderate Task	2		Search bar is the same color with the background, hard to differentiate	Change the color of the background of the search bar to a lighter shade of purple, to create contrast while maintaining visual cohesiveness	D, C	
47	H8: Aesthetic & Minimalist Design	2. Moderate Task	2		The "RecoMagic" button could also benefit from a color contrast, the page seems to dark	"RecoMagic" button could also be a little lighter, to create contrast while maintaining visual cohesiveness	C	
48	H12: Value Alignment & Inclusion	3. Complex Task	3		It is unclear if someone can sync with other alternatives such as gmail. More alternatives could be needed here considering that gmail is also highly popular and providing only one email option isn't diverse.	Adding "gmail" and more calendar and email options could make this a lot of diverse. Manually adding events could also be an alternative.	B, C	
49	H11: Accessible Design	1. Simple Task	2	[13]	Arrows are in different colors, autumnal arrow is harder to see due to low contrast	Choose the images so that both arrows can be the same color - white. Picking another image for "autumnal" could work. Or using a background color on the arrow	A, B, C	
50	H8: Aesthetic & Minimalist Design	4. All Tasks	2	[14]	Having too many recommendations that include a lot of text and app symbols without white space can make the interface feel cramped and overwhelming.	Make sure there is enough space between recommendation containers and within the containers, only the necessary text is included with the most visually pleasing way.	C	
51	H7: Flexibility & Efficiency of Use	4. All Tasks	3		Users might come across recommendations they're not interested in but have no way to dismiss them, cluttering their feed.	Give users an option to indicate they are not interested, such as an "unlike" or "not interested" button. This could personalize and customize their future recommendations and be more spot-on with them.	C	
52	H9: Help Users with Errors	5. Extra Violations	2	Search bar at the home page.	Unclear to understand what will happen if I put in an invalid search item.	This shuld be fine for med-fi prototype but it is important to consider while building the app.	A, D, B, C	
53	H4: Consistency & Standards	3. Complex Task	2	[15]	Other titles specifically focus on the destination and the event only, such as "Bay Area" or "Oktoberfest" whereas the calendar-synced recommendations say "Flight to..." which is both inconsistent and makes it sound like the recommendations are more about the flight rather than the destination.	Matching with other recommendation pages, just say "Los Angeles"	C	
54	H4: Consistency & Standards	2. Moderate Task	2	Different display of details in list vs opening for more details (e.g. author, date, maturity VS author, date, maturity, length, genre)	User may expect the information in the subheader on the opened media to be the same as the info in the list, without regarding the extra information (e.g. 2H and sport/action)	Simple fix is to have both display the same info. But could also consider what is really necessary for the user to see on the list (i think genre prioritize over director?)	B	
55	H6: Recognition not Recall	5. Extra Violations	2	User must remember that saved items appear in the profile button triggered page	The functionality of the profile button must be remembered/recalled by the user instead of recognized, which could lead users to forget where they saved their items	consider using an icon consistent with the save icon instead of a profile icon	A, B	
56	H7: Flexibility & Efficiency of Use	1. Simple Task	2		Users will probably not have subscriptions to all services (netflix, etc.) and so displaying all available places to watch is not super necessary and just takes up space on screen + provide seace for miscliclks. Doesn't	Consider allowing users to pick what subscriptions they have in settings or even if they want to see where its a available or not (maybe they just want to watch a trailer)	B	
57	H8: Aesthetic & Minimalist Design	1. Simple Task	2	Movie synopsis may not be completely necessary	having two text paragraphs diminishes the value of both	Choose one text paragraph and convey only the most essential information, also can consider taking out "why this" since it might be obvious from the surrounding information on the screen	B	
58	H10: Help & Documentation	3. Complex Task	2	The main tasks occuring in the LAST tab of the navbar is not intuitive and lacks instructions	No help or documentation that leads users to navigate to calendar icon to perform the main tasks	include a walkthrough in the beginning to highlight the calendar icon, since most users will need it for the simple task even though it is last	B	
59	H12: Value Alignment & Inclusion	1. Simple Task	2	Users that do not subscribe to streaming for music services are unable to access media directly through this app	Some users may not be able to financially afford subscriptions to streaming services, and this can make them feel unwelcome in the app	Provide free alternatives to viewing the media such as YouTube	B	

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60	H12: Value Alignment & Inclusion	1. Simple Task	2	Potentially racist or historically hateful content might be displayed	Certain populations may not feel safe around the suggested media content, even though it might have a historical tie to a location	Filtering out specific media that hold certain ideologies or being transparent with the user	B, D	
61	H12: Value Alignment & Inclusion	1. Simple Task	2	Works with a potentially religious undertone may not include everyone	This may not apply for this work in particular, but prayer can mean strong things for different people and suggesting it as a form of media can bring up these tensions	Filtering out specific media that hold certain ideologies or being transparent with the user	B	
62	H8: Aesthetic & Minimalist Design	1. Simple Task	2	When in Explore page, there are arrows on each box (Bay Area, Autumnal, etc), but boxes are clickable without the arrows.	Arrows are redundant and not necessary as you already have the ability to just click the box. They clutter the page and don't provide any actual value, taking away from the aesthetic.	Remove the arrows or make only the arrows clickable (i suggest removing the arrows though, I like that the entire box is clickable for accessibility reasons).	A	
63	H6: Recognition not Recall	1. Simple Task	2	Recommended media is not clearly labeled	on the recommendations page in the top 3, the media doesnt have any text explaining what kind of media it is. Since all i get is a banner, i either have to click them to see more or guess based on the apps available (netflix, spotify, etc) whether it is a movie or book etc. This can get confusing when multiple kinds of media are available on one platform	Would suggest a small textbox saying "Movie" or "Book" to make the category of the media instantly clear	A	
64	H5: Error Prevention	1. Simple Task	2	When i click on Netflix logo on LaLaLand movie, it takes me to netflix, but I get an error once i get there because apparently that title isnt available in my country (im here in the US).	I dont want to go to an external link like netflix and then be told that its not available	Make sure the title is available on the services you list	A	
65	H11: Accessible Design	1. Simple Task	2	The text saying Our top 3 is very small	It is small enough that even for me with normal vision I have a hard time seeing it. Not a major concern because its not crucial information, but still an accessibility question	Make top 3 text larger and maybe centered as well	D, A	
66	H4: Consistency & Standards	4. All Tasks	2	images are all different sizes	Images being different sizes is inconsistent and hurts both the aesthetic and the screen time/engagement for images that are smaller or weirdly formatted	Format all the images the same	A	
67	H2: Match b/w System & World	3. Complex Task	2	It is unclear to me why we have this syncing feature with the calendar app of our choice if afterwards, I am taken to an in-house calendar feature. Why do I sync it to my personal calendar if it is in the app and why, after syncing, does it take me to the in-house calendar?	If the functionality is unclear to me, the app itself can become cluttered. If this feature is an important functionality of the app, is there a better way to emphasize this?	Streamline management of calendar.	D	
68	H4: Consistency & Standards	2. Moderate Task	1	[16]	For other screens the "back" button is an arrow but for Oktoberfest it is an "x", it is inconsistent	Change the button to be a back arrow	D, B, A, C	
69	H8: Aesthetic & Minimalist Design	4. All Tasks	1	Different background colors for different pages	Some pages have a purple background whereas other pages have a black background. It would feel aesthetically more consistent to maintain the purple tones throughout the app background to not overwhelm the users with the color changes.	Keep the background color shades of purple in all pages for consistency	A, C	
70	H5: Error Prevention	5. Extra Violations	1	[17]	It is more intuitive here, compared to the homepage, to search/input a destination (potentially where it says Explore). It is confusing that "Explore" isn't a search tab, because it is an action word that subtly indicates so.	Users could be encouraged to explore and not encouraged to type where it says "explore" if the explore text was placed somewhere else or it explicitly stated in another way that the explore page allows more "spur of the moment" inspiration by recommending media based on seasonal events or nearby landmarks.	D, C	
71	H7: Flexibility & Efficiency of Use	1. Simple Task	1		Unclear if my preferred calendar platform is saved. Users may think they might have to re-sync everytime (Do they?). Users also cannot see what platform they have synced with on this page after syncing.	Add a symbol of the platform they have synced with and add a save button.	D, A	
72	H5: Error Prevention	3. Complex Task	1		The lack of confirmation before syncing a calendar could lead to accidental syncing, which might create clutter in the user's Calendar page.	Ask for confirmation before the syncing starts.	C, D	
73	H1: Visibility of System Status	5. Extra Violations	1	The time, battery, internet connection etc. are not visible like the way they would typically be on an IPhone app.	Users want to track the components of an IPhone status bar while they are using the app, as this is the established standard.	Add the top iPhone status bar with the necessary components such as time, battery, internet connection, etc.	A, B, C	
74	H8: Aesthetic & Minimalist Design	5. Extra Violations	1	White shadow above the status navigation bar	It is unclear if this was intentional because the navigation bar is the same color as the app background, or if it was an accident. The white shadow is unnecessary and awkward.	Remove the shadow and find another way (potential color change or clearer border) to differentiate the navigation bar from the background of the app. You could also just get rid of the shadow and protect the navigation container and users could just differentiate by the buttons on the navigation bar due to their colors.	A, C	
75	H1: Visibility of System Status	3. Complex Task	1	Loading message "performing media magic" is ambiguous and isn't transparent with the user.	User may lose trust in the system if stuck on "performing media magic" screen for a long time. Also, no need to be "funny" in the app, better to be very informative of what's going on.	Consider showing the user what services the app is communicating with behind the scenes (e.g. fetching calendar items, sorting relevant, etc.).	A, B	
76	H4: Consistency & Standards	1. Simple Task	1	Number of lines of details for movies, books, and songs differ.	Hinders learnability/makes it difficult for users to know where to look for certain things (the user may look at the last line expecting the date but see the maturity rating instead between different media)	either remove the PG label OR include a maturity rating for all items (would be nice for all of them to have the same standard too, like 18+ or family friendly)	B	
77	H4: Consistency & Standards	1. Simple Task	1	Spacing between icons	Spacing inconsistent across pages and leads users to lack trust bc there isn't an apparent reason	Keep spacing consistent in final (probably just a figma error)	B	
78	H4: Consistency & Standards	3. Complex Task	1	Different button names to connect with calendar	User may think apple calendar does something different when all connect with calendar	All say sign in or something equivalent	B	
79	H6: Recognition not Recall	1. Simple Task	1	users must remember where saved items appear since the button to access saved items are not displayed on every single page.	After a user saves an item, it is not clear how to access that item and other saved items. Currently the user must navigate home then to the profile icon, which relies on recall not recognition since it is not intuitive	consider displaying access to saved items button on every single page similar to the NAV bar	D, B	
80	H7: Flexibility & Efficiency of Use	5. Extra Violations	1	No way of filtering by date of saved items	Saved items are not being sorted by any particular order currently (90, 65, 85) -- assuming sorted by most recently added, which may slow down the user,be frustrating to an experienced user who wants to find a really old event saved	Add filtering feature for saved items	B	
81	H7: Flexibility & Efficiency of Use	1. Simple Task	1	All events are synced without user's choice	Could reduce efficiency by adding unwanted events/clutter of everyday events (e.g. school/classes)	give experienced users the chance to choose, which are the important items/vacations they are taking	B	

Description:	The prototype is a mobile app for spontaneous travelers who want cultural/media recommendations for their intended destinations but do not want to be burdened by too much research.
Simple Task	*Getting a recommendation*
Moderate Task	*Searching for a location or an event*
Complex Task	*Syncing with calendar*

Good recommendation	*Solid Recommendation*	*Bad Recommendation*	*No Shit, we were planning it*

**attach images here if helpful*

Problem #	Heuristic	Task	Severity	Description	Rationale	Fix	Found by
82	H8: Aesthetic & Minimalist Design	3. Complex Task	1	Gradient on buttons	Visual design is beyond the 'Essentials' and the gradient doesn't add any value (could be accomplished with flat color the same)	Consider using basic/essential UI elements for the buttons (e.g. the outline is essential for making it stand out from background)	B
83	H8: Aesthetic & Minimalist Design	1. Simple Task	1	Dislay many different icons for each event	Too many icons can detract from the benefits of the icons, which is being easily recognizable for the user, and without being recognizable, these icons are not essential	Consider categorizing events more generally and having 3 to 5 icons max (e. g. i think the park icon would go unused a lot)	B
84	H8: Aesthetic & Minimalist Design	5. Extra Violations	1	Bottom of the screen cuts off the last piece of media on Saved for Later page	Because there is no status bar on the Saved for later screen, the curvature of the screen cuts off part of the media image, which looks unprofessional/shoddy	add a bottom border so that media doesnt move into this area (essentially create a safe area for content)	A
85	H4: Consistency & Standards	1. Simple Task	1	There is an exit (X) button once you reach the most detailed description of a piece of media but there are back arrows in other places	There should not be inconsistent back buttons (especially when animation into the screens are the same)	Pick either arrows or (X)	D, A
86	H4: Consistency & Standards	4. All Tasks	1	Some of the media titles are higher/not in line with the images	This just looks bad and unaesthetic	Make sure top of title text is in line with top of image	A
87	H11: Accessible Design	1. Simple Task	1	Gradient on percentages is a bit dark at the bottom	Bottom color is quite similar to background and provides little contrast, making this text less clear to people with worse vision	I like the gradient but make darker part slightly lighter	A
88	H1: Visibility of System Status	3. Complex Task	0	I appreciate the loading feature when the calendar button is clicked. However, it does strike me as a bit out of place since there is no other feature in the app that has this loading screen, so then it makes me curious why it's included here.	Not consistent with other button functionality and there's not a clear reason why it would exist here.	No fix – more of a curiosity.	D
89	H8: Aesthetic & Minimalist Design	1. Simple Task	0	What is the logo? I am not too sure.	Users might be confused of the purpose of the app with an ambiguous logo that doesn't necessarily align with the app name.	This is subjective and it could be that I just don't see the vision for the logo (hence marking it a 0 severity) but you might consider reflecting more intensely about what your logo design should signal to users about your app.	D

COMMENTS

[1] "Where to?" in the search bar.

[2] "Next" arrow

[3] Days on calendars.

[4] Upwards arrow in a box, next to Bay Area

[5] No back button

[6] Big round purple button

[7] Description text

[8] The purple percentages with the logo next to them

[9] Purple upwards arrow

[10] Purple upwards arrow next to the location symbol

[11] Sizes of the recommendation containers

[12] No back button when scrolled down,

[13] Arrows

[14] Description text

[15] "FLIGHT TO LOS ANGELES TEXT"

[16] "X" button

[17] "Explore" text