

MN SNAP Usability Review

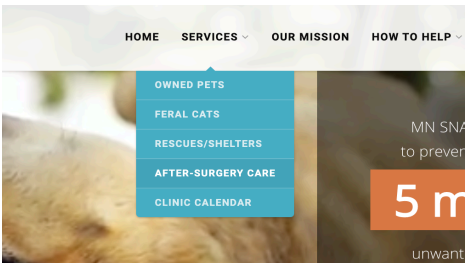
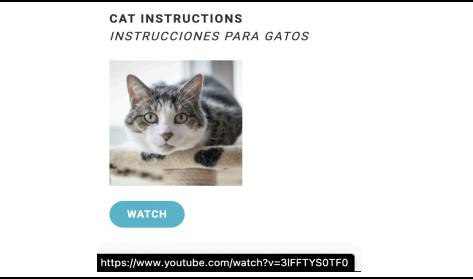
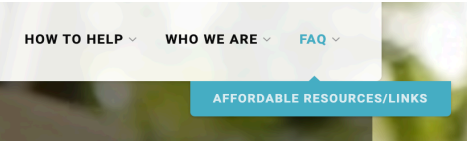
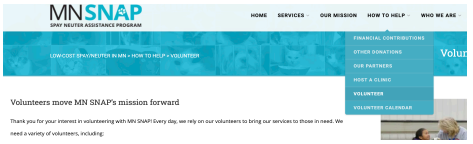
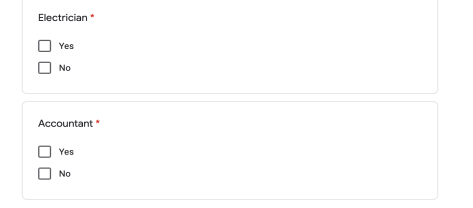
Reynold Kissling

No	Heuristic
1	Where am I?
2	What can be done here?
3	What will happen if I do it?
4	What is happening now that I did it?
5	What happened?

Source	Website
A Quicker Heuristic Analysis - Lance Weisser	https://uxdesign.cc/a-quicker-heuristic-analysis-589cb8a6561a

Severity	Meaning
0	Demonstrates Heuristic
1	Cosmetic problem only; need not be fixed unless extra time is available on project
2	Minor usability problem; fixing this should be given low priority
3	Major usability problem; important to fix, so should be given high priority
4	Critical usability problem; imperative to fix this before product can be released

Task No	Task Description	Severity	Heuristic	Description	Image
1	Learn about the benefits of spaying/neutering	0	Where am I?	The link to "why spay/neuter" is featured in a highly-visible spot on the website and clearly explains the benefits of spaying/neutering your pet	
2	Find available surgery appointments and their locations	2	What can be done here?	Navigation buttons go to a page when clicked that sometimes contains information that is not included in the drop-down menus	
2	Find available surgery appointments and their locations	3	What can be done here?	Navigation buttons do not clearly indicate that they can be clicked	
2	Find available surgery appointments and their locations	0	What can be done here?	Landing site gives clear directions for finding services based on type of pet/context and also lets the user jump straight into scheduling a surgery	
3	Register pets for surgery	0	What can be done here?	The interface for registering a pet for surgery is simple and intuitive, with not so many steps as to discourage people new to the site	
3	Register pets for surgery	2	What is happening now that I did it?	There is no wayfinding or checkpoint system to let the user know how far in the scheduling they are and how much further they have to go before they are finished	

4	Understand how to care for pets after surgery	0	Where am I?	After-surgery care is easily-accessible from the main site using the exact drop-down menu you would expect to find it under	
4	Understand how to care for pets after surgery	3	What can be done here?	Interface for this page is inconsistent in design with the other pages on the site, and is the only page offering non english-language options. Also, clicking the "watch" link navigates the user away from MN SNAP to a 3rd-party site	
5	Find affordable veterinary services in a particular area	0	What can be done here?	Veterinary services site offers an extensive list of clinics to service a wide swath of not just Minnesota but Wisconsin as well	
5	Find affordable veterinary services in a particular area	4	Where am I?	The list of veterinary services is located in any visible portion of the website, not located where the user may initially guess, instead being found ONLY if the user mouses over BUT DOES NOT CLICK on the FAQ drop-down and then clicks on "affordable resources/links", which is vague and confusing	
5	Find affordable veterinary services in a particular area	4	What can be done here?	Once on the veterinary services site, there is no ability to search the list of available clinics by name, location or by services rendered, meaning the user would have to manually search through each clinic until they found one that matches their needs	
6	Sign up for a volunteer opportunity	0	Where am I? / What can be done here?	Navigating to the volunteer signup page is straightforward and located under the dropdown menu a user would expect, and the page describing what MN SNAP is looking for and what volunteers can expect is clear and concise	
6	Sign up for a volunteer opportunity	3	What is happening now that I did it?	Volunteer signup form is overly long with all information contained on a single page instead of separated into easily-digestible chunks, making the process feel longer than it is. Some options (electrician, accountant, etc) could be combined into a single form where multiple options can be checked	
7	Give a monetary donation	0	Where am I?	There are multiple donation pages spread throughout the site, including in prominent areas, meaning the user is sure to not miss it	
7	Give a monetary donation	0	All	The use of a well-designed third-party donation system is wise as it handles breadcrumbing, feedback and hierarchies well	

7	Give a monetary donation	2	What can be done here?	There is no information on the donate page that describes what services each donation amount provides to MN SNAP. That information is kept on a separate page hidden from easy access.	
7	Give a monetary donation	3	Where am I?	There is a "donate" button listed on the bottom of the site that, without warning, takes the user to a third-party donation site, eroding trust in the legitimacy of the site	
8	Register for the annual fundraiser (FurryTail Ball)	4	Where am I?	As best as can be determined, there is not a single mention of the FurryTail Ball on the entire site	
9	Apply for a job at MN SNAP	0	What can be done here?	The application process is refreshingly simple	
9	Apply for a job at MN SNAP	2	What happened?	The download form for chrome and firefox does not work	Error 0005. The type of image you are trying to process is not allowed.
9	Apply for a job at MN SNAP	3	Where am I?	There is no landing page for job searching, meaning the user has to search around until they figure out the available jobs are posted in the blog section	
10	Become a MN SNAP clinic partner	0	Where am I / What can be done here?	Navigation to hosting a clinic is simple and intuitive, with the link placed in the dropdown the user would expect, and the instructions on the landing page are simple and easy to follow	