Team 2: The Berry Bunch

Heuristic Evaluation

February 10, 2020

1. Related App:

Falling Fruit: Map the urban harvest!

[Fallingfruit.org](http://fallingfruit.org)

* Information is organized nicely and easy to navigate
* Map function: different view experience between terrain, satellite view, black and white
* Offers both log-in and guest access
* About: provides project description, allows user to import data, shares harvest around the world, and even connects with the various press platforms that might discuss berries and their harvest
* Data: common & scientific name for berry species, link to species online wiki page to provide additional information if wanted, and a “recent activity” page of the various insects and berries

2. Select relevant heuristics to review the software. An example heuristic evaluation worksheet is found using Nielsen's heuristics.

* Familiarity/Consistency
  + Using a familiar layout provides users with easier navigation
  + Making the icons more related to their information lets most users be able to assume the function of that icon, making the app already more comprehensive
  + Throughout the app there are similar functions, schemes, and language
    - I.e. words, phrases, functions, and visuals
* Match between system and real world
  + Language will be relevant, not “system oriented”. This will show clearly in the fly test and berry descriptions.
    - The information provided by the scientists was helpful, but too scientific for the expected user audience.
    - Information won’t be long and detailed, but short and comprehensive
* User control and freedom
  + Allowing users to input their own information for location, data collection, and use will give the user more creative freedom than other apps
  + Information is relevant, concrete, and not too complicated for any kind of user to navigate
* Help and Documentation
  + Provides additional information and links to get to other sites for more information
    - Insects, berries, location, etc.
* Aesthetic and Minimalist design
  + Color scheme is berry related without being too dark and taking away from the information
  + Design is easy to navigate and has similar functions to appeal to user recognition

4. Individually, compare the identified software against your selected heuristics.

**Rebekah:** The biggest appeal for our app that Falling Fruit doesn’t meet for its target audience is in the data collection. While Falling Fruit appeals to a larger audience, our scientists request for collecting information on the quantity and usage of the berries picked will provide users of our app with more information on whether to go to one spot or another. This could be beneficial for local businesses who may need an extra supply of berries from a new source.

**Piper:** Though I feel it is far from a minimalist and simple design, the Falling Fruit app has a familiar interface. It’s reminiscent of Google Earth or Google Maps. The language used in forms is ‘normal’ and matches real-world both aesthetically (the map interface) and logically (the language). Users are able to input their own data on location and so on, but must choose from a set list of fruits. I would rate the user control as a standard amount, not too little or too much. There doesn’t seem to be much information available on how to use the site, which I would consider it’s biggest con.

**Jayleen:** The Falling Fruit website looks like it has much more going on than our what our application most likely will, but they have many of the same elements such as a map with picking locations and fruit information (of thousands of plants, not just berries) for foragers and the casual berry picker. Falling Fruit app was a bit overwhelming at first glance and took quite a bit of clicking around to figure out where things were. The Falling Fruit didn’t have pictures to use to identify fruit and relyed more on words instead of icons to navigate the website. Using the filter was confusing to use and the options we were given to search by had the scientific name and a number I didn’t understand the meaning of. Our application is different from Falling Fruit because we have a much smaller map because we’re focused on the Great Lakes Region. We are also using this app to collect data about the spotted winged fruit fly to monitor the health of the fruit in the area. Even though our app and the Falling Fruit website have similar functions, I believe our app will be less overwhelming and confusing to use, more aesthetically pleasing, and give users an easier way to find berries in the Upper Peninsula.

5. Together, compare notes and write up a report that summarizes what you found.

While our app has similar functions to Falling Fruit, it is more localized; and therefore more relevant to our target user audience. While Falling Fruit does a great job at showcasing the variety and reach of different harvests throughout the world, our app is being designed with a more scientific need than general consensus. Backyard Berry is targeted towards the Great Lakes Region, where the user control is the basis for any data inputted. Our scientists want to discover the over/under harvest pick, quantity, and the effects these berries bring in the economy and on local wildlife. Backyard Berry will be more confined in terms of area reach, but broad in terms of how it keeps track of the region through local intel.