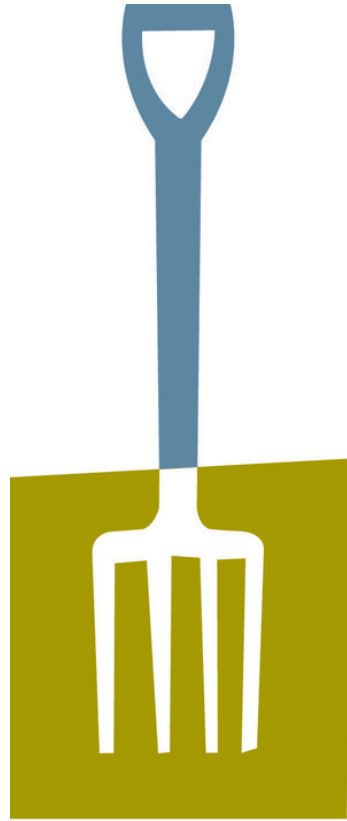


# Seattle Tilth Heuristic Analysis Report

by Cameron Kunz,  
Jeff Reynolds  
and Michelle Szvedo



LEARN. GROW. EAT.  
**seattle**  
tilth

# Heuristic Analysis

A heuristic analysis attempts to assess a website's performance using criteria based on ten principles of analysis developed by Jakob Nielsen and Rolf Molich.

This analysis is considered essential for gauging the user experience.

- 1 Visibility of system status
- 2 Site vs. real-world conformity
- 3 User control and freedom
- 4 Consistency and standards
- 5 Recognition over recall
- 6 Flexibility and efficiency of use
- 7 Minimalist aesthetic design
- 8 Error prevention
- 9 Error recognition
- 10 Help and documentation

# Why a Heuristic Analysis?

A heuristic analysis is a proven testing method that is relatively quick and inexpensive to implement. The results derived from the heuristic analysis compare favorably with a more drawn-out and formal testing process at a fraction of the cost.

- 1 Visibility of system status
- 2 Site vs. real-world conformity
- 3 User control and freedom
- 4 Consistency and standards
- 5 Recognition over recall
- 6 Flexibility and efficiency of use
- 7 Minimalist aesthetic design
- 8 Error prevention
- 9 Error recognition
- 10 Help and documentation

# Analysis Process

**These three tasks are essential to most non-profit public activity oriented organizations.**

**We determined that these would be the most valuable to Seattle Tilth, and the most efficient to improve the user experience.**

- Find information about classes, events, and programs and register
- Sign up for an event and add the event to user's calendar
- Make a donation

# Goals for the Heuristic Analysis

Analyze and assess how well the Seattle Tilth web site performs certain tasks that are essential to its public outreach mission and its revenue stream. The main goal is always to improve the website experience for the user.

- Derive design recommendations from analysis results
- Optimization of main site functions (classes, donations, and events)
- Create a more efficient navigation system
- Optimize the general user experience
- Implement a visual experience that better compliments Seattle Tilth's goals

# Evaluation Methodology

Each member of the analysis team tested the Seattle Tilth site's performance against the ten heuristic principles, rated the experience, and recorded their findings.

Analysis Criteria		Class Sign-up	Making Donations	Event Sign-up
Visibility of system status	1			
Site vs. real-world conformity	2			
User control and freedom	3			
Consistency and standards	4			
Recognition over recall	5			
Flexibility and efficiency of use	6			
Minimalist aesthetic design	7			
Error prevention	8			
Error recognition	9			
Help and documentation	10			

# Severity Scale

**According to Jakob Nielsen,  
The severity of a usability  
problem is a combination of  
three factors:**

**The frequency with which the problem occurs:** Is it common or rare?

**The impact of the problem if it occurs:** Will it be easy or difficult for the users to overcome?

**The persistence of the problem:** Is it a one-time problem that users can overcome once they know about it or will users repeatedly be bothered by the problem?

We are using the following 0 to 4 rating scale to rate the severity of usability problems:

**0** = I don't agree that this is a usability problem at all

**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** = Usability catastrophe: imperative to fix this before product can be released

# Signing up for a class

Classes are one activity that establishes **Seattle Tilth's** link with its users in a personal way. This relationship blossoms into an ongoing experience and a long-term relationship. The website provides a face for that relationship

pressroom | donate | site map | accessibility | contact us  Go

**LEARN. GROW. EAT.**  
**seattle tilth**

Seattle Tilth **inspires** and **educates** people to **safeguard** our **natural resources** while **building** an **equitable** and **sustainable local food system**.

LEARN | ABOUT US | GET INVOLVED | EVENTS | OUR COMMUNITY

**TAKE A CLASS!**

- Adult Classes
- Kids & Teen Programs

**QUICK LINKS:**

- Permaculture Design Course
- Community Supported Agriculture
- May Edible Plant Sale
- Donations
- Memberships
- Volunteering
- Garden Store
- Garden Hotline
- Farms & Gardens
- Blog

[f](#) [t](#) [p](#) [w](#) [g+](#)

**EMAIL SIGNUP**  
Receive updates on special events, classes, hot topics and more.

[Privacy Policy](#)

**SEATTLE TILTH'S**  
**May Edible Plant Sale**  
for summer planting  
**may 2 & 3**  
**Sat & Sun 9am-3pm**  
in Wallingford

grow your own

Seattle Tilth Association, 4649 Sunnyside Avenue N, Suite 100, Seattle, WA 98103  
tel: (206) 633-0451 | fax: (206) 633-0450 | [tilth@seattletilth.org](mailto:tilth@seattletilth.org)

powered by [Plane](#) | site by [Groundwire Consulting](#) and served with clean energy

[www.seattletilth.org/special\\_events/mayedibleplantsale](http://www.seattletilth.org/special_events/mayedibleplantsale)



# Evaluation - registering for a class

## 4 Consistency and Standards

Navigation to class listing is confusing and redundant.

Classes are listed within the main navigation under Learn and under About Us as well as in the left sidebar navigation. It is unclear if these three areas of navigation lead to the the same or a different class listing.

Navigation names are also inconsistent Kids and Teen Programs and Kids and Families Programs and Kids and Families lead to the same list of youth programs, but Garden education for Children leads to a class listing for youth.

The screenshot displays the Seattle Tilth website interface with several annotations. A blue shovel icon is positioned at the top center. The top right corner features a 'pressroom' link. The main navigation bar includes 'LEARN' and 'ABOUT US'. Below this, a breadcrumb trail reads 'You Are Here: Home >> Learn'. The main content area is divided into two columns. The left column has a header 'LEARN. GROW. EAT. seattle tilth' with a green fork icon. Underneath, it lists 'TAKE A CLASS!' with a red circle containing the number '4', followed by 'Adult Classes', 'Kids & Teen Programs', 'QUICK LINKS:', 'CSA', 'Permaculture Design Course', and 'Just Garden'. A red arrow points from the 'Permaculture Design Course' to the 'Garden education for CHILDREN' link in the right column. The right column has a header 'P' and a blue background. It includes a breadcrumb trail 'You Are Here: Home >> About Us', a 'LEARN | ABOUT US' navigation bar, and a section titled 'Learn at Seattle Tilth' with the text 'We teach adults and kids how to raise urban livestock, and care for resources. Take a class or visit our website.' Below this, there are two links: 'Adult Classes' and 'Kids & Families', both marked with a red circle containing the number '4'. A red arrow points from the 'Adult Classes' link to the 'Classes for ADULTS' link in the 'Programs' section below. The 'Programs' section lists 'Classes for ADULTS' and 'Garden education for CHILDREN', with a red circle containing the number '4' next to the 'ADULTS' link.

# Evaluation - registering for a class

## 8 Error Prevention

Some features of error prevention are working. If required data is missing an alert message appears at top of the form and the area of missing data is highlighted.

On the other hand, the user is not alerted that an invalid email address and phone number have been entered on the form.

8

Please confirm all required information is correct

## Secrets of Companion Planting

Saturday, May 16, 2015 (10:00AM – 12:00PM)

Location: Good Shepherd Center, Room 107

### Contact Information

Name: \*

Michelle Szewo  
First Last

Email Address: \*

michellesz@gmail.com

Address: \*

818 10th Ave E.

Address Line 1

Address Line 2

Seattle

City

Washington

State / Province / Region

8

United States

Country

Postal / Zip Code

Phone: \*

206

# Evaluation - registering for a class

## 6 Flexibility and Efficiency of Use

Users would benefit from the **Filter by Terms** feature being available on the gateway page. It currently is viewable after clicking List view. More sorting options would also benefit the user.

## 7 Minimalist Aesthetic Design

There is an abundance of text on the gateway page, **Classes for Adults**, which makes it appear cluttered and unorganized. This page could benefit from more prominent use of headings and iconography to convey information hierarchy.

## Classes for Adults

Gain new skills and knowledge through our hands-on classes!

Seattle Tilth's adult education program emphasizes experiential learning. We are passionate about the topics they teach and prepare participants to take into the classroom.

Be more self-sufficient in your garden, kitchen or yard! Help create a local food system and safeguard our natural resources by signing up for a class.

### FIND A CLASS

See a list of upcoming classes, check out a calendar of classes by month, or view a class listing.

We'll continue to add more classes throughout the year, so check back often!

- [List view](#) (click on class title or "read more" to register)
- [Calendar view](#)
- [Class listing](#) (PDF) – Winter 2015

### BROWSE BY TOPIC

We offer classes on a broad range of topics that can be taken individually or grouped by season or topic.

- [Veggie Gardening](#)  
Organic Gardening 101 is a great place to start, or jump into a specific topic with seasonal workshops: Smart Garden Planning and Start Your Fall and Winter Garden. The Comprehensive Organic Gardening series is offered in spring and fall and is a great way to build on your basic knowledge.
- [Urban Livestock](#)  
These classes will help you decide if you want to introduce chickens, ducks, rabbits, goats or bees to your urban farm and give you the skills you need to get started.
- [Kitchen Classes](#)  
Learn to can and pickle your own fruits and vegetables, make herbal products and cook with wild plants that you forage yourself!
- [Permaculture & Sustainable Landscapes](#)  
Ever wanted to grow mushrooms or native plants? We offer a

LEARN | ABOUT US | GET INVOLVED

### Filter by Terms

✓ - \*Show All Classes and

#### TOPICS

- Adult Classes
  - Kids & Families
  - Veggie Gardening
  - Urban Livestock
  - Kitchen Classes
  - Permaculture & Sustainable Landscapes
  - Teacher Training & Intensive Courses
  - Apartment Gardening & Composting
  - Member Events
  - Community Events
- #### LOCATIONS
- North Seattle
  - Southeast Seattle
  - Seattle Parks - Downtown Seattle
  - Issaquah
  - Woodinville - 21 Acres

fertilizing, watering and harvesting. Use these techniques to try tougher crops like melons



# Findings for registering for a class

- One main category of main navigation should be dedicated to classes
- A widget that lists upcoming and/or featured classes would benefit the user more than the current sidebar links
- The **Filter by Terms** feature makes it easy to find specific types of classes. This feature should be featured more prominently and expanded to include more terms and sorting options.
- Error prevention for class registration forms should be expanded

# Making a Donation

Donations provide a major revenue stream for **Seattle Tilth**. Not only are the donations critical to the survival of a non-profit, they are feedback in its most essential and vital form, support offered as an outgrowth of Seattle Tilth's relationship with its users.

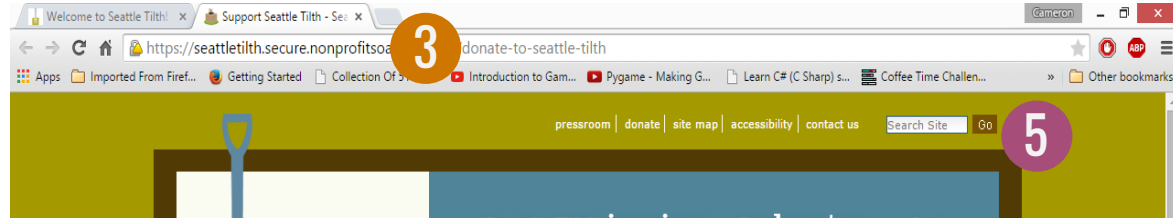
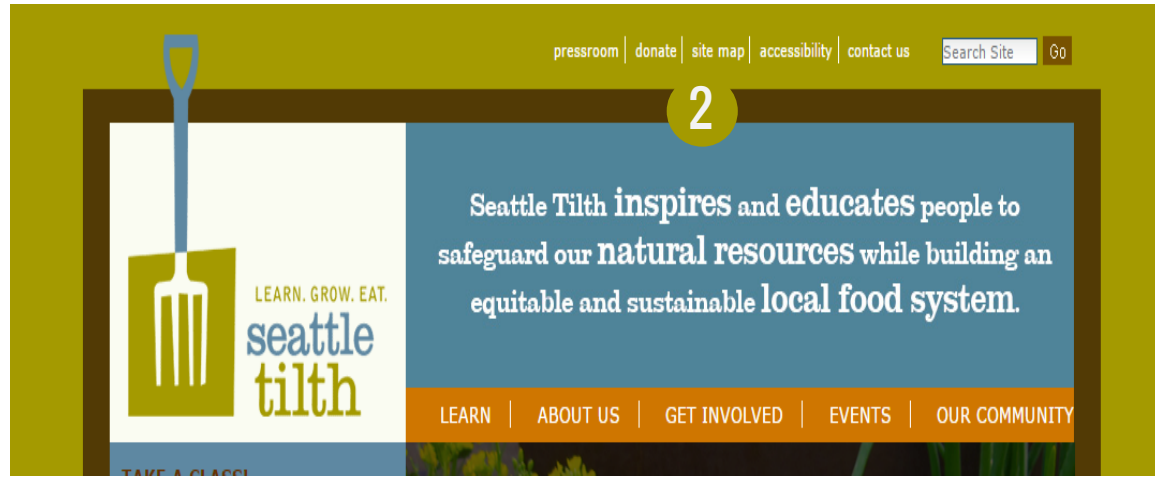
The screenshot shows the Seattle Tilth website with a green and blue color scheme. At the top right, there is a navigation bar with links for 'pressroom', 'donate', 'site map', 'accessibility', and 'contact us', followed by a search bar and a 'Go' button. The main header features the Seattle Tilth logo (a blue shovel) and the tagline 'LEARN. GROW. EAT. seattle tilth'. Below this is a blue banner with the text: 'Seattle Tilth inspires and educates people to safeguard our natural resources while building an equitable and sustainable local food system.' A secondary navigation bar contains links for 'LEARN', 'ABOUT US', 'GET INVOLVED', 'EVENTS', and 'OUR COMMUNITY'. The main content area is divided into two columns. The left column has a 'TAKE A CLASS!' section with links for 'Adult Classes' and 'Kids & Teen Programs', followed by a 'QUICK LINKS:' section with links for 'Permaculture Design Course', 'Community Supported Agriculture', 'May Edible Plant Sale', 'Donations', 'Memberships', 'Volunteering', 'Garden Store', 'Garden Hotline', 'Farms & Gardens', and 'Blog'. Below these are social media icons for Facebook, Twitter, Pinterest, WordPress, and Google+. The right column features a blue banner for 'SEATTLE TILTH'S May Edible Plant Sale for summer planting' on 'may 2 & 3 Sat & Sun 9am-3pm in Wallingford'. The background of the main content area shows a person's legs in black pants and blue sneakers standing on a garden fork stuck into the soil, with a purple planter box labeled 'grow your own' nearby. At the bottom of the page, contact information for the Seattle Tilth Association is provided: 'Seattle Tilth Association, 4649 Sunnyside Avenue N, Suite 100, Seattle, WA 98103 tel: (206) 633-0451 : fax: (206) 633-0450 : tilth@seattletilth.org'. The footer includes the URL 'www.seattletilth.org/special\_events/mayedibleplantsale', the text 'powered by Plone | site by Groundwire Consulting and served with clean energy', and a small 'Go' button.

# Evaluation - making a donation

**2 Site vs. real-world conformity**  
Use of real-world language, making where to donate easy to find.

**3 User control and freedom**  
Clicking the donate link opens a new window, canceling the donation is simple as closing a tab.

**5 Recognition over recall**  
Site is missing a login system, could be annoying for users who come often.



# Evaluation - making a donation

## 7 Minimalist aesthetic design

All information need to make a donation, and no extra fluff.

## 8 Error prevention

Requirements for the form are clearly marked.

## 10 Help and documentation

Help is easily found and with multiple ways to make contact.

### Support Seattle Tilth

Invest in Seattle Tilth and help create a more sustainable community! You're part of Seattle Tilth, whether you are a visitor, a volunteer, a member, or a friend. Because you are committed to our work and our mission, we invite you to join us in further support of what we do together.

- Make a one-time contribution, or sign up for monthly donations and support Seattle Tilth all year.
- Does your [company match gifts](#)? Please fill out the paperwork with your company and multiply your gift to Seattle Tilth!
- If you prefer to download the [Pledge Form](#) to send in the mail with your donation.

### Questions?

Seattle Tilth is a registered non-profit educational organization. Your donation is tax-deductible to the full extent allowed by the law (tax ID # 94-3261971). Please contact Amanda Boyle (206) 633-0451 ext. 119 or [amandaboyle@seattletilth.org](mailto:amandaboyle@seattletilth.org) if you have questions or would like to discuss your donation.

### Contact Information

Name: \*  
   
First Name Last Name

Email Address: \*

Your receipt will be sent to this address

Phone Number: \*

### Include any restrictions about your gift below:

- Please make this donation anonymous.  
 I would like to receive E-news and other emails from Seattle Tilth.

### Donation Amount

\$25  \$50  \$100  \$250  \$500  Other (\$)  
 (USD)

### Type of Donation

- One Time  
 Become a Pollinator! Help to provide monthly support for Seattle Tilth.

7

10

8

Dedicate my donation in honor or memory of someone special.



### Secure Payment

Please provide your payment information in this secure form.



### Payment Method:



### Credit Card: \*

Please provide the information as written on your credit card.

First name on card  Last name on card   
Credit Card Number (the digits on the front of your credit card)   
Expiration Month  /  Security Code   
Expiration Year

### Billing Address: \*

Please provide the address where your credit card statement is sent.

Street Address   
City  Select A State   
State / Province / Region  
Postal / Zip Code   
United States   
Country

Thank you for supporting Seattle Tilth!

[click to complete donation](#)

Fields marked with an asterisk (\*) are required.

8

# Evaluation - making a donation

## 4 Consistency and standards

While on the donate page, clicking the donate link again brings you to hidden link where users can set up an ongoing donation. Potential for loss of donations.

## 9 Error recognition

Clear indicators of where the user made a mistake or left out important information to complete the donation form.

### Support Our Work

Invest in Seattle Tilth and help create a more sustainable community! You're part of Seattle Tilth, whether you are a visitor, a volunteer, a member, or a friend. Because you are already committed to our work and our mission, we invite you to join us in further supporting the work we do together.

#### Donate Now!

Seattle Tilth is a registered non-profit educational organization. Your donation is tax-deductible to the full extent allowed by the law (tax ID # 94-3261971). Make a secure donation through Paypal:

- Give a one-time donation: \$
- Become a Pollinator! Set-up a monthly donation:  
With an automatic monthly gift of any amount, you become a member of the Pollinator Society and provide sustaining support for Seattle Tilth.  
\$  per month  Ongoing  For  months.
- Make my gift in the name of someone special

**DONATE**

[Mailable Form](#)

4

Please confirm all required information is correct

9

### Support Seattle Tilth

Invest in Seattle Tilth and help create a more sustainable community! You're part of Seattle Tilth, whether you are a visitor, a volunteer, a member, or a friend. Because you are already committed to our work and our mission, we invite you to join us in further supporting the work we do together.

- Make a one-time contribution, or sign up for monthly donations and support Seattle Tilth all year.
- Does your [company match gifts](#)? Please fill out the paperwork with your company and multiply your support to Seattle Tilth!
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#### Contact Information

Name: \*

First Name

Last Name

Email Address: \*

Your receipt will be sent to this address

Phone Number: \*

Include any restrictions about your gift below:

- Please make this donation anonymous.
- I would like to receive E-news and other emails from Seattle Tilth.

#### Donation Amount

\$25  \$50  \$100  \$250  \$500  Other (\$)

(USD)

Type of Donation



# Findings for making a donation

- Donation page is found easily
- Standard form for the users to make a donation
- Clear and easy to fill out the form
- One page design for the form
- Form marks clearly what information is necessary to complete the donation form
- Lacking a login for ease for returning users
- Strange hidden donation sub page, where users can set up a ongoing monthly donation

# Signing up for events

Donations provide a major revenue stream for **Seattle Tilth**. Not only are the donations critical to the survival of a non-profit, they are feedback in its most essential and vital form, support offered as an outgrowth of Seattle Tilth's relationship with its users.

The screenshot displays the Seattle Tilth website interface. At the top right, there are navigation links: [pressroom](#), [donate](#), [site map](#), [accessibility](#), [contact us](#), and a search bar with the text "Search Site" and a "Go" button. The main header features the Seattle Tilth logo (a blue fork) and the tagline "LEARN. GROW. EAT. seattle tilth". Below the logo is a navigation menu with links: [LEARN](#), [ABOUT US](#), [GET INVOLVED](#), [EVENTS](#), and [OUR COMMUNITY](#). The central content area is divided into two columns. The left column, titled "TAKE A CLASS!", lists "Adult Classes" and "Kids & Teen Programs". Below this is a "QUICK LINKS:" section with links to "Permaculture Design Course", "Community Supported Agriculture", "May Edible Plant Sale", "Donations", "Memberships", "Volunteering", "Garden Store", "Garden Hotline", "Farms & Gardens", and "Blog". At the bottom of this column are social media icons for Facebook, Twitter, Pinterest, WordPress, and Google+, followed by an "EMAIL SIGNUP" section with the text "Receive updates on special events, classes, hot topics and more." and a "Go" button, and a "Privacy Policy" link. The right column features a large illustration of a person's legs in black pants and blue sneakers standing on a grey garden fork that is stuck into the soil. To the right of the fork is a purple seedling tray containing several small green plants. A blue banner on the right side of the illustration reads "SEATTLE TILTH'S May Edible Plant Sale for summer planting may 2 & 3 Sat & Sun 9am-3pm in Wallingford". At the bottom of the page, there is contact information: "Seattle Tilth Association, 4649 Sunnyside Avenue N, Suite 100, Seattle, WA 98103 tel: (206) 633-0451 : fax: (206) 633-0450 : [tilth@seattletilth.org](mailto:tilth@seattletilth.org)". The footer also includes the text "powered by [Plane](#) | site by [Groundwire Consulting](#) and served with clean energy" and the URL [www.seattletilth.org/special\\_events/mayedibleplantsale](http://www.seattletilth.org/special_events/mayedibleplantsale).

# Evaluation - signing up for events

## 1 Visibility of System Status

Breadcrumbs are helpful amid busy design.

## 7 Minimalist aesthetic design

Clear choices of classes in large area of white space.



# Evaluation - signing up for events

- 7 Minimalist aesthetic design**  
Breadcrumbs benefit minimized as design becomes crowded.
- 4 Consistency and Standards**  
Specific information page leads to general information page and order form. Information levels should increase as user commitment increases. Most information should culminate closer to commitment stage.
- 6 Flexibility and efficiency of use**  
Call to action buttons should be consistent throughout pages providing visual cue to user. Should not be lost in visual clutter.

The screenshot shows the Seattle Tilth website with a navigation bar (LEARN, ABOUT US, GET INVOLVED, EVENTS, OUR COMMUNITY) and a header with the logo and tagline 'LEARN. GROW. EAT. seattle tilth'. The main content area is titled 'Seattle Tilth's Chicken Coop & Urban Farm Tour' and includes a 'TAKE A CLASS!' sidebar with links to 'Adult Classes' and 'Kids & Teen Programs', and a 'QUICK LINKS' sidebar with links to 'CSA', 'Permaculture Design Course', 'Just Garden', 'Donations', 'Memberships', 'Volunteering', 'Garden Store', 'Garden Hotline', 'Farms & Gardens', and 'Blog'. The main content area features a 'See Seattle's Best Urban Farms!' section with a description of the tour, a table with event details, and a 'Tickets & Maps' section. The table has columns for 'what', 'when', and 'where'. The 'what' column lists 'July', 'Special Event', and 'Livestock'. The 'when' column lists 'Jul 11, 2015 from 10:00 am to 04:00 pm'. The 'where' column lists 'Several neighborhoods across Seattle'. The 'Tickets & Maps' section includes a 'Tickets on Sale Now!' button and a 'Prices' section with the following information: 'Individuals = \$12', 'Individual Seattle Tilth Member or Individual Bicyclist = \$10', 'Youth (ages 4-15) = \$5', 'Group/Family (3-6 people) = \$35', 'Bicyclist Group (3-6 people) = \$30', and 'Age 3 and Under = Free'. There is also a 'Privacy Policy' link and a 'Go' button.

Seattle Tilth inspires and educates people to safeguard our natural resources while building an equitable and sustainable local food system.

LEARN | ABOUT US | GET INVOLVED | EVENTS | OUR COMMUNITY

You Are Here: Home >> Events >> Seattle Tilth's Chicken Coop & Urban Farm Tour

## 7 Seattle Tilth's Chicken Coop & Urban Farm Tour

— filed under: [July](#), [Special Event](#), [Livestock](#)

### See Seattle's Best Urban Farms!

This is your chance to visit folks who are keeping chickens and creating urban farms in the Seattle area. On **Saturday, July 11**, glean great ideas from creative neighbors who are incorporating animals and unique gardens into their home landscapes.

In this self-guided tour, you will see simple chicken coops built in an afternoon and elaborate finely-crafted coops that took weeks of planning and building. See what accommodations are needed for keeping chickens and inspiring urban adventure!

what	■ July ■ Special Event ■ Livestock
when	Jul 11, 2015 from 10:00 am to 04:00 pm
where	Several neighborhoods across Seattle

contact name: Amanda Boyle  
add event to calendar: vCal, iCal

Seattle Tilth has been hosting this event, or a version of it, since the 90s. Prizes will be awarded and tourists will be able to choose the "People's Choice" award.

Did you know that Seattle is a national hot spot for chicken coops and urban farms? See for yourself! Or, if you are a gardener or urban farmer, learn some tricks from others by going on the Chicken Coop & Urban Farm Tour this year.

### Apply to Host!

Do you have an awesome urban farm that you would like to display to the public for one day? You can be selected as one of our featured sites. **APPLY NOW!**

If you have questions, email Amanda at [amandaboyle@seattletilth.org](mailto:amandaboyle@seattletilth.org)

### Tickets & Maps

**Tickets on Sale Now!** [Buy online here.](#)

Tickets will also be available at select Seattle-area locations beginning in mid-June.

### PRICES

Individuals = \$12  
Individual Seattle Tilth Member or Individual Bicyclist = \$10  
Youth (ages 4-15) = \$5  
Group/Family (3-6 people) = \$35  
Bicyclist Group (3-6 people) = \$30  
Age 3 and Under = Free

After purchasing your ticket you will receive a map of the locations on the tour. There will also be an accompanying google map link of all routes.

# Evaluation - signing up for events

- 1** **Visibility of System Status**  
Breadcrumbs disappear at this level.
- 6** **Flexibility and efficiency of use**  
Menu introduces additional distracting choices at commitment stage potentially diverting user.
- 4** **Consistency and Standards**  
Enticement page with general information and inviting images should be first event page.
- 5** **Recognition over recall**  
Reversed page sequence has negative logical impact on user memory.

The screenshot shows the Seattle Tilth website. At the top, the logo features a green fork icon and the text 'LEARN. GROW. EAT. seattle tilth'. A navigation bar includes links for 'LEARN', 'ABOUT US', 'GET INVOLVED', 'EVENTS', and 'OUR COMMUNITY'. The main content area is titled 'Chicken Coop & Urban Farm Tour 2015' and includes a date and time: 'Saturday, July 11, 2015 (10:00AM - 4:00PM)'. A 'Filter by Terms' dropdown menu is visible, with a 'GO' button. Below the event title, there is a section titled 'See Seattle's best coops!' with a description and an image of a chicken coop. A 'Registration Details' table is also present, listing ticket types and prices.

**1** Seattle Tilth inspires and educates people to safeguard our natural resources while building an equitable and sustainable local food system.

**6** Filter by Terms  
- "Show All Classes and Events"  
GO

**4** QUICK LINKS:  
Permaculture Design Course  
Community Supported Agriculture  
May Edible Plant Sale  
Donations  
Memberships  
Volunteering

**5** Show Off Your Style  
Check out chickens and urban farms in your very own coop tour event t-shirt - new this year! We have men's (SM-XXL), women's (SM-XL) and kids tees (XS-Med). Adult sizes are \$18.25 + tax & shipping. Kids tees are \$10 + tax & shipping. [BUY NOW!](#)

Ticket Type	Price
Ages 3 & Under	Free
Youth (ages 4-15)	\$5.00
Individual	\$12.00
Group/Family (3-6 people)	\$35.00
Individual Member or Individual Bicyclist	\$10.00
Bicyclist Group (3-6 people)	\$30.00

[REGISTER NOW](#)

# Evaluation - signing up for events

**6 Flexibility and efficiency of use**  
Again, menu introduces additional distracting choices at commitment stage potentially diverting user.

**8 Error Prevention**  
Same poor error control for events form process as with class sign-up.

**6 Flexibility and efficiency of use**  
Redundant ticket type locations should be consolidated to this location only.

The screenshot shows the 'tuft' website interface. At the top, there is a navigation bar with links: LEARN | ABOUT US | GET INVOLVED | EVENTS | OUR COMMUNITY. On the left, a blue sidebar menu contains sections: 'TAKE A CLASS!' with links for 'Adult Classes' and 'Kids & Teen Programs'; 'QUICK LINKS:' with links for 'Permaculture Design Course', 'Community Supported Agriculture', 'May Edible Plant Sale', 'Donations', 'Memberships', 'Volunteering', 'Garden Store', 'Garden Hotline', 'Farms & Gardens', and 'Blog'. A 'Privacy Policy' link is at the bottom of the sidebar. The main content area features a search filter 'Filter by Terms' with a dropdown set to '- \*Show All Classes and Events\*' and a 'GO' button. Below this is the event title 'Chicken Coop & Urban Farm Tour 2015' with details: 'Saturday, July 11, 2015 (10:00AM - 4:00PM)' and 'Location: Seattle'. A 'Contact Information' section includes fields for 'Name' (split into 'First' and 'Last'), 'Email Address', and 'Address' (split into 'Address Line 1' and 'Address Line 2'). A 'Tickets' table is shown below, with columns for 'Qty', 'Ticket Type', 'Price', and 'Total'. The table lists five ticket types: 'Ages 3 & Under' (Free), 'Youth (ages 4-15)' (\$5.00), 'Individual' (\$12.00), 'Group/Family (3-6 people)' (\$35.00), and 'Individual Member or Individual Bicyclist' (\$10.00). A 'Bicyclist Group (3-6 people)' option is also present with a price of \$30.00. The 'Your Total' is displayed as \$0.00. A 'REGISTER TO ATTEND' button is located below the table, followed by a red note: 'Fields marked with an asterisk (\*) are required.' and a link 'View our previous events...'. Red callout circles with numbers 6 and 8 are overlaid on the image, pointing to the navigation menu and the contact form fields respectively.

tuft

LEARN | ABOUT US | GET INVOLVED | EVENTS | OUR COMMUNITY

TAKE A CLASS!  
Adult Classes  
Kids & Teen Programs

QUICK LINKS:  
Permaculture Design Course  
Community Supported Agriculture  
May Edible Plant Sale  
Donations  
Memberships  
Volunteering  
Garden Store  
Garden Hotline  
Farms & Gardens  
Blog

Privacy Policy

Filter by Terms  
- \*Show All Classes and Events\* GO

Chicken Coop & Urban Farm Tour 2015  
Saturday, July 11, 2015 (10:00AM - 4:00PM)  
Location: Seattle

Contact Information

Name: \*  
Farmer: John  
First Last

Email Address: \*  
farmer@gwhizmail.com

Address: \*  
123 Farm Street  
Address Line 1  
Address Line 2

Tickets

Qty	Ticket Type	Price	Total
0	Ages 3 & Under	Free	\$0.00
0	Youth (ages 4-15)	\$5.00	\$0.00
0	Individual	\$12.00	\$0.00
0	Group/Family (3-6 people)	\$35.00	\$0.00
0	Individual Member or Individual Bicyclist	\$10.00	\$0.00
0	Bicyclist Group (3-6 people)	\$30.00	\$0.00

Your Total: \$0.00

REGISTER TO ATTEND

Fields marked with an asterisk (\*) are required.

[View our previous events...](#)

# Evaluation - signing up for events

## 1 Visibility of System Status

Non-existent breadcrumbs more critical at deeper levels. No chance to reverse path without losing entered information.

## 6 Flexibility and efficiency of use

Event sign-up requires a six-page process to payment and one more for confirmation. Number of pages should be reduced for efficiency.

The screenshot shows a ticket selection interface with a table of options and a billing section. A blue vertical bar on the left contains a '1' in a circle, pointing to the 'Ticket Type' column header. An orange vertical bar on the right contains a '6' in a circle, pointing to the 'Billing Information' section.

Qty	Ticket Type	Price	Total
0	Ages 3 & Under	Free	\$0.00
0	Youth (ages 4-15)	\$5.00	\$0.00
0	Individual	\$12.00	\$0.00
4	Group/Family (3-6 people)	\$35.00	\$140.00
0	Individual Member or Individual Bicyclist	\$10.00	\$0.00
0	Bicyclist Group (3-6 people)	\$30.00	\$0.00

**Your Total: \$140.00**

**Billing Information**  
Please provide your payment information in this secure form.

**Payment Method:**  
\*  American Express  DISCOVER  MASTERCARD  VISA  CASH or CHECK

**Credit Card: \***  
Please provide the information as written on your credit card.

First:  Last:   
Credit Card Number:   
Exp. Month: May / 2015

# Findings for Signing up for events

- Finding events is very simple
- Cluttered design detracts from already inconsistent location awareness
- Poor information prioritization and sequencing
- Too many pages to complete event sign-up
- Minimal error control on form



# Evaluation results

The analysis team compiled the scores from the heuristic analysis. From this we could clearly focus on what design decisions were interfering with Seattle Tilth's website functionality and user experience.

- 0 = no usability problem
- 1 = Cosmetic problem only
- 2 = Minor usability problem
- 3 = Major usability problem
- 4 = Usability catastrophe

Analysis Criteria	Class Sign-up	Making Donations	Event Sign-up	Average
Visibility of system status <b>1</b>	2	0	2	1.3
Site vs. real-world conformity <b>2</b>	1	0	0	0.03
User control and freedom <b>3</b>	0	0	0	0
Consistency and standards <b>4</b>	3	4	2	3
Recognition over recall <b>5</b>	2	2	2	2
Flexibility and efficiency of use <b>6</b>	1	0	3	1.3
Minimalist aesthetic design <b>7</b>	3	0	3	2
Error prevention <b>8</b>	2	0	3	1.6
Error recognition <b>9</b>	3	0	1	1.3
Help and documentation <b>10</b>	2	1	3	2

# Analysis results

- Consistent naming conventions and visual hierarchy help user find most important information.
- A membership login would be helpful in saving payment and address information.
- One page forms are easier to use.
- Duplicate and alternate pages are confusing.
- Cluttered design detracts from user awareness and general usability
- A heuristic principles that are most broken in the Seattle Tilth site are:
  - **Consistency and Standards**
  - **Recognition Over Recall**
  - **Minimalist Aesthetic Design**
  - **Error Prevention**
  - **Help and Documentation**

# Design Recommendations for Seattle Tilth

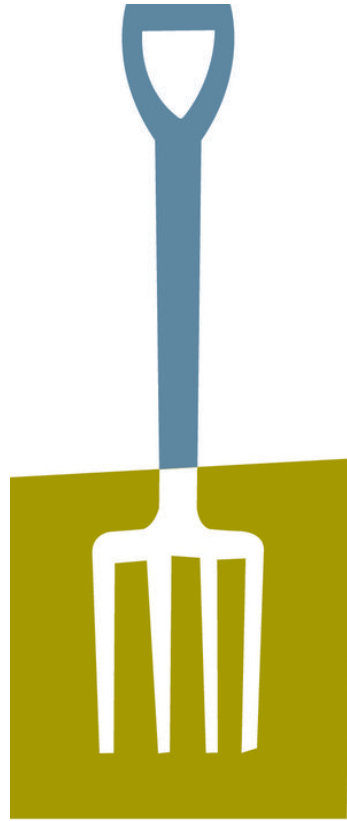
- Adopt a main navigation system that is more clean and clear and allow sub navigation to open on hover
- Adopt forms that keep user on one page
- Expand error prevention in forms
- Limit utility navigation to login, shopping cart, and/or settings
- Create an option for membership or login
- Consistent location awareness with breadcrumbs on every level
- Visual and informational hierarchy needs restructuring
- Site should be responsive, but still retain the same information as desktop view
- Minimize visual clutter and unnecessary pages.

# Seattle Tilth Heuristic Analysis Group

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LEARN. GROW. EAT.

seattle  
tilth