

## **HE 1 - Good Feature**

### **Name**

The title "Eventur" clearly shows the function of the website.

### **Evidence**

Heuristic: Simple and Natural Dialog



The title "Eventur" contains the word event. It immediately gives the impression that this web service is used to locate events to attend. In addition, the logo also conveys that this is the updated version of the old "Pittcult" system.

### **Explanation**

The service title is simple and easy to detract meaning from. It isn't confusing and will attract users looking to locate events.

### **Benefit**

There are a lot of flashy names and technical jargon on the web. Having a simple, relatable name for the web service is functional and descriptive.

### **Trade-offs**

Having the old name right above it takes up more space and also detracts from the impact of the new logo alone.

### **Relationships**

None

## **HE 2 – Bad Feature**

### **Name**

Missing "return" to main page link

### **Evidence**

Heuristic: Clearly Marked Exits

PITTCULT is now  
**EVENTUR**

All [Search] [Advanced Search]

| home | **event map** | recommendation | post event | login | help |

Related Events by:  
**Type**  
 Other (17)  
**Organization**  
 Carnegie Science Center (2)  
**Venue**  
 Carnegie Science Center (2)

**Jammie Jams**

♥ Add to Favorites | 📄 Create review | 🌐 Share with Friends or Group |

- **Type:** Other
- **Venue:** Carnegie Science Center [map]
- **Organization:** Carnegie Science Center [website]
- **Source:** http://www.carnegiesciencecenter.org/programs/almost-overnighters/
- **Date/Time:** 03-12-2016 Saturday 05:30 PM
- **Posted by:** CSCMarketing

Almost Overnighters!

No sleeping bag required. The evening wraps up before bedtime!

Bring your smallest scientists to the Carnegie Science Center for an evening of themed activities just for early learners ages 2-6! You and your preschooler will experience make-and-take activities, a live theater show, and story time. Plus, you'll have access to four floors of exhibits and enjoy a snack. Children are encouraged to come in their pajamas!

Cost: \$15 per kid, \$10 per adult

Call 412.237.1637 to register for any Almost Overnighter date or visit <http://www.carnegiesciencecenter.org/programs/almost-overnighters/> for more information.

Reservations are taken up to five days prior to the date of the event.



Once you click on an event listing, it is not obvious on how to return to the results. The only way to get back to the original page is click the tiny, indistinct link in the header.

## Explanation

Users need to be able to quickly interact with a list of search results. In Eventur, once an event is clicked it redirects to a details page. The only way to return to the results page is to click the tiny “Home” link in the header. This link looks the same as all the other links next to it, and could easily overlooked by someone less tech savvy. There needs to be a more common sense way to return to the previous page, without pressing back in your browser.

## Severity

**High-** While browsing search results, one of the most important functionalities is to be able to switch quickly between the results, and the details of a particular listing. This could make it difficult for a user to efficiently browse events.

## Solution

**PITTCULT** is now  
**EVENTUR**

All  Search [Advanced Search]

| home | **NEW** event map | recommendation | post event | login | help |

Related Events by:  
Type  
Other (17)  
Organization  
Carnegie Science Center (2)  
Venue  
Carnegie Science Center (2)

**Jammie Jams**    ← BACK TO RESULTS

♥ Add to Favorites    📄 Create review    👤 Share with Friends or Group

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Insert a “back to event listing” or “back to search results” button directly above the listing. It should be bigger and more distinct than the tiny “home” link.

## Relationships

None

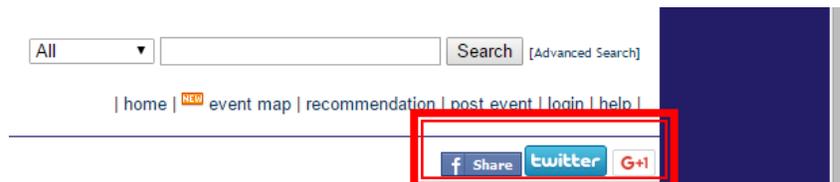
## HE 3 - Good Feature

### Name

RSS, Facebook, and Twitter Integration

### Evidence

Heuristic: Provide Shortcuts



On every page there are buttons for social media integration

### Explanation

Social media is the most prevalent way to spread information on the internet. Everyone has an online persona that they use to navigate the social environment. It is critical if you want your website to gain an audience to use social media integration.

### Benefit

Eventur has these buttons on every page of the site. Not only can you share the web

service in general, but you can post about specific events that you want to attend. This is a great way to create a snowball effect. If somebody is attending an event and posts about it on twitter, their following will be exposed to the event and possibly be interested enough to also attend.

### **Trade-offs**

It takes away from the value of having a login and profile for the Eventur service. Since you can learn about events on other social media services, you sometimes don't have to actually be on Eventur to learn about their events. It also takes up space on the web page. If some people don't have any social media accounts, it could be bothersome to see them everywhere.

### **Relationships**

None

## **HE 4 – Bad Feature**

### **Name**

Event Location Information

### **Evidence**

#### **Heuristic: Minimize User Memory Load**

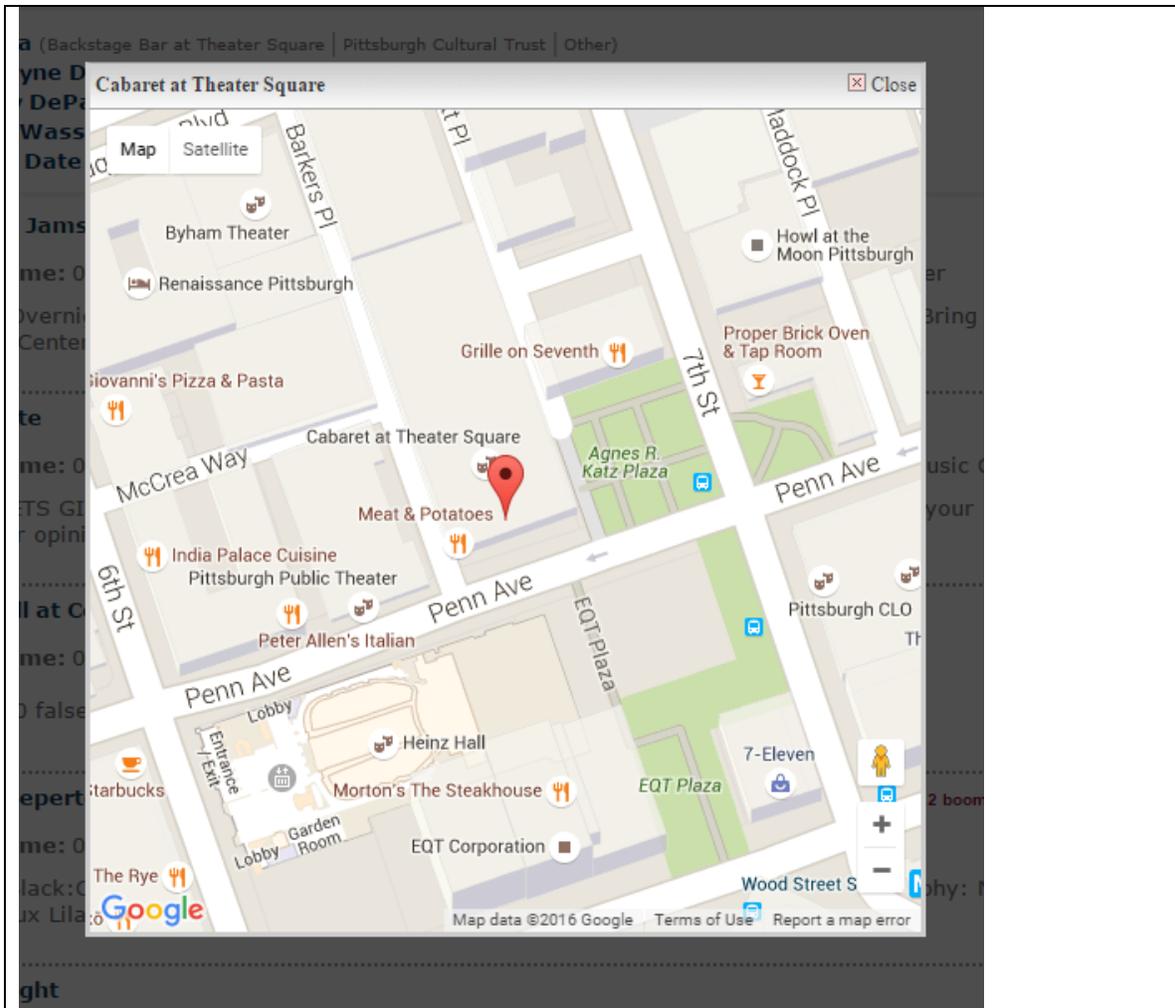
First Date

Date/Time: 03-12-2016 07:30 AM | Venue: Cabaret at Theater Square [map] | Type: Music Concert

BOY MEETS GIRL...ON A BLIND DATE  
Ida, your opinionated bes ...



The only location information on the listings page is the name of the venue, and a link to a map.



Then, once you click the map link. It simply shows an embedded google map of the area with a pin on the venue. It still doesn't show the address, phone number, email, or website of the venue. In addition, the pin isn't 100% accurate. In the example above it is located equally between the actual location, and a random restaurant "Meat & Potatoes".

### **Explanation**

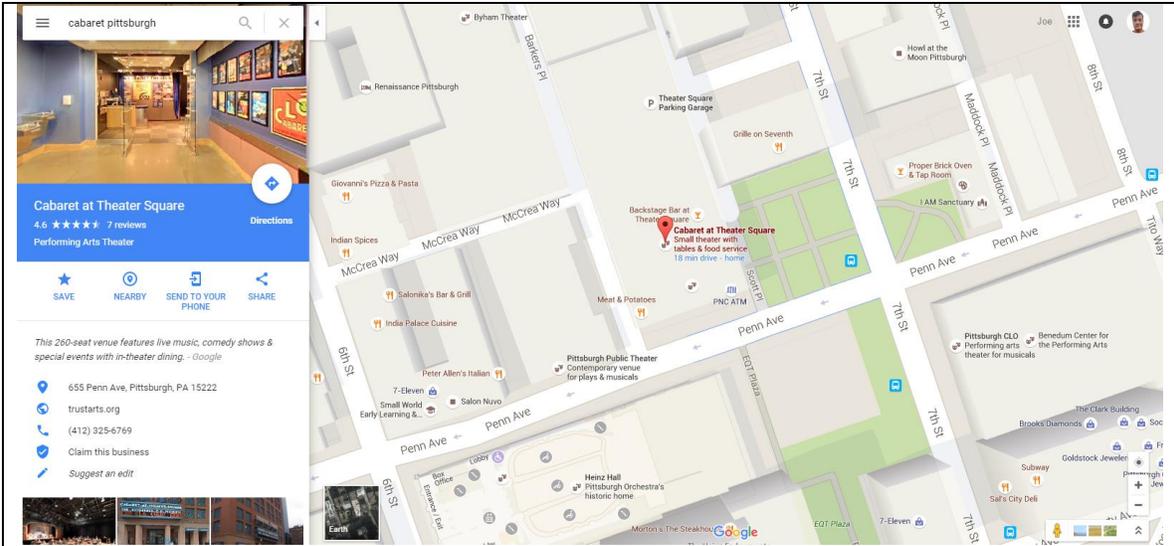
On the results page, only having the name of the venue isn't enough information at all. If the place is unfamiliar to the user, they have no idea where it is.

### **Severity**

**High-** Knowing where an event is being held is integral to attending the event! There is not enough information conveyed through the Eventur listing to assist in interested users locating the venue.

### **Solution**

On the results page, it should also have the address of the venue. When the map link is clicked, it should bring up a google map still, but have it also display the Google Places listing next to the map shown here:



## Relationships

None

## HE 5 – Bad Feature

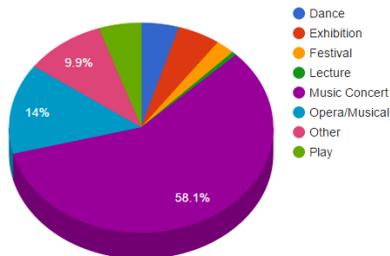
### Name

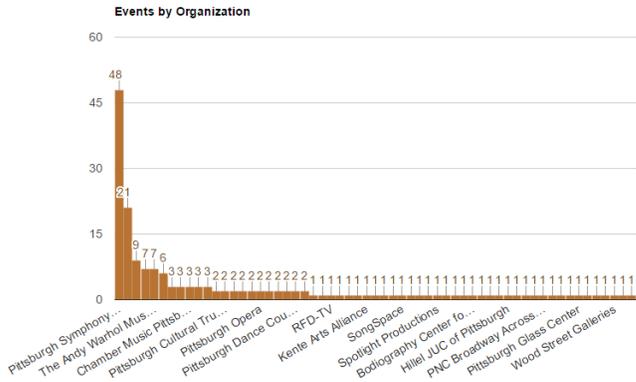
"Event Map" category confused users

### Evidence

Heuristic: Speak the User's Language & Simple and Natural Dialog

Events By Type





The “Event Map” link in the header is extremely misleading. A user would probably think it would lead to a map with all the event locations on it. It could also possibly be a more specific map of the venue. For example, if it was an event at a convention center it could be a map of the exhibition hall and the location of stalls. Instead, it leads to some sort of site map. It has various visual representations of event data.

**Explanation**

The “Event Map” link is confusing. It leads to a site map with visual infographics on all the events listed on the website. Although this is intriguing, it doesn’t provide much functionality.

**Severity**

**Medium-** Although the link is misleading, and it is on every page, this isn’t a harmful page. It informs the user on the dynamics of the Eventur web service. It seems like it would lead to a large map with pins where all the upcoming events are being held.

**Solution**

Instead of an awkward statistics page, they should actually have an outline of all the pages on the web service. It would act as an overall site map that could give people an idea of where they want to navigate before diving in.

**Relationships**

None

**HE 6- Good Feature**

**Name**

Favorites Feedback

**Evidence**

Heuristic: Provide Feedback

## Mixed Repertory #2- Man in Black, Jardin Aux Lilas(Lilac Garden) and Eternal Idol

You and  2 users bookmarked this event

[Add to Favorites](#)



Create Review



Share with Friends or Group |

- **Type:** Dance
- **Venue:** Byham Theater [\[map\]](#)
- **Organization:** Pittsburgh Ballet Theatre
- **Source:** <http://culturaldistrict.org/production/43908/mixed-repertory-number-2-man-in-black-jardin-aux-lila>
- **Date/Time:**  
03-12-2016 Saturday 08:00 PM | 03-13-2016 Sunday 02:00 PM

When you bookmark an event, it refreshes the page and tells you how many other users have bookmarked the same listing.

### **Explanation**

With a service such as this, it is important to inform the user of which events are gaining popularity. By displaying how many other people have bookmarked/favorited an event, it gives the user confidence that there will be others in attendance. It helps distinguish high-profile events.

### **Benefit**

When browsing results, it is easy to see which events are bigger because they have more bookmarks. It adds more information when looking for one to attend. It also creates a sense of community on Eventur.

### **Trade-offs**

It reduces anonymity of the users in the system. It also creates bias against events with no favorites. An event with no bookmarks may turn off shy people from attending for fear that they could be the only one there. It also takes up space on the page that could be used to display more information about the event.

### **Relationships**

None