



Heuristic Evaluation

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UX Team 2

Objective

Our team's goal is to evaluate the Indeed Job Search current iOS and Android app using the 10 Usability Heuristics for User Interface Design. We examined the following tasks and flows:

Main Categories/ Tasks	Description
Sign up/LogIn	The user creates a new account or logs in to an existing account
Search/filter jobs	The user searches for relevant jobs using the filters feature
View/save/remove Job	The user views the job descriptions, saves or removes them accordingly

Note: Both iOS and Android were evaluated, but iOS is used as the primary device to showcase our flow. There was one notable difference between the two devices (slide 28).

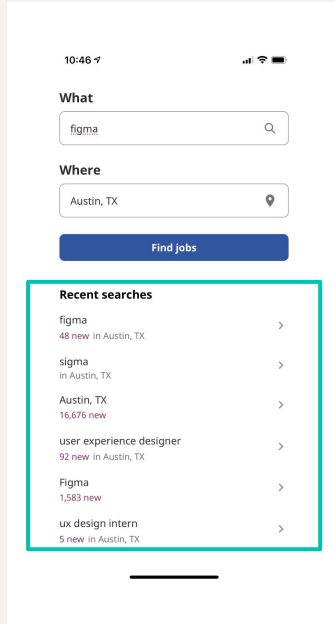
How & What We Did

Date	Action Item
9/14	The team went through the app and divided the screens to upload to Figma
9/16-19	Each team member carried out the HE evaluation individually
9/23	Team discussed and evaluated each analysis
9/26	Team completed discussion and evaluation of each analysis
9/29-9/30	Team integrated and modified the report

Top Findings

Top Positive

Top Negative

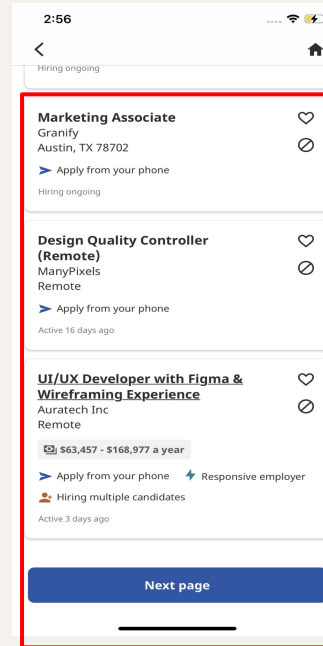


A

0 A

Rule 4- Consistency and standards

The feature of remembering the “recent searches” is helpful and convenient for users.



B

4 B

Rule 7 - Flexibility and efficiency of use

Lack of flexibility to scroll back to the top hinders frequent actions such as searching jobs

Suggestion

Utilize a bottom navigation bar or “back to the top” to tailor frequent functions of the application.

Executive Summary

The overall analysis of the app was primarily positive, with minor issues. However, the most significant problems were the app's ability to select various filters, select multiple cities, and filter through reviews to aid users in their job search.

Selecting Multiple Options in Filters

When filtering for specific job characteristics there is not a way to select multiple options in a particular filter. For example, you cannot choose multiple job categories.

Filtering Reviews

It is challenging to find specific information on a company without the option to select the type of information to view when it comes to reviews. For example, if a user wants to learn about a company's maternity benefits, there is no way to filter through that information.

Scrolling to the Top

Users do not have an option to scroll back to the top of the page when scrolling down the long list of jobs on the app.

Multiple City Selection

The ability to select multiple cities does not exist. This requires users to go through multiple searches for each location rather than see all of their options at once.

Remote Filter

Remote positions are more common in today's world, which having a filter specifically for remote positions is necessary. However, there is no option to exclude remote jobs in the search.

Use of Language for Benefits

Key terms such as "401k" and "employee assistance program" in The benefits provided by the company may not be known to all users, for example, international applicants.

10 Usability Heuristics for User Interface Design

01 Visibility of system status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

02 Match between system and the real world

The system should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

03 User control and freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process. Support undo and redo

04 Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

05 Error prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

10 Usability Heuristics for User Interface Design

06 Recognition rather than recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

07 Flexibility and efficiency of use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions

08 Aesthetic and minimalist design

Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.






09 Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution

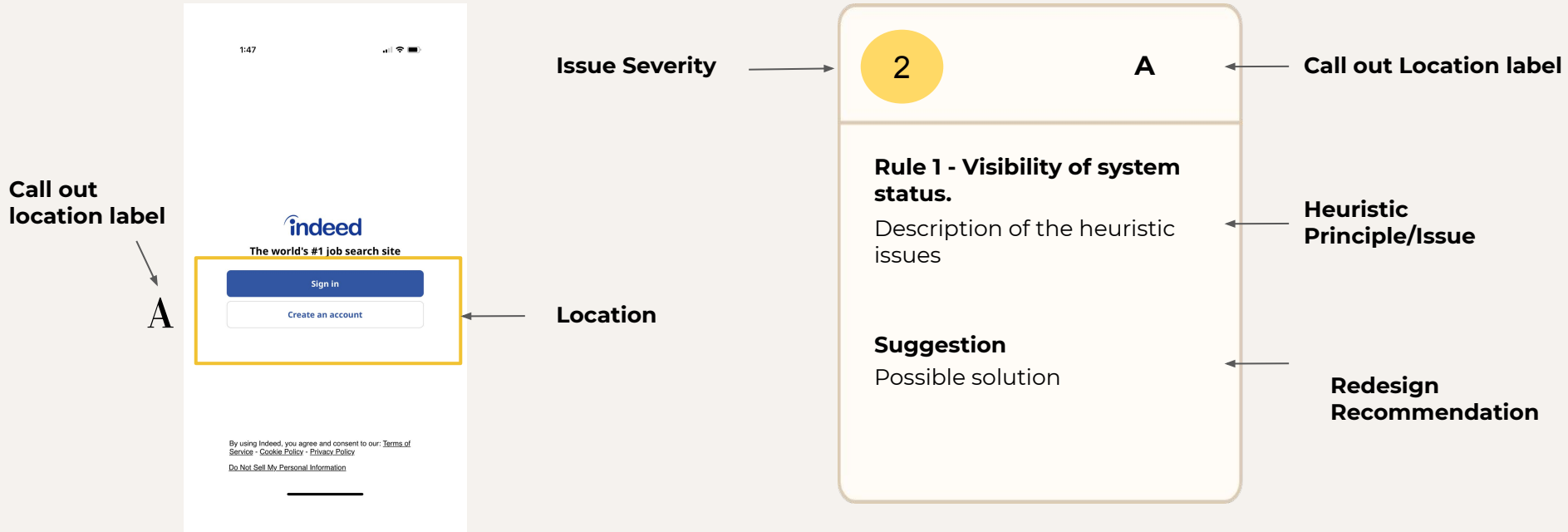
10 Help and documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

5 HE Violation Severity Levels

-  **Level 0** Positive instance of heuristic (no issue, no solution needed)
 -  **Level 1** Minor cosmetic problem – lowest urgency level, lowest priority fix.
 -  **Level 2** Minor usability problem. May potentially result in issues for some users. Should be addressed but is lower in priority.
 -  **Level 3** Major usability problem with a high priority. Will likely lead to issues or confusion for some users. Should be addressed as soon as possible.
 -  **Level 4** Critical usability problem that should be addressed immediately.
-

Format Example



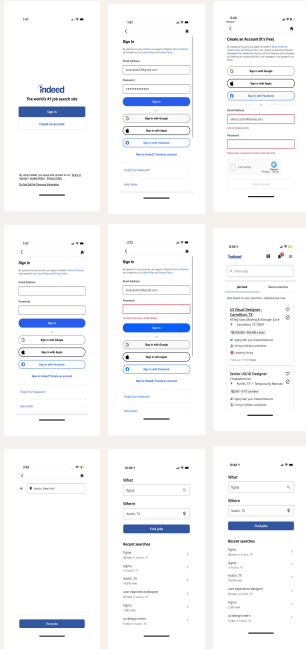
A screenshot of the application we have reviewed with a location pointer.

An identifier within it that relates to a review card detailing the usability issue and suggestion.

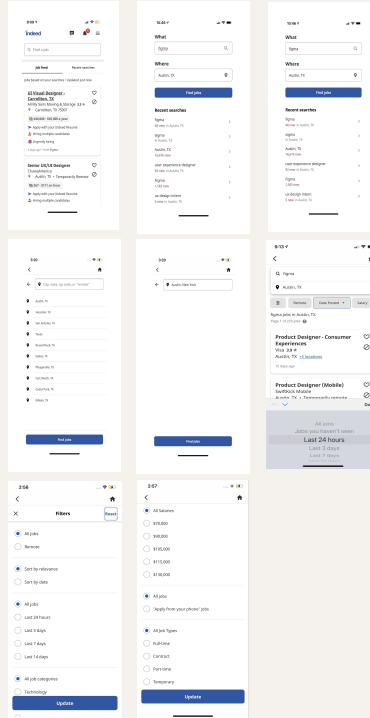
**Note: The screenshot and review card are used strictly as an example and does not represent a true Heuristic Evaluation.*

Flows

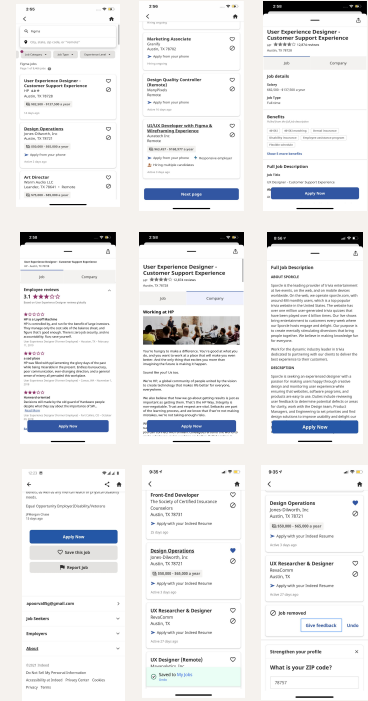
Sign in/Log in



Search/filter jobs

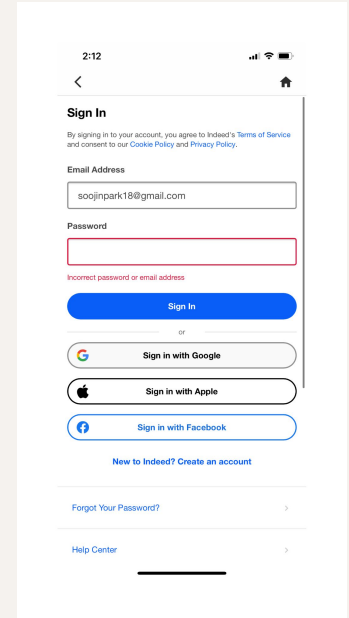
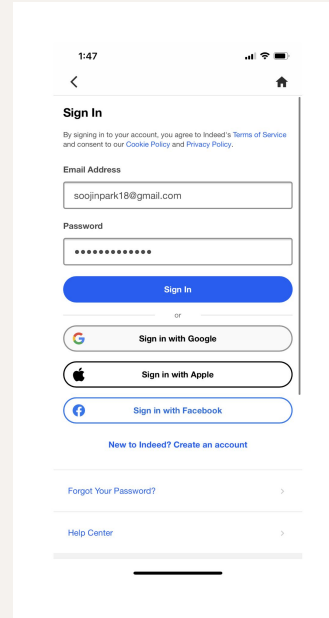
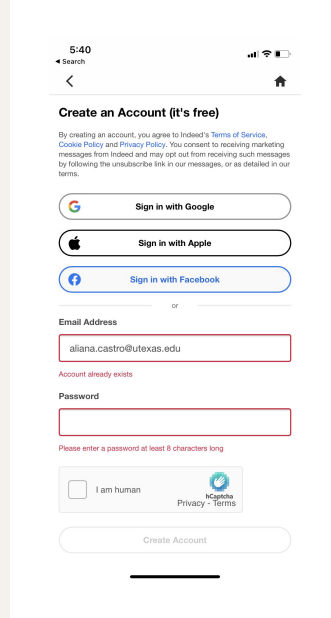
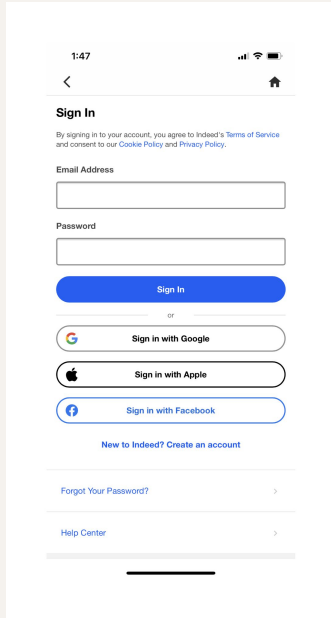
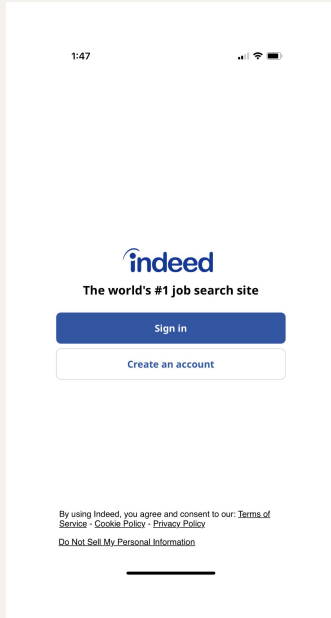


View/save/remove Job

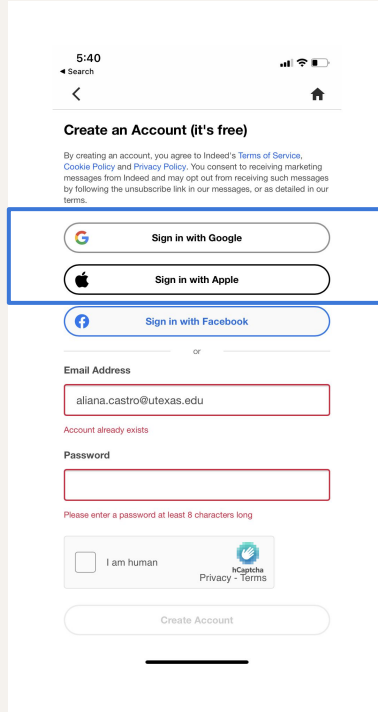
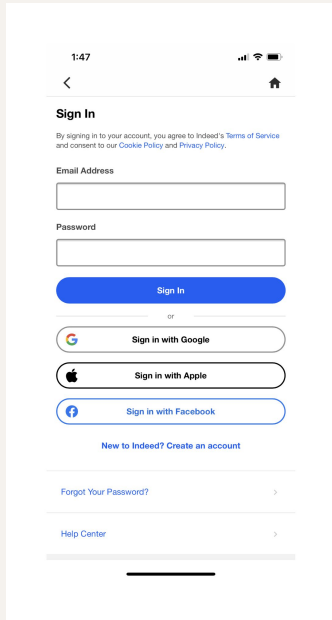
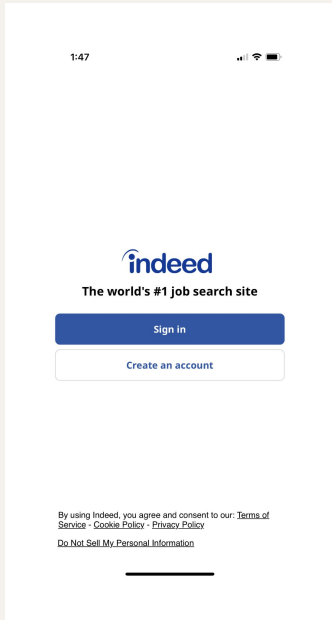


HE-Mobile App

Signing In



Signing In



A

1

4. Consistency and standards

Seeing the “sign in” may lead users to assume this is for people with accounts and not for creating an account with Google, Facebook, etc.

Suggestion

Change “sign in” to “sign up”.

Signing In

5:40 Search

Create an Account (it's free)

By creating an account, you agree to Indeed's [Terms of Service](#), [Cookie Policy](#) and [Privacy Policy](#). You consent to receiving marketing messages from Indeed and may opt out from receiving such messages by following the unsubscribe link in our messages, or as detailed in our terms.

A

Sign in with Google

Sign in with Apple

Sign in with Facebook

or

B

Email Address

aliana.castro@utexas.edu

Account already exists

Password

Please enter a password at least 8 characters long

I am human

hCaptcha Privacy - Terms

Create Account

1

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4. Consistency and Standards

The colors of the Sign In buttons seem inconsistent with the overall branding and feel of Indeed's blue color scheme.

Suggestion

Keep logo color but change the border the same color

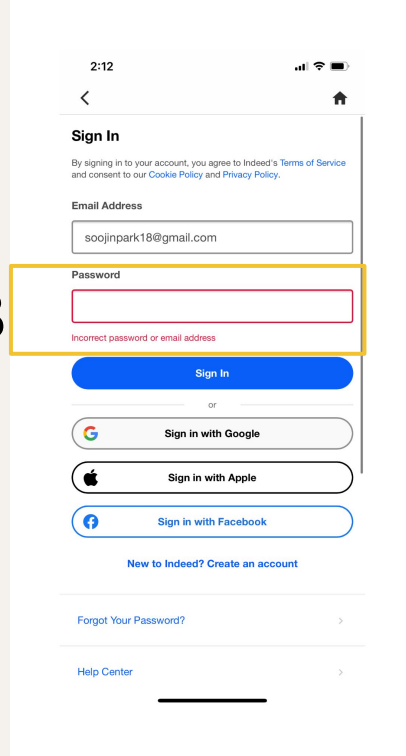
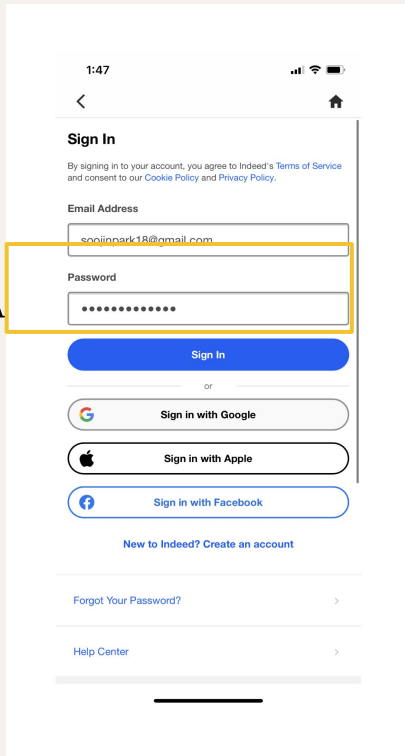
0

B

9) Help users recognize, diagnose, and recover from errors

Notifying users with "account already exists" reminds the user of their existing account.

Signing In



2

A

5. Error prevention

There is not a function to “Show Password” which may lead to errors when logging in.

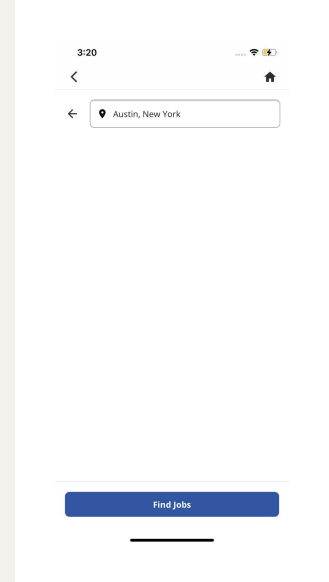
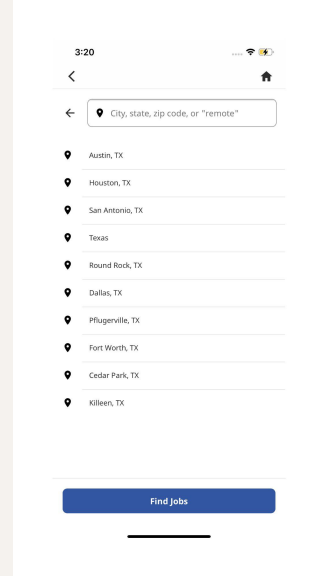
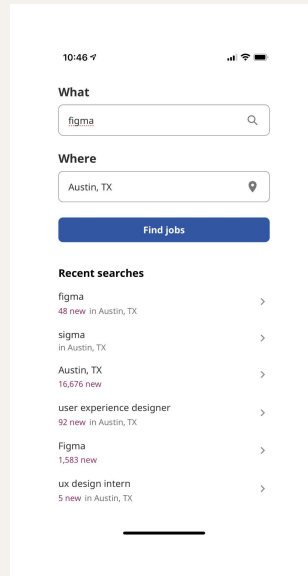
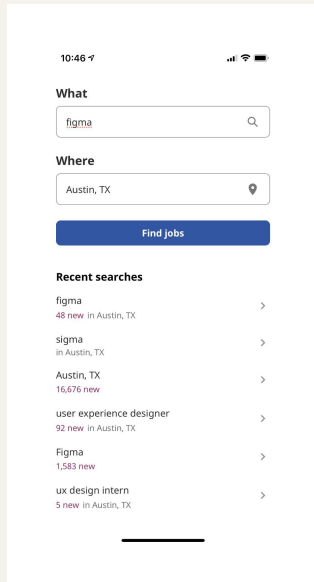
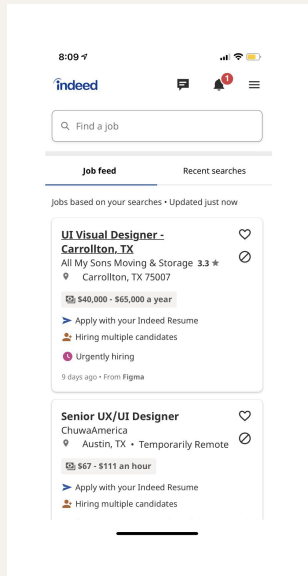
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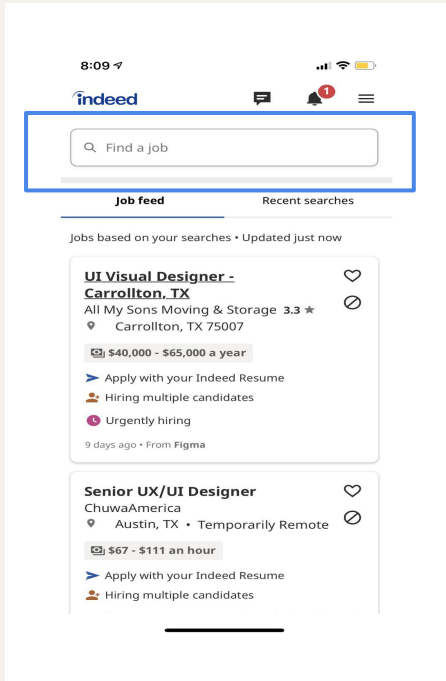
4. Help users recognize, diagnose, and recover from errors

There is a mild issues in recognizing the problem; user may be unsure if it's the incorrect password or email or worse, they may be unsure if an account exists.

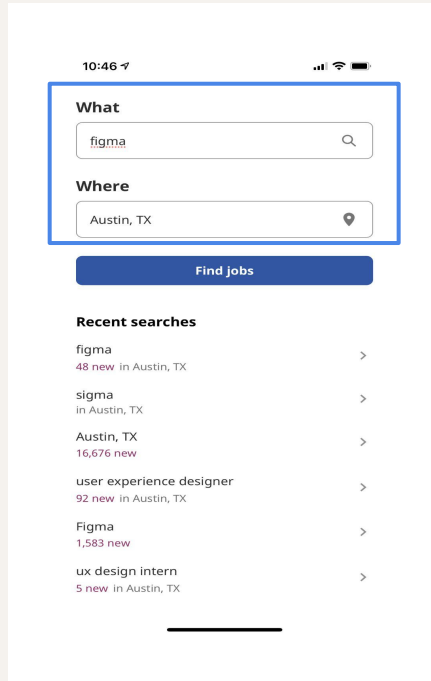
Search Jobs



Search Jobs



A



1

A

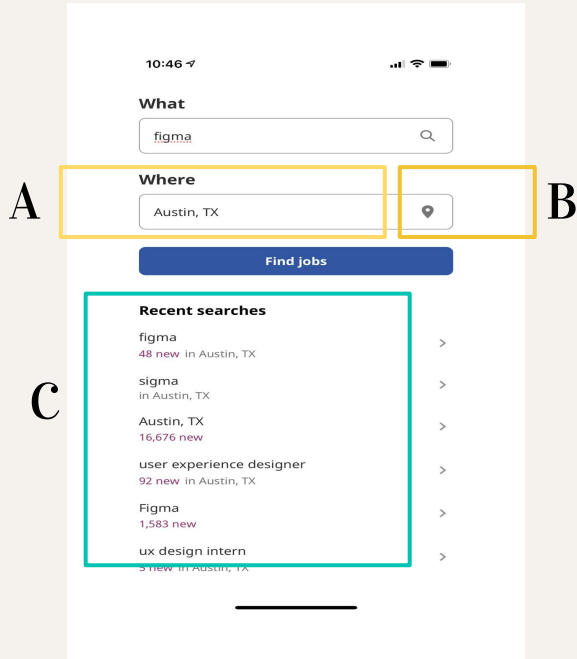
Rule 2- Match between system and the real world

Find a job has an input text box format, but when you click on it, you are redirected to a new page with two 'what' and 'where' boxes.

Suggestion

Show "what" and "where" text boxes directly at first.

Search Jobs



2

A

Rule 7- Flexibility and efficiency of use

You cannot choose your current location directly

Suggestion

Add a feature of choosing current location immediately.

2

B

Rule 4- Consistency and standards

The location icon is misleading and seems like "choose location"

Suggestion

Add a feature of adding/choosing location in this page or delete this icon.

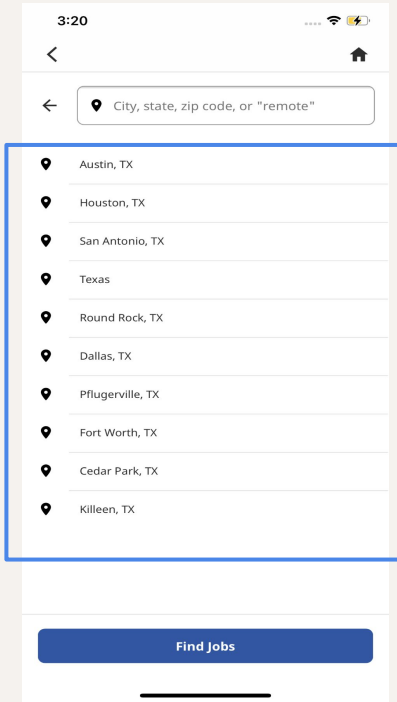
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C

Rule 4- Consistency and standards

The feature of remembering the "recent searches" is helpful and convenient for users.

Search Jobs



A

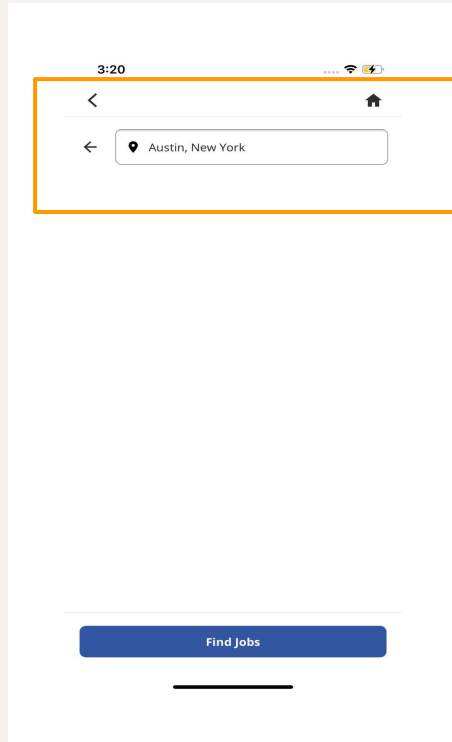
1

A

Rule 7- Flexibility and efficiency of use

Excellent ways of error prevention and suggestion without even typing anything.

Search Jobs



A

3

A

Rule 7- Flexibility and efficiency of use

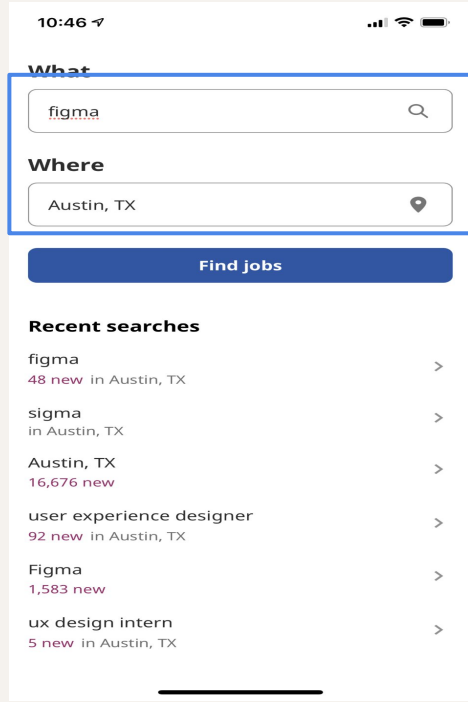
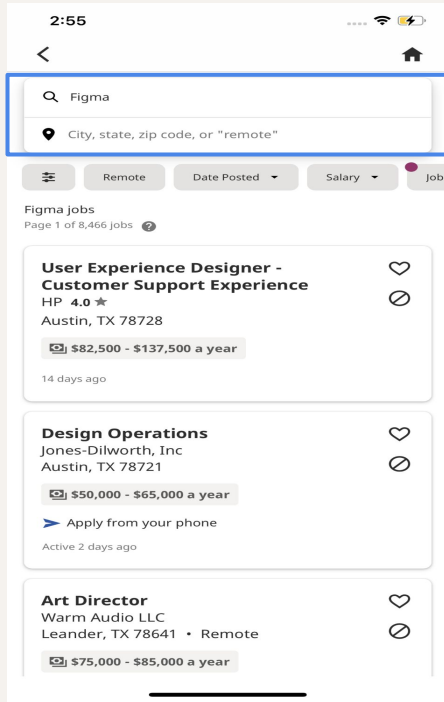
The job search feature doesn't support multi-location job search such as: Austin & New York

Suggestion

Add a feature of adding more than one locations for people who can work in multiple places.

Search Jobs

A



A



A

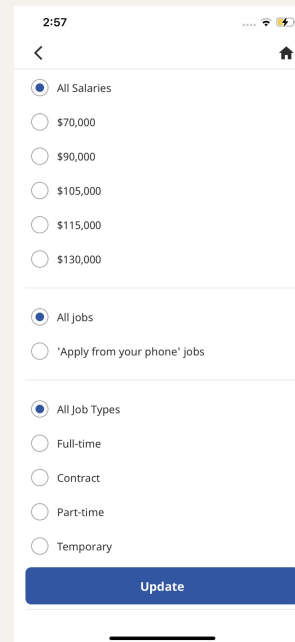
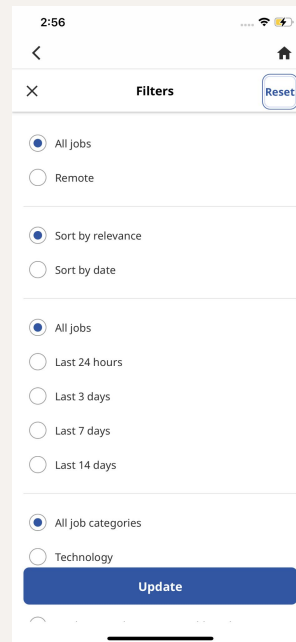
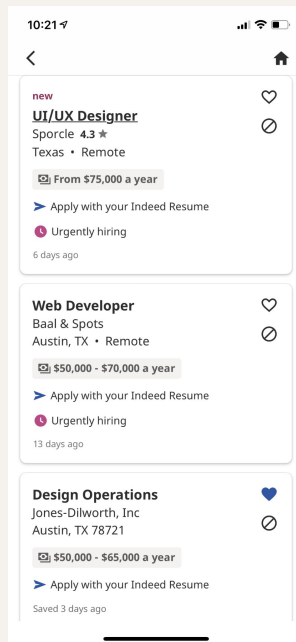
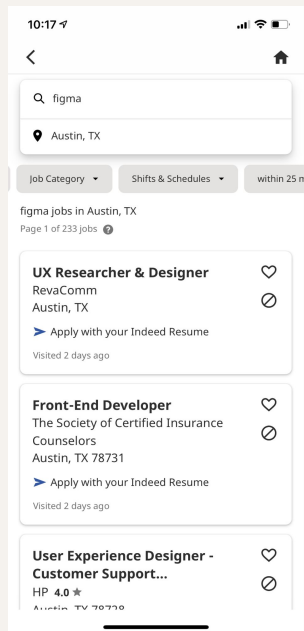
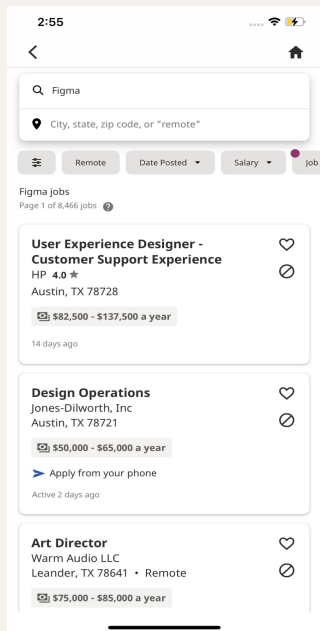
Rule 8- Aesthetic and minimalist design

Breaks platform convention by switching icons from left to right (search and location icons)

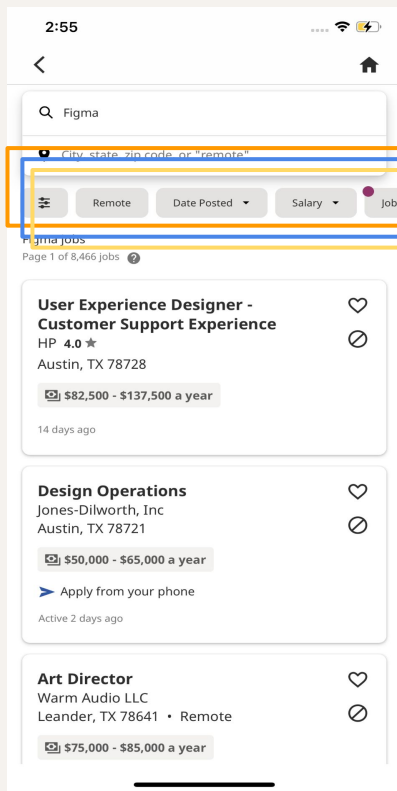
Suggestion

Make these same icons in different pages look consistent.

Filter Jobs



Filter Jobs



2

A

Rule 7 - Flexibility and efficiency of use

Cannot 'Sign In' or 'Create Account' unless the user goes all the way back to the home page

Suggestion

Provide a sign In option near the home icon

3

A

Rule 4 - Consistency and standards

"Remote" filter is a on-off switch with no indication that it has both remote and non remote jobs when remote filter is not selected (off-mode). There is no way to access only non-remote jobs.

Suggestion

Change "Remote" filter to a drop down with "remote" and "non-remote" options

2

A

Rule 1 - Visibility of system status

No indication if the user is already signed in or not.

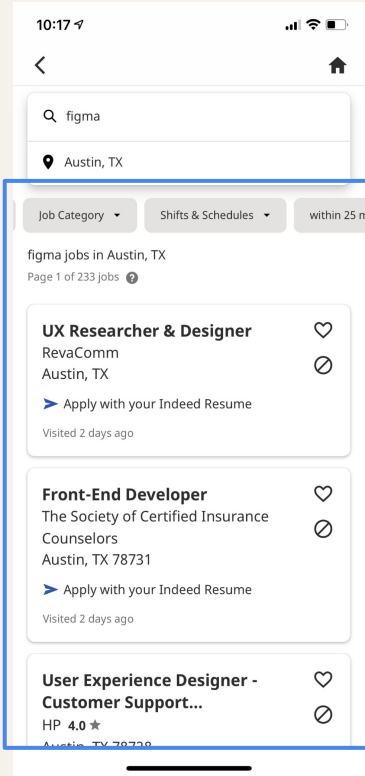
1

A

Rule 4 - Consistency and standards

Remote filter is a clickable button unlike the rest of them which have drop down format

Filter Jobs



1

A

Rule 1 - Visibility of System Status

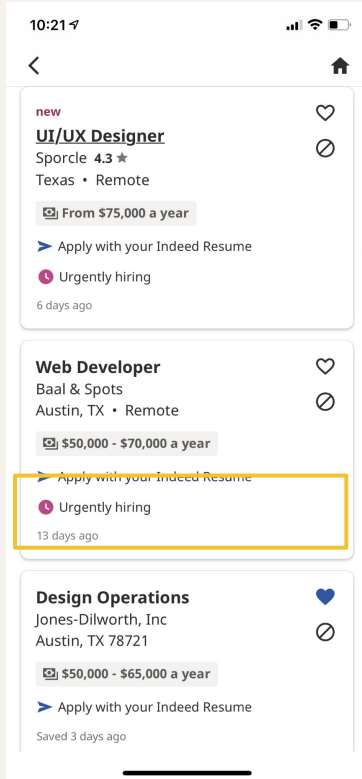
Poor display of stages within the mobile application

Suggestion

Better highlight for indication of stage would improve the UX.

Filter Jobs

A



2

A

Rule 1 - Visibility of System Status

The word 'Urgently hiring' is confusing; One person understood it as the company application is closing soon and another person understood it as the company is desperately looking for that role could impact user's decisions to apply

Filter Jobs

A

2:57

< | Home

All Salaries

\$70,000

\$90,000

\$105,000

\$115,000

\$130,000

All jobs

'Apply from your phone' jobs

All Job Types

Full-time

Contract

Part-time

Temporary

Update

B

1

A

Rule 8 - Aesthetic

Not ideal usage of grouping and Gestalt principles. All the options look blended, or under one category Aesthetic issues

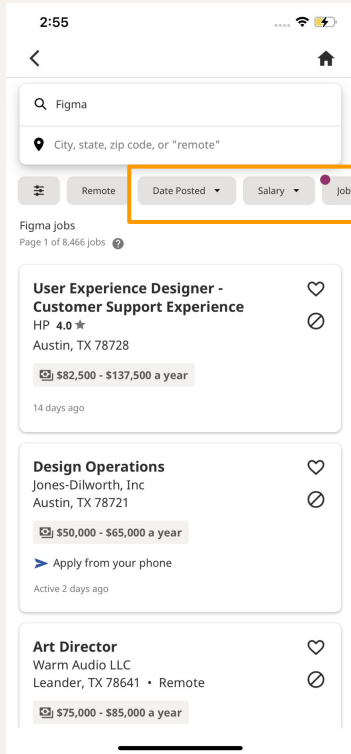
3

B

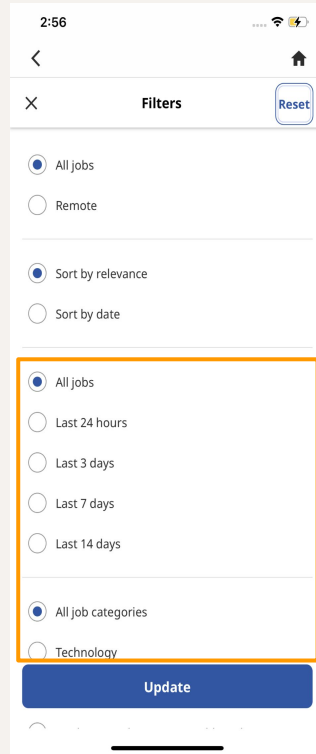
Rule 7 - Flexibility and efficiency of use

In all the categories, a user cannot select multiple options.
Eg - Unable to select both "Contract" and "Part-time".

Filter Jobs



A



A

3

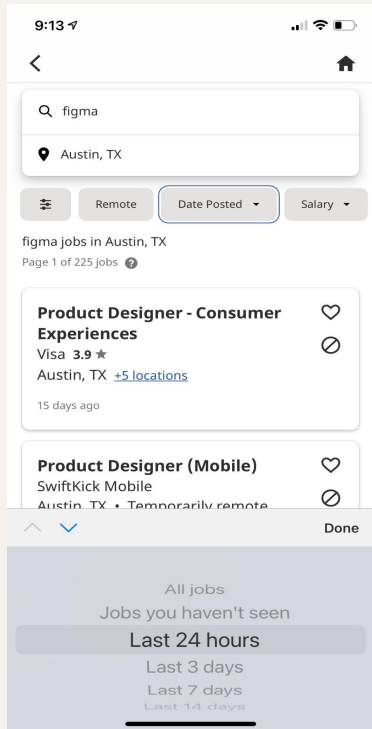
A

Rule 4 - Consistency & Standards

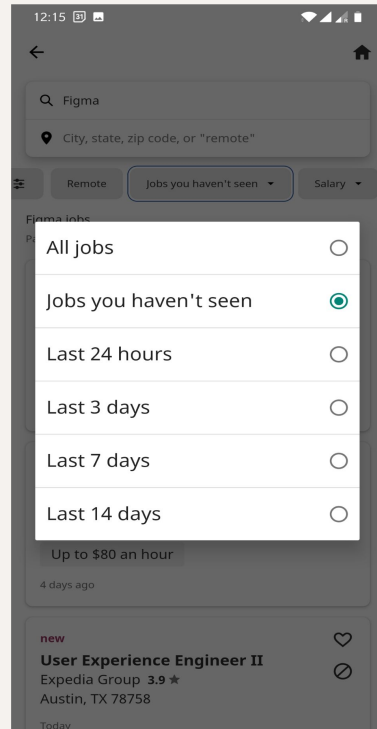
The sequence of the options are inconsistent and different when we compare the 2 ways to access the filters. Sequence is different for the carousel tabs and the Filters section.

Filter Jobs

iOS



Android



1

Rule 4 - Consistency and standards

The options for each filter are in different format for iOS and Android. It creates a out of app feel especially in android due to unrelated color for radio button.

Suggestion

Indeed could use an in-built pop-up to create a seamless experience

Note: All heuristics were consistent with both iOS and Android with the exception of this screen.

View Jobs

2:55

← Home

🔍 Figma

📍 City, state, zip code, or "remote"

Job Category ▾ Job Type ▾ Experience Level ▾

Figma jobs
Page 1 of 8,466 jobs

User Experience Designer - Customer Support Experience 📌 🗑️

HP 4.0 ★

Austin, TX 78728

💰 \$82,500 - \$137,500 a year

14 days ago

Design Operations 📌 🗑️

Jones-Dilworth, Inc

Austin, TX 78721

💰 \$50,000 - \$65,000 a year

➤ Apply from your phone

Active 2 days ago

Art Director 📌 🗑️

Warm Audio LLC

Leander, TX 78641 • Remote

💰 \$75,000 - \$85,000 a year

2:56

← Home

Hiring ongoing

Marketing Associate 📌 🗑️

Granify

Austin, TX 78702

➤ Apply from your phone

Hiring ongoing

Design Quality Controller (Remote) 📌 🗑️

ManyPixels

Remote

➤ Apply from your phone

Active 16 days ago

UI/UX Developer with Figma & Wireframing Experience 📌 🗑️

Auratech Inc

Remote

💰 \$63,457 - \$168,977 a year

➤ Apply from your phone ⚡ Responsive employer

Hiring multiple candidates

Active 3 days ago

Next page

2:58

← Home

User Experience Designer - Customer Support Experience

HP ★★★★★ 12,874 reviews

Austin, TX 78728

Job	Company
-----	---------

Job details

Salary
\$82,500 - \$137,500 a year

Job Type
Full-time

Benefits
Pulled from the full job description

401(k) 401(k) matching Dental insurance
Disability insurance Employee assistance program
Flexible schedule

Show 5 more benefits

Full Job Description

Job Title
UX Designer - Customer Support Experience

Apply Now

2:58

← Home

User Experience Designer - Customer Support Experience

HP - Austin, TX 78728

Job	Company
-----	---------

Employee reviews
3.1 ★★★★★
Based on User Experience Designer reviews globally

★★★★★
HP is a Layoff Machine
HP is controlled by, and run for the benefit of large investors. They manage only the cost side of the balance sheet, and figure that's good enough. There is zero job security, and no accountability. Run; save yourself.
User Experience Designer (Former Employee) - Houston, TX - February 11, 2019

★★★★★
HP is a sad place
HP was filled with ppl lamenting the glory days of the past while being miserable in the present. Endless bureaucracy, poor communication, ever-changing direction, and a general sense of misery all pervaded this workplace.
User Experience Designer (Former Employee) - Camas, WA - November 1, 2018

★★★★★
Harward oriented
Decisions still made by the old guard of Hardware people despite what they say about the importance of SW...
[Read More](#)
User Experience Designer (Former Employee) - Fort Collins, CO - October 29, 2018

Apply Now

2:58

← Home


User Experience Designer - Customer Support Experience

HP ★★★★★ 12,874 reviews

Austin, TX 78728

Job	Company
-----	---------

Working at HP



You're hungry to make a difference. You're good at what you do, and you want to work at a place that will make you even better. And the only thing that excites you more than imagining the future is making it happen.

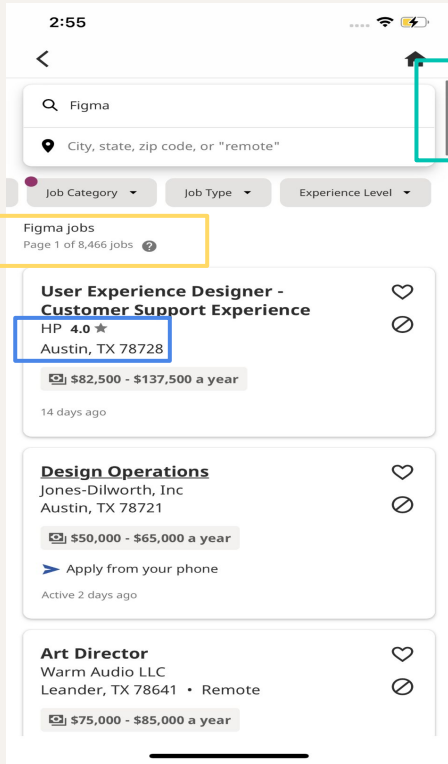
Sound like you? Us too.

We're HP, a global community of people united by the vision to create technology that makes life better for everyone, everywhere.

We also believe that how we go about getting results is just as important as getting them. That's the HP Way. Integrity is non-negotiable. Trust and respect are vital. Setbacks are part of the learning process, and we know that if we're not making mistakes, we're not taking enough risks.

Apply Now

Viewing Jobs



1

B

Rule 8 - Aesthetic and minimalist design

Lack of contrast in typography company name and location; diminishing relative visibility.

Suggestion

Better information hierarchy by utilizing distinguishable typography style.

0

C

Rule 1 - Visibility of system status

Excellent indication of user's progress when viewing jobs across the screen.

2

A

Rule 2 - Match between systems and the real world

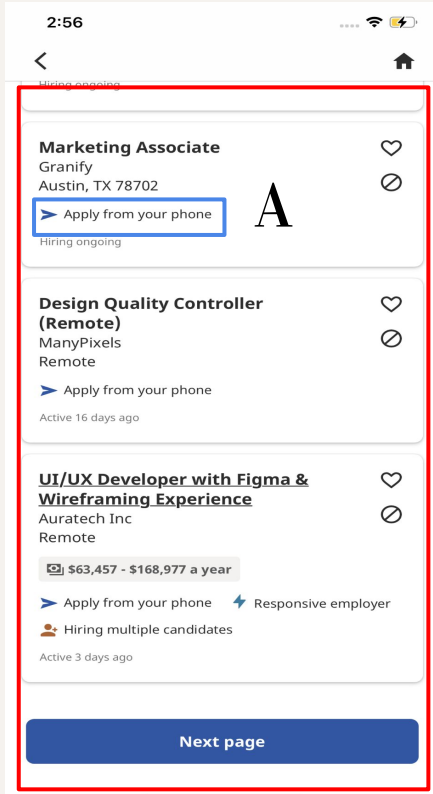
Inconsistent words usage that confuse user's page placement in job search.

Suggestion

Follow similar formatting in natural order: ex. "1-10 jobs of x jobs" or "page 1 of x pages".

Viewing Jobs

B



1

A

Rule 3 - Consistency and standards

Different usage of the arrow icon (Apply from your phone, Apply with Indeed resume)- does not follow platform conventions.

Suggestion

Each icon should have their own meaning, so users can quickly categorize them without having to memorize.

4

B

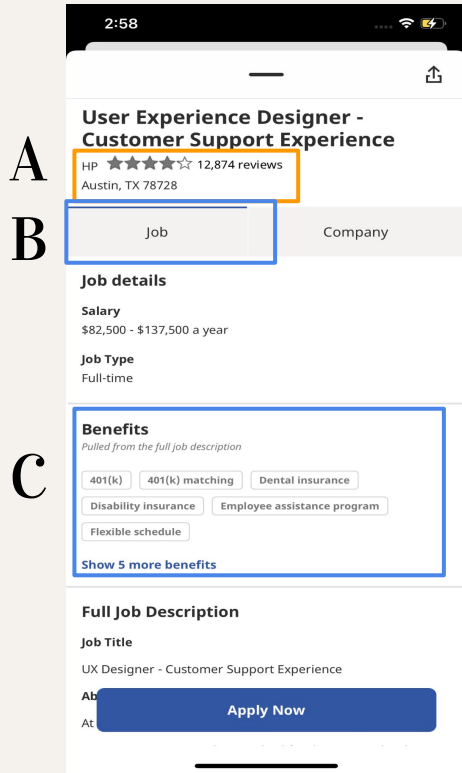
Rule 7 - Flexibility and efficiency of use

Lack of flexibility to scroll back to the top hinders frequent actions such as searching jobs

Suggestion

Utilize a bottom navigation bar or "back to the top" to tailor frequent functions of the application.

Viewing Jobs



3

A

Rule 6 - Recognition rather than recall

Lack of interface visibility (underline, color difference) force users to recall that review and company name are clickable.

Suggestion

Underlining or designating certain typography for these buttons to draw better distinction and attention for foreseeable actions.

1

C

Rule 10 - Help and documentation

New jobseekers may struggle to understand certain benefits such as 401(k), Disability Insurance, etc, inducing out-of-app actions.

Suggestion

Provide necessary documentation upon clickable actions for each benefit(s).

1

B

Rule 4 - Consistency and standard

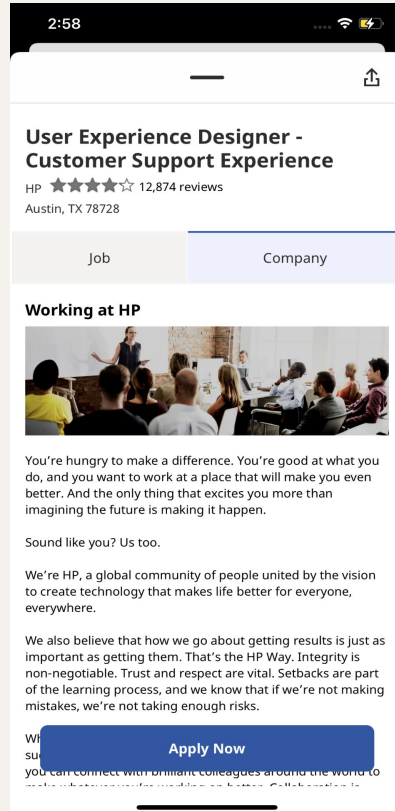
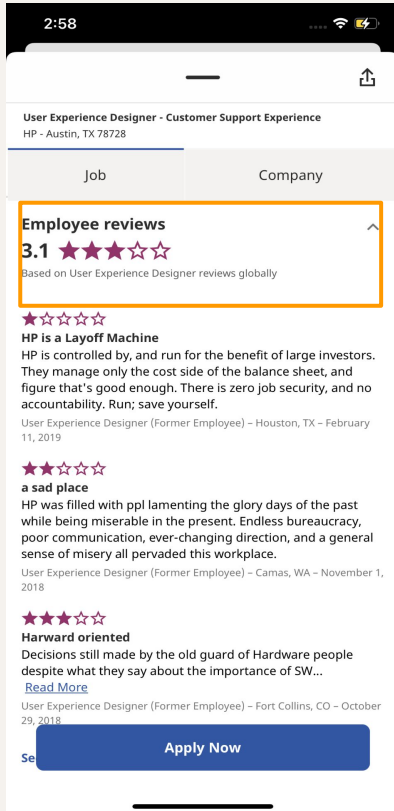
Inconsistency in the location of the blue line indicate user's current tab; some screens have blue line at the bottom of the tab.

Suggestion

Keep the visibility of the blue line consistent and follow the pattern.

Viewing Jobs

A



3

A

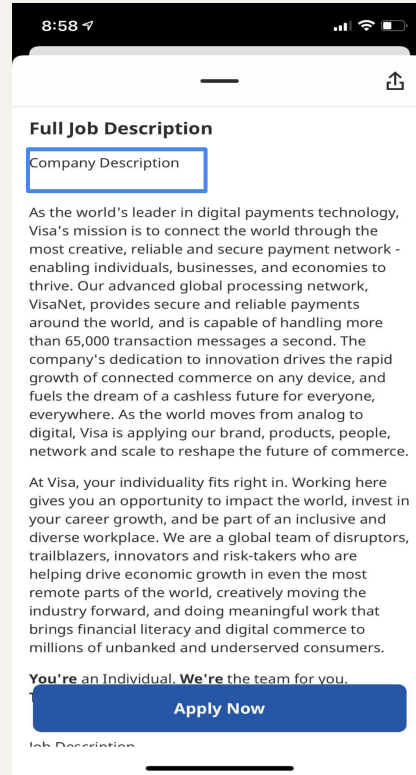
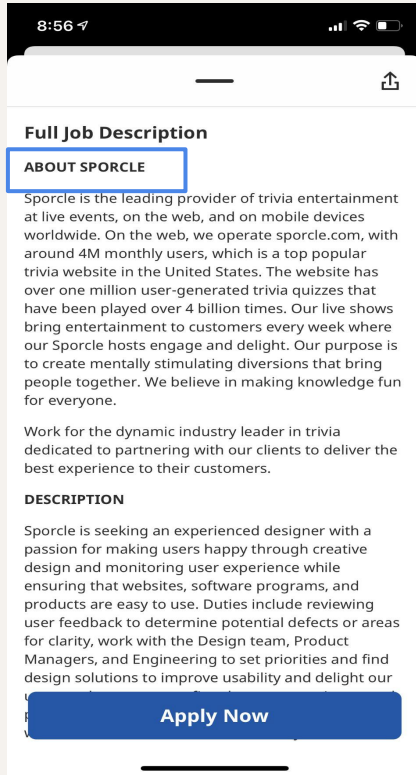
Rule 7 - Flexibility and efficiency of use

Users cannot sort the reviews according to their needs (most recent, popularity, etc...)

Suggestion

Add a function to sort reviews by certain category to allow users to control their frequent actions.

Viewing Jobs



1

A

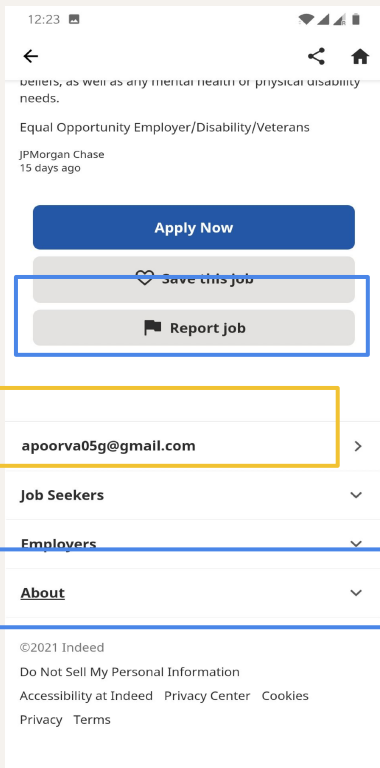
Rule 4 - Consistency & standards

Inconsistency in the format of job details such as font style of headings, order of the subsections

Suggestion

Indeed could provide the companies with formats to fill in according to the sections to have a more consistent view.

Viewing Jobs



B

A

C

2

A

Rule 2 - Match between the system and real world

Clicking the email address takes you to settings page. That is not natural or expected.

Suggestion

Change the description to “Account” or “Account settings”

1

C

Rule 8 - Aesthetic and minimalist design

You can click anywhere on the “About” tab to expand or close, but the UI with arrow being too far from text may create an impression that you need to specifically click on the arrow.

1

B

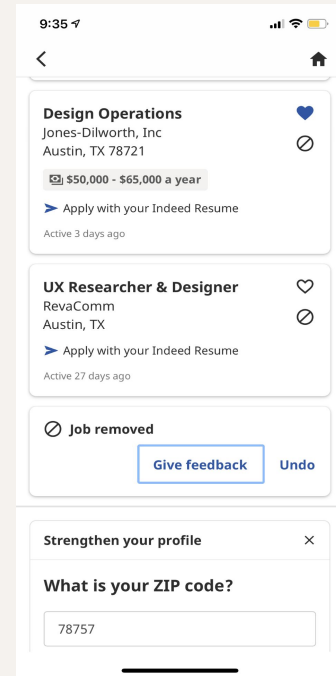
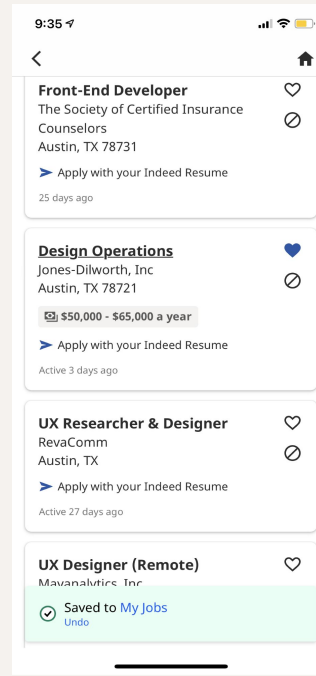
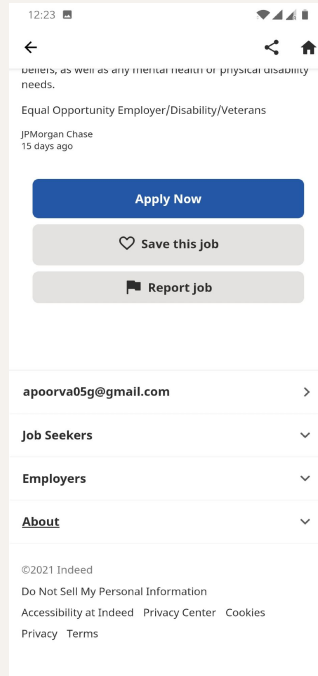
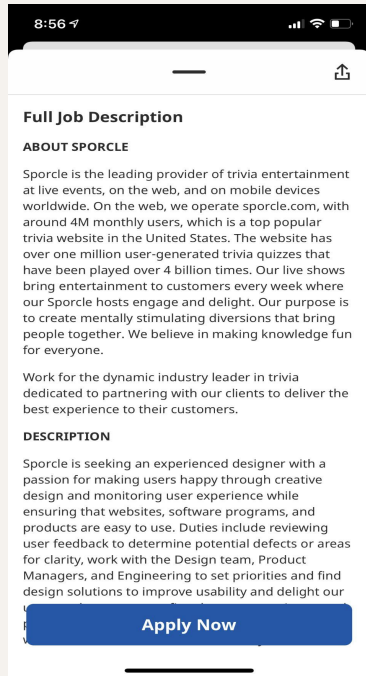
Rule 4 - Consistency and standards

‘report job’ button clash with other buttons and seem blended even though it’s a negative action that a user needs to carefully examine

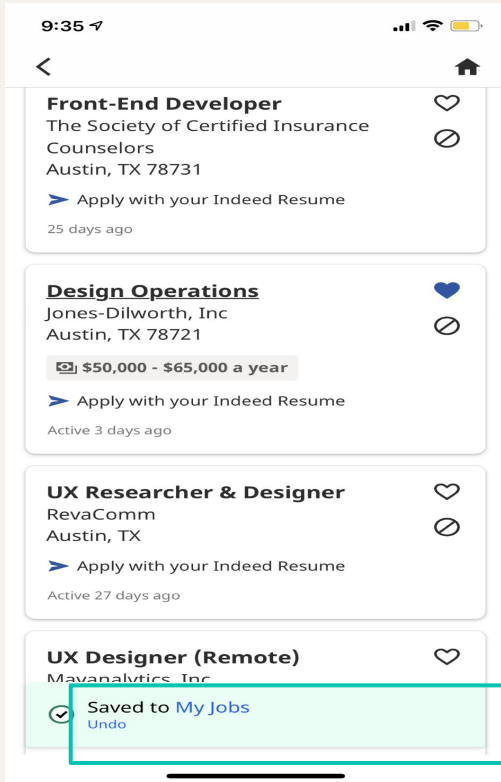
Suggestion

Modify the “report job” button to a smaller one with red font to differentiate it from other actions

Save/Remove Jobs



Save Jobs



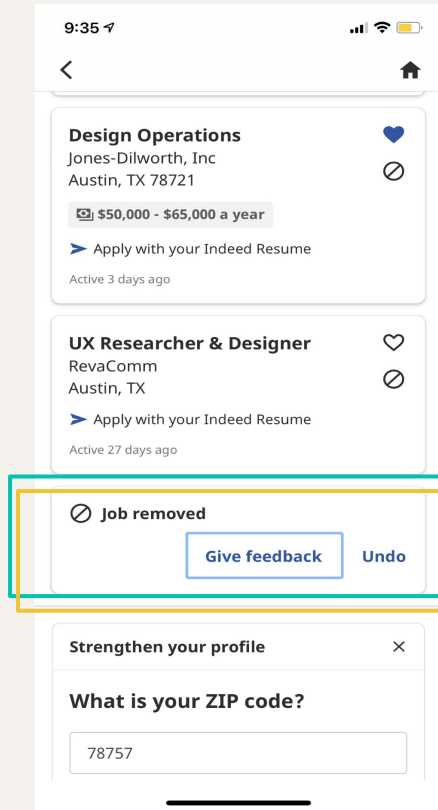
0

A

Rule 3 - User control and freedom

good visibility of system status & provides error correction with undo option

Remove Jobs



A

0

A

Rule 3 - User control and freedom

Error correction. Undo option is available if the user accidentally removes a job.

2

A

Rule 3 - User control and freedom

Cannot access the removed jobs later. Removed jobs are not updating in the "Archived section".