Assignment 1

Heuristic Evaluation and Cognitive Walkthrough for www.fandango.com

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Table of Contents

Group Members 3
Application Description and User Definition 4
Heuristic Evaluation Group Summary 5
Cognitive Walkthrough 9
Recommendations 15

Appendix
Individual Heuristic Evaluation
Elizabeth Childs 16
Judy Chin 19
Brent Shiver 22
Marta Walkuska 24
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  - Discussed the group’s individual heuristic evaluation
  - Compiled the final heuristic evaluation summary
  - Discussed and compiled the list of possible recommendations
  - Compiled the final documentation

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  - Discussed the group’s individual heuristic evaluation
  - Compiled the final heuristic evaluation summary
  - Performed Cognitive Walkthrough
  - Discussed and compiled the list of possible recommendations
Application Description and User Definition

Application Description
Fandango is an Internet website that offers convenience to moviegoers. It provides an array of services that enhance the movie experience. Services include movie reviews, latest releases, trailers, news, gossip, advanced search options and show times. By entering a zip code the user can obtain a list of theaters and show times. Tickets can be purchased and printed online guaranteeing users’ seats and even allowing them to bypass lines at the box office. Users can save valuable time they would previously spend standing in the ticket line or going to the theater to buy tickets in advance. Fandango Bucks are available as gift certificates redeemable toward the purchase of a movie at any time or theater in the Fandango network. Fandango is a one-stop shop for people who love to watch movies.

User Definition
Fandango users are moviegoers of all ages who seek the convenience of finding movie information and buying tickets online. The typical users of this website are most likely regular Internet users and are familiar with browsing web pages. The users are familiar with using common input/output devices such as the mouse and keyboard. These users are comfortable using the mouse to click through the website to discover Fandango's many options. They also know how to use common application widgets such as radio buttons, drop down menus, and text fields. The users are familiar with using a basic search engine where they can type in a word and do a search. Some examples of basic search engines that are available are www.yahoo.com and www.google.com. They should be familiar with entering concentric geographical information (zip code). Users should also be familiar with e-commerce websites, such as www.amazon.com. Since Fandango offers users the capability to purchase movie tickets online they the users should also have made at least 1 online purchase and have access to a credit/debit card. They should be familiar with the process for making an online purchase, such as the registration process and the common login fields. The user should be comfortable making purchases online and feel secure about providing their registration via the Internet.
Heuristic Evaluation Group Summary

Visibility of System Status

- Fandango does not display if the link has been clicked on before, nor does it show active links.

- After entering the zip code for the first time it is visible in the left top corner on the site. It is not clear whether the selection has been made if the user browses other pages on the website since the zip code stays in the search field and does not reset after a search has been performed.

- Navigation banner is visible on all pages.

- Headings on the pages are visible except when pop-ads obscure them. The close screen is clearly visible on the pop-up ads.

- When the user clicks on Browse, and selects any of the 3 drop down lists the system dynamically changes the content on the page.

- After signing in ‘New to Fandango’ link changes into ‘User’s Favorite Theaters’ and ‘sign in’ into ‘sign out’s. It is an indication that the user has signed in.

- In the help page, when possible answers are displayed the page title informs the user what page is he or she on, and out of how many.

Match Between System and Real World

- Slang language and abbreviations used on the website may not be understood by all users, such as bucks, tix, and help prefs.

- Search radius: 5 10 15 20 30. What does this mean? Miles? Kilometers? Is this related to theater location? Is the website designed for use in the United States only?

- In My Account page, the scissor icon used on the website is to represent an edit function. Whereas in the real world, a pair of scissors is thought to be used to cut something as if to delete. Making changes does not associate with the deletion is you are just making replacements of out-of-date or incorrect data.
User Control and Freedom

- The web browser’s resize text size can not be used since the website has restricted the font size that it wants to display. The text on the website can no be enlarged or minimized which does not provide user control and freedom to adjust the font size for their preference.

- While in the ticket buying mode the navigation bar is not visible and the only way to get out of the screen is to use the browser back key.

Consistency and Standards

- In most cases, websites have their search boxes on the upper right corner. Fandango keeps their search box on the upper left corner, underneath their logo which is not consistent with the majority of search box layout on e-commerce websites.

- There is a separate registration page for Help pages. If a new user sets up an account, the user would have to create a new and separate Help account to manage their Help preferences. This process lacks consistency since the user is already logged in, they should not have to log in again.

- On the Home page, there is a telephone number that is provided for the users as an alternative to ordering tickets or getting information online. The users can also call Fandango as well to take advantage of their service. Although this is an alternative to give users more choices, this information is not present on all of the pages. For example, on the Browse page, the telephone number is not available.

- Links are not consistent from page to page. When the user clicks Help on the main menu navigation. The Help page will display 4 tabs: Frequently Asked Questions, Contact Customer Service. Help Prefs, and Help. If the user then clicks Help Prefs, the Help tab disappears.

- On most websites, the required fields that a user has to fill out are marked with an asterisk. On Fandango, when users are asked to create a user account, the required information is grouped together while the optional fields are grouped beneath. This may not make sense for the flow of sequence that the fields are asking for. Instead of being consistent with the flow of the text fields, the website concentrates on the grouping of required text field items versus the optional items.

- All of the pull down menu items are in alphabetical order except the pull down menu for the different credit card payment options.
Error Prevention

- When the user clicks on “View Orders” without placing any order for the ticket(s), the website will take the user to the “My Account” page.
- During an advanced search, the user can choose to search release date of 1900 and the search will result in a lengthy list of movies that were not even released in 1900. For example, one of the returned results was the movie “Assault on Precinct 13” which was released on January 19, 2005.
- During the new account creation process, the user does not have any indication for password restriction rules. The user can enter a password with the length of 3 characters and then receive an error message.
- Not all text field validations are in place. The users can type numbers in the name fields and the website will not display an error message. If the user is careless and accidentally types in a number in their name, the website will accept their mistake as a correct input.

Recognition Rather Than Recall

- There is no indication of visited links since a lot of the links on the website are graphics, such as the link for Browse and News. The user will not know what pages they have been.

Flexibility and Efficiency of Use

- On the Reviews page, the “More Reviews” section has multiple pages that list reviews for movies. The user would have to guess what page number to skip to in order to find the review for the movie they are looking for if it’s not on the very first page.
- When the user clicks on Help from the Home page and then clicks on Contact Customer Service, they will see the issue that the Movie Showtime year listed in the drop down menu starts from the year 2025 and lists them through 1970. When the user fills out the show time, it would most likely be the current year or a year close to the current. The user would have to scroll down to 2005 every time, which makes the website inefficient to use.
- On the Contact Customer Service page, the show time hour pull down menu lists the hours in 24-hour format. Not everyone is familiar with the military time format.
Aesthetic and Minimalist Design

- The website design is very eye-catching and uses the 3 colors (orange, yellow, and gray) in a very well balanced and minimalist way.

- There is good use of spacing to identify groupings of items. For example, on the Home page, there are border-bound boxes that show groups titled Featured Releases, My Favorites, Top Box Office, etc. Having dark text on a white background makes the content easy to read.

- The contents are on white background using black font making it easy to read.

Help with Errors

- If the user selects in the Search & Buy Tix by “By Movie Title” and enters a string of text that doesn't make any sense in the top search box (such as “zzdfdf”), an error message will indicate to the user that there were no match found. This information is useful except that following this message, it also says “If you would like to search by ZIP code or city, choose “By ZIP Code/City” in the pull down menu above.” It is confusing where the pull down menu the message refers to is actually at. The message says “above” but directly above this message are 3 other pull down menus that does not have a search by ZIP code or city functionality. This functionality exists in the pull down menu directly underneath the logo; hence there is a proximity issue with where the error message indicates as “above” and where the pull down menu is positioned.

- Using SEARCH & BUY TIX: When the user tries to search for a theater (By Zip Code/City) without entering anything, it returns an error: “Your search returned no results. Please refine your search terms.” It does not warn the user that none was being entered.

- If searching a movie title with an empty string it warns the user: “You have not selected a title to search on. Please try entering another movie title.” It would be helpful if a similar hint were being offered for searches by zip code/city.
Cognitive Walkthrough

Goal
Fandango.com user wants to buy 2 tickets to the movie ‘Aviator’, on the January 18 after 8 p.m. He wants to go to the nearest theater. User lives on 234 S. Wabash (zip: 60604)

Scope
User has used Fandango.com before. Has an account and is already logged in. Our goal is go through the process up to the credit card authorization. Payment method is a personal preference and is considered out-of-scope for this specific cognitive walkthrough.

Actions to Reach Goal
Step 1: Select ‘By the Movie Title’ from the ‘Search & Buy Tix’ drop-down
Step 2: Type movie title in the search box
Step 3: Press ‘GO’ button
Step 4: Choose the ‘Aviator’ from the displayed list.
Step 5: Type in your zip code in the enter city/zip code text box, press ‘GO’
Step 6: Choose January 18th from the ‘Date of Show’ drop-down
Step 7: Choose 9.10 show from the list, from the closest available theater.
Step 8: Type in 2 in the ‘adult’ ticket text box
Step 9: Press ‘continue’ /not visible- need to scroll/

Step 1 Walkthrough – Select ‘By the Movie Title’ from the ‘Search & Buy Tix’ drop-down

1) Will users be trying to produce whatever effect the action has? YES
Since the user knows the title of the movie he will be looking for a way to perform the search by the movie title. The Search box is located in the top-left corner of the page and it was placed on the red (warm) background (against white and blue), which creates the illusion of being closer (draws attention). User is familiar with the drop-down menus. The heading (“Search and Buy Tix”) and the label and the drop-down suggest that there are other ways to perform search. Drop-down menu offers two choices; user should not have a problem choosing the right one. It is less likely that user will choose “Browse” link trying to find the movie.

2) Will users see the control (button, menu, switch, etc.) for the action? YES
3) Once users find the control, will they recognize that it produces the effect they want? **YES**
   Both of the selections in the drop-down are labeled very well. It is easy to understand what the effect of the action can be. Our user is familiar with the widgets and knows what to expect when using the drop-downs.

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**
   After making the selection, chosen option is displayed in the box. It tells the user that the selection has been made and now he can proceed to the next action that is required to perform the search.

**Step 2 Walkthrough – Type movie title in the search box**

1) Will users be trying to produce whatever effect the action has? **YES**
   User already is in the field of the search box. Since he chose the search criterion (title) the next step is to fill out the text box below it. Search is a commonly used task user had preformed many times.

2) Will users see the control (button, menu, switch, etc.) for the action? **YES**
   The text box is located right below the drop-down user just used to make a selection in Step1. Since user is familiar with internet widget it is obvious for him to look for the text box under the drop-down.

3) Once users find the control, will they recognize that it produces the effect they want? **YES**
   Text box is a widget use widely in the variety of applications; user should have no problem understanding the effect it produces.

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**
   Text is displayed in the textbox

**Step 3 Walkthrough – Press ‘GO’ button**

1) Will users be trying to produce whatever effect the action has? **YES**
   Button ‘GO’, which produces search is located right next to the text box user just filled in.

2) Will users see the control (button, menu, switch, etc.) for the action?**
   Yes, right next to the search text field

3) Once users find the control, will they recognize that it produces the effect they want?**
   It is a button so the user knows that it needs to be pushed. Label says ‘GO’, which means that the search will start after the button is pushed. Since it is located next to the text field, user knows what search it regards.
4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**

New page is loaded, displaying the search results.

**Step 4 Walkthrough** – *Choose the 'Aviator' from the displayed list.*

1) Will users be trying to produce whatever effect the action has? **YES**
It may be a bit confusing. Knowing the exact title of the movie I was not expecting to see the list. But since it is the only thing that appears on the screen it is very possible that user will quickly notice the list and choose the movie he is interested in seeing.

2) Will users see the control (button, menu, switch, etc.) for the action?
Considering that user typed in the exact title, he may be surprised to see the list. It is also quite difficult to read grey text on the yellow background.

3) Once users find the control, will they recognize that it produces the effect they want? **YES**
It is a link. Although the link is grey, it is still underlined. User can tell that is clickable (cursor changes from arrow into a hand)

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**
After clicking on the link user is taken to a different page.

**Step 5 Walkthrough** – *Type in your zip code in the enter city/ zip code text box, press ‘GO’*
1) Will users be trying to produce whatever effect the action has? **YES**
   When the movie description and posted are displayed user predicts that it is necessary to move to the “when and where” box to pick a theater. User may want to choose the date as well, but the page will only display today’s date (still a drop down, although just one choice).

2) Will users see the control (button, menu, switch, etc.) for the action? **YES**
   It is a separate box labeled “When & where”. Textbox and the button are located next to each other in the top right hand corner of the box, easy to notice.

3) Once users find the control, will they recognize that it produces the effect they want? **YES**
   User is familiar with the widgets (text box, button) and terminology (label on the button - “GO”). Filing in text boxes is a task user preformed task many times.

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
   Search results are displayed on the new page.

**Step 6 Walkthrough – Choose January 18th from the ‘Date of Show’ drop-down**

1) Will users be trying to produce whatever effect the action has? **No**
   Not consistent labeling. Unusual placement.

2) Will users see the control (button, menu, switch, etc.) for the action?
   It is not easy to notice it, since it is in on the same level as the fields user already worked with, and is done with. User may first choose the time and then the date, which would also work. Once users find the control, will they recognize that it produces the effect they want? **YES**
   User is already familiar with drop-downs. The labeling on the selection is very good (e.g. today, date) and self-explanatory.

3) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**
   New page is leaded automatically with the results displayed.

**Step 7 Walkthrough - Choose 9.10 show from the list, from the closest available theater.**

1) Will users be trying to produce whatever effect the action has? **NO**
   User may want to go to the theater’s link first (and probably will), then situation gets more complicated, because the page looks different than in steps 5 and 6, user would have to find the movie again and then the time (regardless of previous selection of “Aviator”).

2) Will users see the control (button, menu, switch, etc.) for the action? **YES**
   All the links to the available times are marked red; the not available ones are gyred out. Links are underlined and look clickable.

3) Once users find the control, will they recognize that it produces the effect they want? **YES**
   Link, underlined, cursor changes from arrow to hand.

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
   New page, “box office” is loaded. Now user can decide how many tickets he wants. He can still change the time.
Step 8 Walkthrough: *Type in 2 in the 'adult' ticket text box*

1) Will users be trying to produce whatever effect the action has? **YES**
   There is very little information on the screen; it is easy to find the box. All the text boxes have easy-to-understand labels.

2) Will users see the control (button, menu, switch, etc.) for the action? **YES**
   There is very little information displayed in addition to the movie poster and description.

3) Once users find the control, will they recognize that it produces the effect they want? **YES**
   The text box has a label adult “adult”. Next to it is x and the price. It indicates that whatever number user puts in the text box will be multiplied by the price.

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? **YES**
   In the text box number 2 is displayed and the price changes automatically, during typing.

Step 9 Walkthrough: **Press ‘continue’**
1) Will users be trying to produce whatever effect the action has? YES
   Button may be difficult to find, but there is no other task user can perform to move forward.

2) Will users see the control (button, menu, switch, etc.) for the action? YES
   Button may be difficult to find. Depending on the screen resolution (mine 1024x768) the button may not be visible without scrolling. There is no other action user may take in order to move forward, so it is safe to assume the he start scrolling.

3) Once users find the control, will they recognize that it produces the effect they want? YES
   It is a familiar widget (button) with an easy to understand label ("continue")

4) After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence? YES
   User is taken to a new page (with payment selection).
Recommendations

- Merge the help registration with the user account that is setup when the user opens an account with Fandango. This will let the user log in once instead of twice.

- Improve the ‘Contact Customer Service’ form (found in Help > Contact Customer Service). Modify the ‘Movie Showtime’ drop menu starting from the year 2025 and listing the years to 1970. The menu should be defaulted to the current year and the latest year also to the current year (2005 instead of 2025). The Showtime hour drop menu should be in 12-hour format using AM or PM.

- Add a note describing the password restriction rules during account creation. This will help avoid the trial-and-errors by the user to create a valid password.

- Text styling: Provide a different color for visited links and offer the user the freedom of adjusting text size. Suggestion: Dark grey for links that have been visited. This will help improve recognition rather than recall. For adjusting text size, instead of specifying a number for font size in pixels or points (absolute properties), use relative properties (+1, 125%, small/medium/large, etc.). This will provide the user the freedom to adjust font size in the browser.

- The system should allow users to choose the zip code and the date at the same time and then perform the search.

- The button on the last ticket buying screen should be placed higher on the page. It is not currently visible on a 15 inch monitor with the resolution of 1024x768.
Individual Heuristic Evaluation: Elizabeth Childs

Visibility of System Status

The website is structured so the key features are very visible. The color combination of red, yellow, black, gray, and blue lends itself to easy navigation. The color red is used to draw your eye to highlighted features such as the ticket shaped text box where you enter the information you are requesting. A large advertising pop up came up while loading and during navigation that obscured the system status. They frequently animated or flashed information that took your eyes away from the function that you were trying to perform.

As you clicked functions while navigating the system other smaller less intrusive ads were displayed on the screen without covering the main page. As you clicked through the site the top navigation bar remained at all times which was very helpful for navigation but confused me at first because I thought I had not performed the action that I intended (the first time I used the website I ended up entering the data twice for that reason). When you mouse over a link the cursor changes to pointing hand thereby letting the user know it is a link to another feature.
**Match Between System and Real World**

The template of the website is in the shape of a ticket and most of the language is jargon a moviegoer would expect. There are two links in the main navigation bar that could be improved. The link labeled “Fandango Bucks” is a little confusing. It appeared to be something you could win, but it turned out to be gift certificates for sale. The link labeled “Browser” is common internet language but I wasn’t sure at first how it related to the movie website. It turned out to be an alphabetical list of movies.

The information requested was in an order similar to you would find at a movie theater. You first decided which theater, you then checked time and prices and then purchased your tickets.

**User Control and Freedom**

When the ticket buying screen comes up the upper navigation bar is replaced by an ad and there is no way to get home (except by using your back button on your browser). Approximately two or pages of backing out of the ticket buying screen you get the page isn’t loading message. You then have to start over again at the homepage. Other links on the home page are much easier to navigate as you always have the main bar on top and can use that to get back to where you want to go.
Consistency and Standards
The navigation bar is on top rather than the left hand side. This could throw a user off at first but it seems to becoming more and more common on commercial websites. Otherwise it is set up as most commercial websites. The information requested when for finding a theater is a concentric geographical search tool that is similar to the one used on other similar sites. The ticket buying screen is laid out in a way similar to other commercial sites. It does ask for demographic information at the end which is not common.

Error Prevention
When looking up theaters and movie times the error information is requested in an order that is conducive to performing a minimum amount of errors. The pop ups defeat the purpose of the clear navigational function. It is very easy to forget where you are in the process and get distracted by the ads.

Recognition Rather Than Recall
The site leads you through specific functions in a manner that lends itself to recognition rather than recall; however, the links are not highlighted after you visit them so you have to remember where you have been.

Flexibility and Efficiency of Use
The website is flexible and efficient with its use of drop down boxes, text boxes and graphics. There are a couple of ways to do the same thing so if the user starts out wanting to read a review of a movie and then buy tickets, he can go from the review area to the ticket buying area in one click. Or if he prefers he can go directly to the ticket buying area from the home page. The site offers different ways to look up movies. You can browse or check for a specific movie in your area.

Aesthetic and Minimalist Design
The website is aesthetically pleasing and for the most part utilizes a minimalist design. The pop advertisements while navigating sometimes detracts from this effect. The use of colors is easy to look at and the color red is used to draw your eyes to areas such as the theater lookup window.

Help with Errors
When you enter a six digit zip code the system will just use the first five digits. If you performed a typo you will not be able to figure it out until you look more closely at the theater listings and figure out that the ones listed are not in your area. If you are buying movie tickets and change your mind there is no way to get back to the home page from the ticket buying link. When you enter no data into the “Search” for A theater it automatically used the last information entered. This is misleading the user into thinking they have already entered the data.
Individual Heuristic Evaluation: Judy Chin

Visibility of System Status

The heading of the page is always present so that the user knows what page they are on. It would be helpful to make the heading more prominent so that it’s easily identifiable. Currently the logo, advertisement, search box, and high level links occupy a large portion of the top of the page, which makes the page title hard to see. When there is a link that the user can click on, the mouse cursor will change from an arrow to the pointing hand. This indicates to the users that the text or icon is a clickable link, which is a good sign of visibility of system status. On the other hand, when the user clicks on Browse, and selects any of the 3 drop down lists, it will dynamically change the content on the page. A downside is that sometimes it will take the user to an entirely different page without providing any status that indicates to the user that they will be leaving the browse page. For example, click Browse, choose Y from the Browse by title drop down list, then choose Animated. The result is that this sequence of choices has taken user to a different page without any indication of where they came from or that they were going to a different page titled “Movie Selection”.

Match Between System and Real World

The search box located on every page below the logo has the heading of “SEARCH & BUY TIX”. The word “TIX” is a slang that is used in place of the word “ticket”. There may be a disassociation with the terminology. Also, once the user has created an account, the icon used for changing the account info and changing the payment info is a text based link with an icon of a pair of scissors. In the real world, a pair of scissors is thought to be used to cut something as if to delete. Making changes does not associate with the deletion is you are just making replacements of out-of-date or incorrect data.

User Control and Freedom

There is no freedom in having the users be able to adjust the browser’s text font size so that a user can view the website with smaller or larger sized fonts to accommodate their preference or need.

Consistency and Standards

Search fields are usually in the upper right corner of the web page, whereas on Fandango, they have chosen to place it right underneath the logo on the upper left hand, which takes away from the page title text. The search box overpowers the small page title text that shows users what page they are on. Another issue is that on the very bottom of the Home page, there is a phone number that the user can call if they can not get online, which is a great alternative for the
website users. Unfortunately this is not available on every page. For example, on the browse page, the telephone number is not available.

**Error Prevention**

There are some text field validations that are not in place when the user creates their new account. The user can type in numbers as their first and last name and the system will accept the input. If the user types in a number by accident and didn’t realize they have made the mistake, the system will accept their error as valid.

**Recognition Rather Than Recall**

If the users click around to explore the website, there is no indication of which links they have visited and how they go to the web page that they are viewing. The users may visit the same page more than once and not know that they were already there. This helps the users know how they got there and which pages they have visited.

**Flexibility and Efficiency of Use**

The website supports flexibility by offering 3 different pull down menus on the Browse page so that the user can choose to browse by either title, game, and/or release date. The downside of this flexibility is that all these 3 pull down menus can be used in conjunction to limit the search results to target more specifically what the user is searching for. The way that its laid out on the page does not support the flexibility or the efficiency of use for this advanced feature, rather it appears hidden from users. Since users operate from left to right, they are more likely to choose the Browse by title pull down menu and when they see the results returned on the page, it will distract them from continuing to pull down the other 2 browse by menus to focus their search/browse criteria.

**Aesthetic and Minimalist Design**

The website design is very eye-catching and uses the 3 colors (orange, yellow, and gray) in a very well balanced and minimalist way. There is good use of spacing to identify groupings of items. For example, on the Home page, there are border-bound boxes that show groups titled Featured Releases, My Favorites, Top Box Office, etc. Having dark text on a white background makes the content easy to read.

**Help with Errors**

If the user selects in the Search & Buy Tix by “By Movie Title” and enters a string of text that doesn’t make any sense in the top search box (such as “zzdfd”), an error message will indicate to the user that there were no match found. This information is useful except that following this message, it also says ”If you would like to search by ZIP code or city, choose “By ZIP Code/City” in the pull down menu above.” It is confusing where the pull down menu the message refers to is actually at. The message says “above” but directly above this message are 3 other pull down menus that does not have a search by ZIP code or city functionality. This functionality exists in the pull down menu directly underneath the logo; hence there is a proximity issue with where the error message indicates as “above” and where the pull down menu is positioned.
The correct pull down menu

The other pull down menus

The error message
Individual Heuristic Evaluation: Brent Shiver

Visibility of System Status
The website does a good job of keeping the top navigation banner consistent across pages. The visitor can always click on ‘Home’ or Top-left Fandango logo to return to the home page. This will be helpful if the visitor ever gets lost. There are top-level links on the banner linking the user to each of the page. However, the banner may pose a problem; it is fairly large and consumes valuable space on the top pushing the contents further down on the page. When the mouse goes over the links, it changes from a pointer to clicking hand indicating the availability of a link. Occasionally an advertisement would appear in the middle of page covering the contents but the close option is easily identifiable.

Match Between System and Real World
Search radius: 5 10 15 20 30. What does this mean? Miles? Kilometers? Is this related to theater location? Is the website designed for use in the United States only?

User Control and Freedom
The font size on all pages is fixed. It does not allow the freedom of adjusting text size in the browser. This could pose a problem for users that are visually impaired and require large fonts. Also there is a movie advertisement “Million Dollar Baby” that keeps coming up across the page on nearly every page. The user is forced to close it each time and it can become frustrating. Showing the advertisement once is sufficient.

Consistency and Standards
When we go to Help > HelpPrefs, it loses ‘Help’ link. The links are not consistent with the others (Frequently Asked Questions, Contact Customer Service, Help). There is also a separate registration for Help pages. Despite having already setup an account with Fandango, the user would have to create a new, separate Help account to manage Help preferences. It would be more consistent to keep the preferences within the main Fandango account (My Account).

Error Prevention
When one clicks on ‘View Orders’ without having any orders it would go to ‘My Account’. It should provide a message indicating that there are no orders.

Recognition Rather Than Recall
The website does not support changing of colors for page visited links. The user would have to remember which pages that were visited.

Flexibility and Efficiency of Use
On the form found in Help > Contact Customer Service, scroll down to Movie Showtime. There are a couple of potential problems. The year is listed as 2025 ... 1970. When the user fills out the show time usually it would be the current year or a date close to today. This could mean the user would have to scroll down to 2005 every time. Also the benefit of keeping the years all the way to 1970 is questioned. Secondly, the time is in 24-hour format. Not everyone is familiar
with the 24-hour format. It would be more effective if it used a 12-hour format using AM or PM. On the 'Reviews' page, it lists three featured reviews apparently about the current movies that are being shown. Then there is a section "more reviews" which has an issue with browsing. The user looking for a particular movie would have to guess which number to skip to. It would be more efficient if the browsing were available alphabetically (A, B, C...).

Aesthetic and Minimalist Design

Nice selection of colors on the website (simple, eye-catching). The contents are on white background using black font making it easy to read.

Help with Errors

Using SEARCH & BUY TIX: When the user tries to search for a theater (By Zip Code/City) without entering anything, it returns an error: "Your search returned no results. Please refine your search terms." It does not warn the user that none was being entered. If searching a movie title with an empty string it warns the user: "You have not selected a title to search on. Please try entering another movie title." It would be helpful if a similar hint were being offered for searches by zip code/city.
Visibility of System Status

Fandango.com has a very consistent navigation bar, visible on every page. Each page has a title so the user knows where he or she currently is. Unfortunately some of the links names may not be clear to the user, and mouse-over link descriptions do not help with understanding what can be found when clicking on the link. Fandango does not display if the link has been clicked on before or not. It does not show active link either. On the browse page user is able to browse movies by the first letter of the title, by genre or by both. After clicking on the letter the system automatically changes the displayed list.

After entering the zip code for the first time it is visible in the left top corner on the site. It is not clear whether the selection has been made. After signing in 'New to Fandango’ link changes into ‘User’s Favorite Theaters’ and ‘sign in’ into ‘sign out’s. It is an indication that user has signed in. In the help page, when possible answers are displayed the page title informs the user what page is he or she on, and out of how many.

Match Between System and Real World

Name Fandango is self explanatory. The title helps to understand the purpose of the site. Fandango.com uses slang words e.g. ‘tix’ or ‘bucks’. They may not be understandable to a foreigners taught to use formal English. In the help menu there is a tab labeled ‘help prefs’. This abbreviation was not clear to me. Even after clicking on it I was not sure what it was supposed to do.

User Control and Freedom

The text size is fixed. None of the pages allow user to adjust it to his or hers preferences. Font size on Fandango is quite small. This may be a problem for older or visually impaired people. Site allows the user to cut, copy and paste. It also permits shortcuts (e.g. ctrl+c).
Consistency and Standards
Site allows tabbing and shortcuts. All drop-downs are built in alphabetical order except for the one displaying permitted credit cards. It may be quite hard to tell what on the site is clickable and what not. Also, previously visited links are not marked in any way. When creating the account user is asked to first input the required information, and then optional information. Information on which is optional and which is required is contained in the header. In most of applications it is a standard to mark the required fields with a *.

Error Prevention
When creating a new account user is asked to fill the password box. There is no indication about the length of the password or the characters user is not allowed to use. After putting in 3 letter password I found out that it needs to be longer than 3. Date drop-down menu is a prebuilt calendar; therefore the user is not able to put in the past or invalid date. When in advanced search I chose 1900 as a release date for the movie I look for, I was give a list of the movies. None of them was released in 1900.

Recognition Rather Than Recall
No differentiation between visited and not visited links.

Flexibility and Efficiency of Use
Advanced search gives the user an option to find a movie by the release date. The earliest date is 1900. I wonder how many movies were released in that year. The sites supports tabbing, this makes it a lot easier to fill in text boxes in e.g. advanced search. It is possible to make a selection in the drop-downs by typing the letter. Problems occur when the multiple selections start with the same letter. When browsing movies by the genre, if the user wants to see action/adventure, he or she needs to use the mouse. After pressing ‘A’, the ‘all genres’ selection is made and the page reloads.

Aesthetic and Minimalist Design
Most of the objects on Fandango look like a movie ticket. It is consistent with the nature of the site. User may encounter some difficulties while reading a grey text on the bright yellow background.

Help with Errors
Error messages are clear and understandable. Most of them provide enough information to fix the error. There is help link visible on every page.

Provide Help (if needed)
Help section of the site is quite well organized. User can pick the categories he needs from drop-down menu. There is a link how to contact customer service if needed.