chic geek

Chic Geek Communication Board

Heuristic Analysis

Competitors Evaluation

The Chic Geek Website | BaseCamp | Trello

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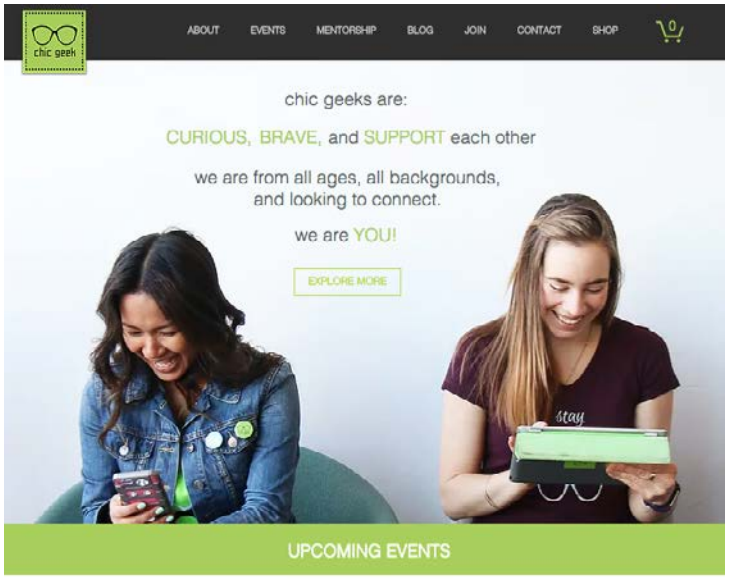
The following competitive analysis focuses first in the Chic Geek website to evaluate current usability. As competitors, I chose two Project Management softwares to evaluate those solutions for the Chic Geek Commuication Board. Even the communication board solution needs to be simpler than a project manager software, it will give a good starting point.

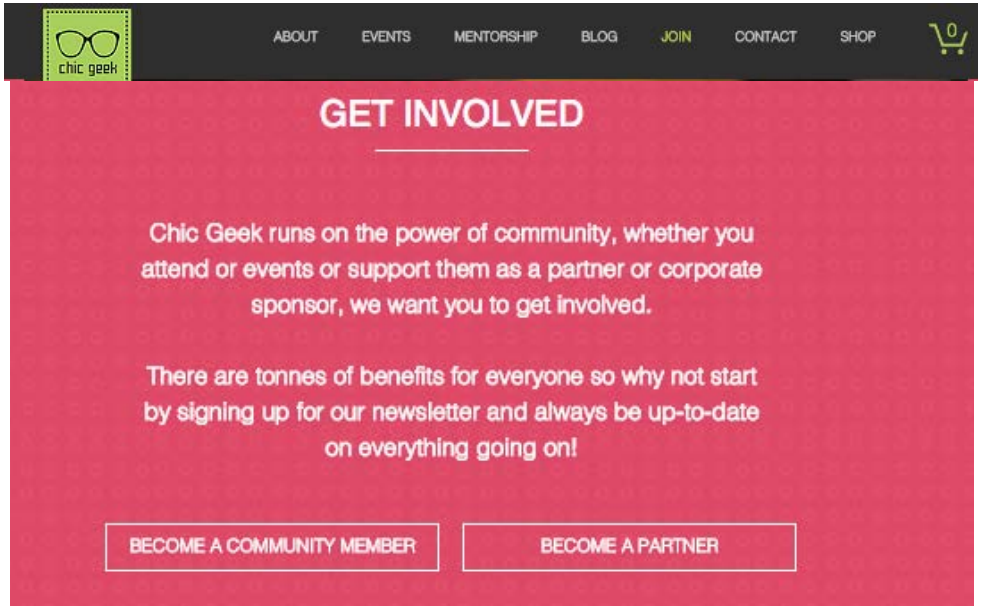
The evaluation takes into account 7 of the 10 Nielsen Norman Group usability heuristic principles:
Visibility of system status, Match between system and the real world, Consistency and standards, Error prevention, Recognition rather than recall, Flexibility and efficiency of use and Aesthetic and minimalist design.

Websites features were graded according the following scale:

• = extremely poor / absent •• = poor ••• = average •••• = good •••••• = very good

Chic Geek Website | thechicgeek.ca





Visibility of system status

✓The content is displayed with enough white space around

✓ It is easy to navigate and know where you are

✓ Very visible call of action

•••••• = very good

Match between system and the real world

✓Content use chic and geek words

✓ Call of action use standard words

✓ It has links in the content to easy navigate to what user wants to read

•••••• = very good

Consistency and standards

✓Call of action and menus are standard and descriptive

✓ It is easy to identify the titles, content, links and call of action

•••••• = very good

Chic Geek Website | thechicgeek.ca

Error prevention

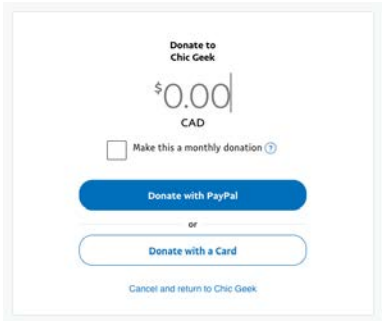
× When users sign for programs or store needs a display a message or receive an email with the status of your request

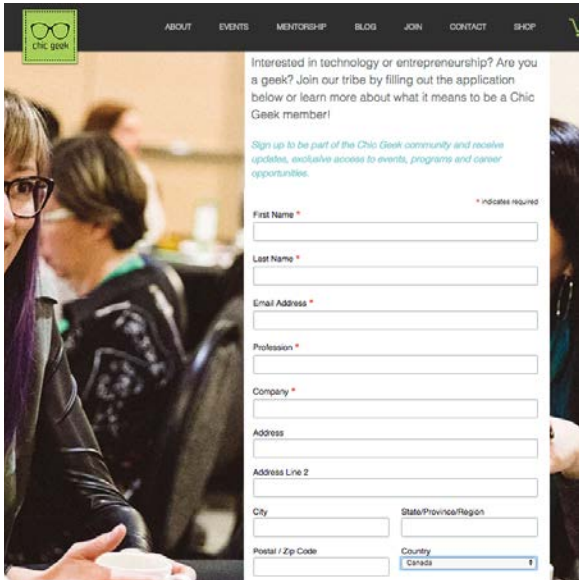
× Paypal only accepts national donation. It should say just national

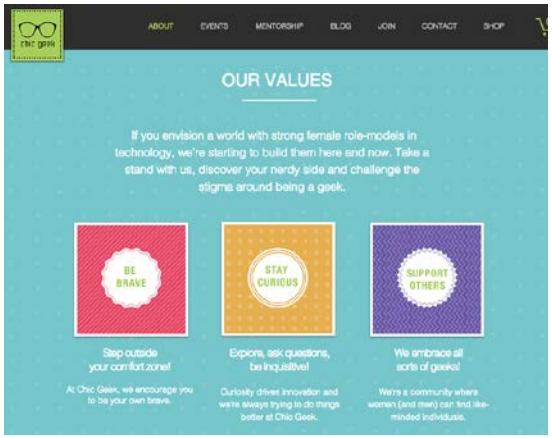
× In the forms Country and City should be mandatory. For data purposes

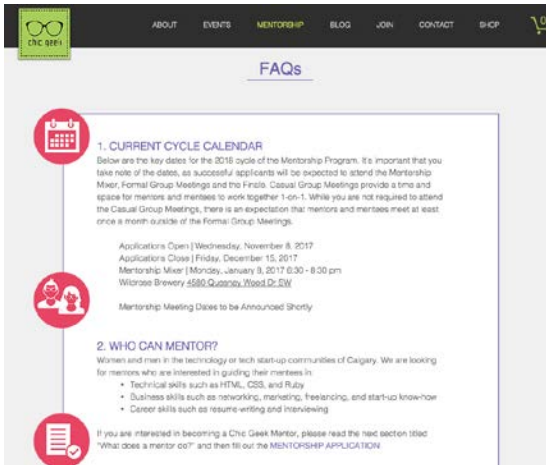
× In the forms phone number should be pre fix the spaces and allow out of the country phones

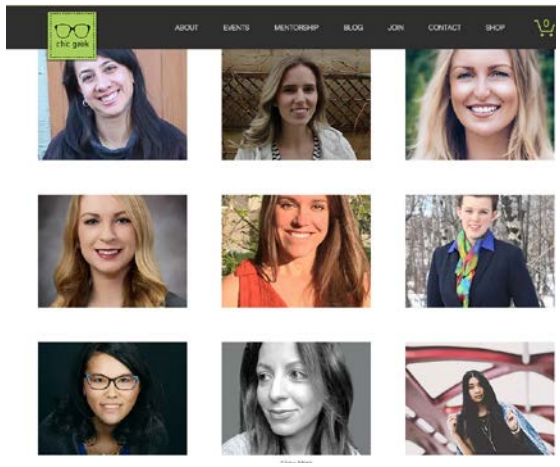
•• = poor











Recognition rather than recall

✓Very clean to read even the design is with bold colors and big titles. It has some graphics to recognizes programs and events

✓A lot of white space around the information and content. Easy to remember where things are

× Icons are a to bold that distracts for the reading of the content

•••• = good

Flexibility and efficiency of use

× A lot to read for a new user. A search tool might be helpful

✓ Expert users easy to learn and remember where is the information they are looking

•• = poor

Aesthetic and minimalist design

✓Design bright and fresh, being Geek is being Chic

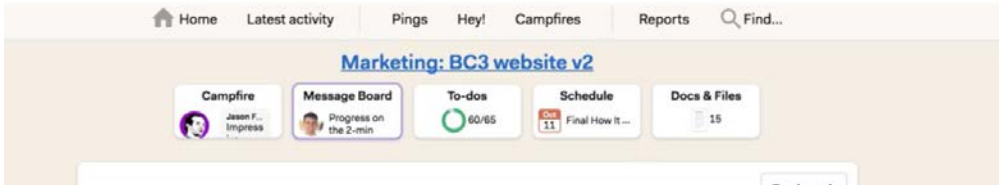
✓Every information is easy to understand and read

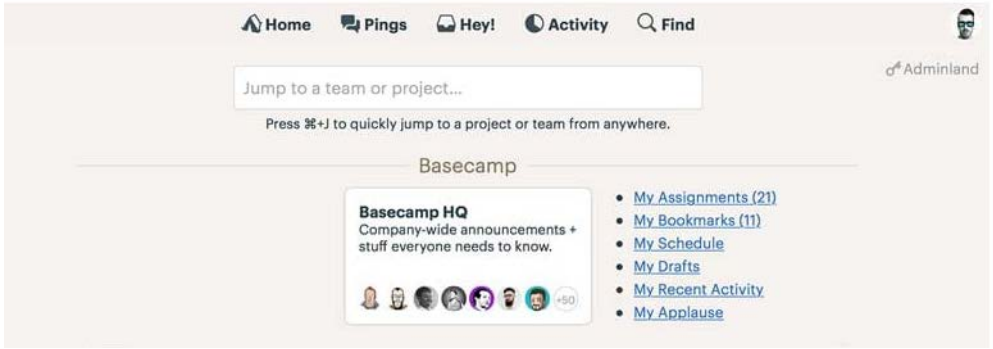
× Team page is a little bit messy, needs to redesign with the big team information

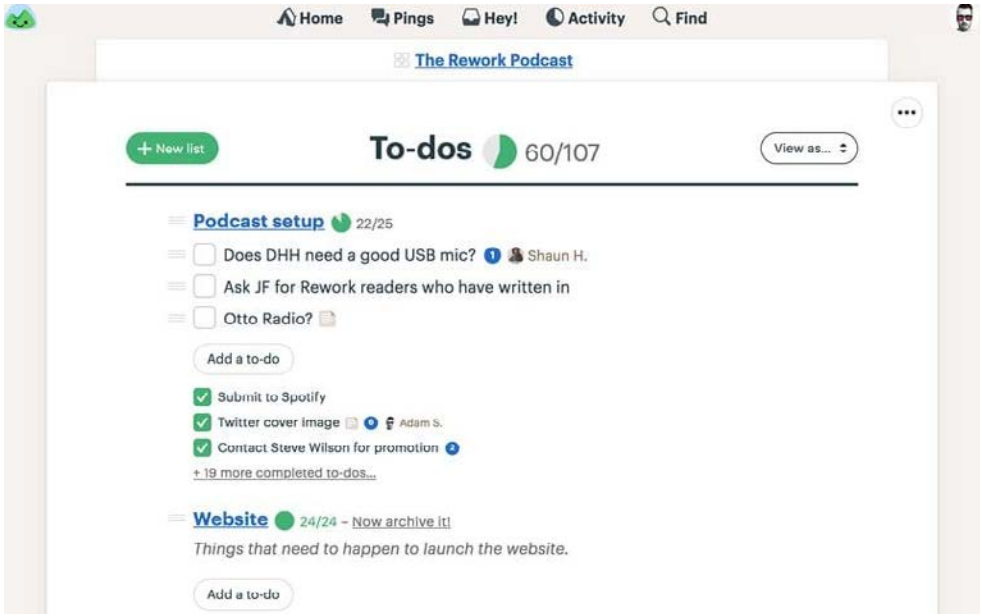
••• = average

Overall Score: 26

Basecamp | basecamp.com







Visibility of system status

✓ Very clean, no many elements around
✓ Nice menu on the top with short words and square tabs to know where user is
✓ Looks very intuitive

••••• = very good

Match between system and the real world

✓Casual language, but instructions still standard
✓ Icons, link and bullets very PC standard

••••• = very good

Consistency and standards

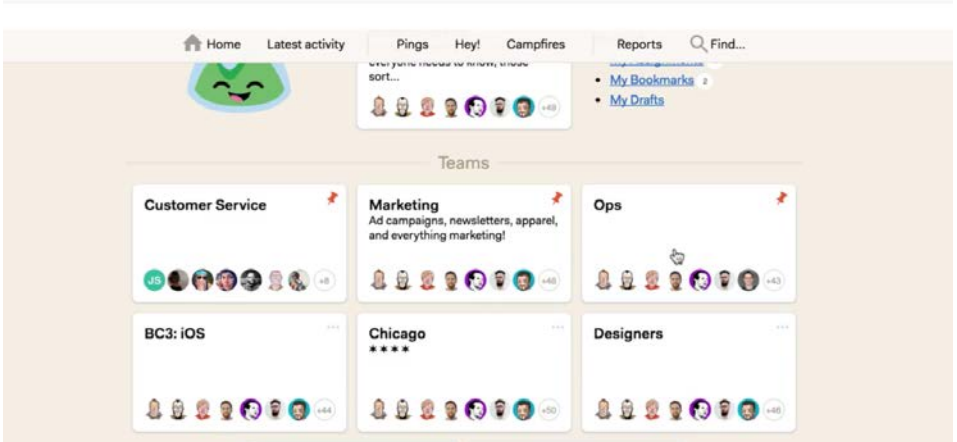
✓Progress bars, check marks, bubble faces, active sections and notification, everything is clear to see and understand
✓ It has team reactions as social media
✓ Links have the standard blue underline

••••• = very good

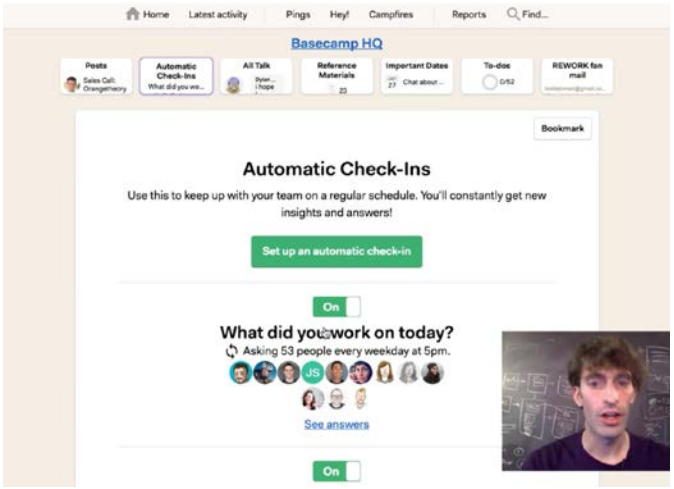
Error prevention

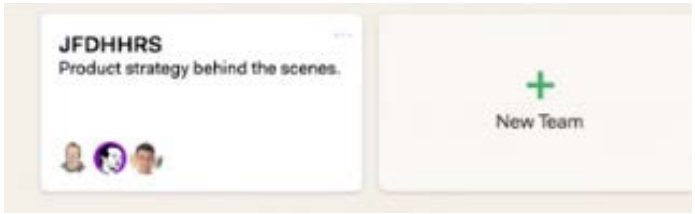
✓ It has descriptions inside the fill fields
✓ Each link has the description of where you are going

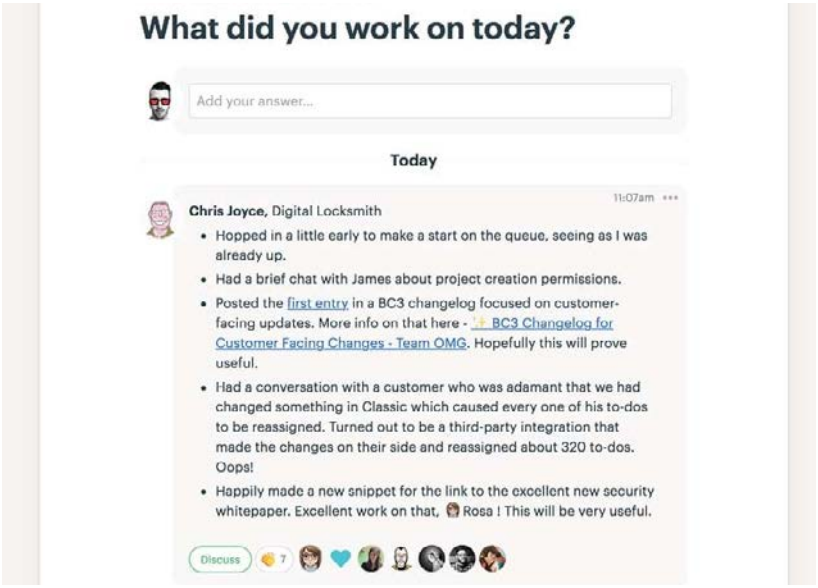
••••• = very good



Basecamp | basecamp.com







Recognition rather than recall

✓ The plain design helps to recognize all the elements

✓ The short description and light bottons help to remember where you are and what to do

✓ All the icons are easy to recognize

••••• = very good

Flexibility and efficiency of use

✓ You can add your own title to the boards and tabs

✓ The flexibility to turn on or off your check ins

✓ Follow the messaging of a project history

× This freedom of customize titles would be out of control when team grows, eg. JFDHHRS

× In the message history, may be limited the character amount so they don't get too long to read

•••• = good

Aesthetic and minimalist design

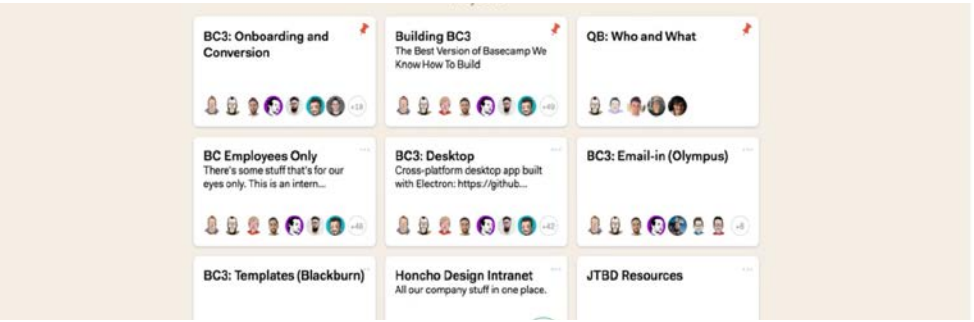
✓ Short words and titles

✓ Space for descriptions and instructions

✓ The small amount of color and just few elements make every easy to read and follow

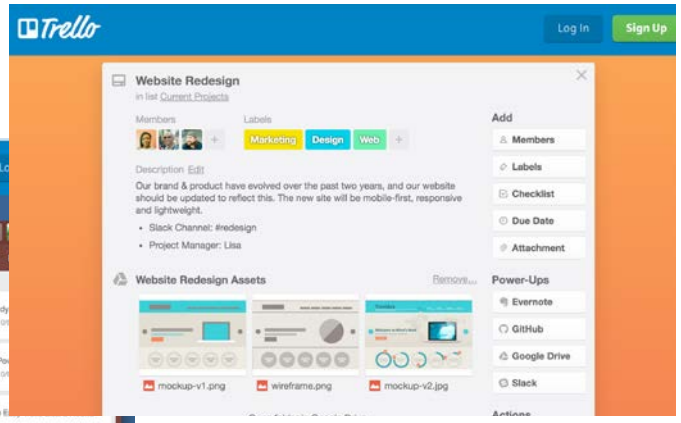
× Seeing all the bubble heads could be distracting for skimming what is in each section

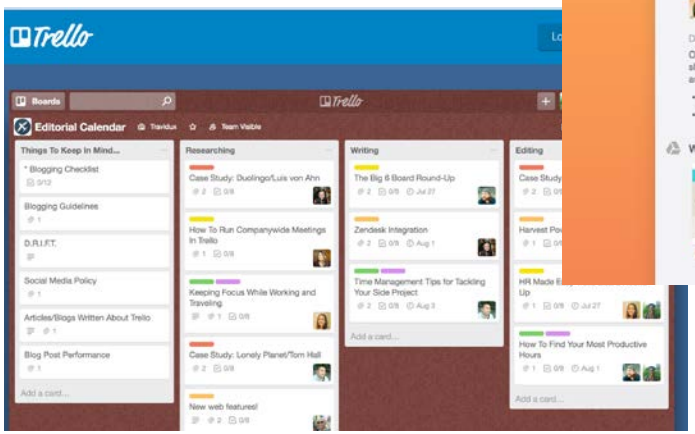
•••• = good

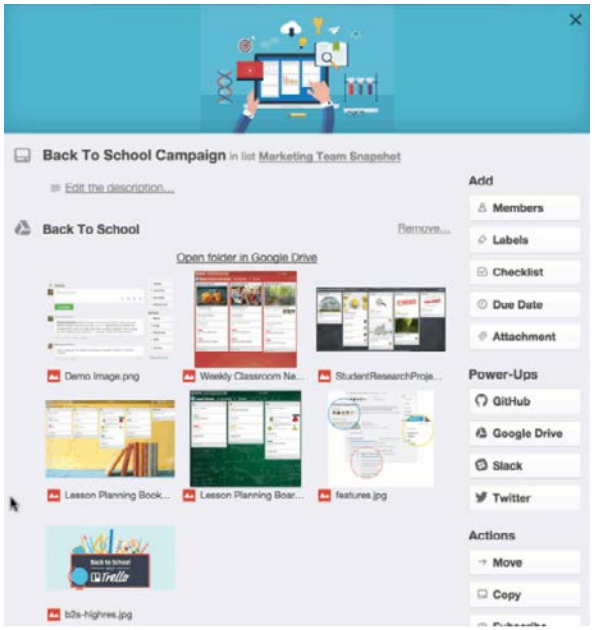


Overall Score: 33

trello.com







Visibility of system status

✕ It has a lot of buttons, menus and links on the top

✕ User will need to know what is doing to find the information needed

✓ It has descriptions and instructions once you open each card

•• = poor

Match between system and the real world

✓ It has standard icons

✓ Instructions are with standard words

••••• = very good

Consistency and standards

✕ Between sections the layout changes a lot eg. Boards and cards. Menus and filters are every where

✓ Once you are in projects the tools window is very consistent

•• = poor

Error prevention

✕ May be a little description under the project title

✓ Once you are working in the project it has a lot of instructions

••• = average

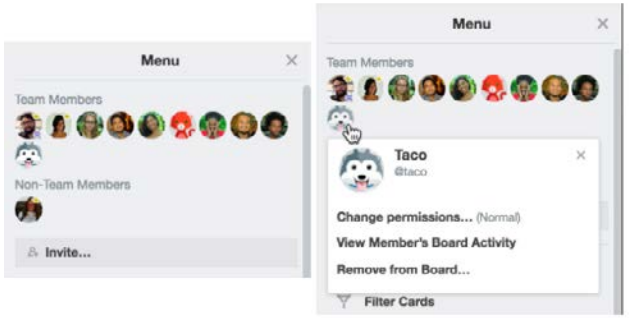
Recognition rather than recall

✕ It might take time to remember where is everything and all the things you can do

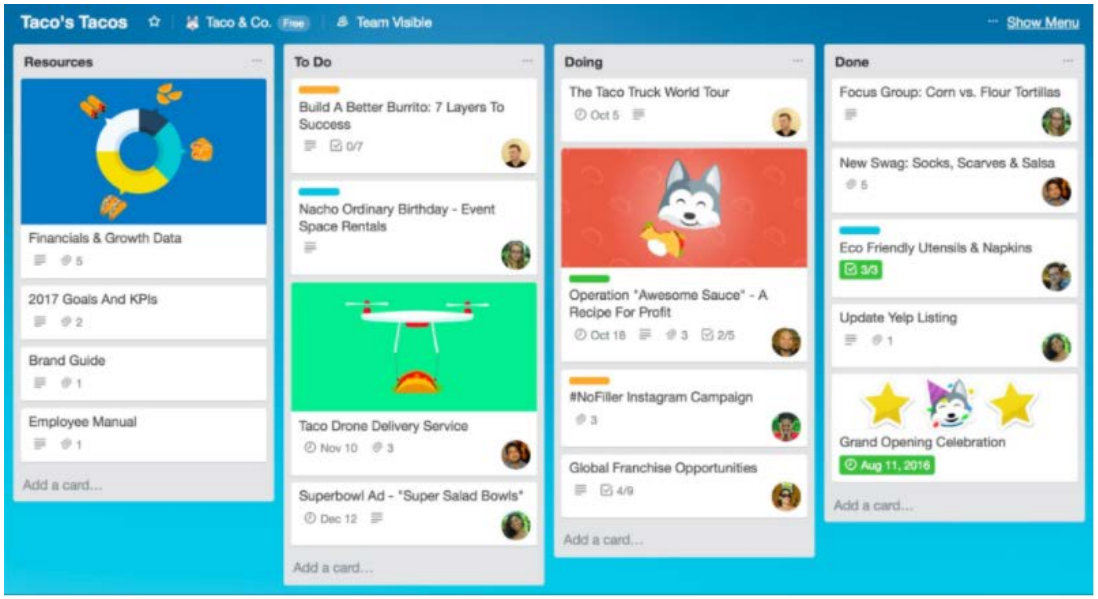
✓ The cards everything looks to be in the same place

✕ It has a lot of filters and labels all the time

•• = poor



trello.com



Flexibility and efficiency of use

✓ You can organize your tabs and cards as the team's needs

✓ Needs an administrator to control all the settings and personalize the projects

••••• = very good

Aesthetic and minimalist design

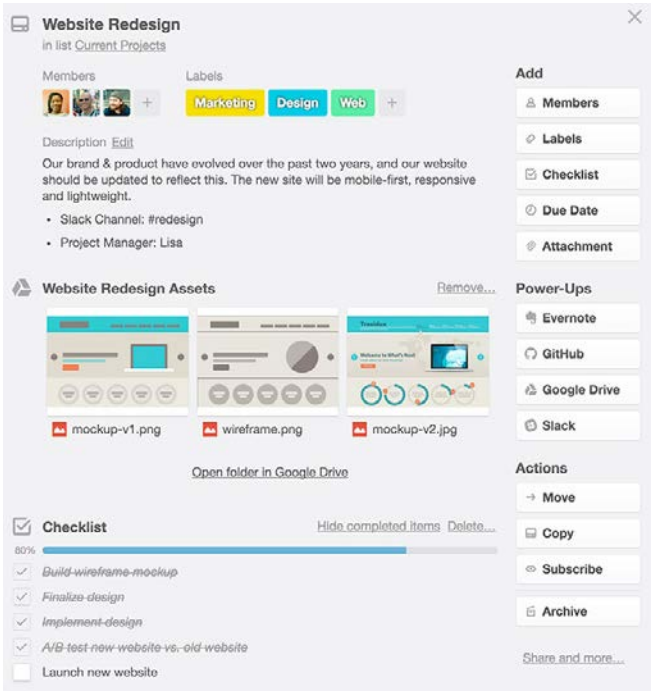
✓ Quick information in the cards preview, with icons of the elements, deadlines and people participating

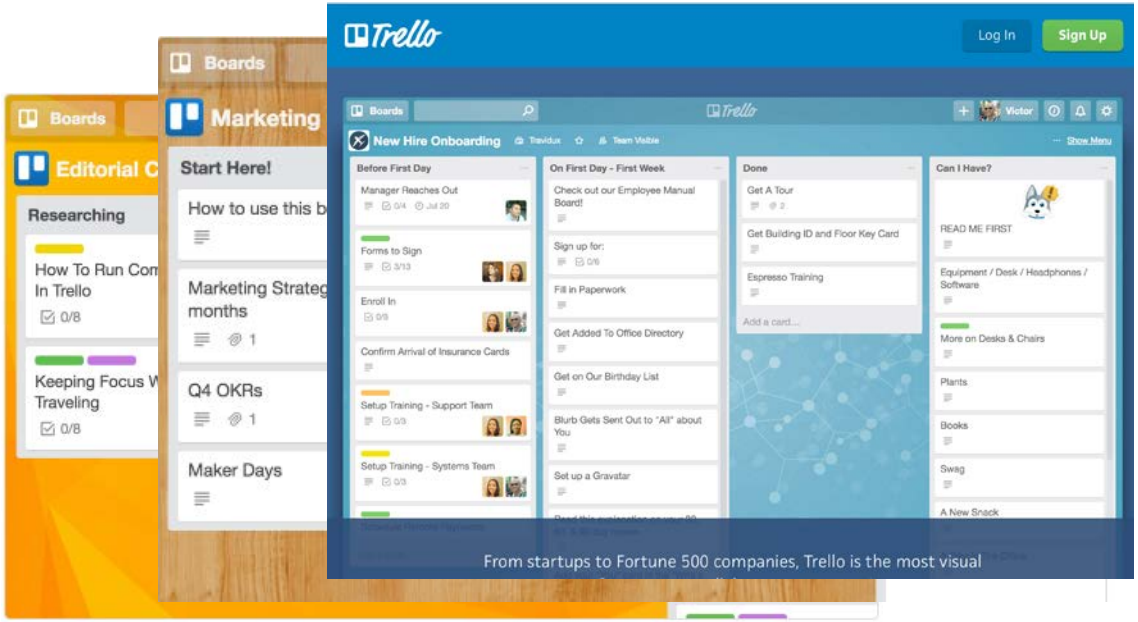
✓ This tabs are clean designed

× The project card labels and buttons are too bold and content to small

× At the first look I was attacked with the different background color and images. But when navigating are very distracting and noisy

•• =poor





Overall Score: 21

Final overview

OVERALL SCORES COMPARISON

	The Chic Geek	BaseCamp	Trello
Visibility of system status	4	5	2
Match between system and the real world	4	5	5
Consistency and standards	5	5	2
Error prevention	2	4	3
Recognition rather than recall	4	5	2
Flexibility and efficiency of use	2	4	5
Aesthetic and minimalist design	3	4	2
Overall Score	**26**	**33**	**21**

Each competitor analysis offered significant results and gave a good starting point for solutions:

Chic Geek analysis shows good performance in terms of visibility, recognition and information. For the communication board gives a starting point of how the organization likes to read the main information: big titles and lots of graphics (Very visual).

Base Camp analysis shows a simple layout with the standard tools can be very effective. They sacrifice a lot of design and esthetics but the functionality is successful and very easy to use.

Trello analysis shows a lot of tools can be very stressful to work with. “Less is more”, it is a very powerful project management tool which can be too much for a simple organization. This gives a good example of how careful the communication board esthetics need to be. Chic Geek brand is very colorful, but for communications purposes it needs to have the less distractions and noise.