## Heuristic Evaluation | Omind QMS

Satyajit Roy User Centric Design Advocate I have reviewed the product and identified several areas where the usability and information architecture could be improved. Firstly, the product lacks a **well-defined design system**, which has led to poor design choices throughout the platform. As a result, the **customer journey** is not clearly defined, and users may struggle to understand how to navigate the product.

The first issue I noticed was the information architecture. It was not properly defined, which impacted the **product navigation design**. information architecture, which is not well-structured, leading to confusion in product navigation design. The module designs have a high cognitive load, making it difficult for users to understand the **data presentation**. There is also a lack of **proper help documentation**, which further exacerbates this problem.

The dashboard design is also lacking, and the available dashboard does not provide the **right insights**. The available data used for **dashboard visualization** lacks showing any **meaningful patterns**, and this can be frustrating for users who are looking for actionable insights.

The product should also **provide different user personas** with relevant information, clear **calls to action, and milestones** to **guide users through the platform**. Finally, proper help documentation should be provided to ensure that users can use the platform effectively.

Moreover, the product is **missing calls to action and milestones** for users to know what to do next. This can result in users feeling lost or unsure about how to proceed, which can lead to a poor user experience.

it's important to focus on the needs of the user and design with empathy. This means taking a **user-centered approach** to design and involving users in the design process through techniques such as **user research**, **persona development**, and **usability testing**.

Additionally, it's important to consider the overall user journey and ensure that the design of the product aligns with the needs and goals of the user. This includes **identifying the job to be done** by the user, designing an intuitive navigation system, and improving data validation and visualization.

To improve the foundation of the design system, it's important to start with the right set of use cases, conduct scenario and affinity mapping, and gather detailed information about the needs of the personas. From there, you can design the right success metrics and ensure that the UX and product success metrics are aligned.

In conclusion, to improve the product's usability and information architecture, a good starting point would be to conduct a user research process that includes techniques such as use case analysis, scenario mapping, and affinity mapping. This will help you gain a better understanding of the target users and their specific needs, which can then be used to inform the design of the product.

In addition to user research, it's important to define the right success metrics for the product and to design a user experience that addresses those needs while minimizing cognitive load.

This can involve redesigning the navigation and dashboard data, improving data validation and visualization, optimizing the data formation layout and color scheme, and addressing any other usability issues.

It's also important to consider the potential impact of training for new users and the potential for increased churn rate and reduced LTV if the product is difficult to use. By taking a user-centered approach and focusing on improving the overall user experience, you can create a more intuitive and effective product that better meets the needs of your users.

### Global Observation: Process Overview

#### Global Search:

- Visibility of search bar: Ensure that the search bar is prominently placed and easily visible to users.
- Functionality: The search bar should work efficiently and provide relevant results.

#### Button size, type, and alignment:

- Consistency: Buttons should have a consistent size, type and alignment throughout the application.
- Visibility: Buttons should be easy to locate and distinguish from other elements on the page.
- Labeling: Button labels should be clear and concise, indicating the action they perform.

#### Form field padding:

 Adequate spacing: Ensure that form fields have adequate padding to prevent overcrowding of fields and ease of interaction.

#### Help:

- Availability: Provide contextual help wherever necessary and easy to access by the user.
- Clarity: Help text should be concise, relevant and easy to understand.

#### Table header style:

- Consistency: Ensure that table headers are styled consistently throughout the application.
- Alignment: Table headers should be left-aligned, making them easier to read.

## Global Observation: Process Overview

#### **Submit confirmation:**

- Feedback: The application should provide feedback to users when an action is successful.
- Confirmation message: A confirmation message should be displayed after a user has submitted a form or performed any action.

#### Left nav collapse:

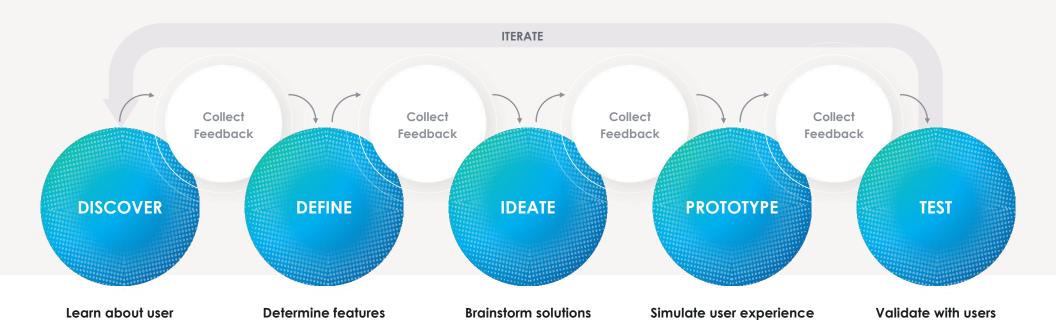
- Consistency: Ensure that the left navigation menu is collapsible across the application.
- Visibility: The collapsible button should be easily accessible and visible to users.

#### **Table navigation, filter, and sorting:**

- Navigation: The application should provide navigation buttons to enable users to move through tables with ease.
- Filtering: The application should provide filtering options for users to easily sort and filter table data.
- Sorting: The table data should be sorted in a logical and meaningful way.

By using these heuristics, you can identify potential usability issues and improve the overall user experience of the application.

## Design-Thinking Framework: Process Overview



- User interviews
- Stakeholder interviews
- Surveys
- Data analysis
- Metrics
- Competitors
- Focus groups
- Observation
- Clustering insights
- Context mapping
- Customer journey maps

- Personas
- Empathy maps
- User journeys
- Storyboards
- User stories
- Problem statement
- Narratives
- Assumptions mapping
- Task analysis
- Jobs to be done
- Comparative analysis

- Brainstorm sessions
- Mind maps
- Affinity maps
- Storyboard
- Card sorting
- Cara sorning
- User journeys
- User flows
- Information architecture
- Service blueprints
- Business model canvas
- Crazy 8's
- Design principles

- Paper prototypes
- Micro-interactions
- Detailed user flows
- Mockups
- Interactive prototypes
- User journeys
- Wireframes
- · High fidelity design
- Design hand-offs
- Design documentation
- HTML/JS prototypes

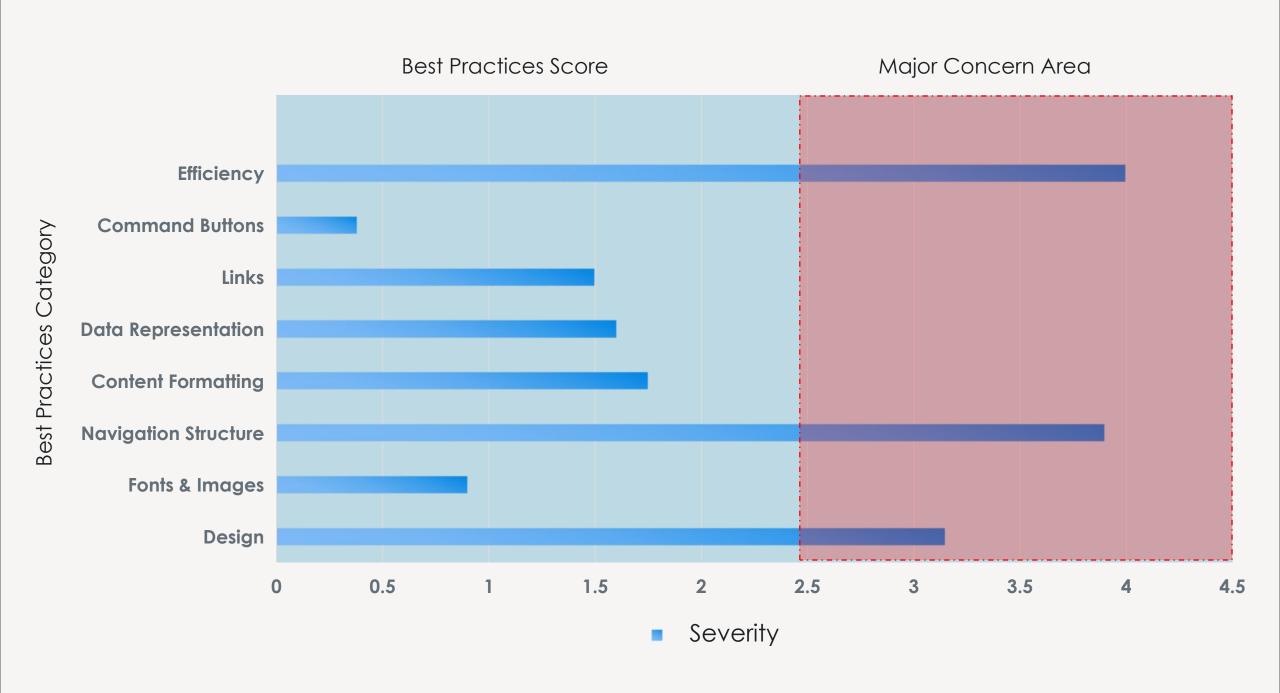
#### Here We Are !!

- Usability testing
- Shadowing
- A/B testing
- SUS surveys
- Heuristic evaluation
- QA
- Analytics
- Performance testing
- Observations
- Desirability evaluations
- Metrics
- · Eye tracking

## Design Principles: Product Goals and Objectives Mapping

CATEGORY	DESCRIPTION	DESIGN PRINCIPLE	DEFINITION	OUR PRODUCT
Utilitarian Value Principle	Design principles to fulfill desires related to convenience	Functional need	Product/service's functions must be designed to meet user's varicose functional requirements	Critical to Meet
		Flexibility	Product/service must be designed to cope flexibly with the user's varicose usage contexts, such as the task, environment, & user type	Critical to Meet
		Learnability	Product/service must be learned easily or memorized to use	Critical to Meet
		Efficiency	Product/service must be designed to achieve the purpose with the least effort	Critical to Meet
		Simplicity	Product/service must be designed to be simple	Critical to Meet
		Informativeness	Product/service must be designed to provide clear and detailed information	Critical to Meet
		Error Prevention	Product/service must be designed to minimize user errors and to recover easily from the errors	Critical to Meet
		Accessibility	Product/service must be designed to be accessible to information and control	Critical to Meet
		Consistency	Contents, structure, interaction, and design of product/service must be consistent	Critical to Meet
		Directness	Control of the product/service's function or interface must be given to users	Critical to Meet
Affective Value Principle	Design principles to fulfill aesthetic/emotional desires	Delicacy	Product/service must be designed to be delicate	Should Meet
		Reliability	Product/service must feel reliable	Should Meet
		Comfort	Product/service must feel comfortable and stable	Should Meet
		Simplicity	Product/service must feel clean, neat, and ordered	Should Meet
		Aesthetics	Product/service must feel aesthetically satisfactory	Not Require to meet
		Addictiveness	Product/service must be designed to make the user want to keep using the product/service	Not Require to meet
		Pleasure	Product/service must be designed to make the user feel pleasure and delight when using the product/service	Should Meet
Sociability Value Principle	Design principles to fulfill desires related to social/cultural activity	Relationship	Product/service must be designed to support the user to establish and maintain social relationships	Not Require to meet
		Socio-cultural value	Product/service must be designed to meet the user's social/cultural/religious frameworks	Not Require to meet
		Pride	Product/service must be designed to make the user feel ascendant and superior to others	Not Require to meet
		Equality	Product/service must be designed to make the user not feel discriminated against by others	Not Require to meet
		Identity	Product/service must be designed to support the user to express their identity	Should Meet

Best Practices Category	Severity Rating (Scale 1-5)
Design	3.15
Font And Navigation	0.90
Navigation Structure	3.90
Contenbt Formatting	1.75
Data Representation	1.60
Links	1.50
Common Button s	0.38
Efficiency	4.0
Over Average Severity 2.2023	Overall best practice Score Low



## System Usability Scale (SUS)

- 1 think that I would like to use this system frequently
- 2 I found the system unnecessarily complex.
- 3 I thought the system was easy to use
- I think I would need the support of a technical person to be able to user this system.
- I found the various functions in this system were well integrated
- I thought this system was too inconsistent
- I would imagine that most people would learn to use this system very quickly.
- 8 I found the system very cumbersome to use.
- 9 I felt very confident using the system.
- 10 I needed to learn a lot of things before I could get going with this system.



## DASHBOARD

#### ■ View Profile

- Personal Info
- Education Info
- Experience Info

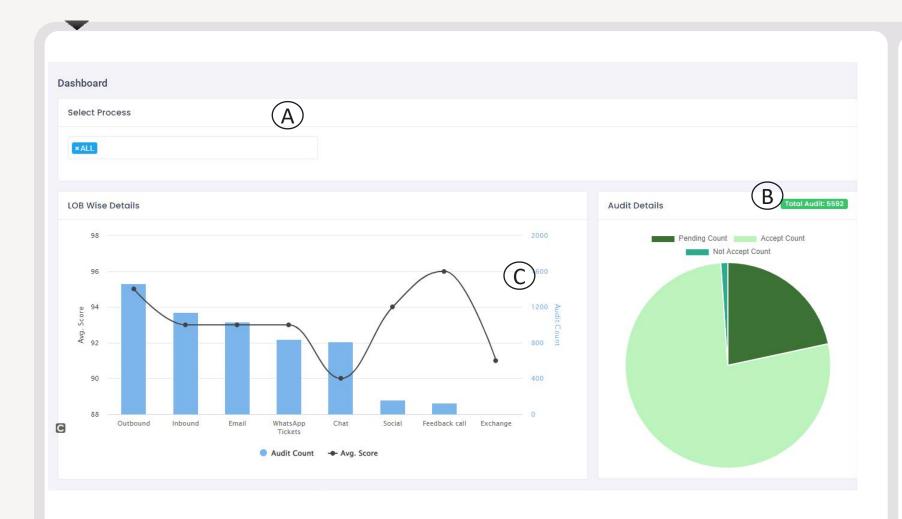


- Passport Info
- Wisa Info
- Bank Info
- Your Documents
- Family Details
- Nominee Details

#### **Consistency and standards**

A. Same icon for all Anchor text, very confusing for user to recall.

B. Duplicated information under "view profile " and " System info to Nominee Detail"



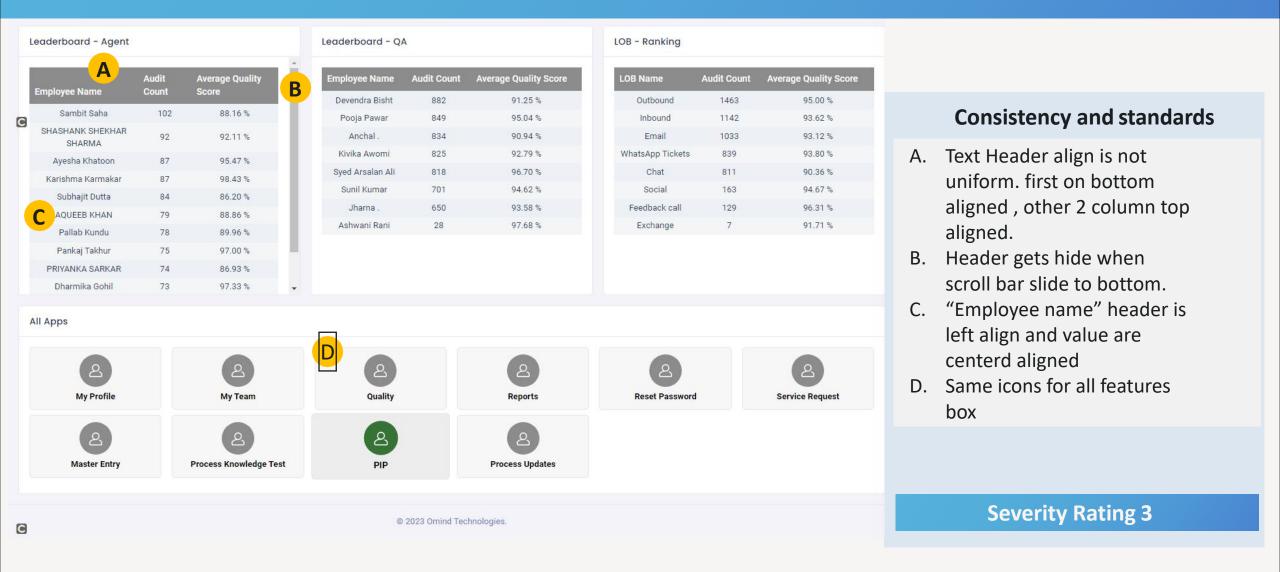
#### Consistency and standards

- A. Select control Dropdown arrow is missing.
- B. "Total Audit" label and value in wrong place.
- C. Audit count text redability is very low.

#### Visibility of System

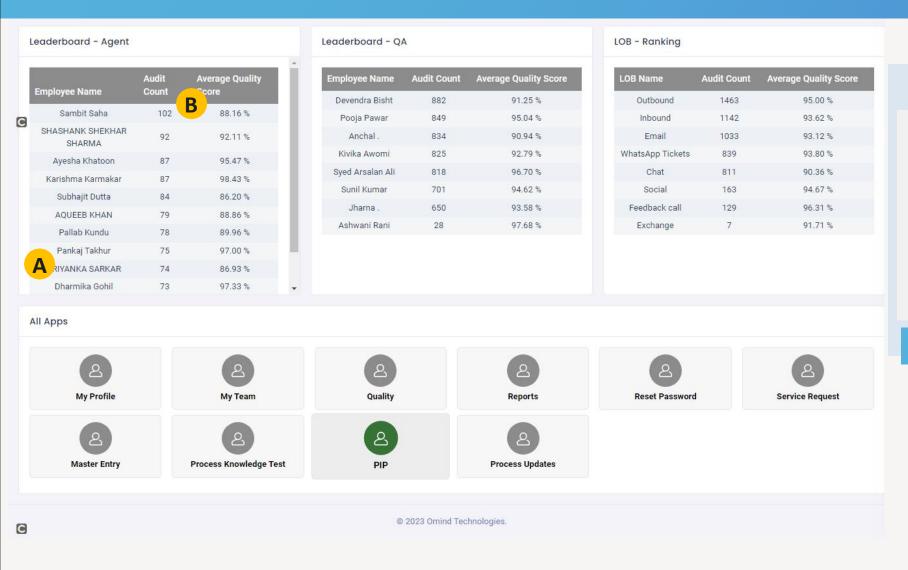
A. Breadcrump is missing

### **Dashboard**



#### **Severity Rating Score:**

## **Dashboard**



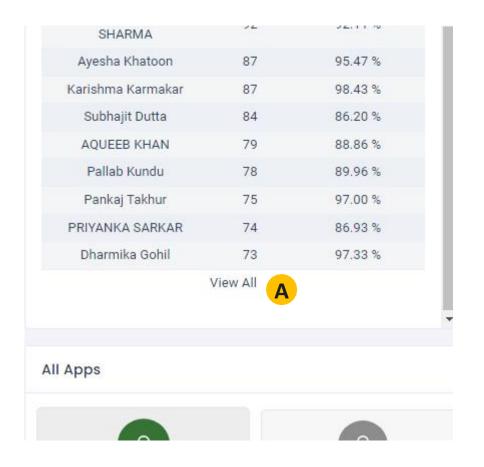
#### **Consistency and standards**

- A. Same icon for all Anchor text, very confusing for user to recall.
- B. Duplicated information under "view profile " and " System info to Nominee Detail"

#### **Severity Rating 3**

#### **Severity Rating Score:**

## Dashboard

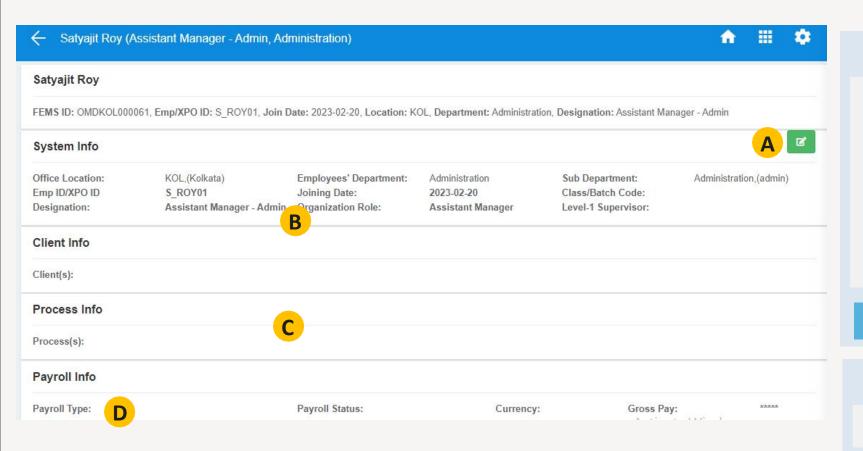


#### **Consistency and standards**

A. "view All" is not look like button, very confusing.

**Severity Rating 3** 

#### **Severity Rating Score:**



#### **Severity Rating Score:**

**3** = Major usability problem: important to fix, so should be given high priority

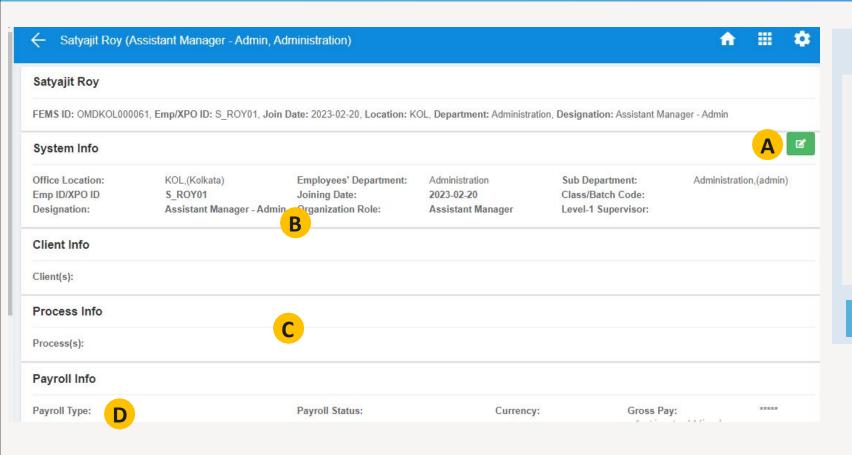
#### **Consistency and standards**

- A. Consistance padding for Edit icon not applied.
- B. Padding beween Form lable and Form velve is not consistance.
- C. "No data avabale" place holder is missing.
- D. Header style is missing

#### **Severity Rating 3**

#### **Visibility of System**

A. Breadcrump is missing

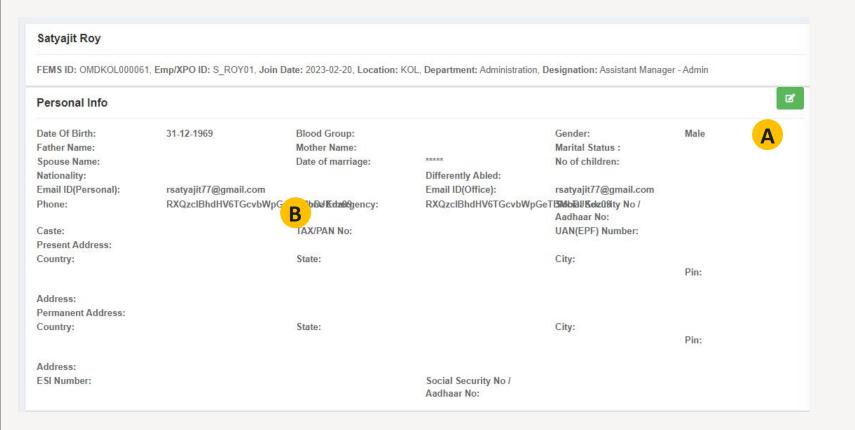


#### **Consistency and standards**

- A. Consistance padding for Edit icon not applied.
- B. Padding beween Form lable and Form velve is not consistance.
- C. "No data avabale" place holder is missing.
- D. Header style is missing

**Severity Rating 3** 

#### **Severity Rating Score:**



#### **Consistency and standards**

- A. Consistance padding for Edit icon not applied.
- B. Padding beween Form lable and Form velve is not consistance.

#### **Severity Rating 3**

#### **Severity Rating Score:**



#### **MODULE USABILITY ISSUE**

All other Modulehave same usability issue.

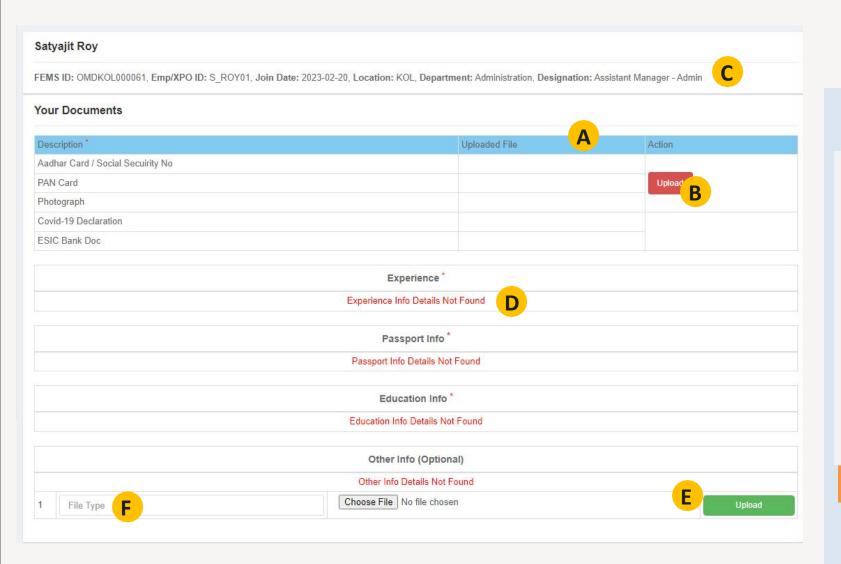
- EducationExperience
- Skill
- Passpo
- Visa
- Bank
- Family Detail
- Nominee Detail

#### **Consistency and standards**

- A. Consistance padding for Add button not applied. Button color change.
- B. "No data avabale" place holder is missing

#### **Severity Rating 3**

#### **Severity Rating Score:**

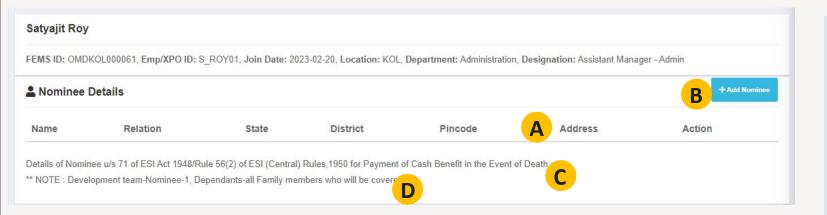


#### **Consistency and standards**

- A. Header style is changes.
- B. Button color is changes.
- C. padding between content is not unifoirm. It look like paragraph texct. Is should be in column apttern.
- D. Red is usually used for allert.
- E. Button color chage
- F. Uploading is not working, it didnot showany any messge confirmation or sucess msg after click the choose file button.

#### **Severity Rating 3**

#### **Severity Rating Score:**



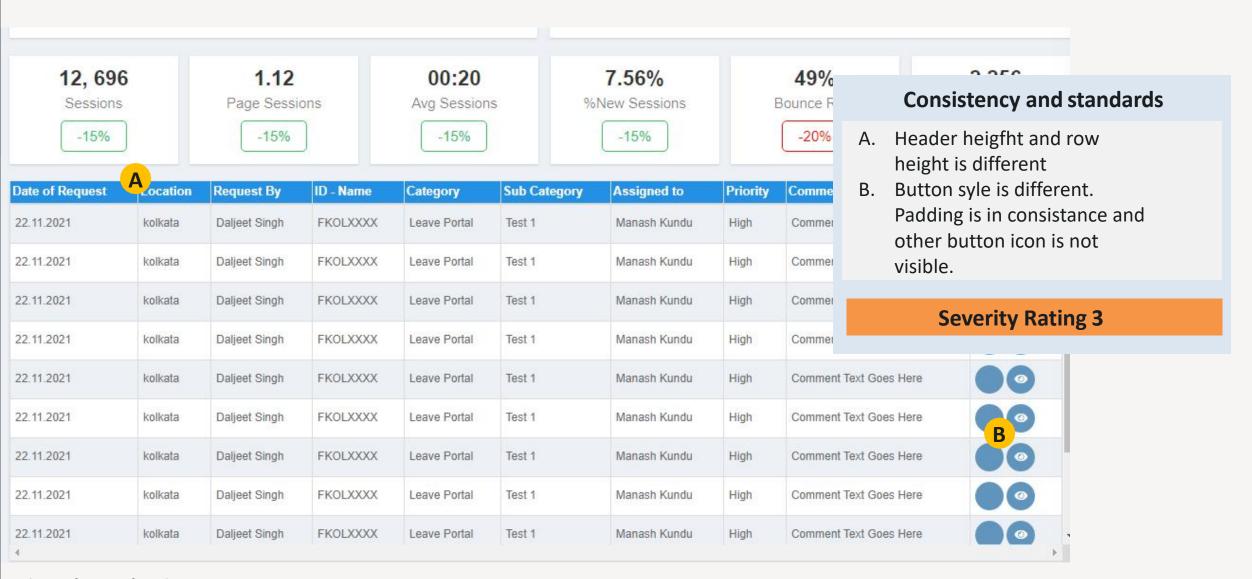
#### **Severity Rating Score:**

3 = Major usability problem: important to fix, so should be given high priority

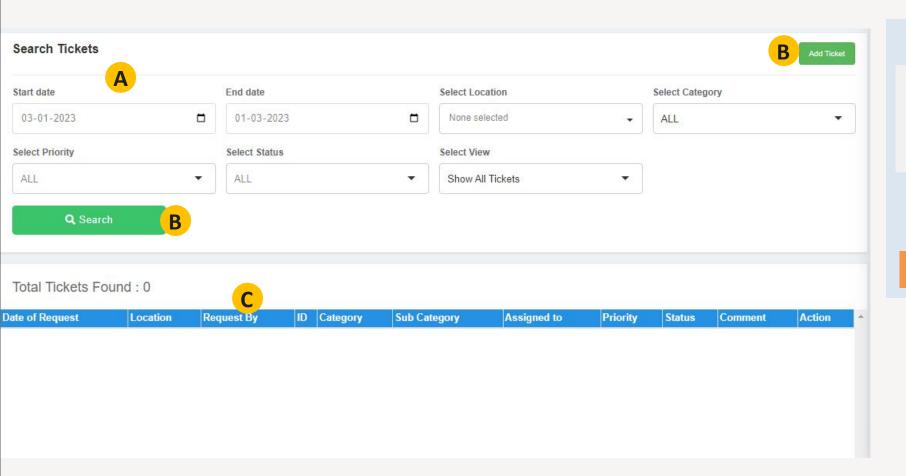
#### **Consistency and standards**

- A. Header style is changes.
- B. Button color is changes.
- C. Detal of Nominee inforion looks like content part of tabular header.
- D. Note text look very confusing. . formation need to chnages

## SERVICE REQUEST



#### **Severity Rating Score:**



#### **Consistency and standards**

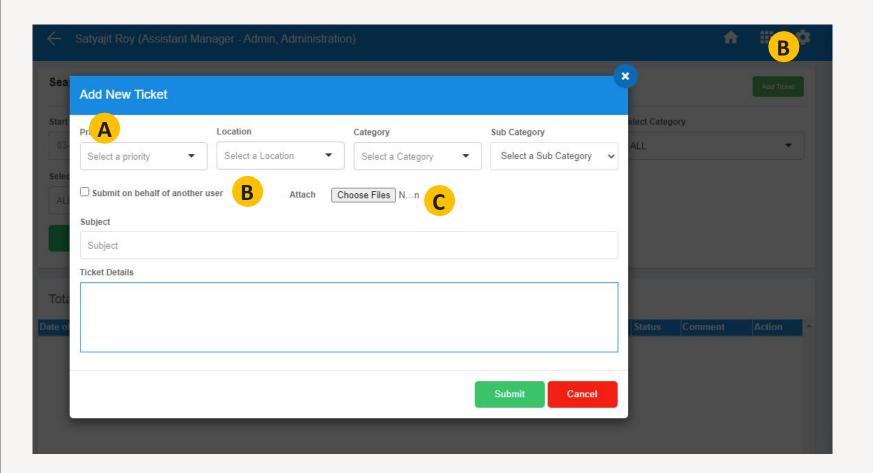
- A. Mandatory fields are not marked.
- B. Button style is different.
- C. Header height is not standard.

#### **Severity Rating 3**

#### **General ovservation**

- 1. Breadcrump is missing
- 2. Similar issue in across the Application.

#### **Severity Rating Score:**



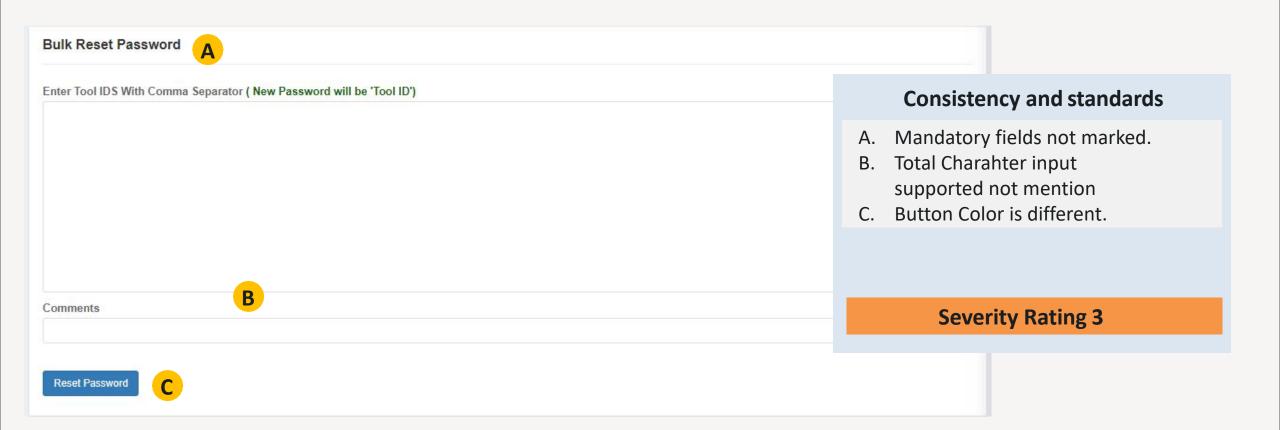
#### **Severity Rating Score:**

2 = Major usability problem: important to fix, so should be given high priority

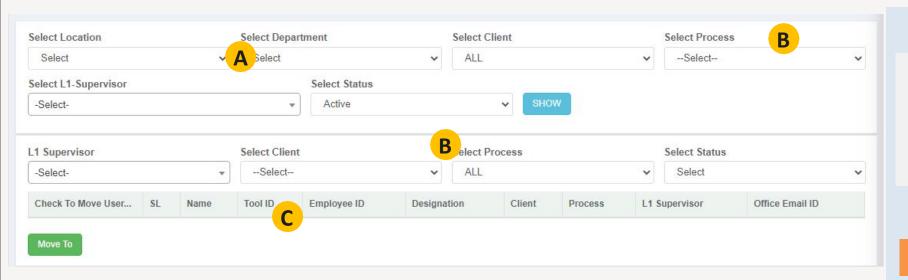
#### **Consistency and standards**

- A. Mandatory fields are not marked.
- B. Field alignment is not correct
- C. Upload document Filename is truncnated

## RESET PASSWORD



#### **Severity Rating Score:**



#### **Consistency and standards**

- A. Spacing between Field is not uniform
- B. Mandatory fields are not marked.
- C. Header style change

#### **Severity Rating 3**

#### **General ovservation**

- 1. Breadcrump is missing
- 2. Similar issue in across the Application.

#### **Severity Rating Score:**

# QUALITY

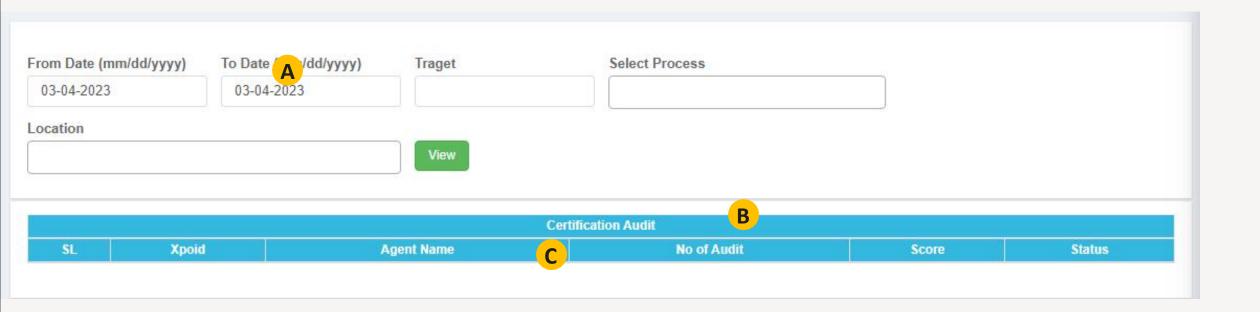


### **Consistency and standards**

- A. Mandatory fields are not marked
- B. Button size
- C. text Alignment

**Severity Rating 1** 

#### **Severity Rating Score:**



#### **General Observation Note:**

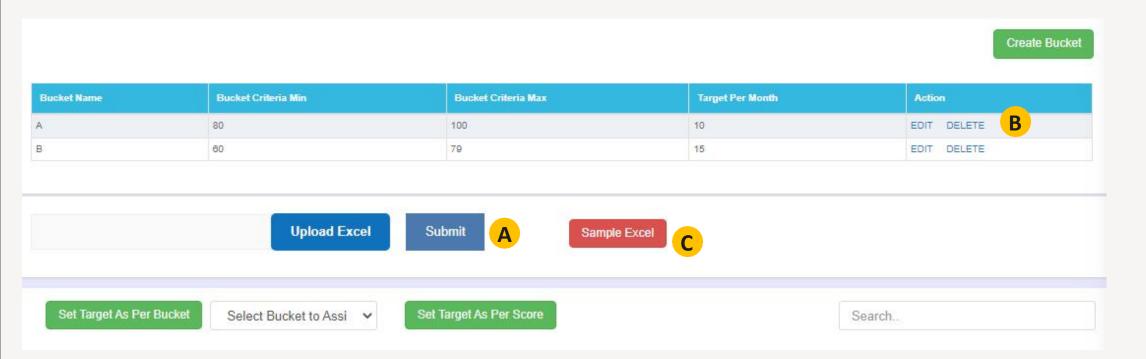
- 1. Breadcrump is missing in majorly all screens.
- 2. Field mandatory icon in All forms.
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project

#### **Severity Rating Score:**

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

#### **Consistency and standards**

- A. Form Field Size is not uniform.
- B. Table Main Header font Size.
- C. Header font size and Header height.



#### **General Observation Note:**

- 1. Breadcrump is missing in majorly all screens.
- 2. Field mandatory icon in All forms.
- 3. Font Size for readability
- 4. Table Hear and Row height

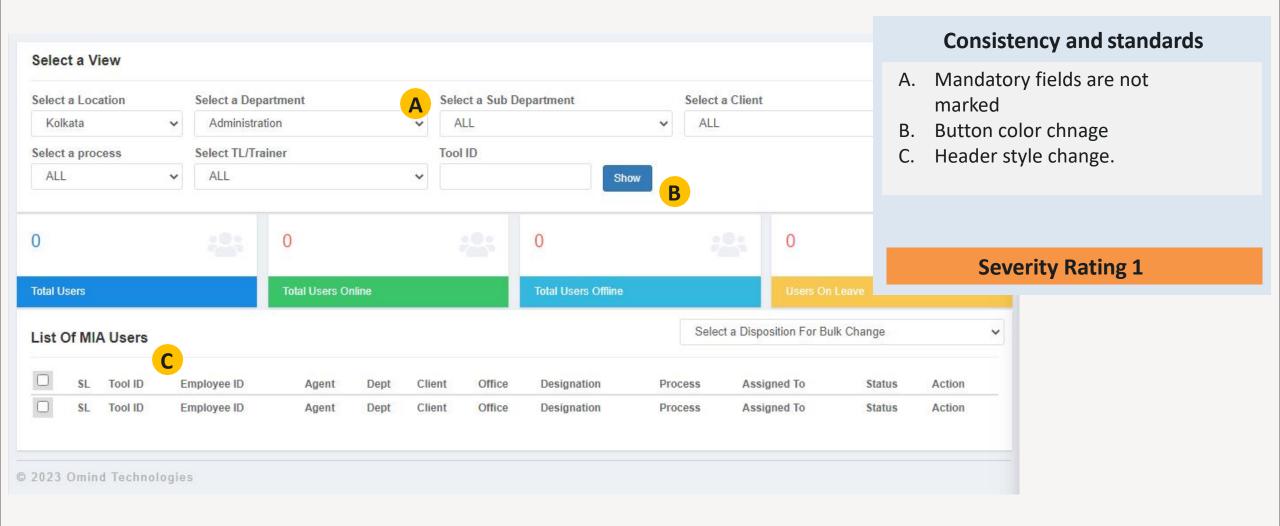
#### **Severity Rating Score:**

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

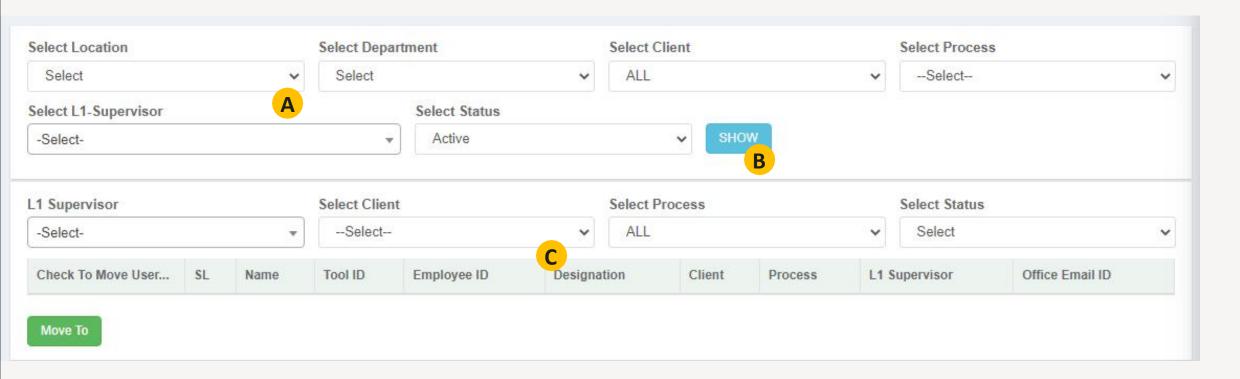
#### **Consistency and standards**

- A. Diffrent button color in same Screen
- B. Action button syle chnage
- C. Button Alignment

## **QUALITY ASSURANCE**



#### **Severity Rating Score:**



#### **Severity Rating Score:**

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

#### **Consistency and standards**

- A. Padding between Form Field is not uniform.
- B. Button Color different
- C. Header color change.

### PROCESS UPDATE

#### Updat Manaç





Create Update



Active

Update

List





Expired Update

List





Deleted Update

List

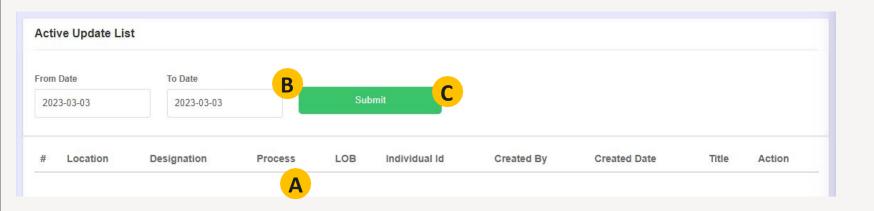
0

#### **Consistency and standards**

- A. Text not visisble when left menu collopse
- B. Badge position in wrong place.

**Severity Rating 3** 

#### **Severity Rating Score:**



- A. Header bg color is different.
- B. Button and Form Field is not vertically aligned.
- C. Button size is very Big

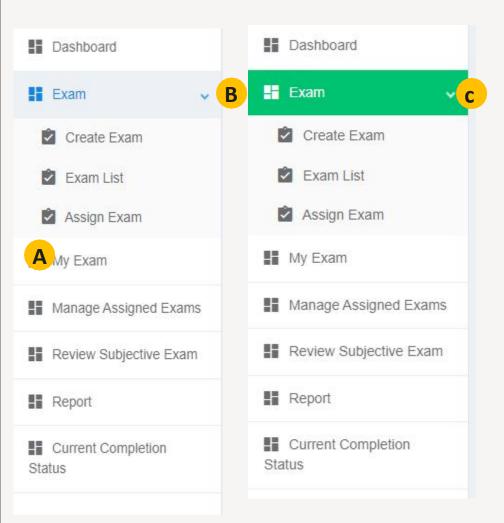
#### **Severity Rating 3**

#### **General ovservation**

- 1. Breadcrump is missing
- 2. Similar issue in Expired
  Update List, Deleted Update List
  and Report Module

#### **Severity Rating Score:**

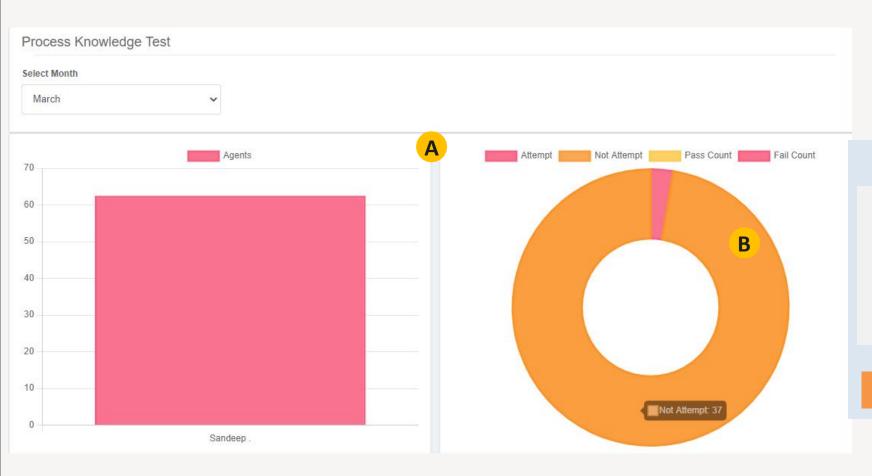
## PIP



- A. Same icon for all menu items.
- B. Menu Hover and selectd color have different bg color family.

**Severity Rating 3** 

#### **Severity Rating Score:**



- A. Chart Header is missing. Y axis data header is missing.
- B. Pie Chart not indicate teh valus of ecah legends. Not clear what is chat used for vusilization.

#### **Severity Rating 3**

#### **Severity Rating Score:**

Agent Name	Emp. ID	Tool ID	TL Name	Attempt	Not Attempt	Total Obtain A	Avg Score	Action
Sandeep .	1003706	OMDGUR000068	Koroulembi NG	1	0	62.5	62.5	0
Aarti Dhama	1002934	OMDGUR000041	Rajat Sajwan	0	1	0	0	0
Somyajyoti Majee	G123474	OMDRAN000022	Gourab Dey	0	1	0	0	0
Mohua Mandal	NBPO1631	OMDKOL000016	Subhrangshu Roy	0	1	0	0	0
Aaronyak Basak	G123209	OMDRAN000016	Gourab Dey	0	1	0	0	0
Pragya Singh	NBPO1633	ОМДМОН000022	Subhrangshu Roy	0	1	0	0	•
Kajal .	1002755	OMDGUR000078	Rajat Sajwan	0	1	0	0	CP
AQUEEB KHAN	G125476	OMDKOL000054	Gourab Dey	0	1	0	0	0
Kavita .	1003147	OMDGUR000058	Rajat Sajwan	0	1	0	0	

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#### **Severity Rating Score:**

**3** = Major usability problem: important to fix, so should be given high priority

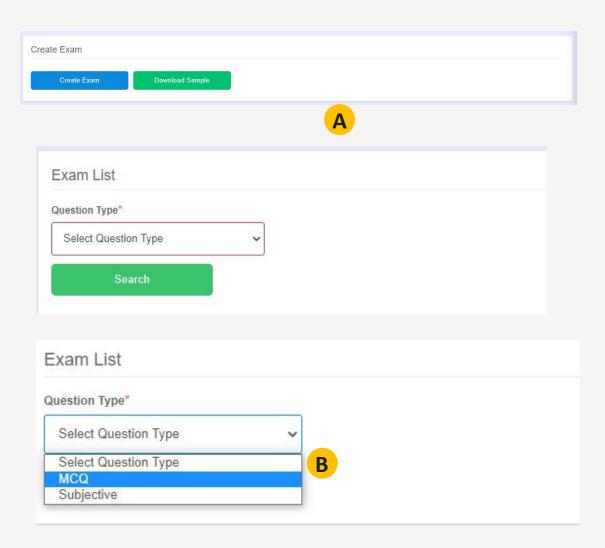
#### **Consistency and standards**

- A. Header height size not in proportion to row height.
- B. Header get hide on scroll.
- C. Button style change.

#### **Severity Rating 3**

#### **General Observation**

- Table Heading is missing
- table Footer is missing
- Pagination is Missing
- Total Record Information not avaibale

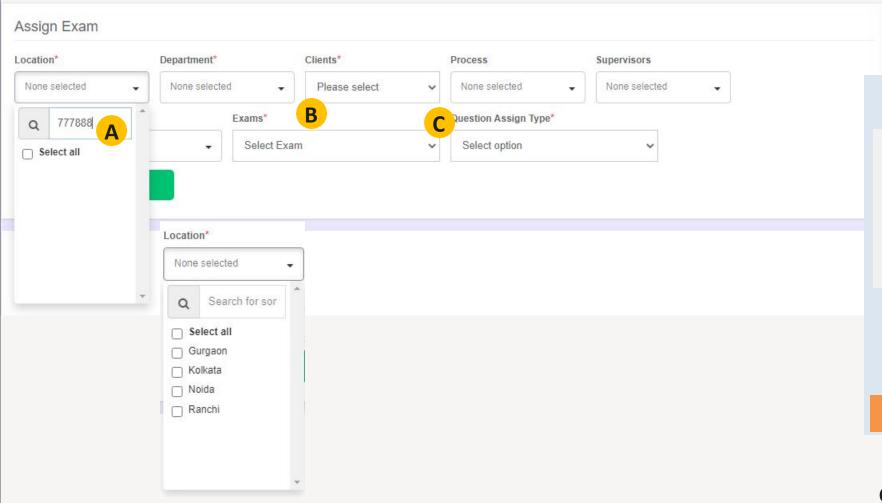


**3** = Major usability problem: important to fix, so should be given high priority

#### **Consistency and standards**

- A. Button width size is very big. Padding is noit uniform, blue button lefft padding and right padding.
- B. Button get hide uder select option.

#### **Severity Rating 3**



**3** = Major usability problem: important to fix, so should be given high priority

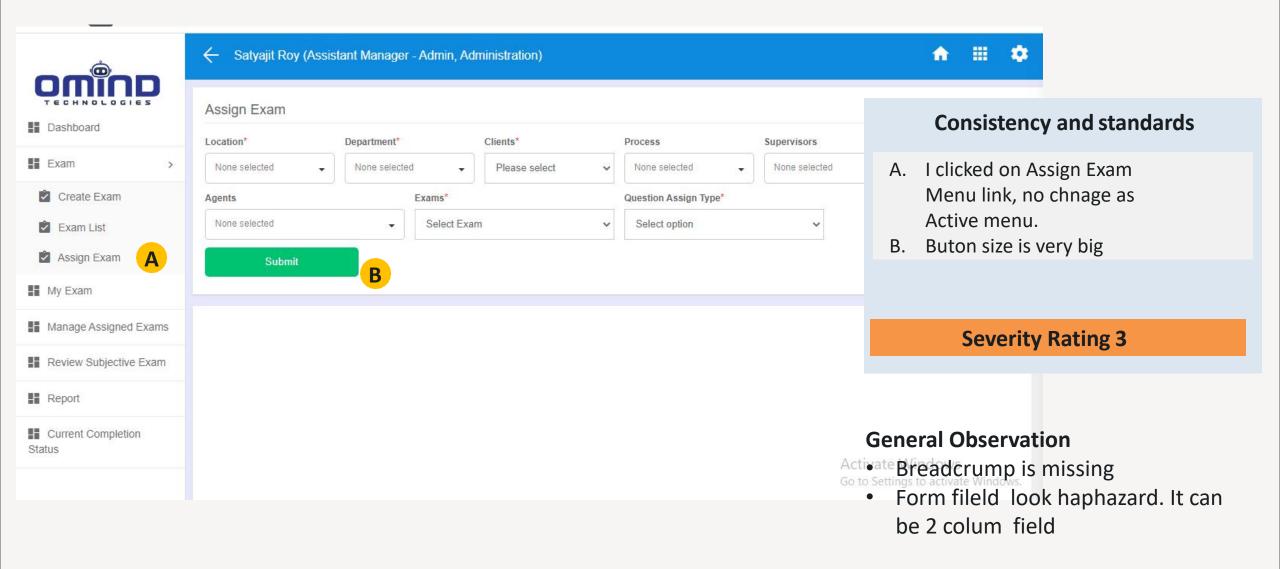
#### **Consistency and standards**

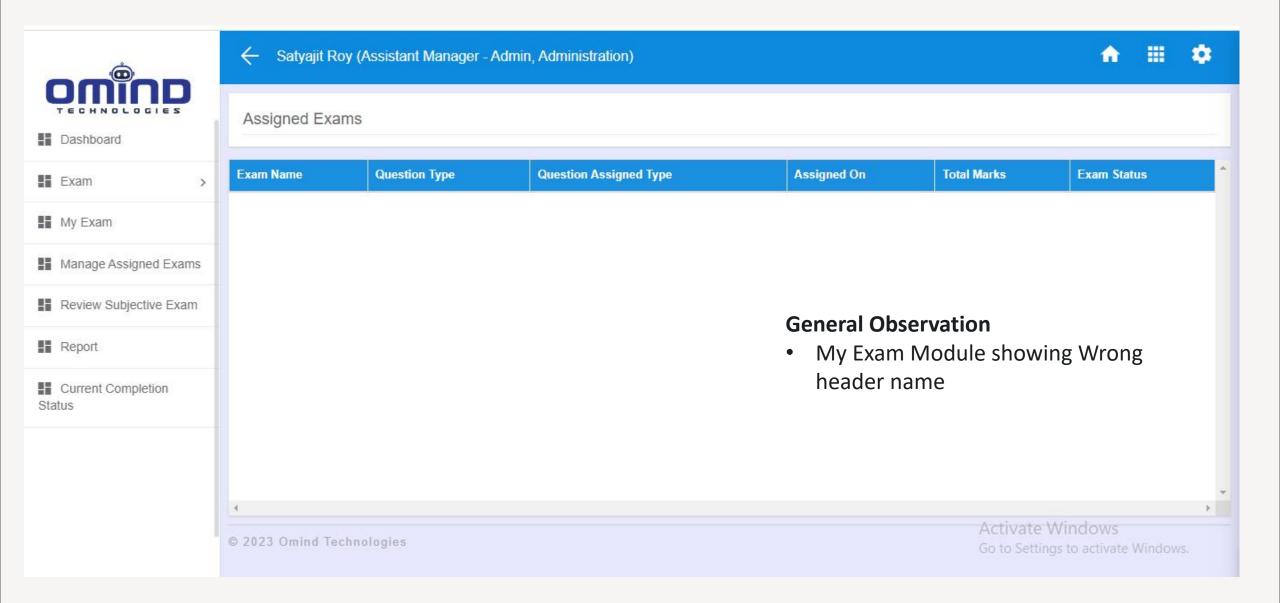
- A. Location taking numeric, input.
- B. padding beween form leabl and fields are not adequate.
- C. Mandatory and Non mandory Filds should be grouped.

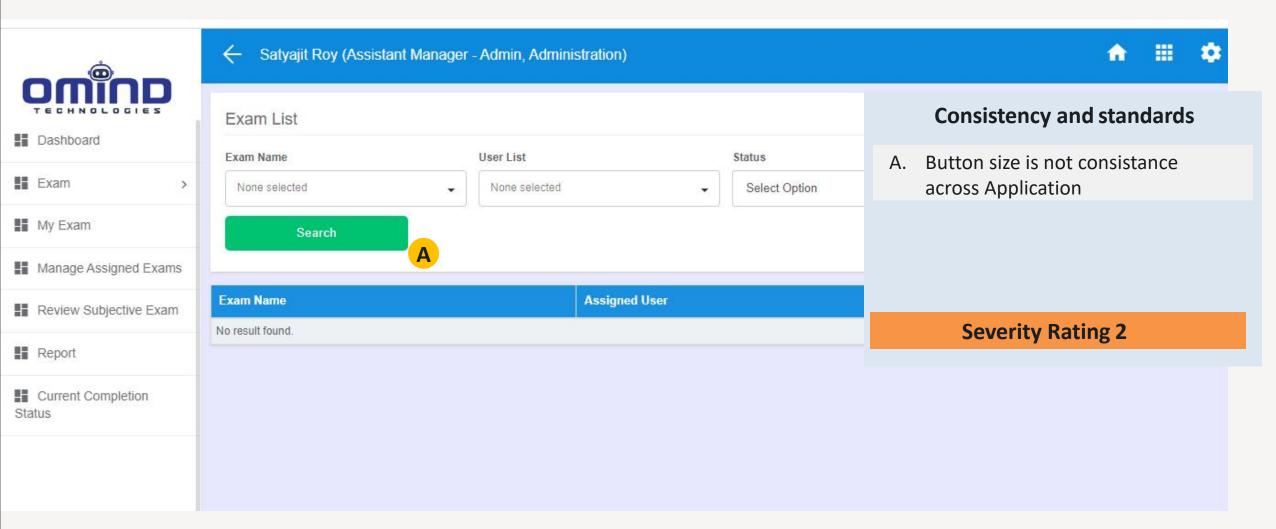
#### **Severity Rating 3**

#### **General Observation**

Form fileld look haphazard. It can be 2 colum field

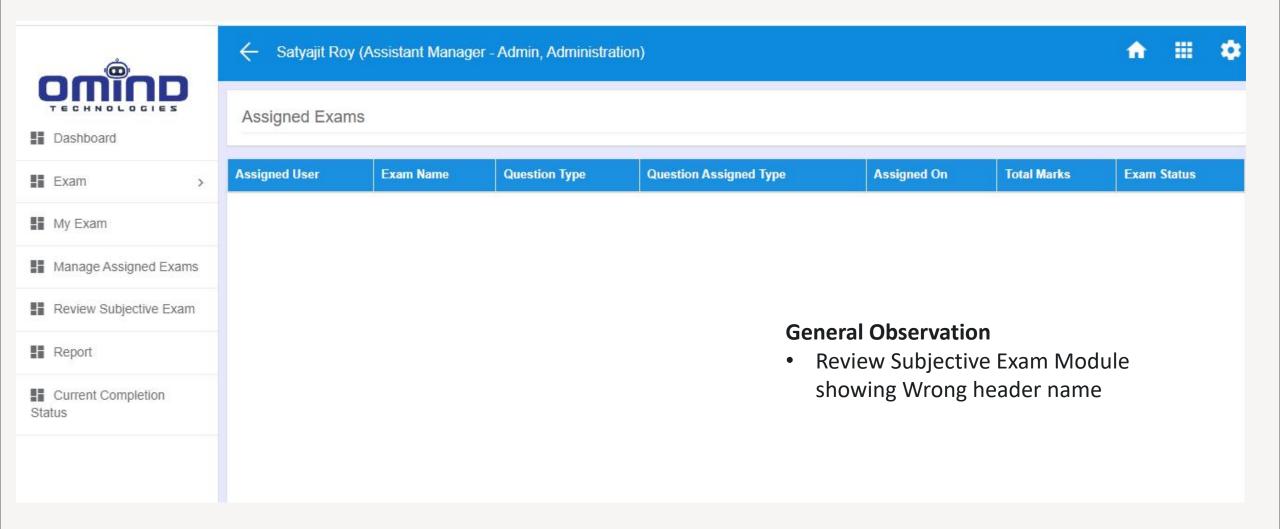


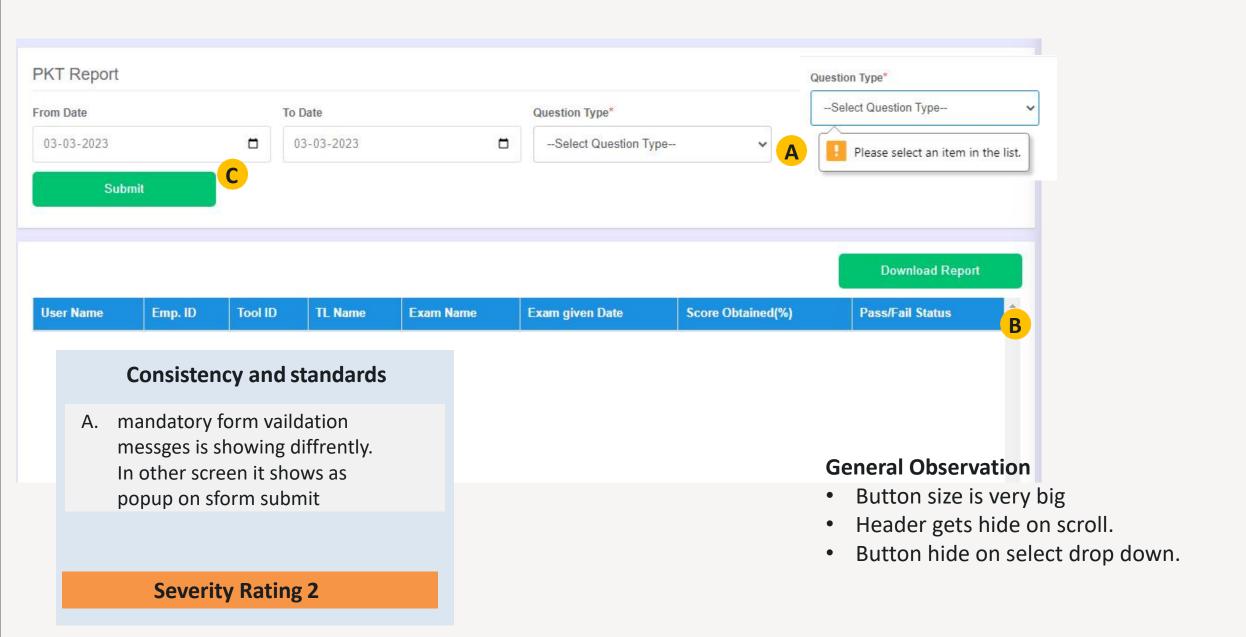


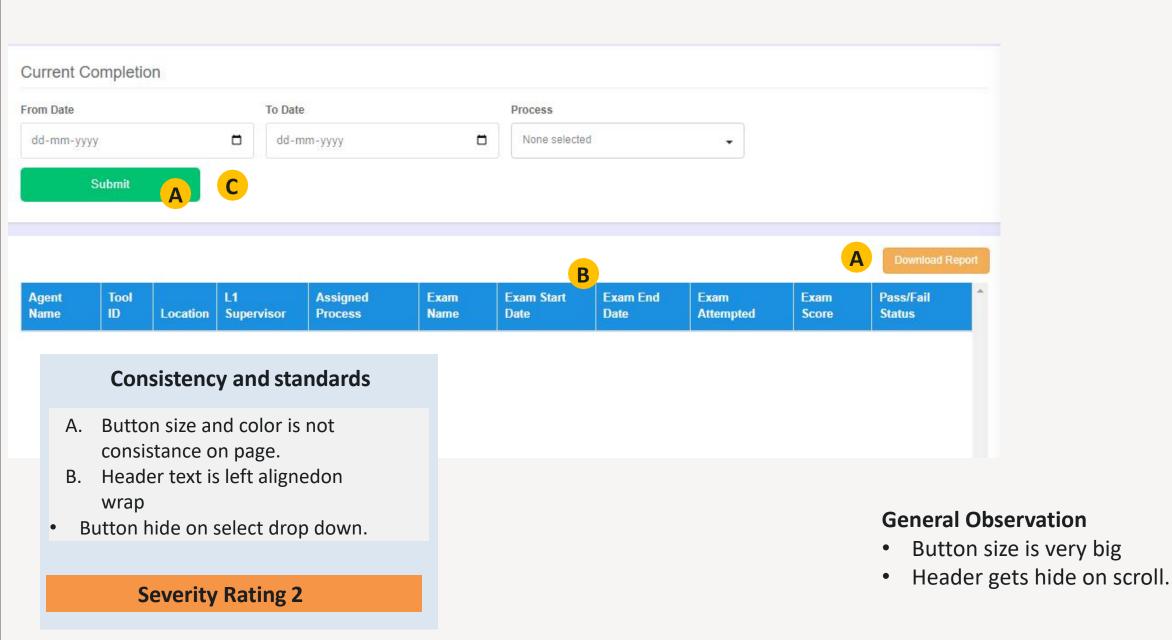


#### **General Observation**

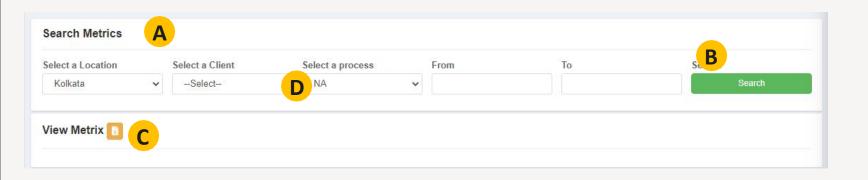
 Manage Assigned Exam Module showing Wrong header name







# PERFORMANCE METRIX



1 = Major usability problem: important to fix, so should be given high priority

#### **Consistency and standards**

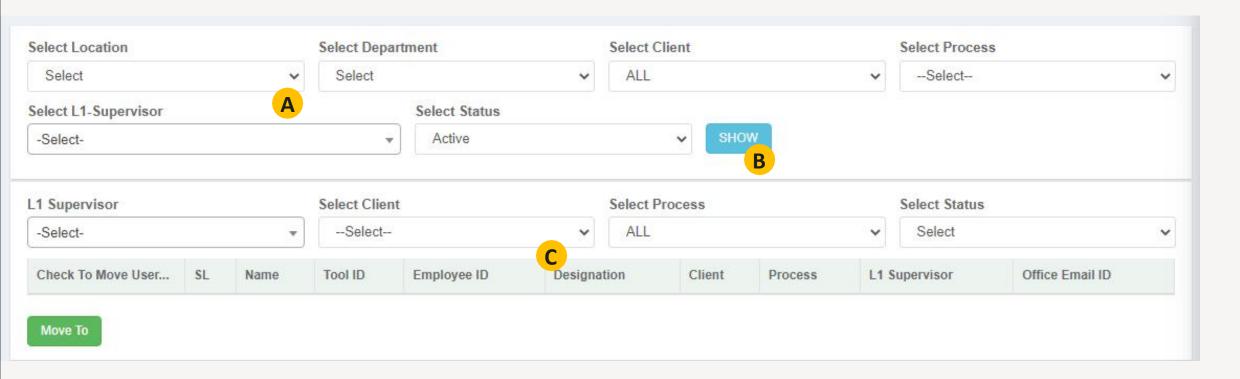
- A. Heading is incorrect, not maching with Menu
- B. Button size is very big.
- C. Icon tooltip is missing, col,o also chnage.
- D. Manadatory Fields are not marked

#### **Severity Rating 1**

#### **General Note**

Similar Issue in following Screen:

- TL view
- Agent View
- Design Metrix Screen
- Upload Screen
- Upload Target
- Upload Grade



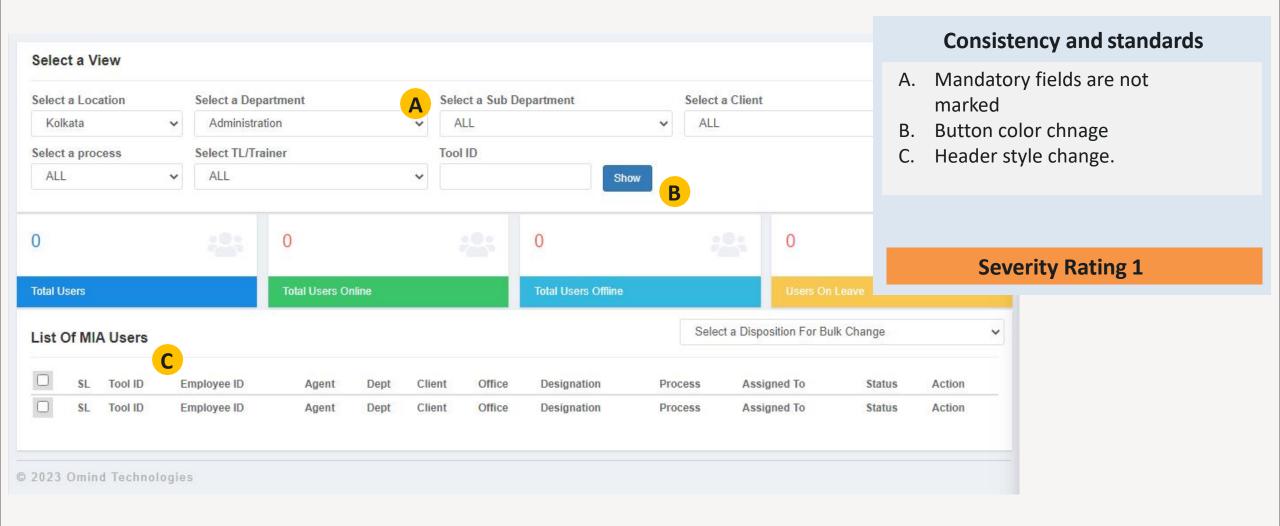
1 = Cosmetic problem only: need not be fixed unless extra time is available on project

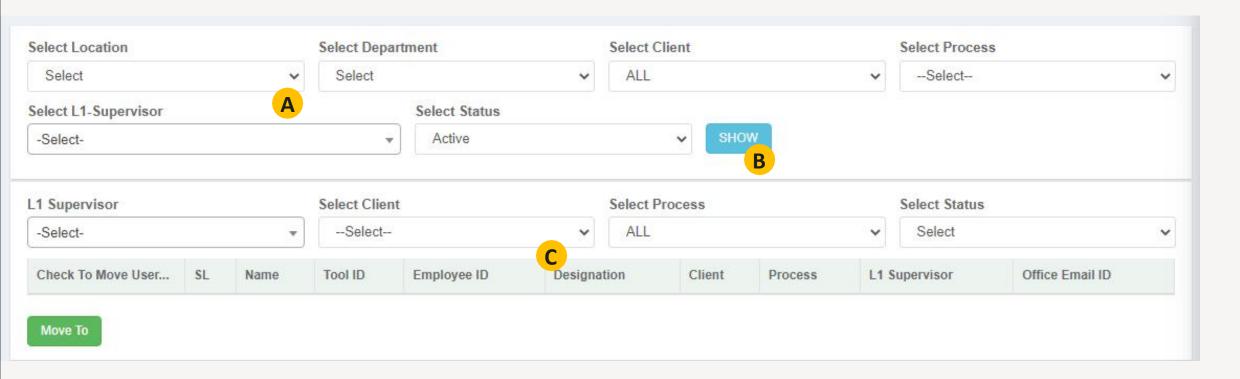
#### **Consistency and standards**

- A. Padding between Form Field is not uniform.
- B. Button Color different
- C. Header color change.

**Severity Rating 1** 

## **MY TEAM**





1 = Cosmetic problem only: need not be fixed unless extra time is available on project

#### **Consistency and standards**

- A. Padding between Form Field is not uniform.
- B. Button Color different
- C. Header color change.

**Severity Rating 1** 

## MY PROFILE





- System Info
- Personal Info
- Education Info

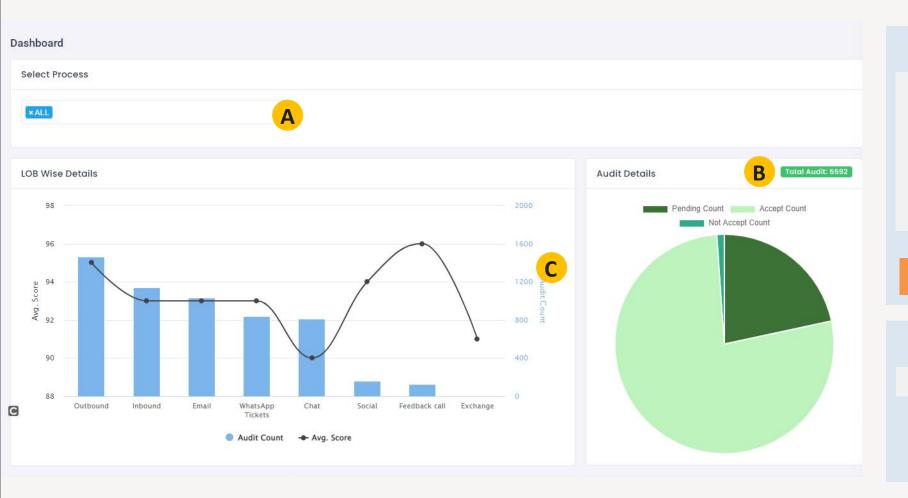


- Experience Info
- Skills Info
- Passport Info
- Visa Info
- Bank Info
- Your Documents
- Family Details
- Nominee Details

- A. Same icon for all Anchor text, very confusing for user to recall.
- B. Duplicated information under "view profile " and " System info to Nominee Detail"

#### **Severity Rating 3**

#### **Severity Rating Score:**



- A. Select control Dropdown arrow is missing.
- B. "Total Audit" label and value in wrong place.
- C. Audit count text redability is very low.

#### **Severity Rating 3**

#### **Visibility of System**

A. Breadcrump is missing

**Severity Rating 3** 

#### **Severity Rating Score:**



#### Leaderboard - QA

Employee Name	Audit Count	Average Quality Score
Devendra Bisht	882	91.25 %
Pooja Pawar	849	95.04 %
Anchal.	834	90.94 %
Kivika Awomi	825	92.79 %
Syed Arsalan Ali	818	96.70 %
Sunil Kumar	701	94.62 %
Jharna .	650	93.58 %
Ashwani Rani	28	97.68 %

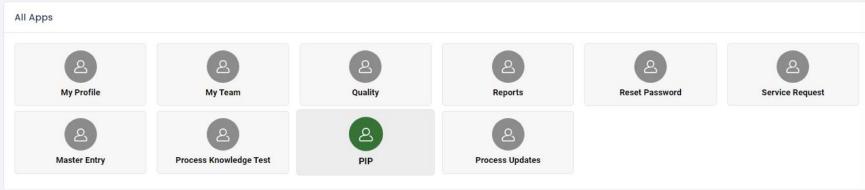
#### LOB - Ranking

LOB Name	Audit Count	Average Quality Score
Outbound	1463	95.00 %
Inbound	1142	93.62 %
Email	1033	93.12 %
WhatsApp Tickets	839	93.80 %
Chat	811	90.36 %
Social	163	94.67 %
Feedback call	129	96.31 %
Exchange	7	91.71 %

#### **Consistency and standards**

- A. Text Header align is not uniform. first on bottom aligned, other 2 column top aligned.
- B. Header gets hide when scroll bar slide to bottom.

#### **Severity Rating 3**



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C

#### Leaderboard - QA Employee Name Average Quality Score **Audit Count** Devendra Bisht 882 91.25 % Pooja Pawar 849 95.04 % 834 90.94 % Anchal 825 92.79 % Kivika Awomi Sved Arsalan Ali 818 96.70 % Sunil Kumar 701 94.62 % Jharna 650 93.58 % 28 97.68 % Ashwani Rani

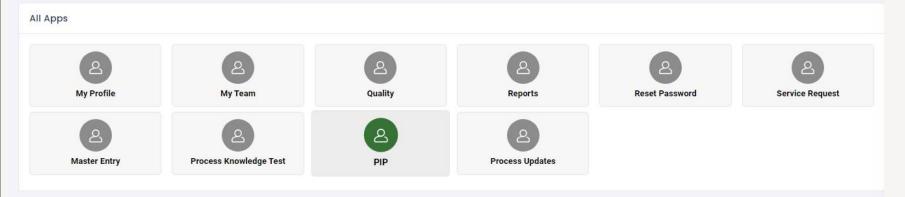
#### LOB Name **Audit Count** Average Quality Score Outbound 1463 95.00 % Inbound 1142 93.62 % 1033 93.12 % Email WhatsApp Tickets 839 93.80 % Chat 811 90.36 % Social 163 94.67 % Feedback call 129 96.31 % Exchange 7 91.71 %

LOB - Ranking

#### **Consistency and standards**

- A. Same icon for all Anchor text, very confusing for user to recall.
- B. Duplicated information under "view profile " and " System info to Nominee Detail"

#### **Severity Rating 3**



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SHARMA	72	J4.11 10
Ayesha Khatoon	87	95.47 %
Karishma Karmakar	87	98.43 %
Subhajit Dutta	84	86.20 %
AQUEEB KHAN	79	88.86 %
Pallab Kundu	78	89.96 %
Pankaj Takhur	75	97.00 %
PRIYANKA SARKAR	74	86.93 %
Dharmika Gohil	73	97.33 %
	View All	

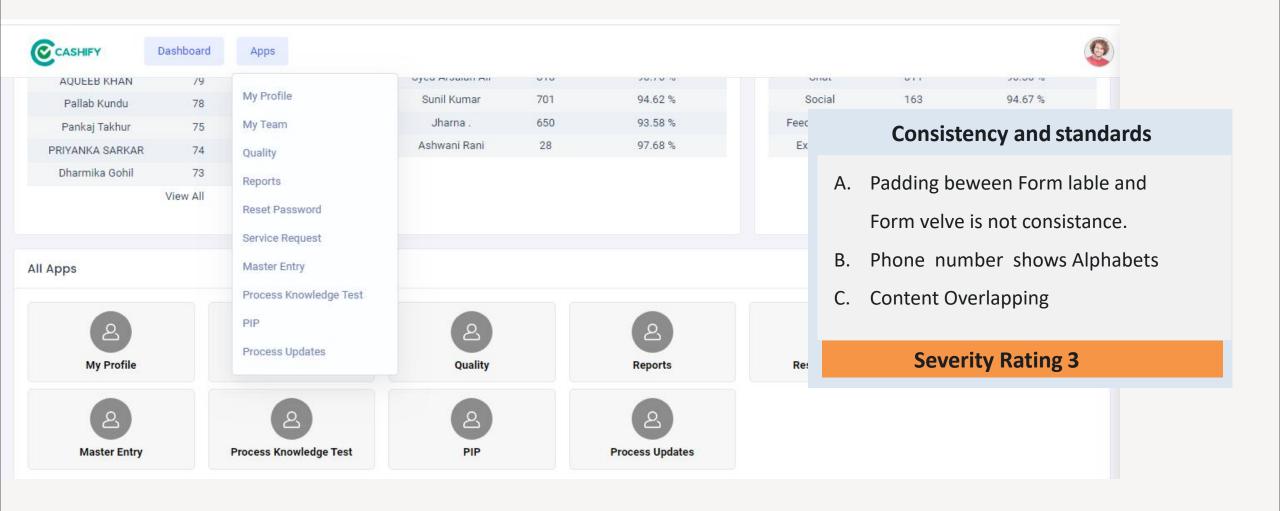
# All Apps

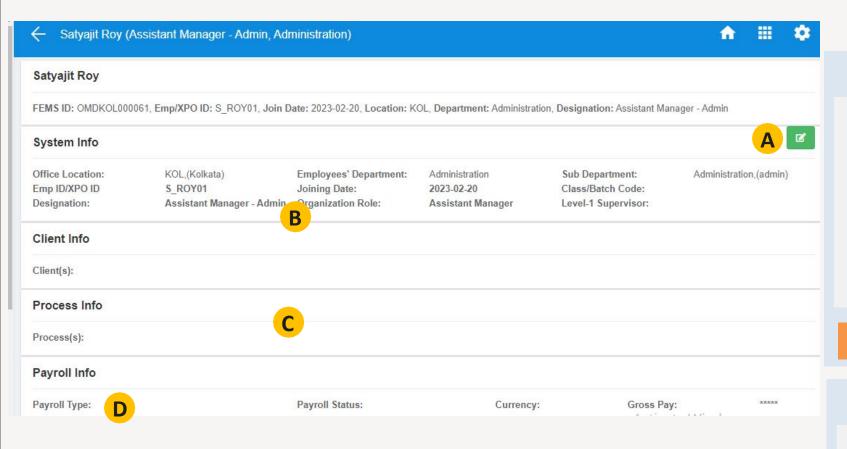
#### **Consistency and standards**

A. "vial All" is not look like button, very confusing.

**Severity Rating 3** 

#### **Severity Rating Score:**





**3** = Major usability problem: important to fix, so should be given high priority

#### **Consistency and standards**

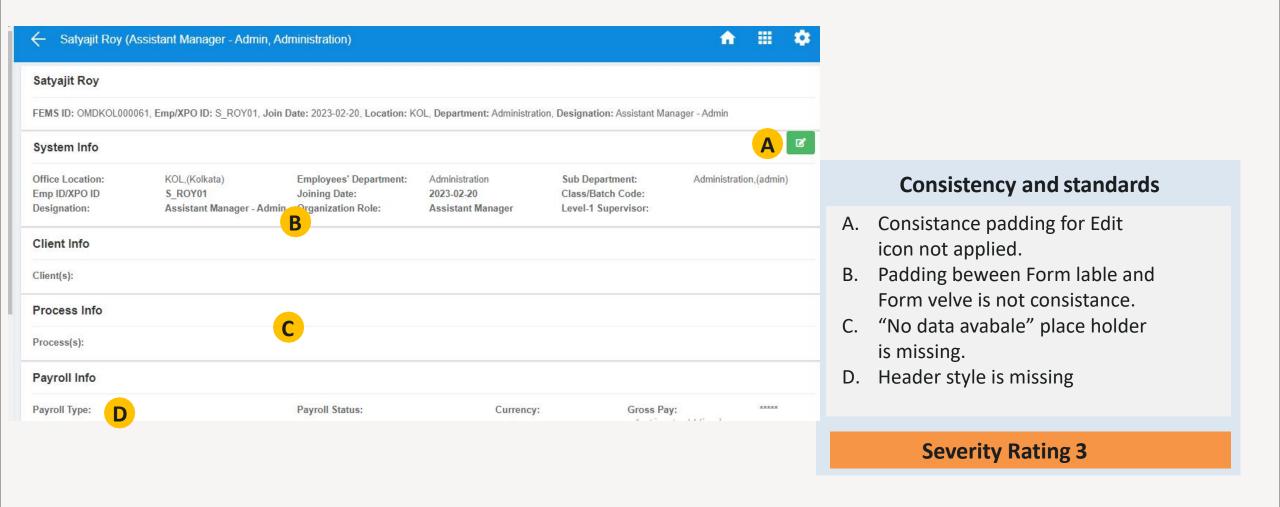
- A. Consistance padding for Edit icon not applied.
- B. Padding beween Form lable and Form velve is not consistance.
- C. "No data avabale" place holder is missing.
- D. Header style is missing

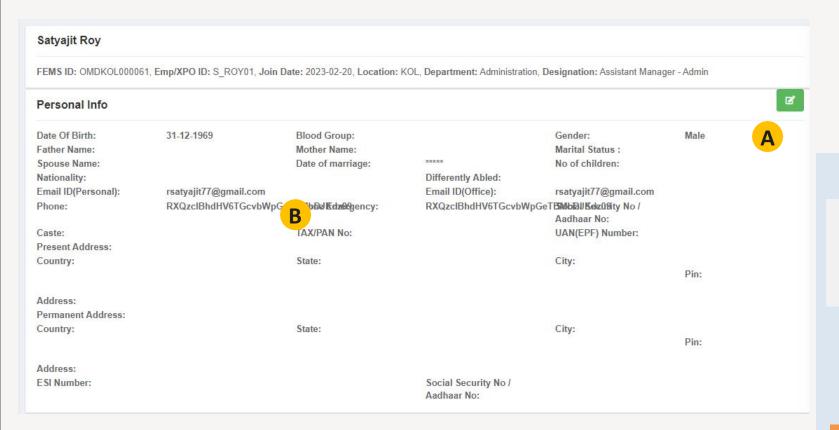
#### **Severity Rating 3**

#### **Visibility of System**

A. Breadcrump is missing

#### **Severity Rating 3**

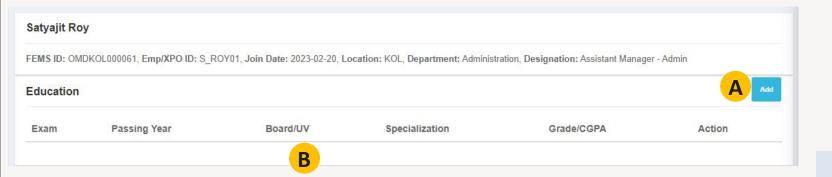




- A. Consistance padding for Edit icon not applied.
- B. Padding beween Form lable and Form velve is not consistance.

**Severity Rating 3** 

#### **Severity Rating Score:**



#### All other Modulehave same usability issue.

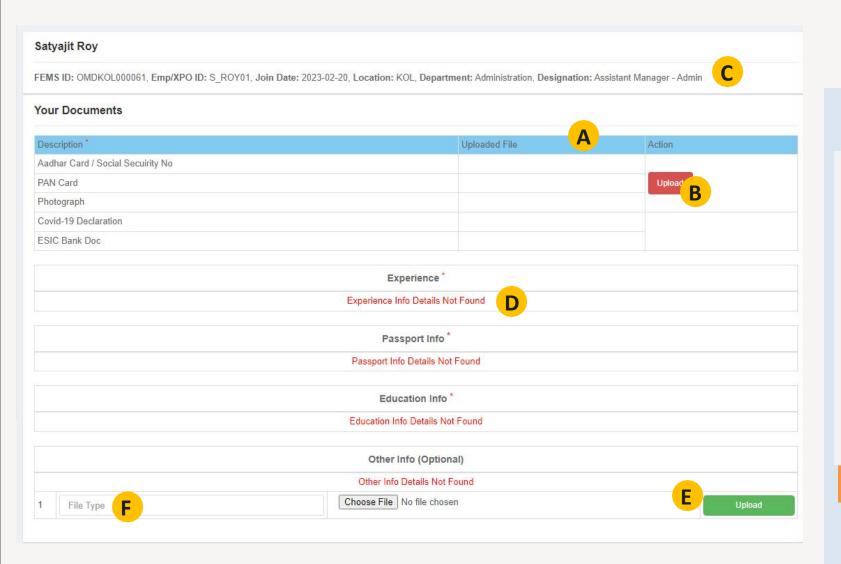
- EducationExperience
- Skill
- Passpo
- Visa
- Bank
- Family Detail
- Nominee Detail

#### **Consistency and standards**

- A. Consistance padding for Add button not applied. Button color change.
- B. "No data avabale" place holder is missing

**Severity Rating 3** 

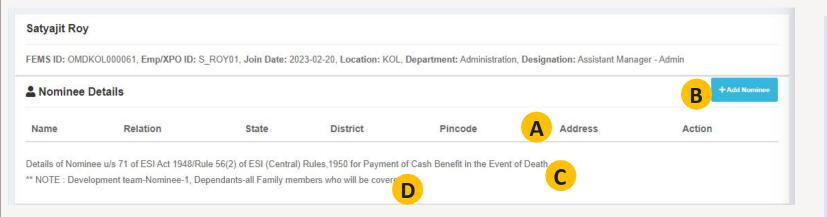
#### **Severity Rating Score:**

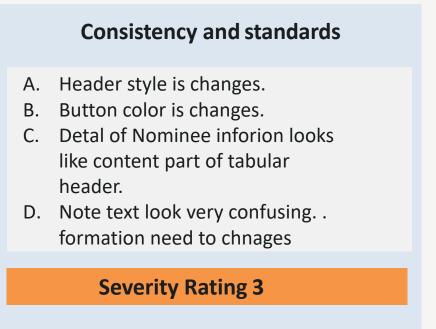


- A. Header style is changes.
- B. Button color is changes.
- C. padding between content is not unifoirm. It look like paragraph texct. Is should be in column apttern.
- D. Red is usually used for allert.
- E. Button color chage
- F. Uploading is not working, it didnot showany any messge confirmation or sucess msg after click the choose file button.

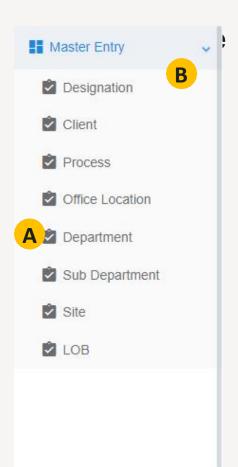
#### **Severity Rating 3**

#### **Severity Rating Score:**





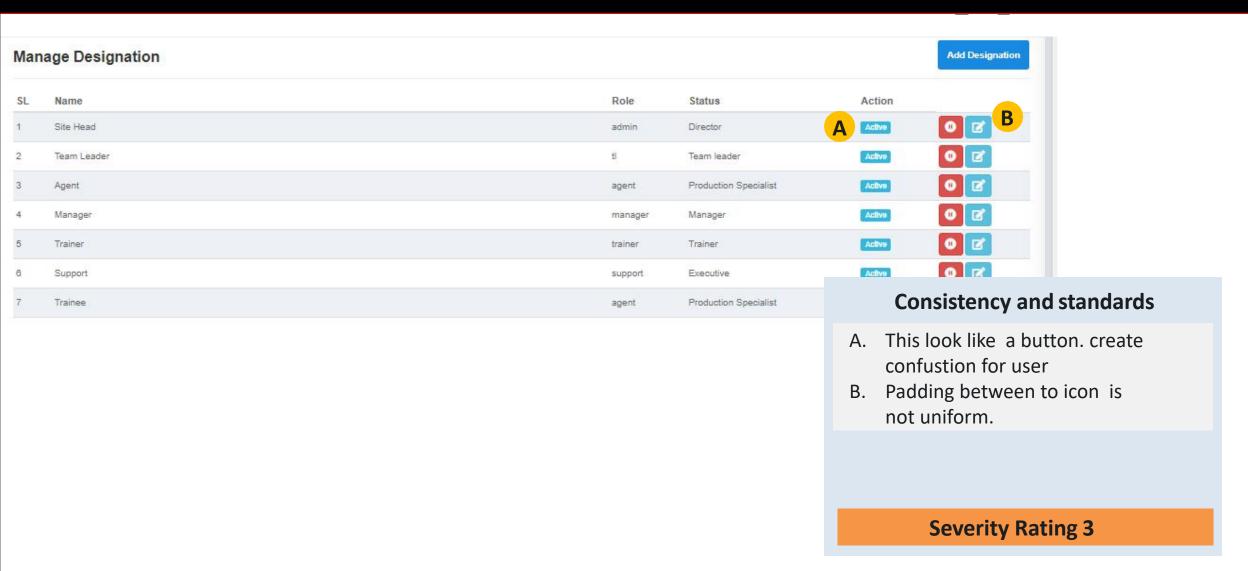
## MASTER ENTRY

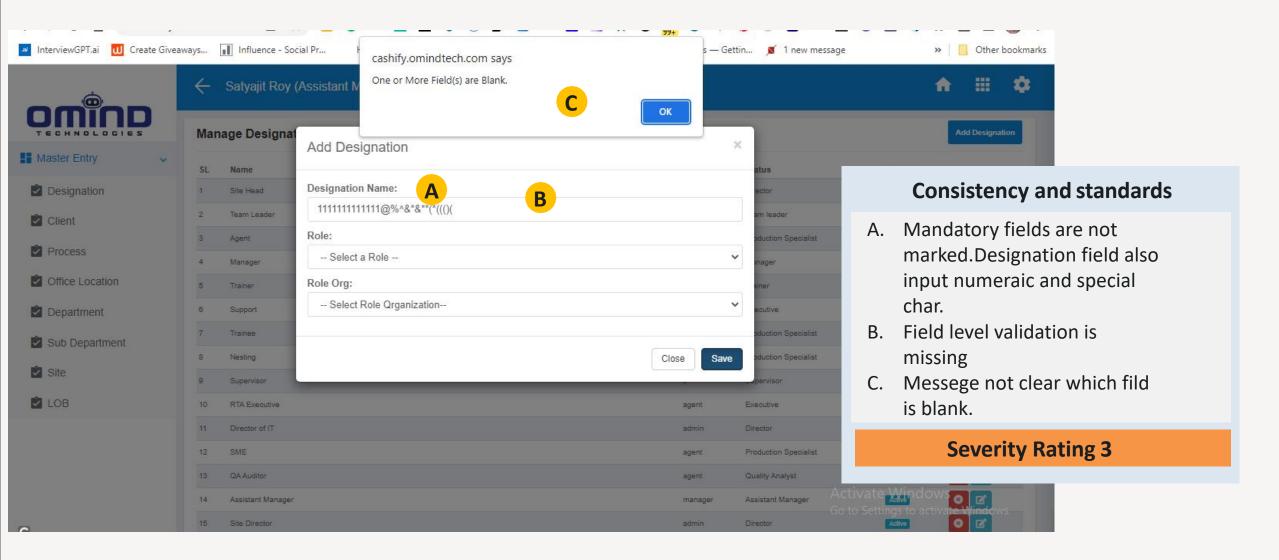


- A. This look like left menu. This is tabular data sorting. should above the tabular data.
- B. Check and uncheck icon not chnage on click

**Severity Rating 3** 

#### **Severity Rating Score:**





## Thankyou

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