

Heuristics Evaluation

Global Fluidtech Systems

<https://www.globalfluid.co.in/>

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Introduction

A heuristic evaluation can basically be defined as a review of the User Interface by the usability expert. Evaluating a website in different ways from a different perspective is necessary for any website to get success. It helps identify many kinds of user experience problems. It is conducted against a set of design principles known as Heuristics and the Expert review testing is known as Heuristic Evaluation.

The main purpose of the Heuristic evaluation is to uncover usability issues. So we have to look at the site and compare it with usability guidelines. There are main 5 components of usability known as Jakob Nielsen's usability components (Nielsen, 2012) which need to be kept in mind whether it is usability, Heuristic evaluation, or any other evaluation.

1. **Easy of Learning** - How easy is the system to learn for the first-time user when they see the website for the first time?
2. **Efficiency** - How efficiently can a user perform a task after being familiar with the system?
3. **Low Error Rate** - How many errors user made or how the user can come out from the serious error?
4. **Memorability** - After returning to the system after a week or two and coming back, Is the user still being able to remember the design?
5. **User Satisfaction** - Is the user overall satisfied with the user experience of the website?

Nielsen's 10 Usability Heuristics

For this evaluation, Jakob Nielsen's 10 Usability Heuristics (Nielsen, 2020), was used to evaluate the Global Fluidtech Systems website.

1. **Visibility of system status** - The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.
2. **Match between system and the real world** - The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
3. **User control and freedom** - Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
4. **Consistency and standards** - Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
5. **Error prevention** - Even better than good error messages is a careful design, which prevents a problem 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.
6. **Recognition rather than recall** - Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
7. **Flexibility and efficiency of use** - Accelerators, unseen by the novice user, may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
8. **Aesthetic and minimalist design** - Dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

9. **Help users recognize, diagnose, and recover from errors** - Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
10. **Help and documentation** - Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Severity Scale

Throughout the evaluation process, Each issue found in the heuristics evaluation is ranked according to the Molich and Jeffries' severity scale as follows:

1. **Minor:** delays user briefly.
2. **Serious:** delays user significantly but eventually allows them to complete the task.
3. **Catastrophic:** prevents users from completing their tasks.

Pages Being Evaluated

The scope of the evaluation has been limited to the following pages:

<https://www.globalfluid.co.in/>
<https://www.globalfluid.co.in/category/epiroc-mining/>
<https://www.globalfluid.co.in/category/epiroc-mining/hydraulic-attachments/>
<https://www.globalfluid.co.in/category/epiroc-mining/surface-drilling-equipments/>
<https://www.globalfluid.co.in/category/epiroc-mining/rock-drilling-tools/>
<https://www.globalfluid.co.in/category/epiroc-mining/exploration-drilling-machines/>
<https://www.globalfluid.co.in/category/epiroc-mining/dimensional-stone-industries/>
<https://www.globalfluid.co.in/category/epiroc-mining/underground-drilling-equipments/>

<https://www.globalfluid.co.in/category/husqvarna/>
<https://www.globalfluid.co.in/category/husqvarna/concrete/>
<https://www.globalfluid.co.in/category/husqvarna/compaction/>
<https://www.globalfluid.co.in/category/husqvarna/finishing/>
<https://www.globalfluid.co.in/category/husqvarna/finishing/bt90-moduler-screed/>
<https://www.globalfluid.co.in/category/husqvarna/finishing/power-trowels/>
<https://www.globalfluid.co.in/category/husqvarna/organic-cutters-saws/>
<https://www.globalfluid.co.in/category/husqvarna/core-drilling/>
<https://www.globalfluid.co.in/category/husqvarna/blades/>
<https://www.globalfluid.co.in/category/husqvarna/remote-demolition/>

Heuristic Evaluation

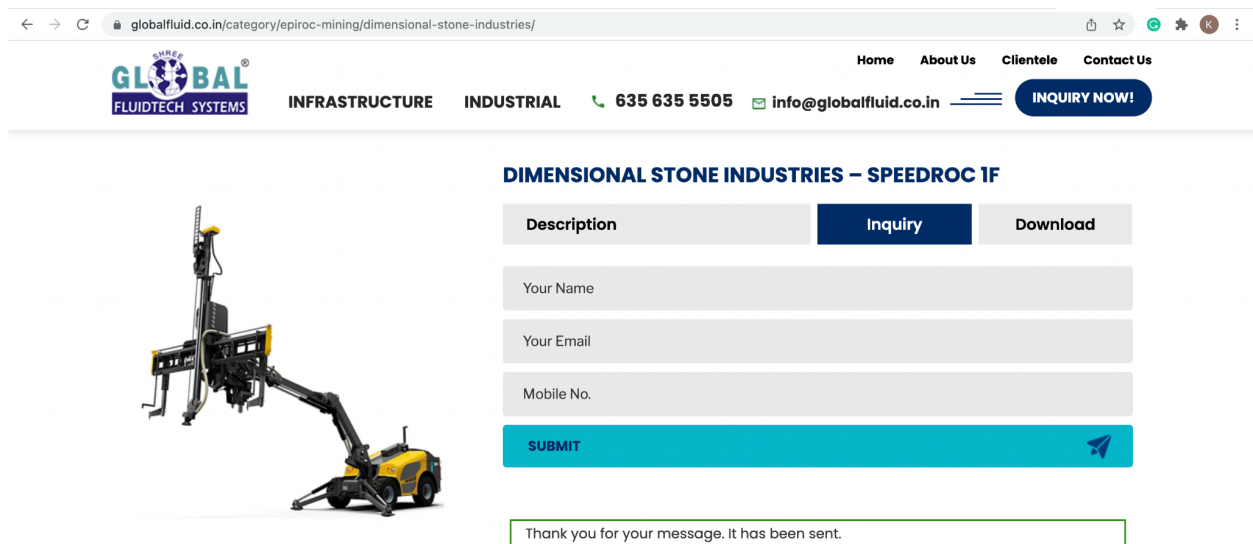
1. Visibility of System Status:

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

1.1 Quick feedback after form submission

Rating: Positive. As the site is content-based, I did not find any minor, serious, and catastrophic issues for this heuristic.

Description: After entering the all data, It notifies the user that the form has been filled correctly and it is also sending the mail to the user that they have submitted the form.



The screenshot shows a web browser window with the URL globalfluid.co.in/category/epiroc-mining/dimensional-stone-industries/. The website header includes the Global Fluidtech Systems logo, navigation links (Home, About Us, Clientele, Contact Us), and contact information (635 635 5505, info@globalfluid.co.in). A prominent blue button labeled "INQUIRY NOW!" is visible. The main content area is titled "DIMENSIONAL STONE INDUSTRIES – SPEEDROC 1F". It features a large image of a yellow and black hydraulic drilling rig on the left. To the right of the image is a contact form with three input fields: "Your Name", "Your Email", and "Mobile No.". Above these fields are three tabs: "Description", "Inquiry" (which is active), and "Download". Below the input fields is a large blue "SUBMIT" button with a paper plane icon. At the bottom of the form, a green-bordered box displays the message: "Thank you for your message. It has been sent."


2. Match between system and the real world:

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

2.1 Extra Page for one product

Rating: Minor

Description: There is only one product in the finishing section so for that user needs to click that page to see one product. This takes too many clicks, is not intuitive.




FINISHING

Husqvarna walk-behind screeds are reliable tools that get the job done fast and easily. BT 90 is engineered to handle up to 25m wide concrete surfaces. Walk behind trowels are powerful machines, developed to deliver a smooth & durable concrete surface.

[→ Read More](#)

HOME > HUSQVARNA > FINISHING > BT90 MODULER SCREED



BT90 MODULER SCREED SECTION

Description	Inquiry	Download	
SCREED SECTION			
- BT 90	1 m	2 m	3 m
- Length	1000 mm	2000 mm	3000 mm
- Width	420 mm	420 mm	420 mm
- Height	376 mm	376 mm	376 mm
- Weight	32 kg	57 kg	82 kg

Suggestion: Instead of that, we can add the product directly to the finishing section so that users don't have to click more to redirect to another page.

2.2 Read More button

Rating: Minor

Description: The read more button is given section-wise if the user wants to see more products but the user can also click the heading so it will head over to products page. So read more is not needed.



SURFACE DRILLING EQUIPMENTS

Discover our wide range of surface drilling equipment for mining, quarrying, construction, civil engineering, and the dimension stone industry.

[→ Read More](#)



ROCK DRILLING TOOLS

We are one of the largest manufacturers of Top Hammer drill strings and related equipment. We also manufacture wide range of DTH Hammers, Bits and Rods. Bits available from sizes ranging from 72mm & up to 165mm. Bigger sizes available on request.

[→ Read More](#)

Suggestion: Just remove the read more button and give hyperlinks to the whole section not only the heading so the user can click anywhere in the section and see the products.

2.3 Company Logo needed

Rating: Minor

Description: As both company names in the pop-up are not visible as the colors are merging with the background color. Some of the users know the company by logo not name so the company logo is needed in a pop-up bar.



Suggestion: There should be a company logo in a pop-up bar as there is already a logo of companies on the about us page. So there should be a logo on the pop-up menu.

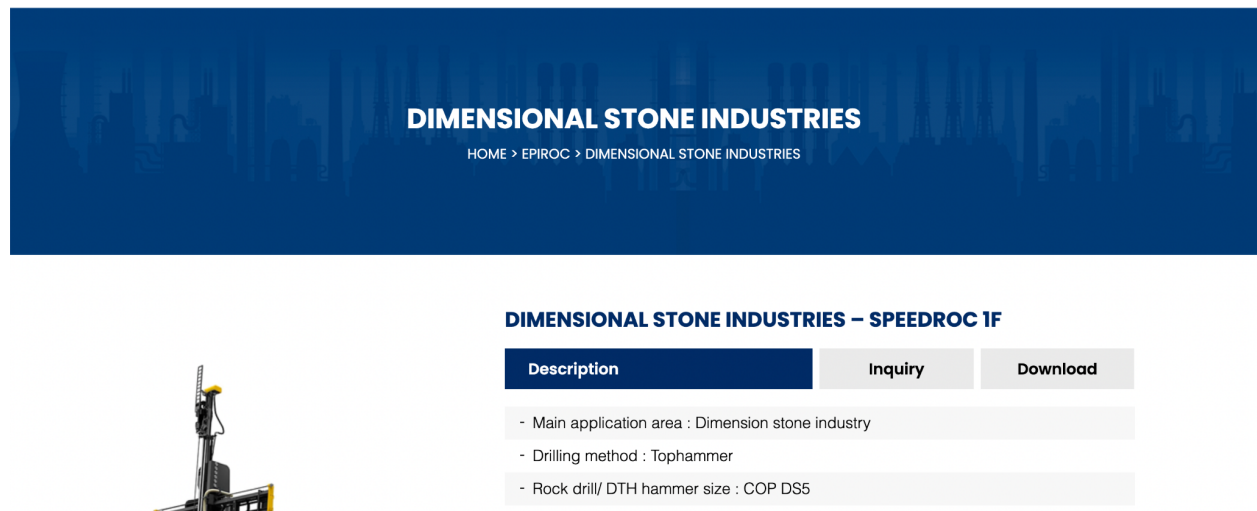
3. User control and freedom:

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo. •

3.1 Page name is not highlighted

Rating: Minor

Description: Breadcrumbs help the user understand which page they are on. However, They have not highlighted which page the user is currently seeing.



Suggestion: Here dimensional stone industries text should be in different font color and font style. So the users can easily get to know about which page they are seeing.

3.2 Problem in redirecting to the page

Rating: Minor

Description: Some of the links are taking users to the home page instead of the product page.



Suggestion: Just need to check all links and need to correct the link path so that the user can directly see the respected product page.

3.3 Privacy policy page

Rating: Minor

Description: The privacy policy page is not opening and redirecting to the same page where the user is.



Suggestion: There should be a specific page for the privacy policy which covers the company's privacy policy.

4. Consistency and standards

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

4.1 Inconsistent Button Designs

Rating: Minor

Description: There are other products sections at every bottom of the page. The button size is inconsistent and is more than added.



Suggestion: There should be fewer buttons of equal size so that users don't get confused.

4.2 Inconsistent Information

Rating: serious

Description: The Technical information is not consistent in every products and that's why it is creating a mess and the user can't properly see it.

UNDERGROUND DRILLING EQUIPMENTS – VENTILATION SYSTEM													
Description				Inquiry				Download					
- Range	AVM 90**	AVM 112**	AVH63	AVH71	AVH80	AVH90	AVH10	AVH12	AVH14	AVH16	AVH18	AVH22	
				**		0	5	0	0	0	4		
- Approximate flow rate (m ³ /s)	8-22	13-32	3-9	4-13	6-20	8-22	10-24	14-42	20-48	22-70	40-120	< 200	
- Approximate flow rate (ft ³ /min)	16	27	6 357-	8 476-	12	16	21	29	42	46	84	< 423	
	951-46 545-	19 071	27 547	713-42 952-	190-	666-	380-	618-	760-	800			
	615	67 804		377	46 618	50 856	88 998	101	148	254			
								712	330	280			
- 1-stage (kPa/Inch H ₂ O)*	.43-4.1	2-1.01	1.3-	1.3-	1.3-2.0	3.5-	3.8-	1.5-	1.2-	1.3-	1.5-	1.0-	
	2.2/	2.3/			4.3/	4.4/	2.6/	2.2/	2.2/	3.5/	2.0/		
			5.2-8.8	5.2-9.2		14.0-	15.3-	6.0-	4.8-8.8	5.2-8.8	6.0-	4.0-8.0	
						17.3	17.7	10.4			14.1		
- 2-stage (kPa/Inch H ₂ O)*	-	-	2.5-	2.6-	-	7.0-	7.3-	2.9-	2.3-	2.5-	3.0-	1.5-	
			4.5/	4.6/		8.6/	8.7/	5.1/	4.3/	4.3/	7.0/	4.0/	
			10.0-	10.4-		28.1-	29.3-	11.6-	9.2-	10.0-	12.0-	6.0-	
			18.1	18.5		34.5	34.9	20.5	17.3	17.3	28.1	16.1	



Suggestion: There should be consistency in technical details and it should be aligned properly so that users can easily see the technical details.


5. Error prevention:

Even better than good error messages is a careful design, which prevents a problem 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.

5.1 Form field, not highlighted

Rating: Serious

Description: Here the form field is not highlighted so the user will not be able to know where he is currently in the form and all the fields are required but they have not been mentioned here.



UNDERGROUND DRILLING EQUIPMENTS – VENTILATION SYSTEM

Description	Inquiry	Download
Your Name		
Your Email		
Mobile No.		
SUBMIT		

Suggestion: The form field should be highlighted in a different color so that users can see and they should mention that all fields are required by adding an asterisk in the field name or any other sign.

6. Recognition rather than recall:

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Rating: No observed issue

Description: There were no observable usability issues for heuristic no. 6. You can easily access the brochure of any product by clicking the download button and the pdf will open on another tab.

7. Flexibility and efficiency of use:

Accelerators, unseen by the novice user, may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions. •

7.1 Find another product

Rating: **Catastrophic**

Description: Users need a way to quickly find the product they are looking for. It is very difficult and time-consuming to find a specific product.

Suggestion: Create a search function that allows users to search by Product Name, Product company, Product Model, etc.

8. Aesthetic and minimalist design:

Dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

8.1 Irrelevant Information

Rating: **Serious**

Description: Interfaces should not contain information that is irrelevant. Users are not going to read that much information for every product.

→ KSB MIL CONTROL VALVE

→ FLOWSERVE

→ FLOWLINK


INQUIRY NOW!

Your Name

Your Email Id

Your Mobile No.


Select Your Product



CONCRETE

Every concrete construction starts with a solid foundation. We provide you with the latest Vibration Needles and Equipment's to create the best and solid concrete structure. We rely on three basic principles: high performing and well-designed quality equipment, a clear focus on the operator's efficiency, and a service and support network to back you up in any event.

→ Read More



COMPACTION

Every concrete construction starts with a solid foundation. Any building structure that is meant to last for a long time needs to be built on solid ground. Good compaction is the foundation of any construction project. To be able to choose the right equipment and the right technique, you have to know the type of soil, and how many layers, you are dealing with.

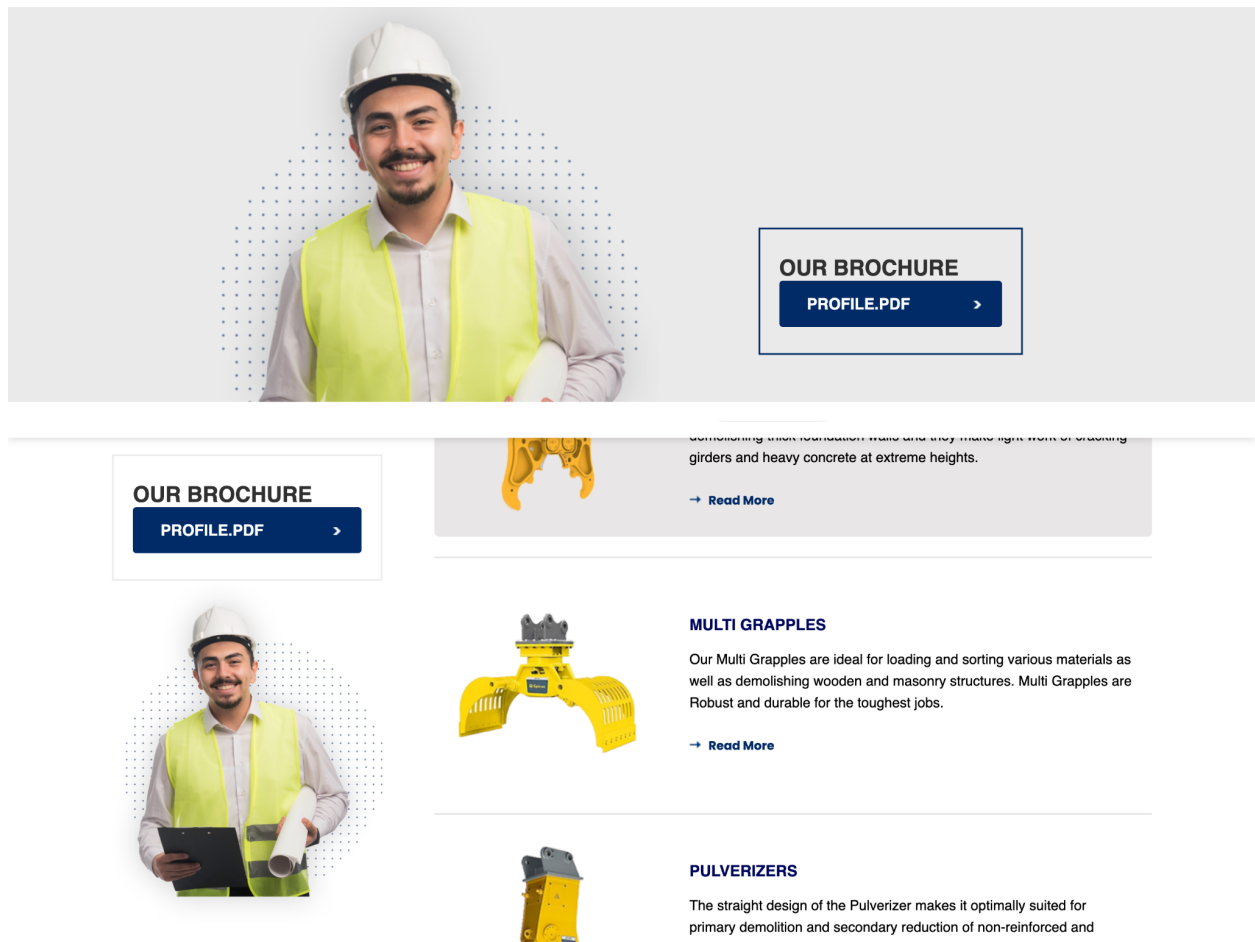
→ Read More

Suggestion: Need to conduct user research to recognize the content that best matches the user's needs. Standardize the content and features that help users accomplish their goals what they want when they see the website.

8.2 Irrelevant section

Rating: Minor

Description: Here it clearly shows the image is added to every product page to fill out the space. As the image and brochure are available in the left column.



Suggestion: The image and brochure should be removed as it is only occupying space.

9. Help users recognize, diagnose, and recover from errors:

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

9.1 Error messages after submitting form

Rating: Minor

Description: It forces users to complete the inquiry form before notifying the user for unacceptable answers



UNDERGROUND DRILLING EQUIPMENTS – VENTILATION SYSTEM

Description	Inquiry	Download
Kathan		
katahngmail.com		
The e-mail address entered is invalid.		
12345678		
The field is too short.		
SUBMIT		

One or more fields have an error. Please check and try again.

Suggestion: During the inquiry form process, notify the user of any errors at the collection point, before the user clicks submit button.

10. Help and documentation:

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Rating: No observed issue

Description: There were no observable usability issues for heuristic no. 10.

Conclusion

From this heuristic evaluation, many issues were found that were causing and delaying the user to access the site. Most of the issues were with the poor content quality and lack of proper navigation. These issues can be easily resolved with complete information architecture so that users can get an idea about the overall sitemap of the website.

Overall the site design was following the same pattern. It was designed in a minimalistic way so that users can easily see the product of any company. Mainly the content is not properly organized and displayed here.

References

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<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

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