

Competitive Analysis

Heuristic Review

By Nicholas Halsing

What is a Heuristic Evaluation?

- Jakob Nielsen founder of “Discount usability engineering”
- Nielsen has also defined the five quality components of usability.

Usability Goals are:

- Learnability
- Efficiency
- Memorability
- Errors (as in low error rate)
- Satisfaction

Competitors:

- Jive
- ZenDesk
- UserVoice
- Get Satisfaction

What are the 10 Heuristics?

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

1. Visibility of System Status

The system should always keep users informed about what is going on.

- Appropriate feedback
- Reasonable time

Jive – Easy to Navigate
NO Extra Login
NO Confusion



Zen Desk – Top Nav has confusing graphic/ not labeled

Get Satisfaction – Must re-login for Admin and Nav does not take user to where they expect

UserVoice – Confusing Nav



Fail

What can Get Satisfaction do to improve Visibility of System Status?

The screenshot shows the Jive user interface for user Nicholas H. The top navigation bar includes a progress indicator (0% complete), a 'Learn to use Jive' button, and a 'Jive Help' link. The main navigation bar contains 'Home', 'Content', 'People', 'Places', 'Apps', and 'Create'. The user profile section shows 'Nicholas H' with a bio and a 'Hello World!' post. The 'Content' tab is active, displaying a list of content types: All Content, Blog Posts, Documents, Discussions, Polls, and Ideas. A sidebar on the left lists content creation options: Discussion, Uploaded File, Document, Blog Post, and Poll. A 'There's nothing here' message is displayed in the main content area.

0% complete

Learn to use Jive

Go back to Getting Started Anytime

Jive Help

jive for Nicholash

Welcome, Nicholas H

Home 2 Content People Places Apps Create

Nicholas H
"Hello World!" - 3 minutes ago

Following: 0 Followers: 0

Bio Activity **Content** Connections Places Tasks Bookmarks

Authoried

Participated

Following

Add some content
Create new content to share with your team

Discussion

Uploaded File

Document

Blog Post

Poll

All Content Blog Posts Documents Discussions Polls Ideas

Type to filter by text

Filter by tag

Sort by latest activity (descending)

There's nothing here
Why don't you create something?

Feedback

Easy to read tabs

Bar to indicate which page user is on

Interesting way to suggest to add content

2. Match between system and the real world

The system should speak the users' language.

- Words, phrases and concepts familiar to the user, rather than system-oriented terms.
- Follow real-world conventions,
- Make information appear in a natural and logical order

Success

Jive – Simple Wording
Graphics make Sense



Zen Desk – Some Graphics don't make sense, Wording easy to understand

Get Satisfaction – Wording is easy to understand. Too much text

UserVoice – Too much text



Fail

What can Get Satisfaction do to improve Match between system and the real world?

The image shows a screenshot of the Jive 'Discover jive' landing page. The page features a navigation bar with 'Learn to use Jive' and 'Jive Help'. The main content area includes the 'Discover jive' logo and several key messages: 'Work better as a team', 'Have fewer meetings', 'Collaborate on documents', and 'Get Connected'. A central video player shows a woman, Amanda Mitchell, with the text 'AMANDA MITCHELL' and 'Allscripts' overlaid. To the right of the video is a 'Try it yourself' section with three cards: 'Create a group', 'Post some content', and 'Now add people'. A red arrow points from the 'Getting Started Process with Video' text to the video player. A green arrow points from the 'Try it yourself' text to the 'Create a group' card. A white arrow points from the bottom of the page to the 'People who completed Work better as a team' section.

0% complete

Learn to use Jive

Jive Help

Discover jive

Getting Started Process with Video

Work better as a team

Have fewer meetings

Collaborate on documents

Get Connected

See how you and your team can work better together with Jive.

Try it yourself

Create a group NOT STARTED

Make a place to work together and store content. GO

Post some content NOT STARTED

Upload a file or document to share.

Now add people NOT STARTED

Invite your colleagues to comment.

AMANDA MITCHELL

Allscripts

0:54

People who completed Work better as a team

Feedback

3. User control and freedom

- Users often choose system functions by mistake.
- Provide "emergency exit" to leave the unwanted state.
- Support undo and redo.

ZenDesk – Easy to get Home and go Back



Jive – Easy to get Home and go Back

Get Satisfaction – Lacking Home, Easy to accidentally navigate away

UserVoice – Lacking easy way to get home, too many tabs, confusing



Fail

What can Get Satisfaction do to improve User control and freedom?

get satisfaction LOVE YOUR CUSTOMERS | Get Help from Get Satisfaction


Peppe | [privacy and cookies policy](#) | [lotus \(beta\)](#) | [help](#) | [log](#)

HOME | ANNOUNCEMENTS | MANAGE | SETTINGS | VIEWS | + NEW

⚠ Your account no longer has sufficient permissions to read tweets on behalf of:

- @getsatisfaction

[Reauthorize with Twitter](#) to continue receiving tweets. Or [hide this notice](#).

 **Peppe Ragusa** **Easy to get Home**

Your ticket stats (this week)

- 0 tickets solved by you

0 Open Tickets assigned to you | 0 Open Tickets in your group(s)

upload picture

Home

Zendesk Training
Morgan Sherwood October 17, 2010 • Agents only (unpin)

Our Zendesk training material is here. Please ask Morgan Sherwood if you have any questions about our current process

Hey there! We are not actively monitoring this support desk.

Morgan Sherwood October 17, 2010 • Announcements (unpin)

If you need help please choose from the options below. Thank You!

- **Free** and **Start** Plan customers: Get help from our Community
- **Connect** customers: email support@getsatisfaction.com
- **Enterprise** customers: You're welcome to email us or call our Customer Advocacy team

Active views

- Unassigned tickets (16)
- All Open/Pending tickets (1)
- GetSatisfaction imported New/Open tickets (4)
- New from Community (3)
- Support Queue (1)
- View All (~6100)
- Suspended tickets (9)
- More »

[Add view](#)

SLA service targets

- Unassigned "Mural Consulting" tickets > 0h (-0)
- Unassigned higher than high priority incidents > 1h (-0)
- Unassigned less than high priority incidents > 8h (-0)
- Unassigned urgent priority incidents > 1h (-0)
- Unsolved "Mural Consulting" tickets > 48h (-0)
- Unsolved higher than high priority incidents > 4h (-0)

4. Consistency and standards

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

Zen Desk – Consistent



Success

Jive – Consistent

Get Satisfaction – Different Navigation and Confusing

UserVoice – Confusing because of inconsistency



Fail

What can Get Satisfaction do to improve Consistency and standards?

The screenshot displays the Get Satisfaction dashboard for the domain nicholash.com. The top navigation bar includes links for HOME, FORUMS, MANAGE, SETTINGS, and START. A search bar and a 'NEW' button are also present. A 'BUY NOW' button is visible in the top right corner. The main content area is divided into two columns. The left column shows steps 1 and 2 of a setup process, both with 'REVISIT' buttons. The right column shows step 3, 'CUSTOMIZE', which is currently active. A dropdown menu is open under the 'SETTINGS' tab, listing options like Account, Security, Channels, Tickets, Agents, End-users, and Extensions. A callout box points to the 'Settings' menu with the text 'Find customization tools here'. The '3. CUSTOMIZE' section contains instructions on how to customize the Zendesk interface, including adding colors and logos, and building a knowledge base. A 'LEARN MORE' link is provided for further details. At the bottom of the '3. CUSTOMIZE' section, there is an 'I'M DONE' button with a green checkmark and a 'close' link.

nicholash.com | Nicholas | privacy and cookies policy | 30 days left in trial | help | logout

HOME | FORUMS | MANAGE | **SETTINGS** | START | VIEWS | NEW

Find customization tools here

Welcome to your dashboard
Take 10 minutes to get started

1. INVITE
Add your support team so you can assign and discuss support tickets.

2. GET TO KNOW THE ZENDESK TICKET SYSTEM
and get to know the Zendesk ticket system.

3. CUSTOMIZE
Make Zendesk match your brand with custom colors, logo and content

1. Add your colors & logo by going to the Settings > Account page and then clicking on the Branding tab.
[SHOW ME HOW »](#)

2. Build out a knowledge base. Click the Forum tab in the menu bar; add a new forum named for a unit of your business; and then add an article to this forum.
[SHOW ME HOW »](#)

LEARN MORE
For more on customizing the look of your Zendesk, read [Customizing the Agent Home Page](#). For more on setting up a knowledgebase, read [Adding a knowledge base](#)

REVISIT **REVISIT** **I'M DONE** ✓ close

Streamline your workflow | Learn More

5. Error prevention

Even better than good error messages is a careful design that prevents a problem from occurring in the first place.

- Eliminate the error-prone conditions
- Check for them and present users with a confirmation option before they commit to the action

Jive – Info buttons, quick getting started



Zen Desk – Plenty of Info

Get Satisfaction – not an easy Getting Started process

UserVoice – Fails to offer info



Fail

What can Get Satisfaction do to improve Error prevention?

The screenshot displays the Jive user interface with several annotations in red text and arrows pointing to specific elements:

- Easy to understand arrows:** Points to a white arrow icon in the 'What Now?' section.
- Quick tips throughout pages:** Points to a 'Tip' icon in the 'QUICK TIP' section.
- Great graphic trying to get user to add invites to community page:** Points to a green sign graphic for 'EMPTYVILLE' with a 'Send Invites' button.

The interface includes a sidebar with 'Activity', 'Connections Stream', 'New Stream', 'Inbox', and 'Actions'. The main content area features a 'What's going on?' search bar, a 'Last status update: Hello World!' notification, and a 'What Now?' section with tasks like 'Update your status', 'Check your Inbox & Actions', 'Invite your team', and 'Learn more'. A 'TEAM FEEDBACK' section asks 'How is Jive working for your team?' and a 'QUICK TIP' section provides 'Search Tips'.

Search Tips

Looking for something? Try these search tips.

1. Enclose your search phrase in quotes.
A search for "black cat" is going to return content with the phrase "black cat". (If it's in there, of course.)
2. Choose the place where the content lives.
Choose a value from the "where" dropdown list. When you pick a place from the list, your search will return results only from that space.
3. Choose the time period during which the content you're looking for was last changed.
Choose a value from the "when" dropdown list. Was it within the last month? Last year?

[Find out more or go search.](#)

Feedback

6. Recognition rather than recall

- Minimize the user's memory load by making objects, actions, and options visible.
- User should not have to remember info from one part of the dialogue to another.
- Instructions for use of the system should be easily visible

Success

Jive – Easy access to help and knows if user is novice Or experienced as site info is filled



Zen Desk – Less info buttons

Get Satisfaction – Must navigate away from current page to get Help

UserVoice – less info buttons



Fail

What can Get Satisfaction do to improve recognition rather than recall?

The screenshot displays the Jive user interface for a user named Nicholas H. A large, semi-transparent welcome screen is overlaid on the main content area. The welcome screen features a background image of a woman in an office setting. The text on the screen reads: "WELCOME To the end of business as usual." Below this, there are three columns of text: "Work together easily" (Share files, create content, and drive discussions across the company. Get answers now, and find them again later.), "Connect from anywhere" (Anytime access to your network with mobile, Outlook, and Office.), and "Be secure" (Your data and information will never be shared with anyone outside your company.). At the bottom of the welcome screen, there are two buttons: "Learn to use Jive now" and "Explore on your own".

Annotations on the screenshot include:

- A red arrow pointing to the top edge of the welcome screen with the text: "Screen drops down from the top of the monitor."
- A red arrow pointing to the "Learn to use Jive now" button with the text: "Screen appears after registering choose to explore on your own with arrows and help along the way, or learn to use jive through video onboarding and step by step help with gamification."

7. Flexibility and efficiency of use

- Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user
- System should cater to both inexperienced and experienced users.
- Allow users to tailor frequent actions.

Jive – Easy to use for any Level of user



Success

Zen Desk – Fails to change with users Experience level

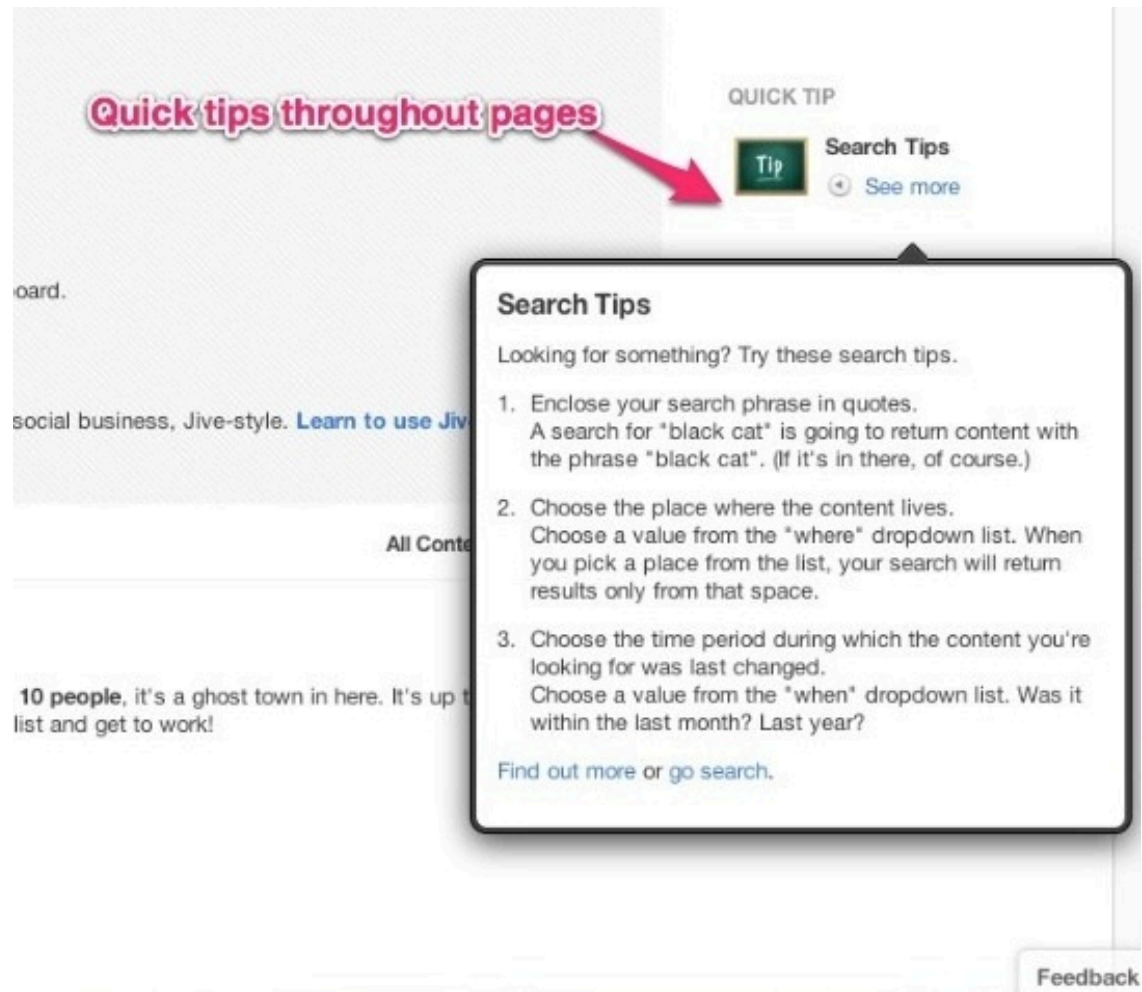
Get Satisfaction – Confusing for beginner users

UserVoice – Confusing for Beginner users



Fail

What can Get Satisfaction do to improve the Heuristic?



Quick tips throughout pages

QUICK TIP

Tip Search Tips

See more

Search Tips

Looking for something? Try these search tips.

1. Enclose your search phrase in quotes.
A search for "black cat" is going to return content with the phrase "black cat". (If it's in there, of course.)
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3. Choose the time period during which the content you're looking for was last changed.
Choose a value from the "when" dropdown list. Was it within the last month? Last year?

Find out more or go search.

Feedback

board.

social business, Jive-style. [Learn to use Jive](#)

All Conte

10 people, it's a ghost town in here. It's up to the list and get to work!

8. Aesthetic and minimalist design

- Dialogues should not contain information, which is irrelevant or rarely needed.

- Every extra unit of information in a dialogue competes with the relevant info

Zen Desk – Reduces text
Uses visuals hierarchy



Jive – Uses graphics, hierarchy

Get Satisfaction – Too much text

UserVoice – Too much text



Fail

What can Get Satisfaction do to improve Aesthetic and minimalist design?

Views		Unassigned tickets (16)					Start
Unassigned tickets	16	<input type="checkbox"/>	SUBJECT	REQUESTER	REQUESTED	PRIORITY	GROUP
My Open tickets	0	<input type="checkbox"/>	re jquery compatabilities	Paul Galley	May 28	High	Support
My Pending tickets	0	<input type="checkbox"/>	Job	Wal - Mart	May 29	Urgent	Support
Recently updated tickets	0	<input type="checkbox"/>	Testing testing (Imported from GS)	Adam Alley	Jun 04	Urgent	Support
Overdue tasks	0	<input type="checkbox"/>	Hello, this is an Icredibly long title - what is going to happen if i try to s...	adamalley	Jun 04	High	Support
All Open/Pending tickets	1	<input type="checkbox"/>	Re: [Get Help from Get Satisfaction] Re: Re: [Get Help from Get Satisfac...	Fredrik	Jun 08	High	Support
GetSatisfaction imported New/Open tickets	4	<input type="checkbox"/>	Planned Database Maintenance Thursday, 1/5 @ 8pm PST (Imported f...	Adam Alley	Jun 12	Urgent	Support
Bugs queue	0	<input type="checkbox"/>	virus alert	Kathy Geddie	Jun 13	High	Support
Form Submitted Tickets	0	<input type="checkbox"/>	Website Design & Hosting in Kenya	Webmasters (EA) Ltd	Jun 13	High	Support
New from Community	3	<input type="checkbox"/>	Office, Business, HR & Legal Document Templates	Office Documents Kenya	Jun 19	High	Support
Support Queue	1	<input type="checkbox"/>	Please read!	Eilish R Harrington	Jun 20	High	Support
View All	6.1k	<input type="checkbox"/>	new widget refinement	Paul Galley	Jul 02	High	Support
Suspended tickets	-	<input type="checkbox"/>	feature listing	Mersenneprimes	Jul 08	High	Support
More »		<input type="checkbox"/>	Check out my photos on Facebook	noreply	Jul 13	High	Support
		<input type="checkbox"/>	Reminder: Bobby Brown invited you to join Facebook...	noreply	Jul 29	High	Support
		<input type="checkbox"/>	Highlights	Dave Bell	Aug 09	High	Support
		<input type="checkbox"/>	Reminder: Bobby Brown invited you to join Facebook...	noreply	Aug 13	High	Support

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

- Error messages should be expressed in plain language, and constructively suggest a solution.

Success



Get Satisfaction – Does Well

Zen Desk – Does Well

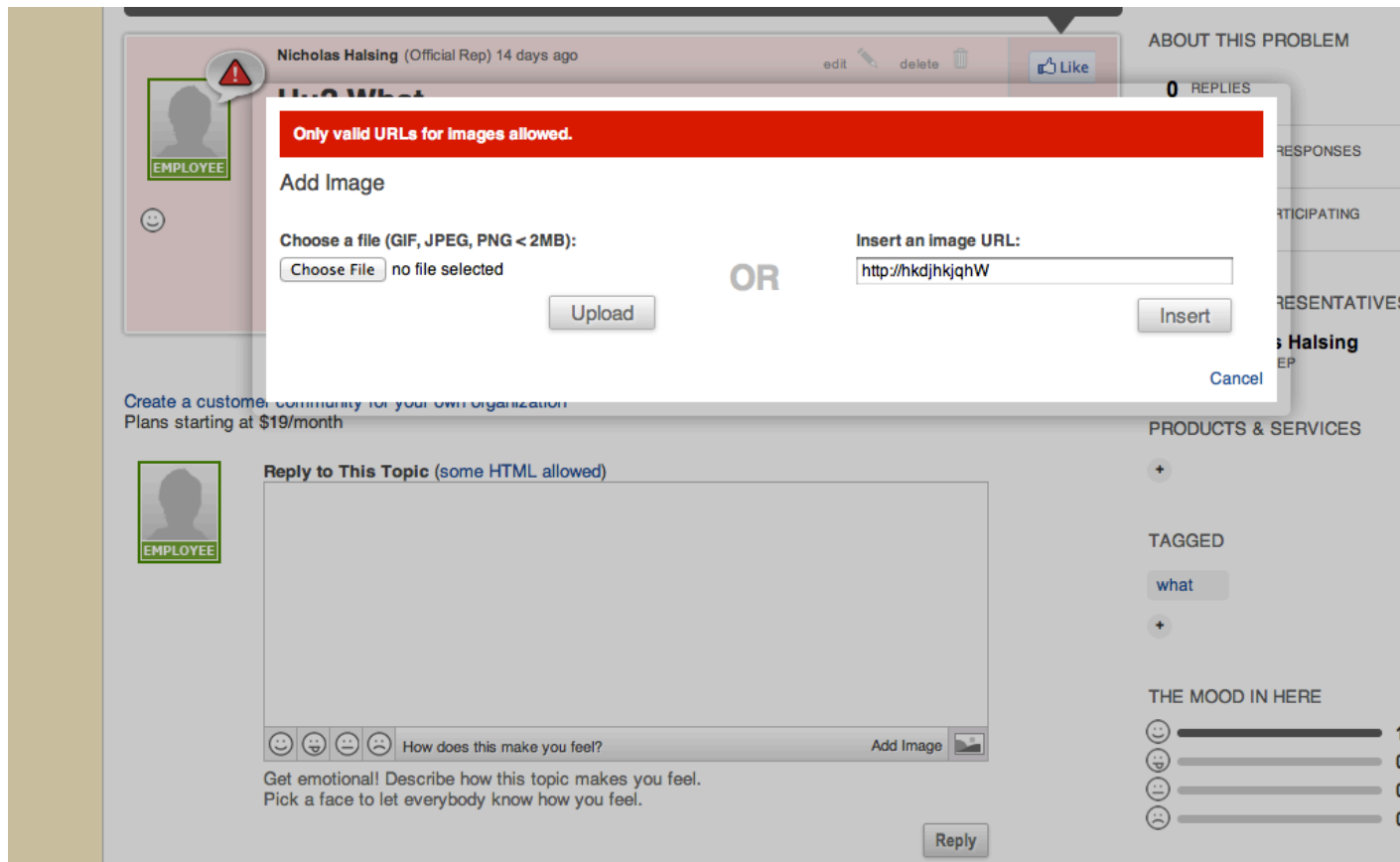
Jive – Does Well

UserVoice – Does well



Fail

Get Satisfaction does a great job to help users recognize, diagnose, and recover from errors.



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.

Jive – offers a lot of info

Zen Desk – Fast and Easy

Get Satisfaction – Confusing

UserVoice – Too much text and navigate away from main site

Success



Fail



What can Get Satisfaction do to improve Help and documentation ?

The screenshot shows the Jive user interface for a user named Nicholas H. At the top, there is a progress bar indicating "0% complete" and a button labeled "Learn to use Jive". A red arrow points from this button to the text "Getting started and help documentation" in the main content area. The user's profile information includes a bio "Hello World!" and a "Follow" button. The main content area has tabs for "Bio", "Activity", "Content", "Connections", "Places", "Tasks", and "Bookmarks". The "Tasks" tab is selected, showing a message "You have no tasks to do" and a "Create a task" button.

0% complete

Learn to use Jive

Jive Help

jive for Nicholash

Welcome, Nicholas H

Home 2 Content People Places Apps Create

Search

Nicholas H

"Hello World!" - 4 minutes ago

Follow

Following: 0 Followers: 0

Bio Activity Content Connections Places **Tasks** Bookmarks

You have no tasks to do [Create a task](#)

Getting started and help documentation

What are the 10 Heuristics?

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