

# Feedback Expert Review Haystack Alien

- Excellent introduction to both app and report.
- Personas are well thought-out and representative of target audience. However, personas were used as testers, which was explicitly not their role in the Expert Review. When Usability Expert (you) review the app based on the 10 heuristics, the personas should be kept in mind.
- Scenarios were good: representative, thorough and detailed.
- Findings came out of nowhere. As said, personas are not testers. There was no explanation or illustration of how you arrived at the usability problems. Why did you use the four points *visibility, comprehension, consistency, aesthetics*? Why not the ten heuristics?
- Conclusion was too short and not substantiated.