

# Heuristic Evaluation

---

*City of Omaha Website*

About the Website.....	1
User Description.....	1
Schedule.....	1
Heuristic Guidelines.....	2
Rating Scale.....	2
High Level Summary of Heuristic Evaluation Findings.....	3
Appendix.....	9

## About the Website

The City of Omaha government website (<https://www.cityofomaha.org/>). Using this site, users can learn about the city's policies, departments, city council, etc. Users can access forms to complete for things like license renewals. If a user is interested in working for the city, they can apply for a job through the site. Users can sign up for the city's newsletter to receive updated news. Most City of Omaha departments have their subsite with their own navigation choices. These departments include the Omaha Fire Department, the Department of Human Rights, and the Omaha City Council.

## User Description

The users most likely to use this site are residents of Omaha. For example, Omaha Residence can visit the website and submit a Smoke Detector Inspection request for their home. If an Omaha resident has a complaint about trash or litter, they can submit a request to the city for investigation. Omaha residents can look up nearby parks in their area for outdoor activities. Users who don't live in Omaha can use this site to learn about the city. If these users visit, they can look up events the city holds.

## Schedule

This evaluation took 3 days with approximately 2 hours spent on each day. On the first day, a quick run-through of the website was conducted to note any heuristic violations that stood out. The next two days were dedicated to navigating through the primary and subsites while continuing to document violations on a spreadsheet.

## Heuristic Guidelines

Evaluation of the International Institute website was conducted with Nielsen Norman Group – Jakob’s Ten Usability Heuristics. These 10 usability guidelines are listed below. Any violations of these guidelines will be recorded and provided with any recommendations.

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 Recognize and Recover from Errors
10. Help and Documentation

Reference: <https://www.nngroup.com/articles/ten-usability-heuristics/>

## Rating Scale

In addition to scanning the website for any guideline violations, each violation is assigned a number indicating the severity of the violation. The severity is determined by the impact, frequency, and persistence of the issue. See below for a breakdown of the scale.

Severity	Meaning
1	Issue does not impact usability.
2	Issue is cosmetic with minor fixes.
3	Issue has minor impact on usability. Fixes given low priority.
4	Issue has major impact on usability. Fixes given high priority.
5	Issue needs to be addressed immediately.

## High Level Summary of Heuristic Evaluation Findings

After completed the evaluation, I found that the website violated these heuristics:

- Match between System and the real world (7)
- User Control and Freedom (3)
- Consistency and Standards (9)
- Recognition over Recall (5)
- Flexibility and efficiency of use (20)
- Aesthetic and minimalist design (4)
- Help users recognize, diagnose, and recover from errors (2)

The most violated guidelines were Flexibility and Efficiency of Use, Consistency and Standards, and Match between System and the real world. These findings revealed that the website lacks functionality users can use to complete their tasks, e.g., completing and submitting forms through the website, navigating through the site easily, and finding the information they need quickly. There are inconsistencies between the desktop and mobile view of the site. For example, the menu picks are not visible on the mobile view site. This issue can introduce pain points for users trying to find the information they need. The site uses unfamiliar terminology, which can cause user confusion, e.g., using the term HRIS, which stands for Human Resources Information System, under the Employment section of the page.

***See details of the findings found in the Spreadsheet below***

Heuristic	Severity	Location	Violations Details
Match Between System & the Real World	2	City of Omaha Main Page	Users can choose a language listed in a "Select Language" dropdown. The site will translate the content based on the language selected. However, the language choices are labeled in their English translation. For example, "Spanish" is not labeled as "Espanol". (See Screenshot 1)
Aesthetic & Minimalist Design	3	City of Omaha Main Page	The home page has a lot of elements with highly saturated colors and a distracting picture of downtown Omaha as its background. (See Screenshot 2)
Recognition Over Recall	3	Multiple pages	Any page a user opens on the site opens a new browser tab. This problem can cause users to navigate through multiple tabs to find where they were previously on the website.
Aesthetic & Minimalist Design	1	City of Omaha Main Page	When a user searches the website using the search function, the "Total: # of results found" has a black and bold font—mixing in with the rest of the content.
Flexibility & Efficiency to Use	2	Multiple pages	The adjusted text size icons are very small, requiring the user to be precise when selecting these options. (See Screenshot 3)
Help Users Recognize, Diagnose, & Recover From Errors.	3	Mayor's Office Page	When entering text in an "email address" text field to subscribe to the Mayor's newsletter, the error message does not clearly communicate what is needed if the email is incorrect. (See Screenshot 3)
Recognition Over Recall	3	City of Omaha Main Page	On the "City News" page, there is no indication of the user's location on the site. There is a lack of breadcrumbs where users can backtrack to where they were before. (See Screenshot 3)
Flexibility & Efficiency to Use	4	Multiple pages	Users cannot complete and submit most forms through the website. The documents are PDFs, so users must print the form, fill it out, and mail it.
Flexibility & Efficiency to Use	1	City of Omaha Main Page	On the "Omaha Streetcar Authority" page, the placement of the Agenda and Minutes links look like they are one link, but they are actually two separate links. (See Screenshot 3)
Flexibility & Efficiency to Use	1	City of Omaha Main Page	A "News and Information" list is at the bottom of the City of Omaha page. Users can't use a mouse to scroll through the list. They would have to click the "up and down" buttons to scroll through the list. (See Screenshot 4)
User Freedom & Control	3	Multiple pages	The "top" button directs users back to the top of a page, but that button is located on the bottom of the page. It is not a floating button. (See Screenshot 5)

Heuristic	Severity	Location	Violations Details
Match Between System & the Real World	3	Omaha Employment Dept.	Under Employment, there is a subcategory called "HRIS," which stands for Human Resources Information System. City Employees looking to log into the self-service portal may not know what that means.
Flexibility & Efficiency to Use	2	Omaha Employment Dept.	On the Safety page, Safety contact names are links that direct users to email the contact. This is not communicated on the page.
Match Between System & the Real World	3	Omaha Employment Dept.	On the "Job Search" portal, when French was the selected language, all of the content of the page was not translated to French. (See Screenshot 6)
Flexibility & Efficiency to Use	2	Omaha Employment Dept.	On the Employment Division page, the "job titles" do not clearly communicate that they are clickable links. (See Screenshot 7)
Consistency & Standards	1	City of Omaha City Council	The "council members" title is labeled near the search icon on the City Council Homepage. This is inconsistent with Council Calendar and Agendas. (See Screenshot 8)
Consistency & Standards	2	City of Omaha City Council	The City Council Contact Us page contains instructions about clicking link names for email. This finding is inconsistent with finding #14.
Flexibility & Efficiency to Use	2	City of Omaha City Council	The Council Calendar has three view options, but there is no clear indication about what these views are. (See Screenshot 8)
Flexibility & Efficiency to Use	2	City of Omaha Planning Dept.	When searching for a Pothole report, the search field does not allow a user to copy and paste an address. The user will have to type in the address manually.
Flexibility & Efficiency to Use	2	City of Omaha Planning Dept.	The Litter and Waste search does not allow a user to search by date or status the report was submitted.
Flexibility & Efficiency to Use	2	City of Omaha Planning Dept.	On the Litter and Waste Report map, the legend is not visible; The user will have to click on icon to see what the legends mean (See Screenshot 9)
Recognition Over Recall	1	City of Omaha Planning Dept.	The "Like" or "Share" buttons do not clearly communicate which social media site they are linked to. (See Screenshot 10)
Match Between System & the Real World	2	City of Omaha Planning Dept.	"What is a tagger?" link title is in English for the Spanish version.
Flexibility & Efficiency to Use	2	City of Omaha Planning Dept.	No clear indication of Licensing Renewal Requirements based on the type of license. There is information about licensing fees on the Licensing Information page, there is a link that directs the user to another Licensing Information page.

Heuristic	Severity	Location	Violations Details
Flexibility & Efficiency to Use	1	City of Omaha Planning Dept.	On the Final Inspection Checklist page, there is no clear indication that the page title is a link that directs the user to a PDF version of the checklist.
Match Between System & the Real World	3	City of Omaha Planning Dept.	Under "Find my Inspector", the "Click here for more information" link navigates back to the home page. Link does not indicate what "more information" means.
Consistency & Standards	3	City of Omaha Planning Dept.	On the City of Omaha Permit Fees page, the side navigation has been moved to the bottom of the page.
Match Between System & the Real World	3	Omaha Fire Dept.	Users can download and mail a hard copy of the Smoke detector Request form. There is a Spanish version of the form, but the link is in English, not Spanish.
Help Users Recognize, Diagnose, & Recover From Errors.	3	Omaha Fire Dept.	When entering text in an "email address" text field to subscribe to the Omaha Fire Department newsletter, the error message does not clearly communicate what is needed if the email is incorrect. <i>(See Screenshot 11)</i>
Recognition Over Recall	2	Omaha Fire Dept.	When clicking on the Carbon Monoxide link on the "Safety Information" page, the website redirects the user to another page, but there are no breadcrumbs or indication of the nav path. Services nav choice is not highlighted indicating that this page is under the "Services" menu. <i>(See Screenshot 12)</i>
Consistency & Standards	2	Omaha Fire Dept.	When clicking on the Deaf and Hard of Hearing link on the "Safety Information" page, a new tab will open and the navigation category is highlighted, indicating where the page falls under. This finding is inconsistent with Finding 31. <i>(See Screenshot 13)</i>
Match Between System & the Real World	3	City of Omaha Human Rights and Relations	The CC-1 Search navigation option is not clear. There is no information about what a "CC-1" is.
Flexibility & Efficiency to Use	2	City of Omaha Human Rights and Relations	On the CC-1 Search page, a user can only search by Business Title. They cannot search by the business address, city, state, or action.
Flexibility & Efficiency to Use	2	City of Omaha Human Rights and Relations	The Events Calendar Search does not clearly indicate what kind of keywords the user can enter to pull results like event title, or event date.
Flexibility & Efficiency to Use	2	City of Omaha Human Rights and Relations	On the Events Calendar page, when a user is able to pull results, the search field moves under the search results, forcing users to scroll down the page to change their search.

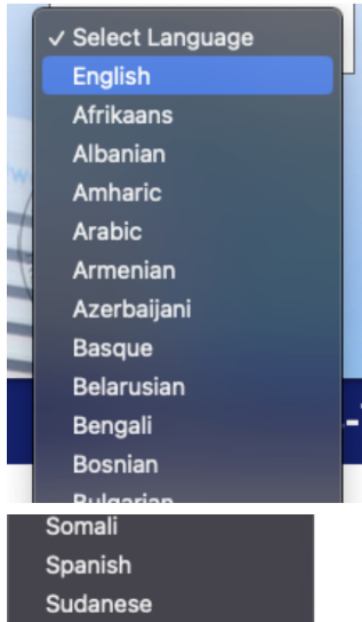


Heuristic	Severity	Location	Violations Details
Flexibility & Efficiency to Use	2	City of Omaha Human Rights and Relations	On the Events Calendar page, when a user is able to pull results, the user cannot filter their results by title, date, or place. This problem prevents users from narrowing down the search results.
Recognition Over Recall	2	City of Omaha Human Rights and Relations	On the Events Calendar page, the search results are color coded by what type of event it is. There is no legend visible on the page, forcing users to search for what the colors mean.
Flexibility & Efficiency to Use	2	City of Omaha Parks	On the Find a Park page, when the site retrieves search results of park names, if the user wants to change their search, they would have to go back to the previous page. The search bar is not there with results.
Flexibility & Efficiency to Use	2	City of Omaha Parks	On the Parks Finder page, there are icons placed on the map to depict what type of facilities they are, but the legend is not readily visible. The user would have to click on an icon, "Expand", but it does not clearly communicate that it is where users can find the legends.
Flexibility & Efficiency to Use	2	City of Omaha Parks	On the Parks Finder page, the search field says "Find address or place". The field does not indicate what type of address a user can enter. Should they enter a park address or their home address?
Flexibility & Efficiency to Use	2	Omaha Police Dept.	On the Events Calendar page, when a user is able to pull results, the user cannot filter their results by title, date, or place. This problem prevents users from narrowing down the search results.
Aesthetic & Minimalist Design	1	City of Omaha Main Page	The "Skip Navigation" link only scrolls the user down to the main container, making hero images invisible.
User Freedom & Control	4	City of Omaha Main Page	On the mobile view of the website, the menu options are not visible. <i>(See Screenshot 14)</i>
Consistency & Standards	4	City of Omaha Main Page	On the mobile view of the website, the menu options are not visible. On the desktop view, the menu options were visible on the left side of the screen. <i>(See Screenshot 14)</i>
User Freedom & Control	4	City of Omaha Main Page	On the mobile view of the website, users are unable to go back to the City of Omaha main page using the "City of Omaha" link that was on the desktop view.
Consistency & Standards	3	City of Omaha Main Page	The "Subscribe to Newsletter" option is not visible on the mobile view of the website. <i>(See Screenshot 15)</i>
Consistency & Standards	4	City of Omaha Main Page	On the mobile view of the website, users are unable to access other department sites from the main page. <i>(See Screenshot 15)</i>

Heuristic	Severity	Location	Violations Details
Aesthetic & Minimalist Design	2	City of Omaha Main Page	On the mobile view of the website, the Home page has a lot of elements with strong colors and a distracting picture as its background. <i>(See Screenshot 15)</i>
Consistency & Standards	1	City of Omaha Main Page	On the mobile view of the website, the Skip Navigation link, that is visible on the desktop view, disappears. <i>(See Screenshot 15)</i>
Consistency & Standards	3	City of Omaha Main Page	On the mobile view, the departments' subsites have menu options unlike the City of Omaha Main page. <i>(See Screenshot 16)</i>

## Appendix

### Screenshot 1



### Screenshot 2



## Screenshot 3



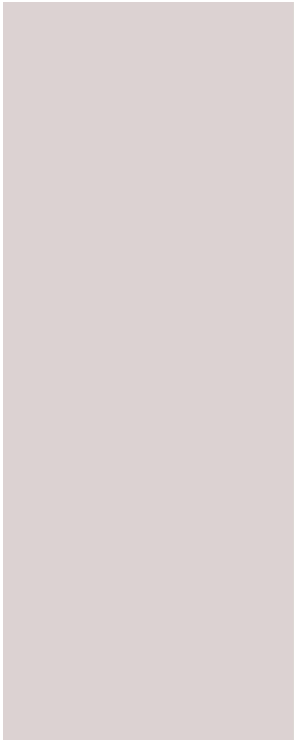
## Screenshot 4

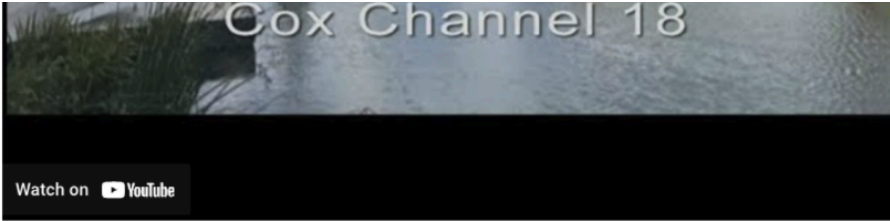
### 2023 Meeting Schedule


(Meetings will be held in the Legislative Chambers at the Omaha Douglas Civic Center 1819 Farnam Street. All meetings will generally start at 1:30 P.M. but time is subject to change and web site will be updated with any time changes.)

- January 23, 2023, [Agenda Minutes](#)
- February 13, 2023, [Agenda Minutes](#)
- March 20, 2023, [Agenda Minutes](#)
- April 24, 2023, [Agenda Minutes](#)
- May 15, 2023, [Agenda Minutes](#)
- June 12, 2023, [Agenda Minutes](#)
- July 17, 2023, [Agenda Minutes](#)
- August 21, 2023, [Agenda Minutes](#)
- September 18, 2023, [Agenda Minutes](#)
- October 16, 2023, [Agenda Minutes](#)
- November 13, 2023, [Agenda Minutes](#)
- December 11, 2023, [Agenda Minutes](#)


## Screenshot 5






Watch on  YouTube


### News and Information




2023-07-26 22:28:49  
(July 26, 2023) Omaha Mayor Jean Stothert and Dallas Mayor Eric L. Johnson made a friendly wager ahead of the Undisputed Welterweight World Championship. Welterweight World Champion Errol "The Truth" Spence Jr. and ...




**South Omaha Turnback Tax Grant Public Meeting**  
2023-09-06 05:00:00  
The South Omaha Turnback Tax Grant Committee will hold a public meeting on Thursday, September 28, 2023, at 5:30 PM in Meeting Room B of the South Omaha Library, located at 2808 Q Street. The Public Meeting will be held ...



**Firearms to be Prohibited on City Property**  
2023-08-30 19:30:20  
(August 30, 2023) Beginning this week, signs will be posted at City of Omaha properties prohibiting possession of firearms. The signs comply with LB 77, passed by the Nebraska Legislature and signed by Governor Jim Pill ...



**North Omaha Turnback Tax Grant**



TOP

## Screenshot 6

The screenshot shows the 'Offres d'emplois récentes' (Recent Job Offers) page on the City of Omaha HR website. The page features a header with the City of Omaha logo and navigation links. Below the header, there is a list of job offers with columns for the job title, address, category, and publication date. A search sidebar on the right allows users to filter results by keywords, location, category, and date. The list includes positions such as Lifeguard, Aquatic Management, Marketing Manager, Police Information Operator, City Planner, and Maintenance Repairer II.

Titre	Date de publication	Catégorie	Adresse
Lifeguard - Fall/Winter - Part-time/Seasonal	Publié: 09/06/2023	Recreation	Adresse: US-NE Omaha
Aquatic Management - Fall/Winter - Part-time/Seasonal	Publié: 09/06/2023	Recreation	Adresse: US-NE Omaha
Marketing Manager - Library	Publié: 09/05/2023	Marketing	Adresse: US-NE Omaha
Police Information Operator	Publié: 09/05/2023	Clerical	Adresse: US-NE Omaha
City Planner - Long Range (Comprehensive Plan)	Publié: 09/05/2023	Planning	Adresse: US-NE Omaha
City Planner - Current Planning	Publié: 09/05/2023	Planning	Adresse: US-NE Omaha
Technical System Coordinator - Fire	Publié: 09/05/2023	IT	Adresse: US-NE Omaha
Maintenance Repairer II	Publié: 08/29/2023	Maintenance	Adresse: US-NE Omaha
Forensic Trainee	Publié: 08/29/2023	Forensic	Adresse: US-NE Omaha
Maintenance Mechanic II	Publié: 08/24/2023	Maintenance	Adresse: US-NE Omaha

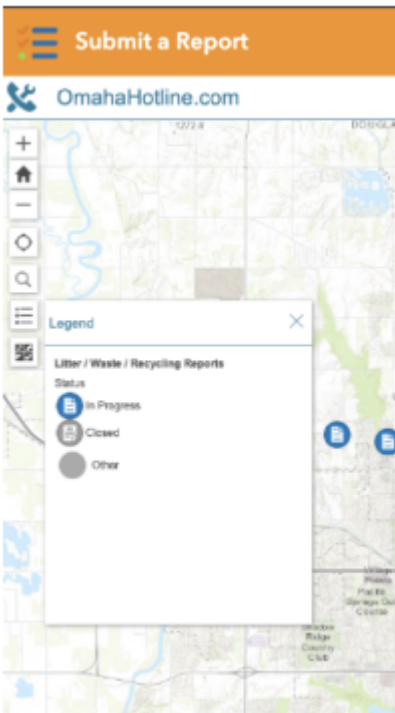
## Screenshot 7

Firefighter	Interested in a career as an Omaha Firefighter? Learn more about the application/testing process for the Omaha Fire Department.
Police Officer	We are currently not accepting applications for Police Officer. Visit <a href="http://joinopd.com">joinopd.com</a> for updates related to the next posting.
Job Descriptions	Click the link to the left for detailed information, such as position descriptions, requirements, contracts, and union representative information.
FAQ	We receive a lot of questions about our application, testing, and hiring processes. If you have any questions or concerns, you might find the answers here.
The Application Process	Applying with a Government agency can be very different than with private industry. Knowing what to expect before applying to the City of Omaha can help candidates navigate through the process and avoid any hiccups or stress factors along the way.
Civil Service Exams	Civil Service Exams can be confusing, and it is hard to know what to expect. Follow this page to learn more about the types of Civil Service testing we conduct at the City of Omaha - and how you can best prepare.

## Screenshot 8



## Screenshot 9



## Screenshot 10




Screenshot 11

**There are errors below**

**Email Address**

b@|

Please enter a  Please enter a part following '@'. 'b@' is incomplete.

**First Name**

**Last Name**

**Subscribe**

Screenshot 12

Douglas County City of Omaha Contact Us 402-444-5700 Text Size - I +

OFD - Home  
About Us  
Services  
Forms & Permits  
Fire & EMS Reports  
Career Opportunities  
Smoke Alarms  
Public Education Office  
Safety Information  
Senior Safety  
Youth Firesetter Intervention  
Fire Station Tours & Events  
Reporting Hydrants / Properties / Fire Codes  
Related Links  
Tri-County Fire Corps Exploring Program  
Fireworks

## Carbon Monoxide

**Carbon monoxide (CO) is an odorless, colorless, deadly gas. It can kill you before you know it because you can't see it, taste it or smell it. At lower levels of exposure, it can cause health problems.**

Some people may be more vulnerable to CO poisonings such as fetuses, infants, children, senior citizens and those with heart or lung problems. When CO is breathed in by an individual, it accumulates in the blood and forms a toxic compound known as carboxyhemoglobin (COHb). Hemoglobin carries oxygen in the bloodstream to cells and tissues. Carbon monoxide attaches itself to hemoglobin and displaces the oxygen that the body organs need.

**Carboxyhemoglobin can cause:**

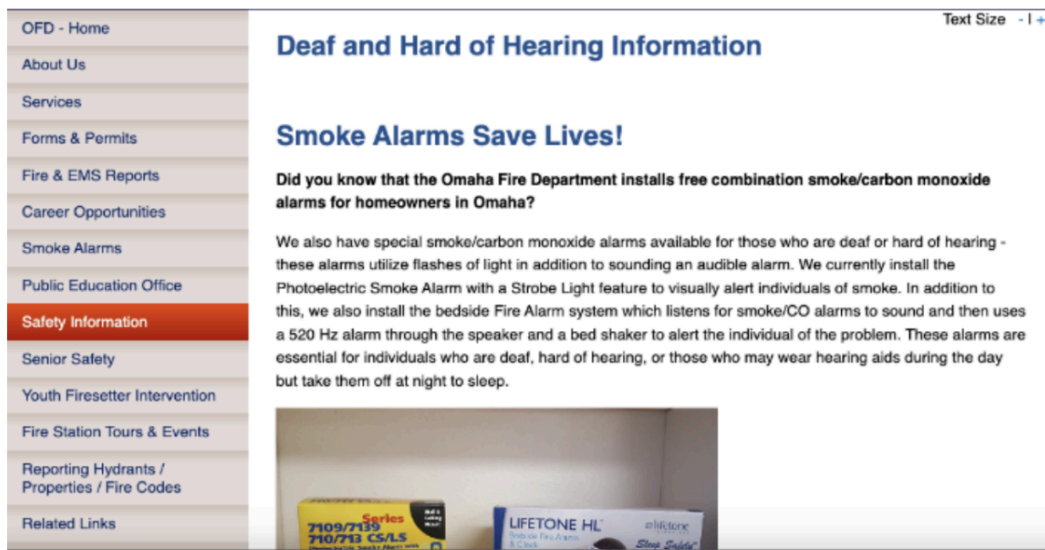
- headaches
- fatigue
- nausea
- dizzy spells
- confusion
- irritability

Later stages of CO poisoning can cause vomiting, loss of consciousness and eventually brain damage or death.

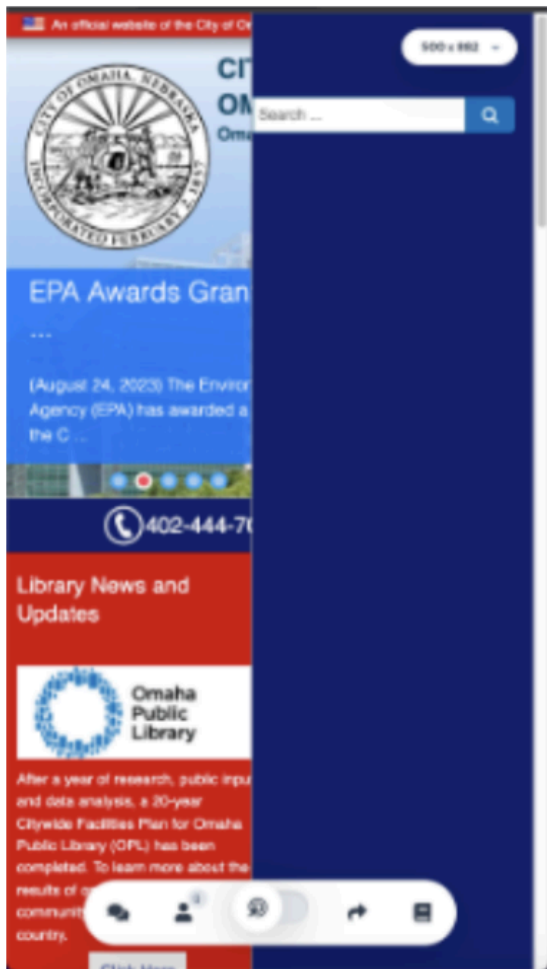
Carbon monoxide is a by-product of combustion of fossil fuels. Fumes from automobiles contain high levels of CO.



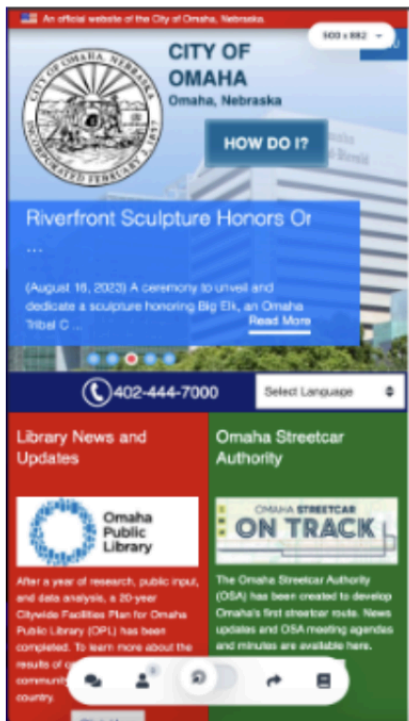
Screenshot 13



Screenshot 14



Screenshot 15



Screenshot 16

