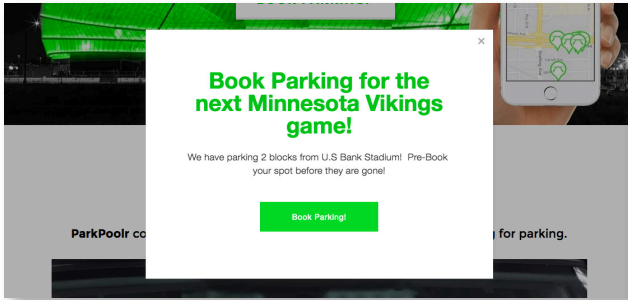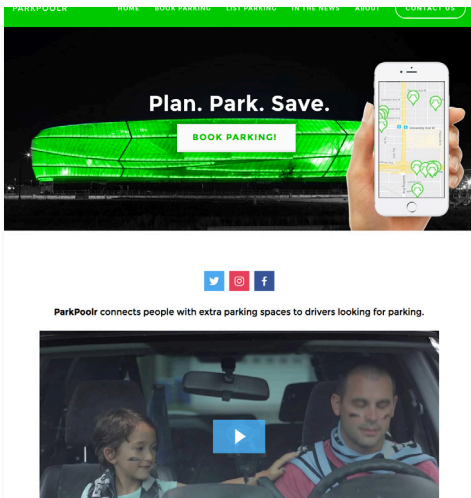# parkpoolr.com Heuristics Evaluation
Prepared by Kris Kathmann


Modal dialog "Book Parking for the next Minnesota Vikings Game" tells what the site is used for. Not ready to book, so closed the window. "Book Parking!" language is good, but text is a bit small for a call to action. #8

I have been to Allianz stadium, so I can tell what the banner image is, but the green may be confusing to those that haven't (spaceship?). It does not match the MN Vikings modal language. I can see that it matches the website visual identity (green). #2 #8

ParkPoolr name suggests carpooling; carpool then park. Appropriate in a way, but makes me think of work, not recreation. #2

Video? I don't have time to watch that. #8
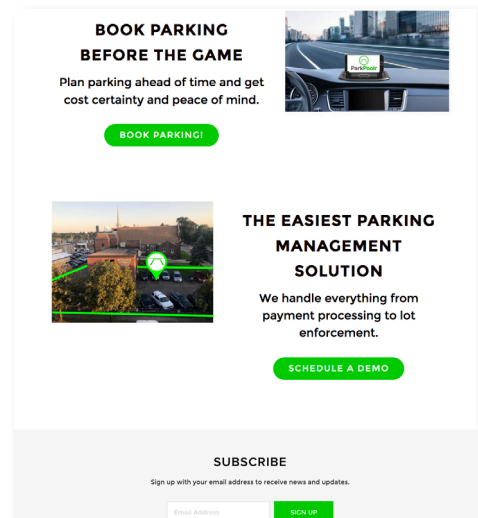
"ParkPoolr connects people with extra parking spaces to drivers looking for parking." What people? Homeowners and business owners? Maybe should say that. Drivers looking for parking where? At events? #8

"Book parking before the game. Plan parking ahead of time and get cost certainty and peace of mind." Ok, I will! Descriptive. The image next to it doesn't communicate what the text is saying. Is it suggesting this is a navigation app? #2

"The easiest Parking management solution. We handle everything from payment processing to lot enforcement." Ok, makes me want to learn more… Although it doesn't handle everything, so that's not true. Image is good.

I don't care about your newsletter. Maybe after I use the service once or twice…. Probably not even then. #8
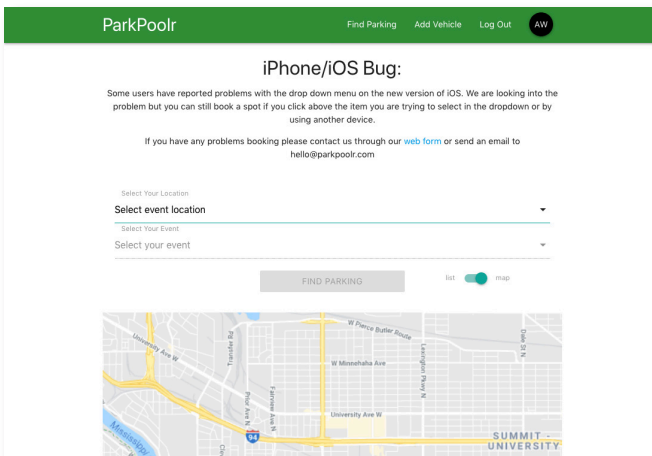
Going to click a book parking button….

Selected Parking Lot K
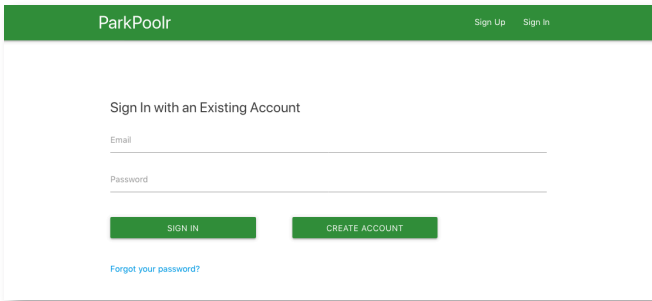
Opened new window. Am I on the same website? #3 #24

I go back and my choices are GONE. Annoying. #5 #3

The color green is different. The logo is different. Fonts look different #4

Why do I have to sign up? I'm not certain I want to book. I want to see what parking is available.
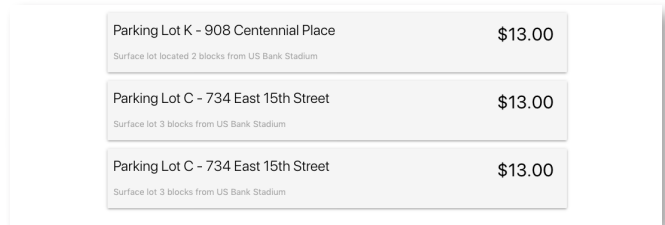
Signing in for test purposes.

I don't care about your bugs. I'd just leave the site if it doesn't work right. #5
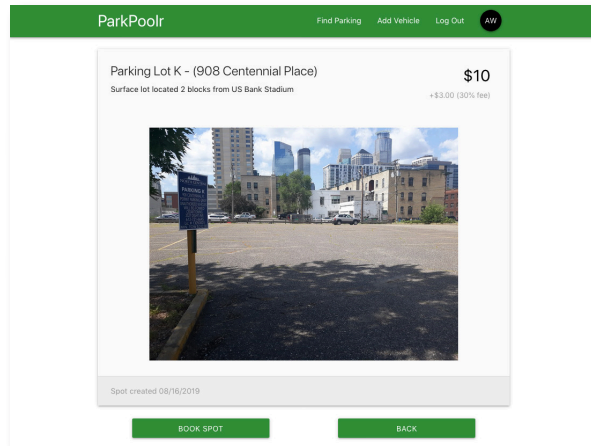
The photo helps me know what I'm ordering. Add more photos. #2

Link colors seem inconsistent. Blueish color in dropdown rather than green. #4

A full street address linking to Google maps would be required. #2

Map does not work on load, but switching to list view and back it #5 works. The list/map toggle is blueish.

$10 for what? A day? 4 Hours? #2
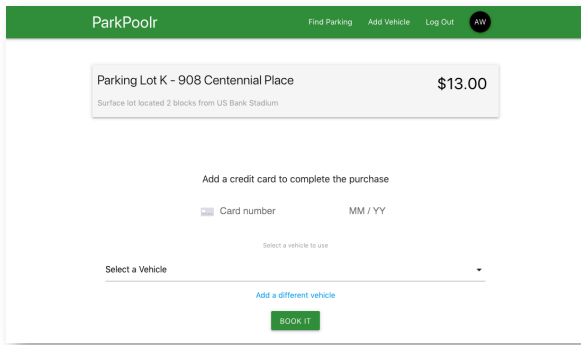
What's the 30% fee for? #2

List view. Gray and black boxes. Needs green? #2

I want more info about the parking lot. Where, EXACTLY. #2

I don't care when the "spot" was created. #8

Make book spot green and back grey. I'd expect the action button to be on the right. #4
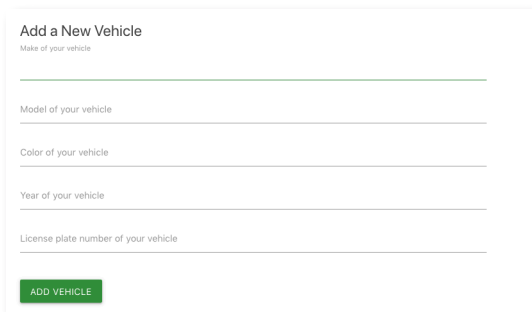
Going to click book spot...

ParkPoolr   Find Parking   Add Vehicle   Log Out   AW

Parking Lot K - 908 Centennial Place $13.00
Surface lot located 2 blocks from US Bank Stadium

Add a credit card to complete the purchase

Card number   MM / YY

Select a vehicle to use
Select a Vehicle   ▾

Add a different vehicle

BOOK IT

$13.00? It was $10.00 on the last page. Oh, yeah, there was a fee for something. #1 #4 #6

I don't want to enter my cc number because this does not look trust-worthy. #5 #2

The place to enter a CC number looks like text, not a form field. #8 #4

Why is "select vehicle to use" so small? It's a required field. #2 #8

I'll add a vehicle.

Add a New Vehicle
Make of your vehicle

Model of your vehicle

Color of your vehicle

Year of your vehicle

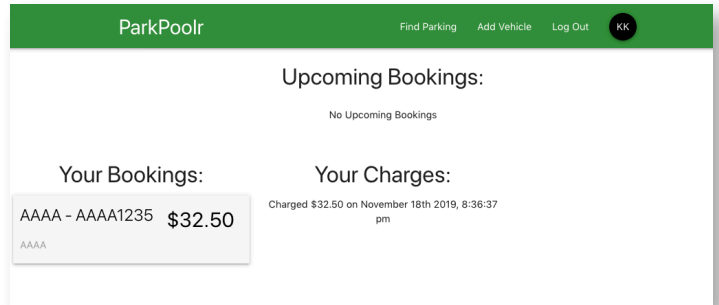License plate number of your vehicle

ADD VEHICLE

Hmm. No auto-select like when I was car shopping. No spell check. Why do you need all this info like my license plate? Tell me why. #3 #6

I added a car and got a blank screen. I can literally put anything for the license plate. Prob not intended. Can I delete a car? #5 #7 #9

Book Parking: Testing Site:

Entering CC number: the number gets truncated when I enter it. Only 4 numbers show. Same with Zip. #4 #6

ParkPoolr   Find Parking   Add Vehicle   Log Out   KK

Upcoming Bookings:

No Upcoming Bookings

Your Bookings: Your Charges:

AAAA - AAAA1235 $32.50   Charged $32.50 on November 18th 2019, 8:36:37
AAAA   pm

It worked I guess? Give me confirma-tion that my card was charged. Do I get a confirmation email? #7 #6 #5

No upcoming bookings? I just booked! #1 #2

"Your Bookings". Well there it is, but where's the date? #4

"Your Charges" I guess my card got charged. Not too confidence inspir-ing. #1 #5

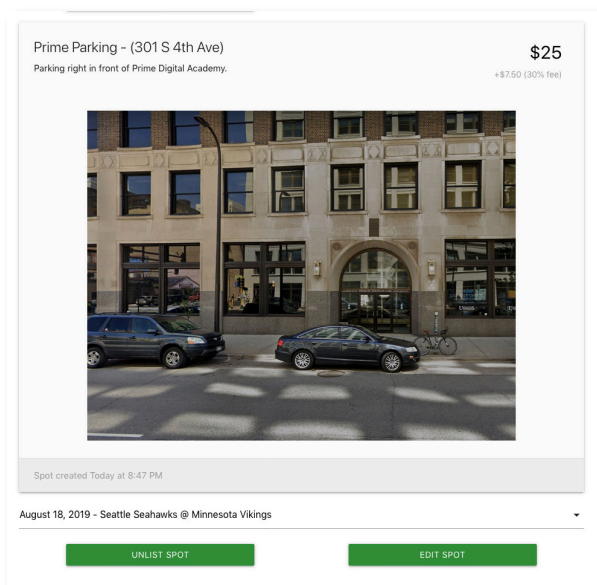I'd think I could add/delete vehicles here. #7

CAN I CANCEL? #1 #3 #5 #7 #9

Host test site:

I signed up, used the same email and password. Was logged in as a Driver, not a Host. #1 #5

Reloaded the host test URL. Back on track.

Adding a spot. Added a picture. Did it upload? Not sure. #1

Appeared to work. The listing is live. The add event drop down is important, but not highlighted. The "List Spot" button in super important, but not highlighted. The edit button is the same color. #8 #5

Why is Back up at the top? It was at the bottom before. #4

I want a map link to my spot's address. #2

I want better confirmation that my spot is live. #1
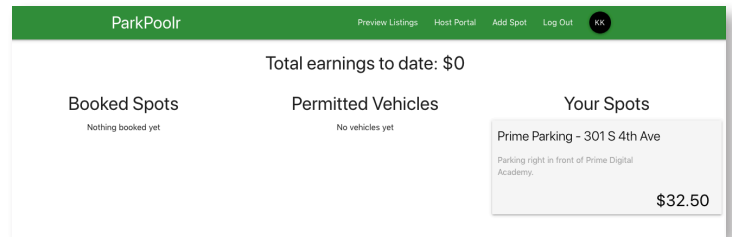
Host account page

I can't click on my spots! #1 #3