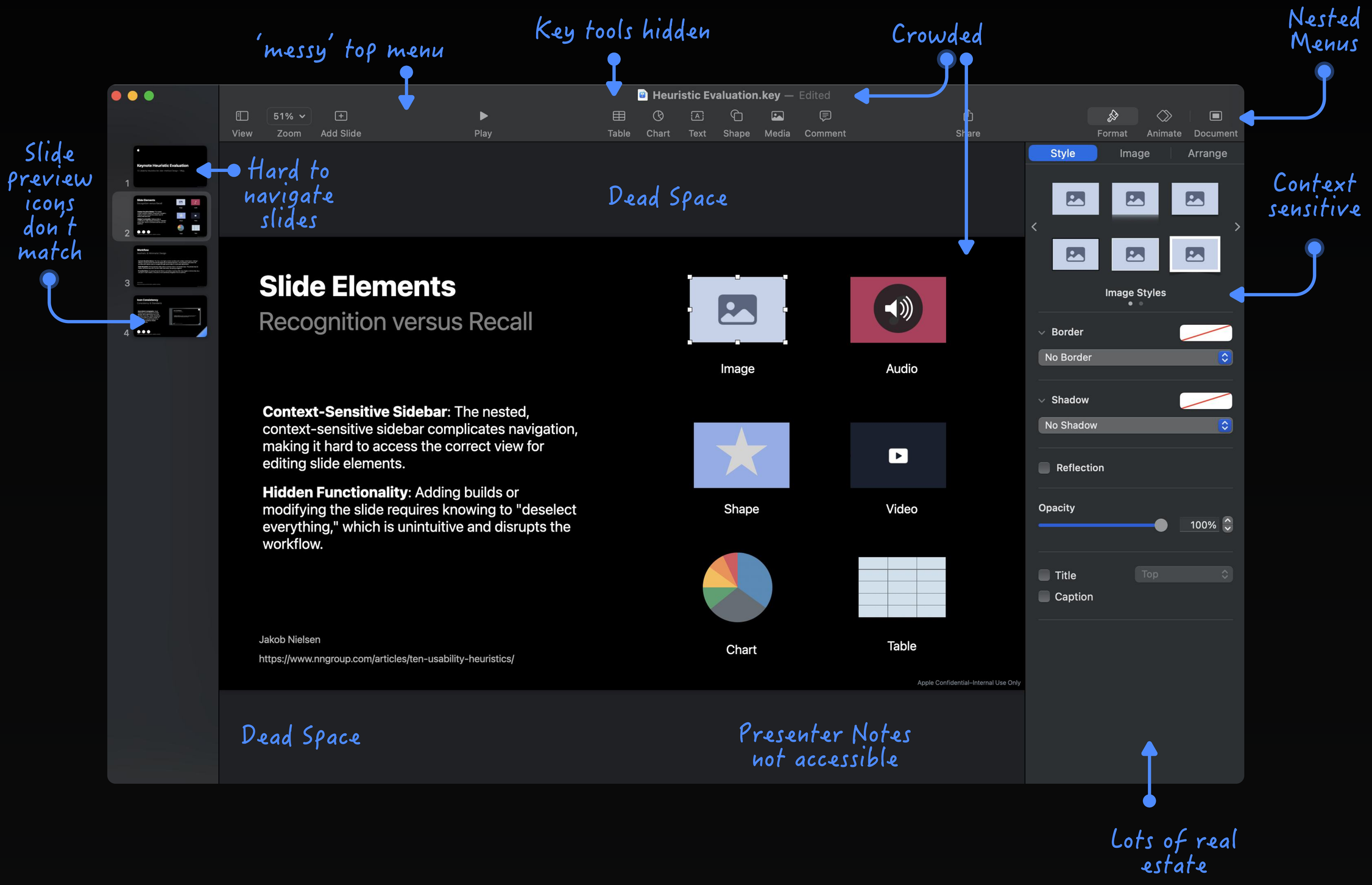
Keynote Heuristic Evaluation

To evaluate the usability of Keynote, a heuristic evaluation was conducted guided by Nielsen and Norman’s 10 Usability Heuristics. The goal was to systematically analyze the interface to identify areas where Keynote aligns with, or deviates from established usability principles.

Focus: slide creation, navigation, and feature accessibility



1. Visibility of System Status
   - Issue: Lack of feedback when applying changes (e.g., builds, animations, or layout edits), leaving users uncertain if their action was successful.
   - Suggestion: Provide real-time feedback, such as highlighted changes or confirmation messages.

2. Match Between System and Real World
   - Issue: Terminology like "builds" or "transitions" may confuse non-expert users unfamiliar with presentation jargon.
   - Suggestion: Clearly delineate ‘animation’ - builds are for elements, transition is for slides

3. User Control and Freedom
   - Issue: Limited options for undoing or redoing actions, especially for nested features like animations or transitions.
   - Suggestion: Ensure every action is reversible, with clear undo/redo functionality.

4. Consistency and Standards
   - Issue: Inconsistent behaviors across similar functions—for example, right-click context menus may not offer the same options as top-menu commands.
   - Suggestion: Provide common workflows into the interface that benefit both beginners and advanced

5. Error Prevention
   - Issue: It’s easy to accidentally delete or misplace elements, with no safeguards like a confirmation prompt or (discoverable) object lock feature.
   - Suggestion: Include warnings or locking mechanisms for critical actions.

6. Recognition Rather Than Recall
   - Issue: Frequently used tools, such as alignment guides or slide layouts, are buried in menus, forcing users to remember their location.
   - Suggestion: Surface these features with toolbars or quick-access panels.

7. Flexibility and Efficiency of Use
   - Issue: Experienced users can rely on keyboard shortcuts, but there’s no visible way for beginners to learn or customize them.
   - Suggestion: Provide a shortcut reference guide key visible interface workflows

8. Aesthetic and Minimalist Design
   - Issue: Minimalistic design sacrifices discoverability; key functions (e.g., transitions, Presenter Notes) are hidden or buried.
   - Suggestion: Balance simplicity with visibility by grouping features logically.

9. Help Users Recognize, Diagnose, and Recover from Errors
   - Issue: Error messages, if present, are generic and do not guide users toward resolution (e.g., when builds are improperly configured).
   - Suggestion: Offer context-specific error messages with actionable suggestions.

10. Help and Documentation
    - Issue: Help resources are not easily accessible during slide creation, and tutorials are overly basic.
    - Suggestion: Integrate contextual help directly into the interface, such as interactive tips or a "What’s This?" feature.