This document analyzes Evite.com, a popular site for sending and managing invitations for events. It allows the host or hostess to set up an invitation, selecting from many different designs, and invite up to 750 people at once. Custom designs are also possible. Email addresses are uploadable from a number of different email programs, or can be entered by hand. Once the invitation has been sent out, the site allows invitees to respond online if they are attending the event or not. Not only does this make keeping track of who is attending the event easier, it also allows guests the option to see who else is invited and who is coming.

Typical users of Evite.com are professionals, aged 25-40. As busy professionals, they don't want to shop for, address and mail invitations; Evite is a time saver. They are moderately to very computer savvy, and likely use computers at work. Most are middle to upper middle class, and are split between men and women. They are moderate to very social.

**RECOMMENDATIONS**

Based on the heuristic evaluation and cognitive walkthroughs conducted by our group, we recommend the following changes be made to the Evite.com interface to improve usability and maintain consistency throughout the site. Items are listed in order of importance.

**Consistency of Navigation**

Navigation between the initial invitation creation screens, designing your own invitation section, and editing an invitation is inconsistent. When initially designing the invitation, the user is provided with breadcrumbs at the top, and continue buttons at the bottom of the page. When creating a custom design, navigation is only via tabs at the top of the page, and there are no buttons. When editing a previously sent invitation, navigation is via tabs/buttons at the left. This creates a steeper learning curve for users, as they must search for navigation in different places depending on what they are trying to do, is more likely to create errors, and is inconsistent.
**Correct Tab Order**

On the "Enter Details" form, the tab order for fields is inconsistent, skips some fields (including the date field, which is required), and does not allow use of the "enter" key when selecting items from drop-down menus, which is a standard functionality on drop-down menus. Particularly for users who navigate using the keyboard, this forces them to switch between the keyboard and mouse, which diminishes effectiveness, efficiency, and likeability. It can create errors when users do not realize they've skipped a field, and forcing users to use the mouse reduces user control and freedom.

**Better Button Labeling**

Clear button labels will give users an understanding of where they are and where they're headed. Within Evite's "Design Your Own" process, users choose the images and colors for their Evite, and then click the "Finish" button to continue filling in the details of their invitation (a sometimes arduous process itself!). We recommend clarifying the "Finish" button so it gives users more context: "Next - Enter Details" would tell users what else must be accomplished before they're actually finished.

Similarly, when in preview mode, re-label the "Edit" button to say "Continue Designing" or "Continue Editing". Users may not think of picking an invitation design as an editing process, they just know they want to get back to where they were. The word "continue" will suggest they can pick up where they left off, and will reinforce the learnability of Evite.

**Consistent Choices/Consistent Results**

When choosing a background image in the "Design Your Own" Process, users currently will get a different result depending on whether they choose the radio button or the image itself. We recommend keeping these consistent - do not send the user to a separate "Preview" screen, but automatically go to the next step in the process, which includes a preview of the invitation. Alternately, lay out the page to be consistent with other pages in the "Design Your Own" process, so that a small preview of the invitation is visible at all times. Users will likely be more efficient if their actions produce consistent results from page to page.

**Provide Help**

Many of the design issues with the Evite.com interface could be improved by providing help for users before they encounter problems. There are multiple examples where Evite could provide simple help text on screen so that users know how to do things like enter email addresses or properly format input fields like telephone number. Providing guidance up front will prevent user errors before they happen.
Also users should be able to navigate to more detailed and relevant Help if needed. One major source of confusion was the "Choose a Theme" required field. There is no visual feedback as to what it does/how it changes the invitation. Searching for the words "Choose a Theme" provides no help results and the field, though required, is not explained on the form. Additionally, entering text into the "Search Evite" box and clicking the "Go" button, takes users to a new screen. Secondary navigation is missing and upon clicking the back button all of the user information in the "Enter Details" screen is lost.

We recommend that contextual Help should be provided as needed throughout the application and that searching for additional detailed Help should be accessible without affecting users’ current work. Utilizing field name hover texts is an example of a way to provide small amounts of detailed information for users without affecting screen real estate or cluttering the design. Having a pop-up searchable Help screen would allow users to find answers and continue their work. Providing clear and easy to find Help for users will prevent errors and improve the likeability of Evite.

HEURISTIC EVALUATION

Visibility of System Status

- Breadcrumbing is visible for three-step process to create an invitation. User can also click on the steps to move backward or forward, but no error messages if the system won’t allow you to move on to the next step - no prompts about what needs to be done.
- When creating an invitation for the first time, got to the "Send now" button, but when clicked, nothing happened. Could not tell if invitations were sent or not. User has to complete registration first, but there were no instructions that this is what the problem was. Also no explanation of registration on the "How it Works" link on the main page.
- Once you have entered additional invitation options, it is not clear that you have. The control looks the same even without details. It is not clear without reopening the dropdown that your details have been saved. It is also not clear you have saved any guest list options.
- On the enter details screen, the system status is semi-clear - the box is white to enter details but there is no cursor to indicate where you are.
- When logging back in after saving a draft of the invitation, it was not obvious that the draft was a draft, and not a complete, sent invitation.
- There is no indication if you are logged in or not.
• When uploading a new image, not much feedback was given to let
users know that it was loading.
• Sometimes event title disappears, and is only visible when that
field is selected.
• Registration/login screen appears over the invitation - but doesn’t
conceal it entirely, which hopefully gives users a sense that their
invitation is ‘safe’ while they complete the login process.
• When choosing a main image to add to a custom invitation, the
main image appears on the invitation design on the left. It
changes as you choose different main images, providing
immediate feedback.
• The form controls do not look editable until you click within them.

**Match Between System and Real World**

• Categories are presented for invite themes like invitations would
be in a store (maybe even more granular than that!), but can also
be browsed in a random way or searched via keyword.
• What is the purpose of themes? Is there a way to make their
purpose more apparent? What if I just want a bare-bones invite
without a theme? Isn't the theme generally tied to the
invitation?
• Not immediately apparent how to select end time. Users can
choose an end time by clicking invitation options on the left, but
then it is not reflected in the main invite details.
• Once a guest has accepted and says they are bringing something,
it doesn’t tell them what they are bringing.
• Evite pulls in the user's address book with their permission, but
that sometimes results in people being included that the user
doesn’t know didn't specifically add to their address book.
• When adding people to the Evite from your address book, options
are 'delete' or 'add'. These are different types of functions, so this
is confusing - delete removes them from the address book,
whereas add adds them to the Evite. Should be 'close' or 'done'
instead of delete.
• When I log into my account, there's no difference between
invitations I've sent out and those I've received.
• No clear indication that you have an unsent invitation if you've
saved one to send later - it's lumped in with all the other
invitations you have.
User Control and Freedom

- Users can choose an invitation from one category and change theme to a different category.
- From "preview" mode, Evite should offer an option to cancel and start over with a new invitation.
- Registration page includes input box only for cell phone number, not regular number, no indication why.
- No "cancel" button on any of the pages to create an invite. (There is an "exit" button on the pages to create a custom invite).
- Tab order is off from telephone to location name fields in Enter Details screen.
- Not immediately clear how to get out of preview mode and back to editing invitation.
- Users can add on their own images or design an invite on their own. Should have more control over text colors of non-custom invites if needed.
- When designing your own invitation or previewing designs, users should be able to choose how many images they want to look at on each page. If users have a fast system, they can look at more images in a faster amount of time.
- Once a user clicks on a category of cards, the only way to view them is by going through page by page - offering other ways to filter Evites or scroll through all the choices would support users' mental models.
- Not all form fields are required.
- System only lets users import one type of email contact at a time (AOL, Hotmail, Yahoo, etc).

Consistency and Standards

- When creating a new invitation, a process funnel appears at the top indicating your next steps, but you move through the process by clicking buttons at the bottom of the invite. When designing an original invitation, you click tabs to move to the next step, which also is a process funnel, but one that can be clicked on to navigate further.
- When you go in to enter an existing invitation, the process funnel steps disappear at the top and the options are instead in toolboxes on the left. If users want to change their design or edit the invitation, they may have a hard time finding the relocated navigation.
- It shows the "reply here" option box even if you are logged in as
the owner of the event.

- No "Exit" button when creating an invitation to let the user start over, but there is an exit button in the process to create a custom invitation.
- Tab order is wrong when making a new invitation. Between telephone & location name user has to tab twice. Tab also skips date altogether - and date is a required field. When user is in the date field - calendar pops up, but user can't tab from that field to time.
- Arrows and typing don't work when selecting State from combo box - user has to switch to mouse to select.
- Header text for invitations is kept consistent color - but some colors work better on black than white (like yellow) so header color should change if white screens are presented. Small text for 'clear all' is presented in this way and can be inadvertently clicked quite easily plus no warning is given.

**Error Prevention**

- Pop-up calendar for date and drop-down box for time prevent entering info in wrong format.
- Asterisks are by required fields in the invitation.
- When clicking "Exit" in designing a custom invitation, an alert box appears making sure you want to exit and lose your selections so far.
- When user logs out, system does not prompt to say that changes made to design will be lost. Design and data are lost this way.
- I thought I had clicked "notify me when guests reply", but apparently I had not. When I clicked the link to edit this option, it says "We'll notify you when guests respond! Just check the boxes below." but the option to select it is a radio button not a checkbox. The design of this control is not clear; I didn’t understand I had to check on a name also. It didn’t prompt or alert me but let me click submit and think it worked when it did not. I had to go back and read the control twice to understand.
- Doesn’t give any indication that Safari isn’t a supported browser type, some inconsistencies were seen between Safari and Firefox.
- When you’re in preview mode, it isn’t terribly clear how to get out of it and send the invitation. Next steps are not apparent.
- "60" is included as a minute’s time - wouldn’t that just be the next hour? (Does cause errors if set as time, like 11:60 pm).
- Choosing ‘save for later’ brings up ‘enter details’ page - if the user closes out of it all design will be lost.
Recognition Rather Than Recall

- Important things like including an end time or asking guests to bring something are all hidden under an ‘invitation options’ button.
- If users want to try out different images for an invitation, there should be an easy way to pull up previous choices and not have to wade through all the images to find other ones they had previewed.
- You can close add-ons like Hotel info and Wedding Registries, but the reminder link to expand it always stays on screen - good way to reinforce that other things are available, if needed, but not clutter up the screen, if it’s not.
- It allows you to save your email addresses for future use, and the address book feature it very nicely designed.
- Button to start creating an invitation is prominent on the first page.
- Process funnel text at top clearly explains next steps; user does not have to remember what to do next.

Flexibility and Efficiency of Use

- From "Preview" mode user cannot continue to sending the invitation - has to go back to "Edit" but there are no instructions for this.
- Offers redundant controls: After selecting an image, the user can choose the "Select" button to move on to the next step, or choose the next tab in the menu to go to next step.
- When creating a custom invite, choosing the "Add Accent Images" tab defaults accent images into the invite. Have to scroll down to find an option to not include accent images - not easy to find.
- Can ‘view larger’ designs to see what they look like, but button to close pop-up window is small & at upper right - another button on the bottom might help. (Fitts’ law)
- Won’t allow users to ‘Save as Draft’ unless date, theme, and event title are filled in.
- Does allow users to preview invite even without all the required fields filled in.
- Won’t let users type in a date - calendar choosing is forced. Annoying.
- System should have visible reminder to log in, so the login screen
doesn’t jolt users when they expect to save their draft and/or send the Evite. It should ask you to log to create an invitation in the first place. Otherwise you can get far in the process and then are only prompted for login.

Aesthetic and Minimalist Design

- Some designs have busy backgrounds and lots of color and others are simpler - the user pretty much gets to decide how it looks, but the layout is standard.
- Some of the images you can use to create your own design weren’t masked well for transparency, so you can barely read them.
- Ads are big and animated - and get in the way of card design viewing space.
- Evite should think about allowing their artists to design custom borders to put around the blocky boxes of info that end up in the Evites. There has to be a way to make it look less like a template.
- Clear menu bar, good use of sections on main page for different activities. Also good size of graphics for invitation designs.
- 'Enter details' form has minimalist design.

Help With Errors

- No "Help" link on any of the pages.
- Not sure what “Choose a Theme” means, when I have already chosen my design? I don’t see that changing the theme changes anything, but it is required field. Then when I went to change design, which is on left and not near theme, then only I see that it applies to what theme I want for other alternative designs. It should instead just remember the theme I currently chose? Theme doesn’t make sense to me. When I clicked change my design my theme had been changed but I didn’t know how I changed it and then I was unable to locate my old design. The wizard took me back to first step and there was no way to cancel. I wasn’t sure how I got there. I had to click back button on the browser. There is no correlation between theme and edit design on the screen.
- When adding on a list of items for guests to bring, "you must enter a numerical quantity for each item" is presented in a nice way, but gives no indication of where the user went wrong. Should highlight item that is a problem or be more flexible – saying "1-2” isn't so bad.
• Invitation has rudimentary spell checking (optional choice) - highlights words that seem wrong and user can pull up a list of suggested words. Typically assumes that first two letters are correct - wasn’t able to suggest the right words for some spelling errors. Spell check is different for respondents - functions and looks a little different. Word lists display in wrong place on Safari.
• Error checking is pretty good - appears at top of page and within the page near the field that has the error.
• Show, don’t tell. When entering emails to send Evite to, it might be helpful to have a couple of dummy emails in the box showing how to do it. The text above wasn’t immediately apparent.
• Incorrect error message - I filled in my name but not the theme or date and tried to continue, error message read that I should include all three fields, even though host name was filled in.

Provide Help (If Needed)

• High-level directions to achieve a task are clearly stated, but extra help once you’re in the creation process isn’t as easy to find (no clear help links seen and no contextual help given). The system mainly relies on things being obvious and WYSIWYG.
• I was able to search for help and find the help center, but it wasn’t apparent on screen at any time. (Ah, it’s listed under ‘FAQs/Contact Support’ at the bottom - doesn’t help those of us that search the page for the word ‘HELP’!)
• Breadcrumb-esque navigation is provided when you’re in the process of making an invitation (I’d call it a process funnel), but what about for other parts of the site? When you’re in the help section, how do you get a sense of where you are?
• I was not able to find a help file while I was editing an invitation. For example I was trying to find out what theme meant. I tried searching on theme but that wasn’t helpful either. Also that required me to leave the current screen and then I was afraid I would lose my changes. No help content provided the meaning of the required fields.
• Tried to upload an image to the invite, but it did not work - only error message was that the image had to be jpg or gif, but it was a jpg. No other instructions or help on this feature.

COGNITIVE WALKTHROUGH

Task One – Write and Send an Evite
The first task we are reviewing in the cognitive walkthrough is
completing a standard invitation, entering details and sending. We will assume for the purpose of this exercise that the user has successfully gone to Evite.com, navigated to the Invitation tab and selected a standard invitation design. Now they are going to enter the event details, add a guest list and send their invitation. The user is pressed for time and only wants to enter a minimum number of fields to complete and successfully send an invitation.

**Enter "Event Title"**

*Will users be trying to produce whatever effect the action has?*
Not necessarily. Don't always title your events when having a party.

*Will users see the control (button, menu, switch, etc.) for the action?*
Yes. The field is white and the cursor clearly blinks in that field when you arrive on the page.

*Once users find the control, will they recognize that it produces the effect they want?*
Not sure, might be more obvious if event title appears over the invitation on the left.

*After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?*
Yes. See the title in the field, centered, so it looks like a title.

**Enter "Choose a Theme"**

*Will users be trying to produce whatever effect the action has?*
No. Why do you need a theme for your party? Shouldn't this match the theme of the invitation chosen? There is little correlation between this field and real world understanding.

*Will users see the control (button, menu, switch, etc.) for the action?*
Yes. Cursor automatically moves here from the previous item in the form, whether user tabs or hits the 'Enter' key.

*Once users find the control, will they recognize that it produces the effect they want?*
No. Drop-down list enables user to select from multiple themes, but there is no indication as to what change each theme produces.
After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?

  Depends on how user selects theme. If user uses mouse, then no. Once theme is selected, there is no indication of where to go next. If the user uses the keyboard, then selecting tab does advance to the next item in the form. Pressing the enter key, another standard way to select items from a drop-down list, produces no action.

Enter "Host Name"

Will users be trying to produce whatever effect the action has?

  Yes. Obviously need to put your name in the invitation somewhere.

Will users see the control (button, menu, switch, etc.) for the action?

  Yes. Clearly labeled and is clearly a required field.

Once users find the control, will they recognize that it produces the effect they want?

  Yes. If the user is logged in, his or her name is automatically entered into this field, although the user can edit it if necessary.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?

  Yes. Selecting tab or enter takes the user to the next field.

Enter "Telephone" (optional)

Will users be trying to produce whatever effect the action has?

  Possibly. May or may not want to enter phone number. Optional field, so user doesn't have to enter number if they don't want.

Will users see the control (button, menu, switch, etc.) for the action?

  Yes. Clearly labeled.

Once users find the control, will they recognize that it produces the effect they want?

  Yes, users see text as they type.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes. When hit enter or tab, go to next field. There is no validation that user entered a valid telephone number. Additionally allows users to enter junk values and proceed to the next page.

**Enter "Location Name" (optional)**

*Will users be trying to produce whatever effect the action has?*
  Yes. Need to let people know where the party is going to be.

*Will users see the control (button, menu, switch, etc.) for the action?*
  Yes. Clearly labeled.

*Once users find the control, will they recognize that it produces the effect they want?*
  Yes, users see text as they type.

*After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?*
  No, after a user enters location, tabbing does not go to the next control. Instead tab control seems to be lost.

**Enter "Date"**

*Will users be trying to produce whatever effect the action has?*
  Yes. Need to inform guests of when the event will take place.

*Will users see the control (button, menu, switch, etc.) for the action?*
  Possibly. It is a bit far down on the page (at the bottom of the form), but still visible above the fold and findable with a quick skim of the page.

*Once users find the control, will they recognize that it produces the effect they want?*
  Yes. Clearly labeled. Opens pop-up with calendar to easily select desired date. Days already past are grayed out so user cannot select a date in the past. Does not allow manual entering of a date. If user hits the backspace key to clear out date values in preparation of entering, the browser returns to previous page. Upon return to 'Enter Details', clears all the field values they already entered.

*After the action is taken, will users understand the feedback they get,*
so they can go on to the next action with confidence?
Sort of. The date is clearly entered when selected from the
calendar, however selecting tab or return does not take the user
to the next field - it takes the user to '+ Add Hotel Info' when it
should take user to Start Time which is a required field.

Enter "Start Time"

Will users be trying to produce whatever effect the action has?
Yes. Need to inform guests of start time of the event.

Will users see the control (button, menu, switch, etc.) for the action?
Possibly. It is a bit far down on the page (at the bottom of the
form), but still visible above the fold and findable with a quick
skim of the page.

Once users find the control, will they recognize that it produces the
effect they want?
Yes. Easy to enter time with drop-downs which separate hour,
minutes, and AM/PM. However, pressing enter, which is a
standard action on drop-downs, does not produce any effect.
Selecting tab takes you to the next drop-down. Selecting tab or
enter once AM or PM is selected enters that selection, but does
not seem to produce any other action.

After the action is taken, will users understand the feedback they get,
so they can go on to the next action with confidence?
Depends on how user is navigating. If they are using the mouse,
they will likely continue to the next field in the form. However, if
they are using the keyboard, selecting tab after entering AM/PM
does not take you to the next field in the form.

Enter "Message to Guests" (optional)

Will users be trying to produce whatever effect the action has?
Possibly. May or may not have anything else to add, but when
the user does, this provides a place to say it. It is optional, so
when there is no additional message, this field can be left blank.
Help text after title of control clearly identifies meaning of control
to user.

Will users see the control (button, menu, switch, etc.) for the action?
Yes. Clearly labeled. Large area. Is below the fold, but must
Once users find the control, will they recognize that it produces the effect they want?
Yes, see text as it is entered.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Mostly. If navigating with the keyboard, there does not seem to be a way to jump to the buttons at the bottom of the page, although they are clearly visible. Tab takes users to 'Back to Enter Details Page' link, which is where the user is. This is confusing.

Select "Add Guests"

Will users be trying to produce whatever effect the action has?
Yes. User will need to add list of people to send the invitation to.

Will users see the control (button, menu, switch, etc.) for the action?
Yes. Is clearly labeled. Is at the bottom of the page, but this forces the user to fill out the form completely before sending it out (or at least actively choosing not to fill in certain fields, as opposed to not having seen that they are there).

Once users find the control, will they recognize that it produces the effect they want?
Yes, clearly looks like a button. Pointer changes to a hand on mouse over.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes. Go to next page, where user can enter guest list.

Enter addresses in "Guest List" text area

Will users be trying to produce whatever effect the action has?
Yes. Clearly need to enter who invitation is going to at some point.

Will users see the control (button, menu, switch, etc.) for the action?
Possibly. Page is a bit cluttered, and with actions in 2 columns,
may not be obvious where to enter addresses. Also, when the user enters the page, cursor is highlighting the contents of the 'Email Message to Guests' field, which draws the user’s attention and is confusing.

Once users find the control, will they recognize that it produces the effect they want?
Yes. Is clear you have 3 options - either import addresses from a contact list, use addresses already entered in Evite, or type them into the text box provided.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes and no. See names in text box, so know they have been entered. Do not know that Evite is received by recipient (no way to know of typos, bad addresses, etc)

Edit "Email Message to Guests" (optional)

Will users be trying to produce whatever effect the action has?
Possibly. May or may not have a message to include in the email. Is an optional action, however, for those who have nothing to say. Also this is a redundant control from the previous page, which could be very confusing to users.

Will users see the control (button, menu, switch, etc.) for the action?
Possibly. Page is a bit cluttered, and with actions in 2 columns, and the image from the invitation above the text box, and a standard message already in the box, it may not be clear where to enter message.

Once users find the control, will they recognize that it produces the effect they want?
Maybe. A message is entered in the screen before, so it may be confusing to users what the purpose of this second message is.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
It is clear a message has been entered - user can see it as they type, but it is not necessarily clear if the user is done and should click 'Send Now'

Click "Send Now"
Will users be trying to produce whatever effect the action has?  
Yes. When the user is done, he or she will want to send the invitation.

Will users see the control (button, menu, switch, etc.) for the action?  
Possibly. Is hidden at the bottom of the page, but this is a standard spot for buttons, so most users will know to scroll to the bottom of the page.

Once users find the control, will they recognize that it produces the effect they want?  
Yes. Clearly labeled. Looks like a button. Pointer changes to a hand on mouse over.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?  
No. There is a message at the top saying 'Thank you, your invitation was sent', but it is swallowed up by all the advertising on the page. Alternatively if the user did not previously log into Evite, there is a pop-up requiring login or registration. This prerequisite should have been made clearer to users at the beginning of the Evite process.
Task Two – Design Custom Evite

The second task we are reviewing in the cognitive walkthrough is designing your own invitation. We will assume for the purpose of this exercise that the user has successfully navigated to Evite.com and is ready to begin designing. The process of filling in invite details is covered in the first task.

Click on "Create an Invitation"

*Will users be trying to produce whatever effect the action has?*

Yes, the intent of the button is clearly labeled; users will want to start creating an invitation.

*Will users see the control (button, menu, switch, etc.) for the action?*

Yes, the "Create an Invitation" button is prominent on the site’s home page, and includes an arrow that indicates clicking the button will start the user on the process of creating an invitation.

*Once users find the control, will they recognize that it produces the effect they want?*

Yes, the button is very unambiguously labeled and it brings the user to a page where they can begin putting together their invitation.

*After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?*

Yes, users will see steps at the top of the page directing them to choose a design and indicating they are in the "Invitation Design Gallery". Users will know they are in the right place to begin.

Click on "Design Your Own Invitation"

*Will users be trying to produce whatever effect the action has?*

Most likely users will understand that "Design Your Own" means that they will have control to choose images or upload their own. The design for this invitation's icon is grayed out, letting the user know they will control how it looks.

*Will users see the control (button, menu, switch, etc.) for the action?*

Users have to look for the "Design Your Own Invitation" image - it is in with the other designs on the page, not really separate from them. It may take users a little longer to recognize that it is
there. Some users might expect a more obvious control, if they see designing their own invitation as a different process than choosing a pre-set design. There is also alternate "Design Your Own Invitation" text on the left side, which may be more obvious to the user, but still isn't called out in a significant way.

Once users find the control, will they recognize that it produces the effect they want?
The wording on the image is clear - "Design Your Own", so users will likely understand what it does - takes them to a page to start designing an invitation from scratch.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Clicking on the image takes users to a page titled "Design Your Own Invitation" and the first step - picking a background. There are tabs for each step in the "Design You Own" process, so users should recognize they are in the right place.

Browse the background images; choose one image by clicking on it.

Will users be trying to produce whatever effect the action has?
Yes, users will understand that clicking on an image selects it as the background for their custom invitation.

Will users see the control (button, menu, switch, etc.) for the action? 
The background images to choose from are prominent on the page, but they have a radio button next to them, and users might be confused as to how to select an image - there are two ways, clicking on the image or title or choosing the radio button and then the Select button. The two ways also result in a different outcome. The background images span 5 pages and the controls to view each page of images are at the bottom of the page - they may not be immediately clear to the user.

Once users find the control, will they recognize that it produces the effect they want?
Users are able to either click on the radio button above the image or click on the title words of the image or on the image itself - and each interaction produces a different result. The radio button simply selects the image as the background, clicking the title or image itself brings the user to a preview screen of the invitation.
It is clear especially for the latter that the user has chosen a background image for their invitation because they see it in action.

**After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?**
Clicking on an image takes the user to preview mode - this may not be what they are expecting. They are probably expecting to go to the next step on the tab menu, "Add Main Image". To get there, the user has to choose "Edit" and get out of preview mode.

**Click "Edit" button to continue designing.**

**Will users be trying to produce whatever effect the action has?**
As mentioned previously, users may be confused about where they are and how to get back to designing their invitation. They didn't specifically request to be in "preview" mode, yet here they are. Hopefully users will see the "Edit" button and recognize that it will take them back to designing their invitation, but we'd recommend labeling this control more clearly.

**Will users see the control (button, menu, switch, etc.) for the action?**
The "Edit" button is on the top right hand side of the page, above the invitation preview. It is not as prominent on the page as it could be, and its intent could be more clearly labeled ("return to designing your invitation", for example), so it will take users a little time to find it and realize they have to click it to continue the process.

**Once users find the control, will they recognize that it produces the effect they want?**
The word "Edit" has some ambiguity in the process, users might not know where clicking it will take them - to add more features to their custom design or to add the details of their event. Users probably won’t know exactly what they will get after clicking "Edit".

**After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?**
Clicking "Edit" takes them back to the page from which they'd chosen a background image, with the menu options to add more to the invitation design. That is probably where the user wants to be, and they can continue the process by clicking the next tab in
the menu.

**Click on "Add Main Image" tab.**

*Will users be trying to produce whatever effect the action has?*  
Yes, the intent of the tab is clearly marked and comes on the menu list after "Choose Background". Users should see it as the second step in the "design your own invitation" process.

*Will users see the control (button, menu, switch, etc.) for the action?*  
Luckily the user is offered two ways to reach this step - they can either click on the tab, which is unfortunately low-contrast and not immediately clear to be an interactive button, or they can click on a "Select" button which reinforces their background image selection and will take them to the "Add Main Image" page, as the tab would. The tabs should look more like buttons, or at least like steps to be taken.

*Once users find the control, will they recognize that it produces the effect they want?*  
Yes, when users mouse over the image it becomes bolder in color and users will understand that they can click it to go on to the next step.

*After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?*  
The page that users are taken to after choosing "Add Main Image" includes their invitation, with the background they have already chosen, so they can see that they are successfully moving through the process of building their own invitation.

**Browse and select a main image by clicking on the radio button or clicking the image.**

*Will users be trying to produce whatever effect the action has?*  
Yes, in this step it is clear that selecting the image (or radio button above it) selects the image - it also displays on a small preview of the Evite to the right of the image choices.

*Will users see the control (button, menu, switch, etc.) for the action?*  
The radio buttons are obvious above each main image displayed on the page. There is no indication that the user can pick an image also by clicking on it, which is unfortunate because this
actually takes less effort on the user's part according to Fitts' law.

Once users find the control, will they recognize that it produces the effect they want?
Yes, users will see their chosen images appearing on a preview of the Evite on the right side of the page. The Evite also shows their previously chosen background image to reinforce that they are looking at a preview of their own design.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes, the feedback of selecting an image is immediate because that image is displayed on the small preview Evite to the right. If the user picks another image, it replaces the first one they picked in their design. So the user can "preview" the invitation with many different images without leaving the page.

Click the "Add Accent Images" tab.

Will users be trying to produce whatever effect the action has?
Yes - users will want to get to the next step of the process, by clicking this tab.

Will users see the control (button, menu, switch, etc.) for the action?
At this point users may be used to the process of clicking tabs or the 'Select' button to move on in the designing process, so hopefully users will be familiar with what they have to click for this action.

Once users find the control, will they recognize that it produces the effect they want?
Clicking the "Add Accent Images" tab takes users to a page with accent images, which is what they will expect to see.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes, the feedback is that the user is taken on a page to pick accent images so they know they have successfully moved on to the next step in the "design your own invitation" process.

Browse and select a left and right image by clicking on the associated radio buttons.
Will users be trying to produce whatever effect the action has?
Yes - although they may think they can put the accent images anywhere on their invitation, when in fact they can only put one image to the left and one image to the right of their main image.

Will users see the control (button, menu, switch, etc.) for the action?
The "left" and "right" radio buttons are obvious next to each accent image, however the images themselves aren't clickable now because "left" or "right" must be specified with radio buttons. Again, users may not notice that they have several pages worth of images they can browse before deciding on their left and right images, because those controls are small and only below the images.

Once users find the control, will they recognize that it produces the effect they want?
The radio buttons are similar to the ones found on next to all images a user selects in the process - just like the background image and the main image - so users should recognize immediately that to choose an accent image, they just click on the radio buttons. If they try to click on an image itself, they will get no feedback, indicating that the radio button is the way to go.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
Yes, clicking the "left" or "right" radio button immediately puts the selected image on their invitation design displayed on the right hand side of the page. If the user picks another image, it replaces the first one they picked in their design. So the user can preview the invitation with many different images without leaving the page.

Click on the "Choose Colors" tab.

Will users be trying to produce whatever effect the action has?
Users may not realize what colors they need to choose at this point, but it is clear that this is the last tab in the design process so users will want to click this tab to see what they still need to do to complete their invitation.

Will users see the control (button, menu, switch, etc.) for the action?
Now that the user is aware of how to move from step to step, the "Choose Colors" tab is obvious on the page, as the fourth step in
the process.

Once users find the control, will they recognize that it produces the effect they want?
   The control takes them to a page with a color palette where they can change the color of the header, text etc., on the invitation. That may or may not be what the user is expecting. It depends what level of control they want/expect over their invitation.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
   Yes, users will see a color palette, radio buttons next to labels for colors to change, and a preview of their Evite, indicating next steps in the process.

Change each color
Choose the radio button
Pick a new color from palette at the left
Repeat with each new radio button

Will users be trying to produce whatever effect the action has?
   The radio buttons are clearly labeled with the element on the invitation that is going to be changed - "Page Text Color", for example. Users can see immediately what modifications they can make and will know how to pick the element they want. At this point however, users may be tired of the design process, and showing users what they are changing may be better than telling them, so a larger example of each bit of text may help users understand what color is being changed for each section. It may also be helpful to offer preselected color palettes - Evite already offers suggested images and a concise catalog of images to browse, why not offer already-harmonized palettes?

Will users see the control (button, menu, switch, etc.) for the action?
   Yes, the color palette is obvious on the page, and the radio buttons are just to the right of the palette, all clearly labeled.

Once users find the control, will they recognize that it produces the effect they want?
   The combination of the color palette and the names of elements of the page that can change, along with a current color associated with each element and the preview Evite, should make it clear what the radio button/color palette does.
After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
   Once a user changes the color of an element on the invitation, the change is immediately reflected on the invitation design on the right hand of the page. The user gets immediate feedback.

Click the "Finish" button.

Will users be trying to produce whatever effect the action has?
   Users will want to go to the next step of the invitation process, and "Finish" will take them to the page where they can enter details about the event and add a guest list.

Will users see the control (button, menu, switch, etc.) for the action?
   The "Finish" button is in two places on the page, top and bottom right. Users should be able to find it. To be clearer, perhaps there could be a button that says "Next -> Enter Details", since that's the next step in the process and users aren't actually very close to being finished.

Once users find the control, will they recognize that it produces the effect they want?
   Labeling the button "Finish" might be confusing to users, who think by clicking that they are done with their invitation completely, however, they know that all the details about the event still have to be filled in and might wonder if they skipped a step. To be clearer, perhaps there could be a button that says "Next -> Enter Details", since that's the next step in the process and users aren't actually very close to being finished.

After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?
   Clicking the "Finish" button takes them to their invitation where they can enter all the details, and the tab marked "Enter Details" is highlighted, so users should understand what to do.