

Shein	Is the heuristic violated? How?	Severity
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	<ul style="list-style-type: none"> - Shein indicates the users' current location with a tab, respond smoothly. - The shopping bag indicates new items have been added by showing bag content for a few seconds after the user has pressed the "add to bag" button. 	0/5
2. Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	<ul style="list-style-type: none"> - The products are categorized as in physical stores by group such as "man", "women". They also breaks it in smaller group inside each category such as "tops" include "T-shirts, blouses, etc" - Size guide picture and measurement, - Size chart provided with measurement, which made easier for users to choose. 	0/5
3. User control and freedom Users often choose system functions by mistake and will need a clearly marked 'emergency exit' to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	<p>When entering the shopping cart, users may choose to exit it and continue shopping by pressing the "X" button in the corner. User also can decided the quantity of products and if they want to check it out in the end or leave it in the shopping bag.</p> <p>If users for any reason close the product page tab, they can easily find it again in the "recently viewed" section in user profile.</p>	0/5
4. Consistency and standards Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.	All buttons on the website are consistent within its category consider the design, color and sizing.	0/5

5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	When a user deletes an item from the shopping bag, a pop-up message asks the user if they are sure of their decision. This prevents users from delete their product by mistake. After clicking the checkout, there is a order confirmation which list all the details of the order such as shipping address, products, price, payment method, voucher, shipping fee. Only if the user confirms this, the order will be sent. This prevents users from mistake.	0/5
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Based on the '10 Usability Heuristics for User Interface Design' by Jakob Nielsen useit.com/papers/heuristic/heuristic_list.html

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6. Recognition rather than recall Make objects, actions and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.	All the buttons are well-labeled or use an appropriate icon. Navigation is convenient. Shopping is always on the top of the page so user can visit and check out their chosen products	0/5
7. Flexibility and efficiency of use Accelerators – unseen by the novice user – may often speed up the interaction for the expert user, such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	On the results page, the user can see the recently searched and search discovery or trending search, very helpful When user navigates to search result, there are filter options. There is one button for clear all the filter option, very efficient.	0/5
8. Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	Pages are very cluttered with small text and lots of different images from advertisements, making it hard for users to digest the information being displayed. Recommendation: <ul style="list-style-type: none"> - Use less advertising and larger text (as necessary) to reduce cluttered appearance. - Reorganize priority information that users would like to see to the top of the screen 	3/5

9. Help users recognise, diagnose and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.	When a product is unavailable during checkout, the item turn gray and there is a text marked “sold out”. This helps users understand why they are can’t continue the purchase with the product.	0/5
10. Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out and not be too large.	Good documentation and help. Users can find supports by visiting their profile. If they cannot find the answer in the FAQ area, there is live chat available withing office hour.	0/5

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