

Heuristic	Is the heuristic violated? How?	Severity
<b>1. Visibility of system status</b> The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	When a user searches for a product and views a product, the trail of the journey is not visible to the user, user is only shown "back to results" option. However, when user clicks on a recommended product, the user is shown the whole trail of the product as "Electronics & Photo > eBook Readers & Accessories > Covers".	2
<b>2. Match between system and the real world</b> 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.	No significant violation. The website is simple and easily understandable.	0
<b>3. User control and freedom</b> 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.	When a user is proceeding to checkout, there is no back button option on the website itself, user is only given an option to continue forward. However, back button of the browser can be utilized in case the user needs to.	2
<b>4. Consistency and standards</b> Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions.	The product list shown to the user has inconsistent styling which may not be aesthetically pleasing. Also, the buttons are not categorized based on importance. All the buttons are either white or a shade of orange; some buttons have corner radius and some don't.	2
<b>5. Error prevention</b> Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	While checking out for an order, user is not prevented from making mistakes when filling the delivery address instead user is given a error message later.	2

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<b>6. Recognition rather than recall</b> 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.	The website does well to show the user what they had viewed earlier, and products related to the viewed items as well.	0
<b>7. Flexibility and efficiency of use</b> 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.	Short-cut to end goals are presented to the user to accelerate the interaction.	0
<b>8. Aesthetic and minimalist design</b> 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.	The website is very minimalistic in design and very easy to use for an inexperienced user as well.	0
<b>9. Help users recognise, diagnose and recover from errors</b> Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.	Once errors from the user are detected, the error messages shown to the user are descriptive and clear to understand.	0
<b>10. Help and documentation</b> 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.	Amazon website is very easy to use and necessary help/documentation is located at the bottom of each page. However, a communication line between a seller and the buyer could be established if a buyer intends to know more about a certain product from a seller.	2