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| **Heuristic** | **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. | No, there are series of functionalities that is making this website easy to use in the sense of visibility of systems. The steps of payments are constructed already in the page of checkout which will tell the idea of timeframe that can be consumed. |  |
| **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. | There are several functionalities that help maintain the balance between system and real world and make it easier to the users by using real world language to the system but not system language. The main points are:   1. Searching with names but not the item number or code. 2. Searching by uploading picture from your gallery or by taking picture. 3. Choosing the coupon code from the list but doesn’t need to insert code. 4. Errors are translated to simple language that the user can understand. |  |
| **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. | She in application has several functionalities that helps users to confirm second time dialogues like if user want to delete something from shopping cart, if the user really want to delete before deleting directly as well as the size can be edited in shopping cart which gives convenience to the user so that user doesn’t need to go back and forth. |  |
| **4. Consistency and standards**  Users should not have to wonder whether different words, situations or actions mean the same thing. Follow platform conventions. | I also follows global standard of placing the components in application like cart on right, search on the top part of application, icons matched to the respective components. Th font size and color pattern are consistent on all part of the application. |  |
| **5. Error prevention**  Even better than good error messages is a careful design which prevents a problem from occurring in the first place. | This application has taken care of error prevention. It informs the user beforehand if the user makes some error. Foer example, if user forgets to choose size or color, it will prevent user to go to cart telling which field is not fulfilled. |  |

Based on the ‘10 Usability Heuristics for User Interface Design’ by Jakob Nielsen useit.com/papers/heuristic/heuristic\_list.html

**Notes sheet (1)**

**Heuristic Evaluation**

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| **Heuristic** | **Is the heuristic violated? How?** | **Severity** |
| **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. | Shein has a function that asks users beforehand what kind of items users are interested in which comes as a checkbox so as for language and currency which help user not to overload the memory. As well as the searched keywords are shown in the list so that next time user can choose directly from the list. As well as recently viewed items makes users easy to check the item if needed and suggest items like the item. |  |
| **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. | It has categories tabs which help users to get to the point and doesn’t have to wonder where to find what. It also categorizes the status of orders in one tab. It makes the app efficient to jump from one to another without going through evey items. |  |
| **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. | The font page of the application is not minimalist. It contains lots of information which might overwhelm the user for the moment. The tab buttons at the bottom seem quite promising. The search navigates to the page that really seems lots of information behind. A lot of recommendation at bottom of scrolling page in home seems very distracting. |  |
| **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. | The contact services is made so creatively in Shein, when you enter the contact page, it gives options of problems you can use and then can redirect it item you have complaint of with pictures and so on. It helps to recognize the problem and recover it. |  |
| **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. | Shein has full on documents to study about the app and other services so it can be read to get the information as well as frequently asked question list that is very helpful for the users to find out about the issues. |  |

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**Notes sheet (2)**

**Heuristic Evaluation**