

## 1. Business Requirements and Demographic of End-Users:

### Business Requirements:

- IKEA operates as a multinational conglomerate that specializes in designing and selling ready-to-assemble furniture, appliances, and home accessories.
- The website serves as a primary platform for showcasing IKEA's products, providing information on stores, facilitating online purchases, and offering design inspiration and planning tools.

### Demographic of End-Users:

- IKEA's target demographic includes individuals and families looking for affordable yet stylish furniture and home furnishings.
- The website caters to a diverse audience, ranging from young adults furnishing their first apartments to families decorating their homes.

## 2. Reporting Tools and Heuristics:

For this heuristic audit, I will use a combination of Nielsen's 10 Usability Heuristics and a custom heuristic evaluation checklist tailored to IKEA's website. The evaluation will focus on aspects such as visibility of system status, match between system and real-world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose, and recover from errors, and help and documentation.

## 3. Evaluation of Experience and Identification of Usability Issues:

### Usability Issues Identified:

#### 1. Visibility of System Status:

- The loading indicators during page transitions are sometimes subtle, leading to uncertainty about whether actions are being processed.

#### 2. Match Between System and Real World:

- Terminology used for product categories and navigation may not always align with users' mental models, making it challenging to find specific items.

#### 3. User Control and Freedom:

- Limited options for customizing product listings and filtering options restrict users' ability to narrow down search results effectively.

#### 4. Consistency and Standards:

- Inconsistent placement of navigation elements and varying design styles across different sections of the website may confuse users and hinder navigation.

#### 5. Error Prevention:

- Lack of inline validation or clear feedback during form submissions increases the risk of users making errors without immediate detection.

#### 6. Recognition Rather Than Recall:

- Some product descriptions rely heavily on product codes rather than descriptive names, requiring users to recall specific codes for identification.

#### 4. Analysis and Aggregation of Data:

The identified usability issues range from issues with navigation consistency to challenges in error prevention and feedback. These issues contribute to user frustration, hinder task completion, and potentially impact conversion rates and user satisfaction.

#### 5. Presentation of Results:

Improving the visibility of system status, aligning terminology with users' mental models, enhancing user control and freedom in navigation and filtering options, ensuring consistency in design and layout, implementing effective error prevention mechanisms, and minimizing reliance on users' recall are essential steps to enhance the usability of the IKEA website and improve the overall user experience.

## Recommendations to Improve Heuristics and Usability of IKEA's Website:

### 1. Visibility of System Status:

#### • Recommendation: Enhance Loading Indicators

- Implement more noticeable loading indicators during page transitions and actions such as adding items to the cart. This will provide users with clearer feedback on the status of their interactions, reducing uncertainty and enhancing the perception of responsiveness.

### 2. Match Between System and the Real World:

#### • Recommendation: Simplify Terminology

- Align product categories and navigation labels with commonly understood terms and language used by customers. Use descriptive names for products and categories to ensure they match users' mental models and facilitate easier navigation and product discovery.

### 3. User Control and Freedom:

#### • Recommendation: Expand Filtering Options

- Provide users with more extensive filtering options and customization features, allowing them greater control over search results and product listings. This includes options to filter by price range, color, material, size, and other relevant attributes, enabling users to refine their searches more effectively.

### 4. Consistency and Standards:

#### • Recommendation: Standardize Navigation Design

- Establish consistent placement and styling of navigation elements across all pages of the website. This includes maintaining uniformity in menu structures, button styles, and interactive elements to create a cohesive and predictable user experience throughout the site.

### 5. Error Prevention:

#### • Recommendation: Implement Inline Validation

- Introduce inline validation prompts and real-time feedback mechanisms to assist users in completing forms accurately. Highlight mandatory fields, provide clear error messages, and offer suggestions for corrections to prevent users from encountering errors and guide them towards successful form submission.

### 6. Recognition Rather Than Recall:

#### • Recommendation: Enhance Product Descriptions

- Revise product descriptions to emphasize descriptive names and features rather than relying solely on product codes. This will reduce the cognitive load on users, making it easier for them to identify and select products without having to recall specific codes or details.

By implementing these recommendations, IKEA can address key usability issues identified in the heuristic audit, ultimately improving the overall user experience of its website and enhancing customer satisfaction and engagement.