fabindia
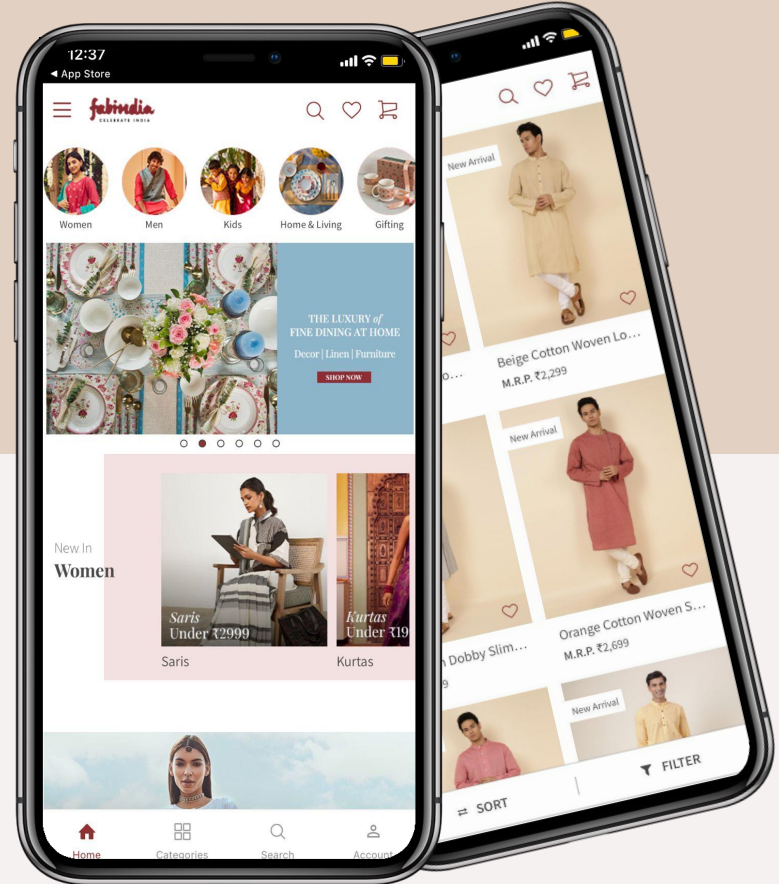## CELEBRATE INDIA

HEURISTIC EVALUATION

About Fabindia

- India's largest private platform for products that are made from traditional techniques, skills and hand-based processes.
- Links over 55,000 craft based rural producers to modern urban markets.
- Preserves India's traditional handicrafts in the process.
- Fabindia's products are natural, craft based, contemporary, and affordable.

What is Heuristic Evaluation ?

➔ A heuristic is a fast and practical way to solve problems or make decisions.
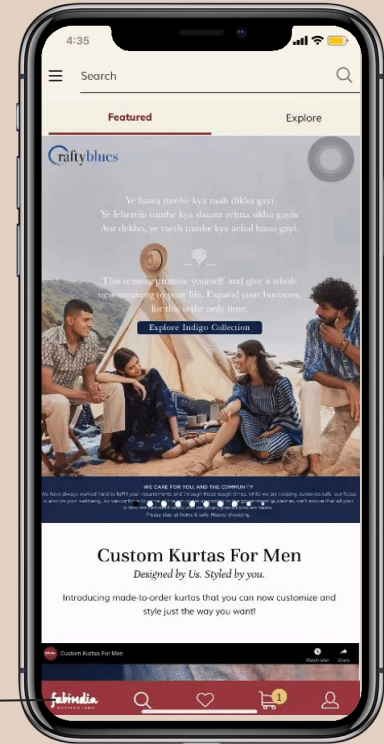➔ To systematically determine a design's /product' s usability.

VISIBILITY OF SYSTEM STATUS

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

1

The navigation bar disappears as soon as the user searched for a product, which makes it difficult to navigate.

MATCH BETWEEN SYSTEM AND THE REAL WORLD

The system should speak the user's language with words, phrases and concepts familiar to the user, rather than system-oriented terms.

2

The search bar and magnifying glass are clearly visible which makes it easier for the user to search a product without any problem.
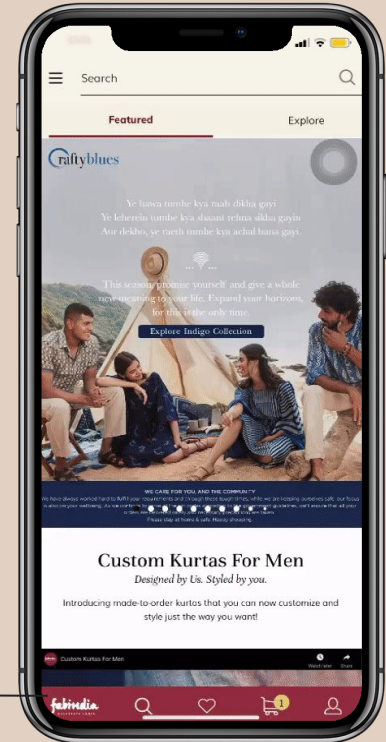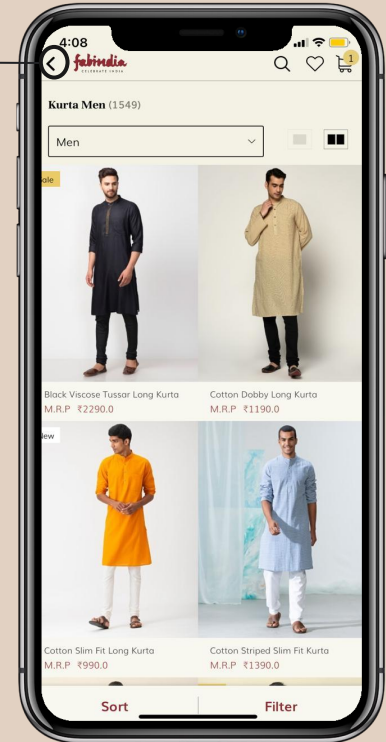
USER CONTROL AND FREEDOM

3

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.

No Home button is available due to which number of steps to go to home page increases, which makes user uncomfortable.

Back button is easily located which makes it easier for the user to go back.

CONSISTENCY AND STANDARDS

4

A system or a product should never ever confuse the users by using different words, actions, design, or situations to derive the same meaning.

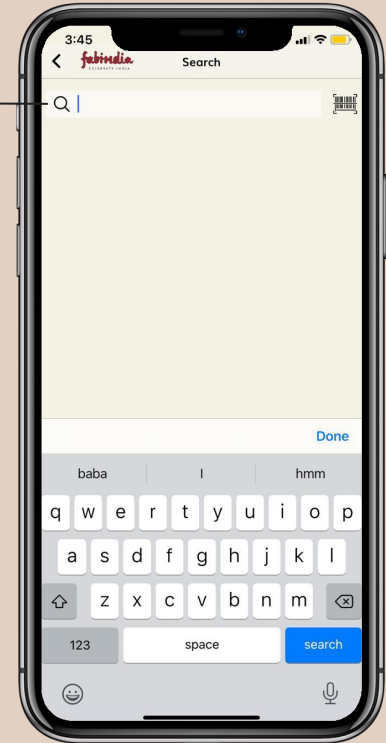No home button available to directly go to the home page.

RECOGNITION RATHER THAN CALL

5

Try to minimize the use of the user's memory. Suggest them the options that they might need. Or remind them to complete a certain task that needs to be done soon. Don't let the users think too much or recall her/his memory to complete tasks.

Fabindia does not offers recent
searches, which makes it difficult
for the user to recall their last
search history.

ERROR PREVENTION

6

Users are humans. Humans tend to do mistakes. So we should always keep an eye to avoid those possible mistakes by giving appropriate suggestions and notifications when needed.

The app asked for necessary details before ordering so there might not be any mistake
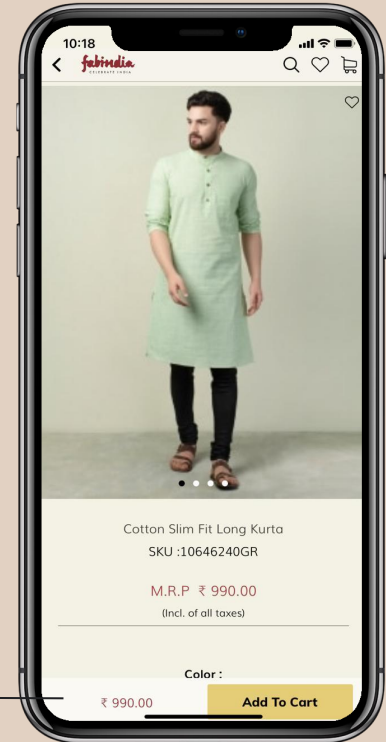
FLEXIBILITY AND EFFICIENCY OF USE

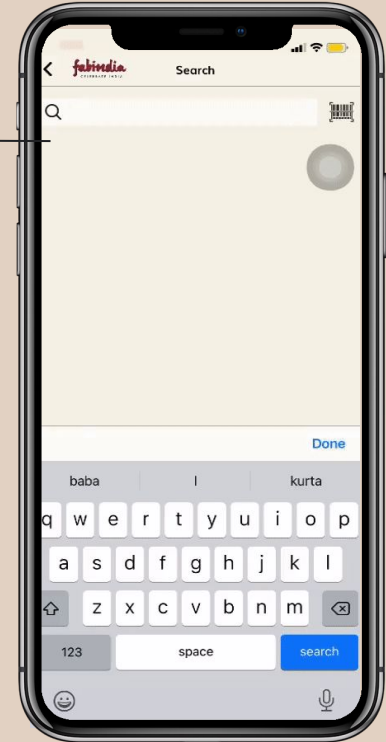The design should be easier to use for all the user groups.
It gives users ways to speed up their work with more efficiency and flexibility.

7

User cannot buy directly from the product page. The user have to add the product to cart. This adds one more step.

Users are provided with the proper filters and categories, which makes their experience good.
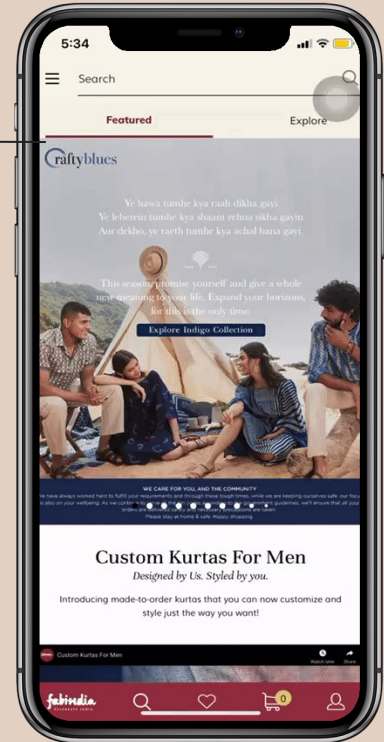
AESTHETIC AND MINIMALIST DESIGN

Aesthetic and Minimalist design is not about adding white space. It is all about giving relevant data and removing all the unwanted things.

8

The interface is excellent because all the details are clearly visible which makes the experience even better.
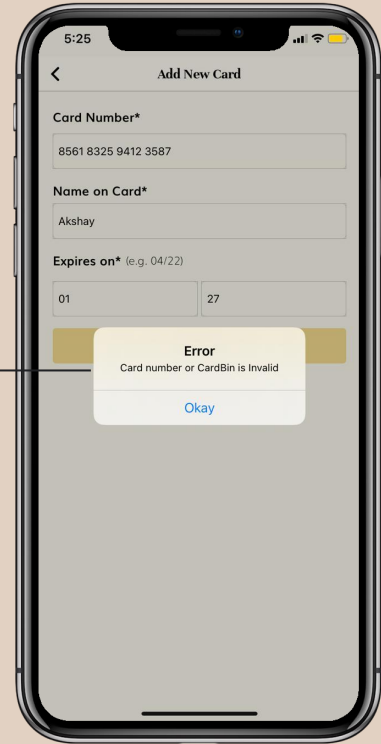
HELP USER RECOGNIZE, RECOVER AND DIAGNOSE FROM ERROR

Help the users to identify what is the exact error and suggest a way to get rid of that.

9

Instead of showing error codes it is showing error in simple language so that user can understand easily.

Add New Card

Card Number*

8561 8325 9412 3587

Name on Card*

Akshay

Expires on* (e.g. 04/22)

01

27

Error

Card number or CardBin is Invalid

Okay

Fabindia ask the user about their country in which the items should be delivered.
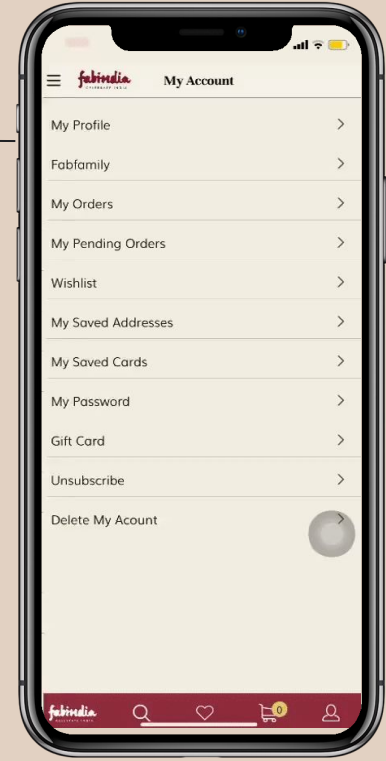
HELP AND DOCUMENTATION

10

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.

Fabindia has clearly and properly mentioned about customer service which enhance their experience makes user trust towards it.

My Account

My Profile

Fabfamily

My Orders

My Pending Orders

Wishlist

My Saved Addresses

My Saved Cards

My Password

Gift Card

Unsubscribe

Delete My Acount

HEURISTIC ANALYSIS

	BAD	AVERAGE	GOOD
Visibility of system status	▬		
Match between system and the real world			▬
User control and freedom		▬	
Consistency and standards	▬		
Recognition rather than call	▬		
Error prevention			▬
Flexibility and efficiency use		▬	
Aesthetic and minimalist design			▬
Help user recognise, diagnose and recover from errors			▬
Help and documentations			▬

THANK YOU