H&M

Heuristic Evaluation

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.

About H & M

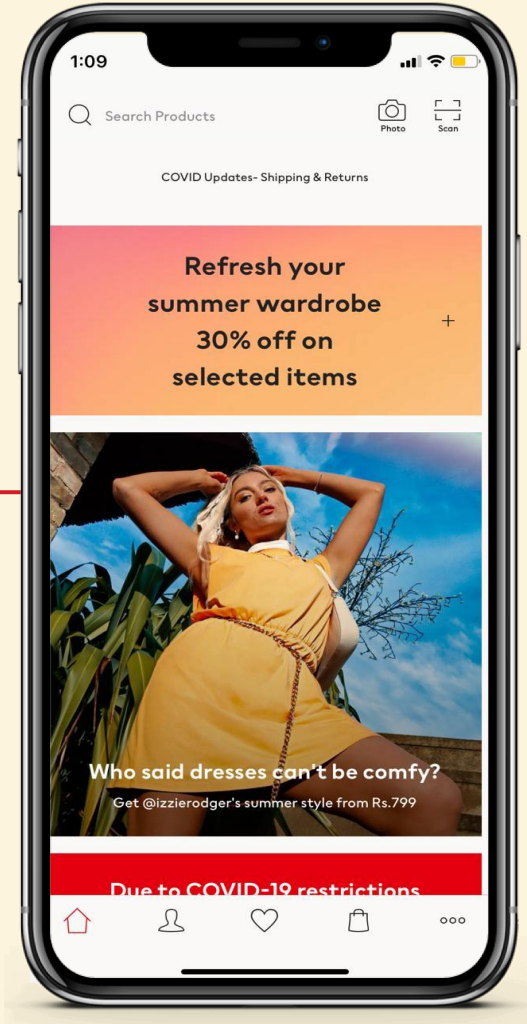
- Hennes & Mauritz , commonly known as H&M.
- One of the most recognizable brands in the fashion industry.
- H&M has almost 4000 stores worldwide and has plans for 7000-8000 more stores in the future.

1

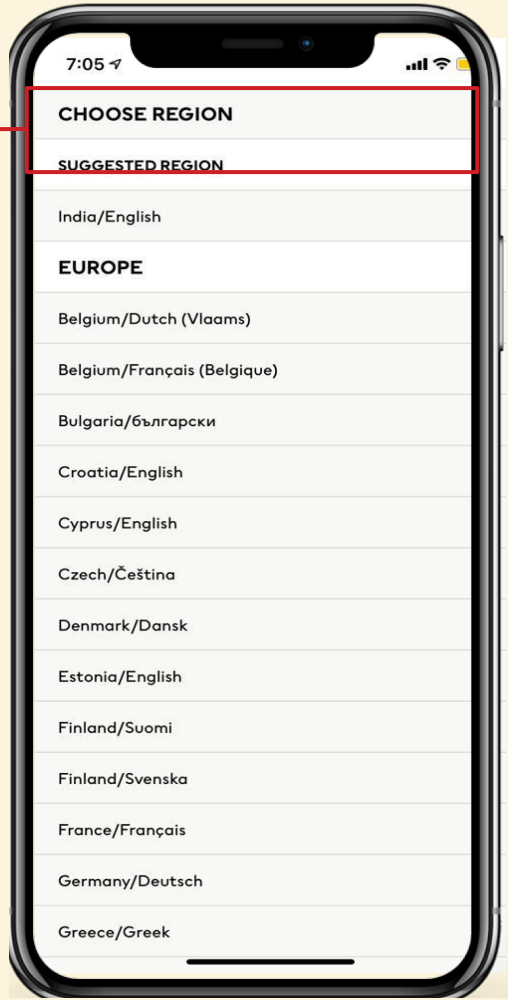
VISIBILITY OF SYSTEM STATUS

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

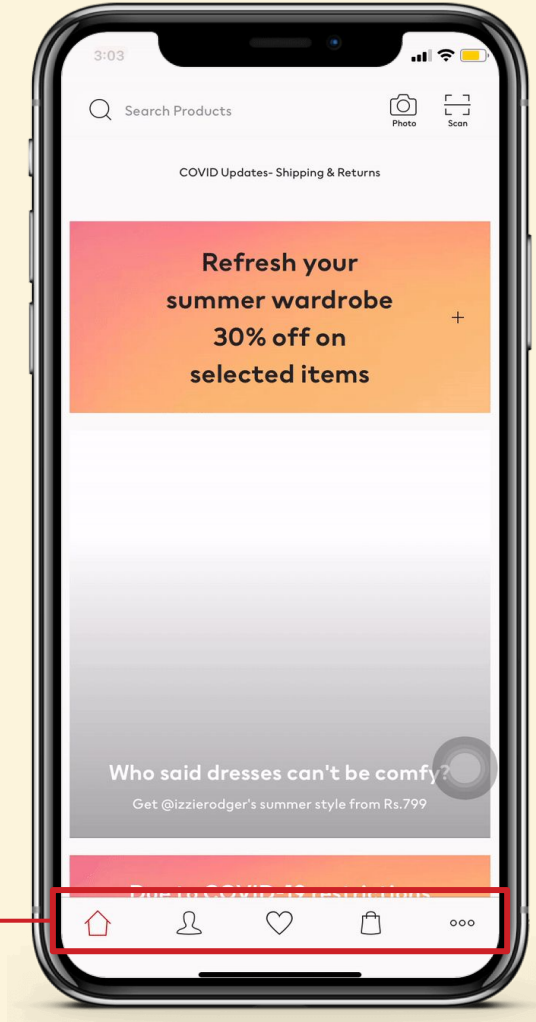
H&M shows a preloader to indicate the status of page loading.



App asks from which region the user belongs to set the language and show availability of products.



The Navigation Bar gets highlighted with red colour when an icon is selected.



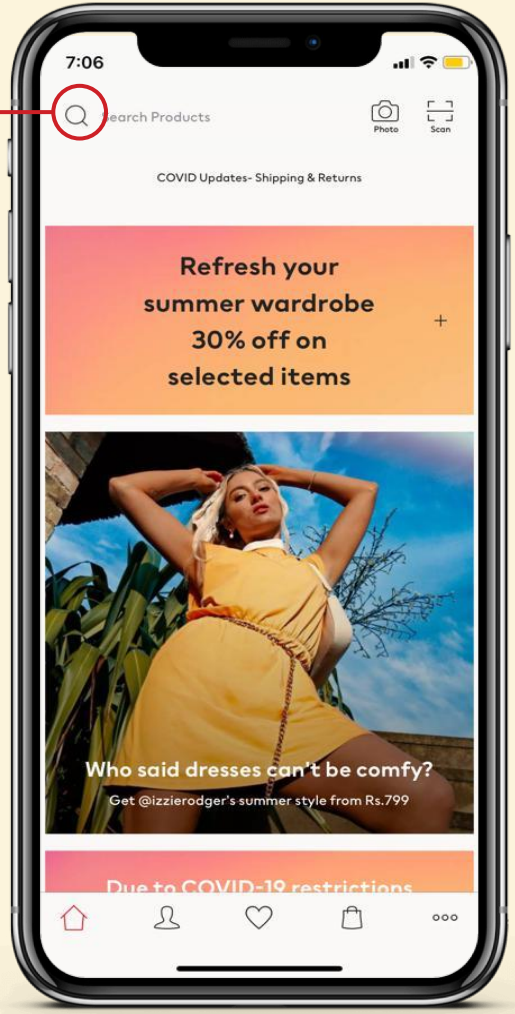
2

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.

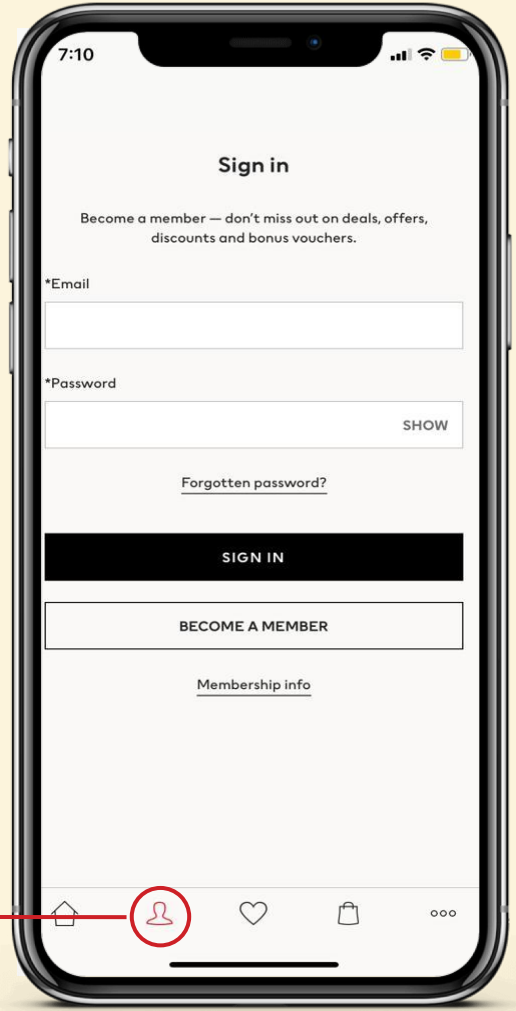
Search Icon

Use of magnifying glass as a search icon (which is familiar) makes it easier for user to understand .



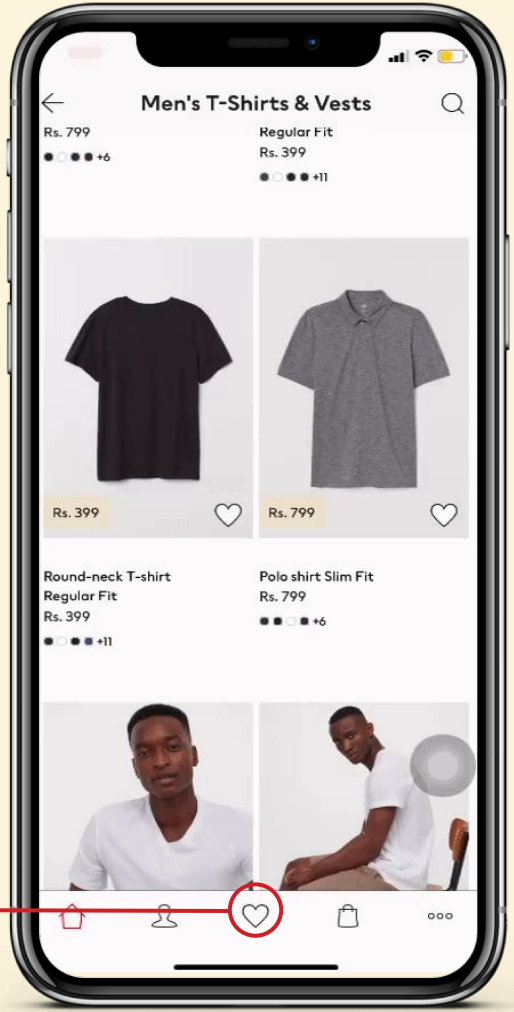
Sign In

An icon of person is their which makes the user easier to locate to sign-in in the H&M official account.



Favourites

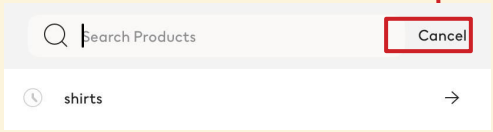
Heart Icon is used for the favourites and the selected items are automatically added to my favourites.



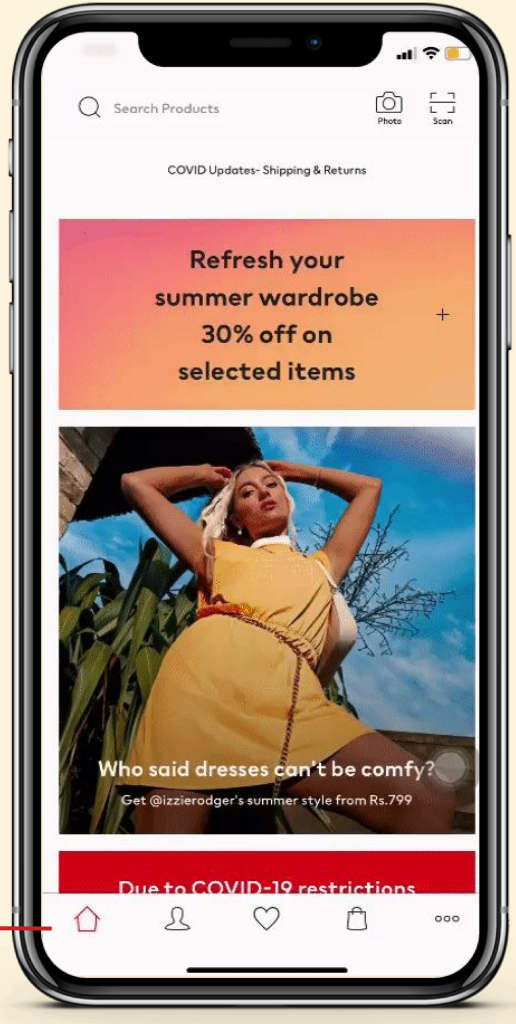
3

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.

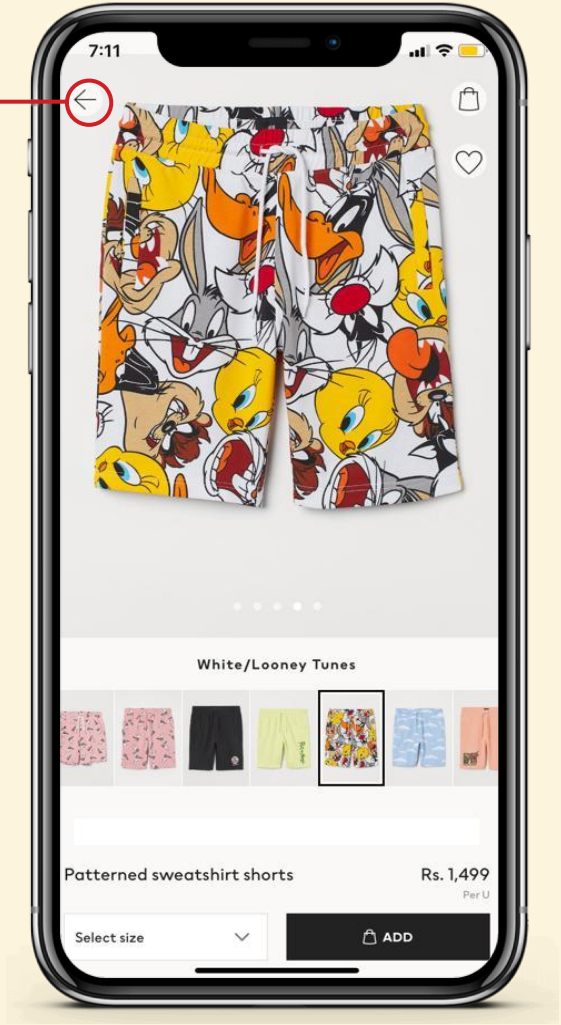


The cancel option and the home button allow the user to clear the search and come back to main screen instantly



Back Button

Back button is easily located on the screen which make user comfortable to go back to previous page.

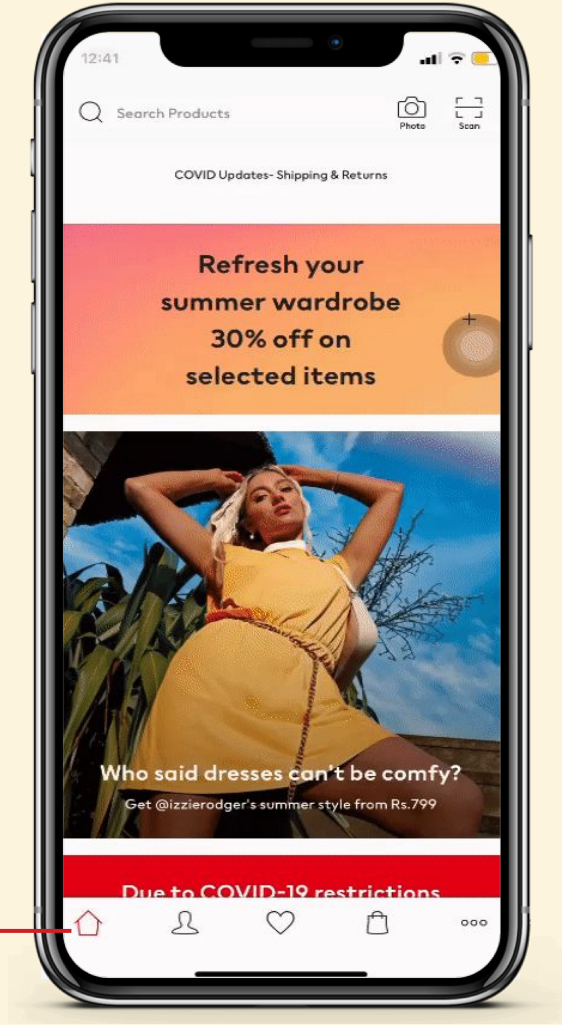


4

CONSISTENCY AND STANDARDS

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

Home Button brings user directly to the home page.



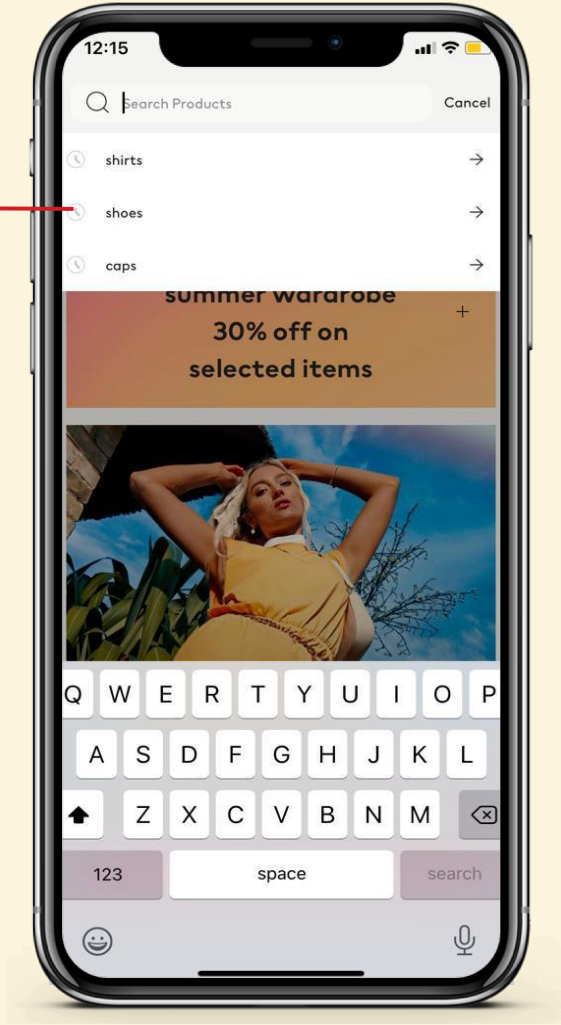
5

RECOGNITION RATHER THAN RECALL

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.

Recent Search

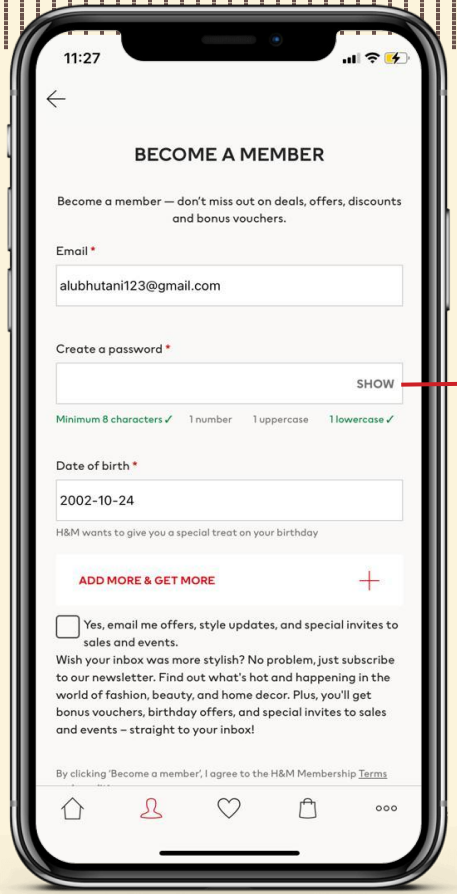
H&M offers ‘Recent Searches list.Eliminating the need for its users to retain memory of their product selections/search.



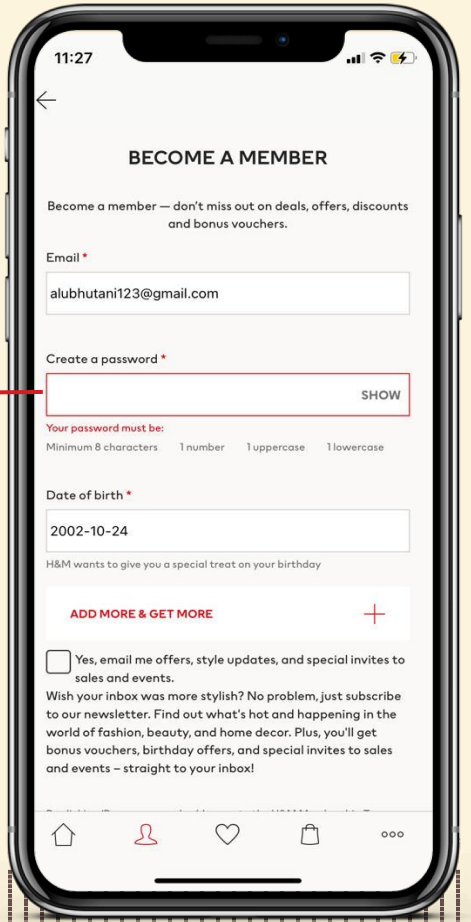
6

ERROR PREVENTION

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



When typing in password, the red error notification is difficult to miss.
This helps the user to prevent future mistakes.

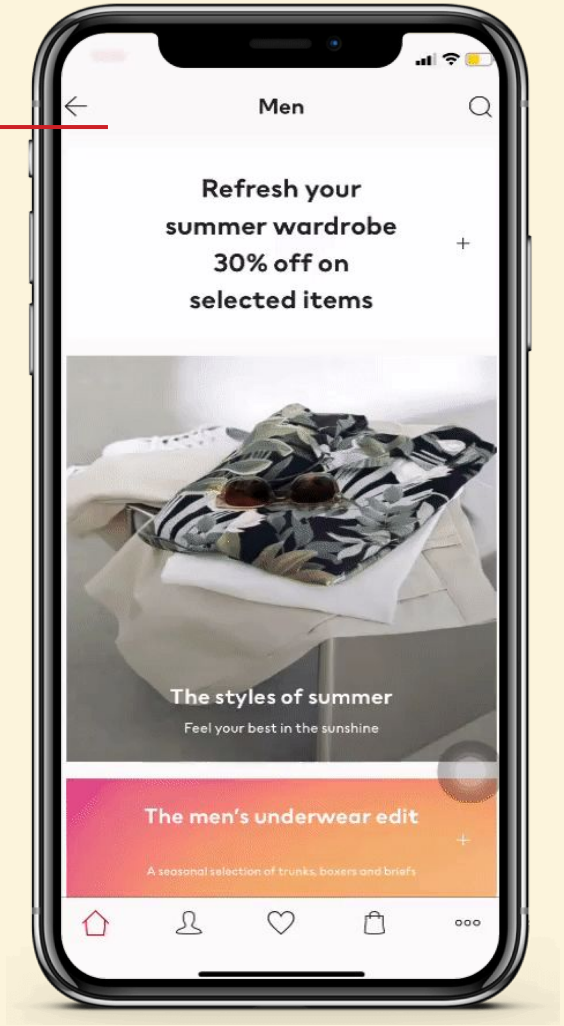


7

FLEXIBILITY AND EFFICIENCY OF USE

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

Uses are provided with a filter option which help them to sort a certain category.

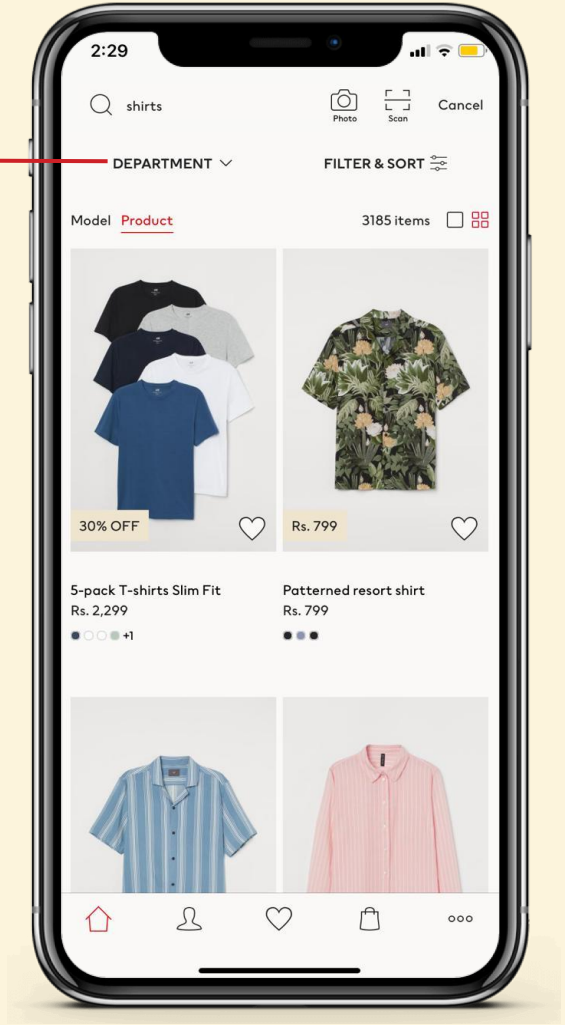


8

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.

H&M uses only white theme to make the app more descent and less technical.

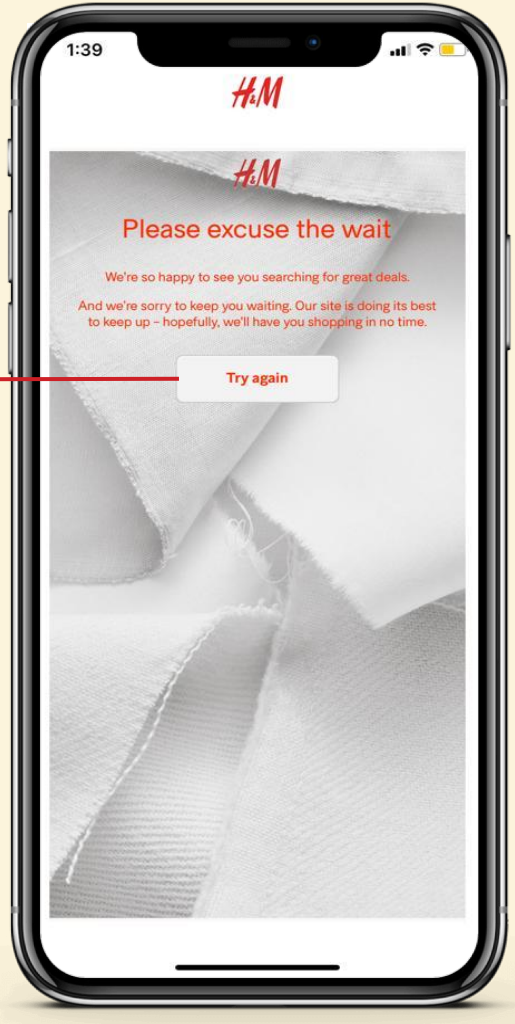


9

HELP USERS RECOGNISE, RECOVER AND DIAGNOSE FROM ERRORS

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

The error in the server of H&M is represented by simple language rather than codes which helps the user to understand easily.

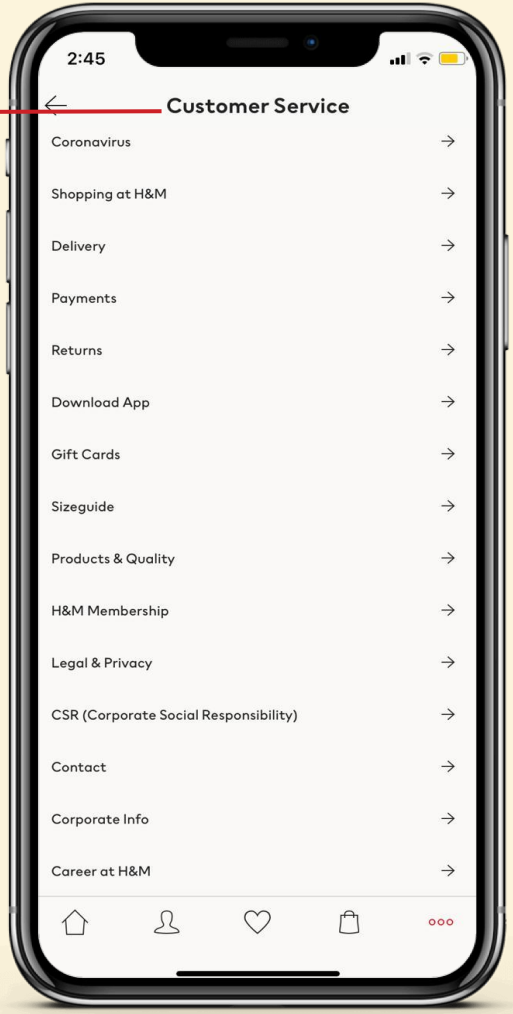


10

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.

H&M customer service is well organised and had each and every option which will help the user in difficulty.



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 !