

UX Report

S3 Individual Project - Davines



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FHICT

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# 10 Heuristic Principles

A [heuristic evaluation](https://www.interaction-design.org/literature/topics/heuristic-evaluation?ep=uxness) is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized [usability principles](https://www.interaction-design.org/literature/topics/design-principles?ep=uxness) (the "heuristics").

## 1 Visibility of system status

### Explanation

The system should always keep users informed about current state and actions through appropriate visual cues and feedback within reasonable time.

### Evaluation

Whilst not every page has a loading signal when rendering tasks, the user does get updated through toasts when a process in completed or halted.

Success:

Graphical user interface, text

Description automatically generated

Failed/Error scenarios

Graphical user interface, application, Word

Description automatically generatedGraphical user interface, text, application, chat or text message

Description automatically generated

Selecting seats would change these numbers to match the amount of   
seats and cost. The cart state is being tracked whether if a product added,   
removed or the quantity changed by the user, everything in real-time   
update together with the price of the product of the quantity that   
is added and as well the total price of the products.

## 2 Match between systems and real world

### Explanation

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.

### Evaluation

As you can see in the details page of the products you have the “Add to cart” button that has an icon for shopping cart like you are putting something in the cart while shopping.

Graphical user interface, application

Description automatically generated

## 3 User control and freedom

### Explanation

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.

### Evaluation

A user can add a product to the cart by mistake so you can remove it at any time.

Graphical user interface, application

Description automatically generatedGraphical user interface, application

Description automatically generated

## 4 Error Prevention

### Explanation

Even better than good error messages are a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

### Evaluation

Like point 1, I display toast messages in case of errors or warnings.

But for required fields or fields with improper input are shown in real time by coloring the field red and displaying a message that will let the user know of what he must do.

There is also a planning to have a confirmation before deleting an event but that is still in design.

Graphical user interface, application

Description automatically generated

Graphical user interface, application

Description automatically generated

## 5 Help users recognize, diagnose, and recover from errors.

### Explanation

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

### Evaluation

If a user tries to create a product without filling in some of the fields or without putting an image it’s going to display an error message with toast container same goes for series.

Graphical user interface, application, Teams

Description automatically generated

## 6 Consistency and standards.

### Explanation

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

### Evaluation

The colour of my web page consists of the following colours:

Backgrounds:

A picture containing letter

Description automatically generated

Graphical user interface

Description automatically generated  
  
  
Buttons & Text:

![Shape

Description automatically generated]()A picture containing letter

Description automatically generatedGraphical user interface

Description automatically generated

Style example:  
A picture containing text, person, screenshot

Description automatically generated

Besides this the style example stays consistent as most of it is repeated object repeatedly following this principle.

## 7 Recognition rather than recall

### Explanation

Minimize the user's memory load by making 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.

### Evaluation

The system always attempts to display all available information in a clean and nice manner to the user. The only memory load on the user is their own personal information, as that doesn’t get displayed at any point during any of the processes.

Products:

A picture containing text, different, bunch, several

Description automatically generated  
  
Series:

A picture containing text

Description automatically generated

## 8 Flexibility and efficiency of use

### Explanation

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.

### Evaluation

If a user leaves the website or logins after adding products to the cart the shopping cart is still remembered.

A picture containing shape

Description automatically generated

## 9 Aesthetic and Minimalist design

### Explanation

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.

### Evaluation

Whilst my web page has a lack of minimalist design, in this specific case of design, adding iconography would only clutter the web pages.

When a user wants to review all their orders all orders are going to be displayed with only the most valuable information rather than showing everything. If the user wants to see everything there is a button to display in another page the whole order information.

Graphical user interface, text

Description automatically generated

## 10 Help and documentation

### Explanation

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.

### Evaluation

Currently there is only project documentation such as test strategies.

# Feedback Reports

## Report 1: Young-Adolescent Student, Junior Software Engineer

**Method**: Observation

**Observations:**

* The user is confused that he needs to click on a product in order to see the price of the product
* The user felt it unnecessary for him to input the information of the checkout when he is already logged in
* The user felt too distracted from the profile page avatar due to the random greenness at a white/dark theme website.

**Comments from user:**

* *“I don’t like the profile page avatar because its colors don’t match the website theme”*
* *“The flow is quick, and everything loads fast, I could go anywhere, and I understood where to go next.”*

**Points of improvement:**

* Add the price tag of the products in the products page.

## Report 2: Elderly, Retired School Teacher

**Method**: Observation

**Observations:**

* The user didn’t like that he can’t see at least any information regarding shipping.
* The user would like to know what’s the price of the product before going to the details page of the product.
* The user liked the simplicity of the design and the fast load times.
* The user is fond of how easy is to use the cart in website – one thing to be changed is to add a whole remove button of a product rather than decreasing the quantity to 0.

**Comments from user:**

* *“Something that I didn’t like is that when I want to purchase a product I have to wait for approval from an employee of the company, which is ok, but the problem comes from the fact that I don’t know how long I will have to wait my order to be approved. I also can’t see how much time I must wait for the products to come to the desired address after the order has been approved”*
* *“The design for the specific series needs some improvement.”*
* *“To be honest I really like the design of the website - it is very clean and it is full of nice animations. However, my favorite part is the design of the account page – with all the colors it is very beautiful.”*

**Points of improvement:**

* Add some information regarding the expected dates of delivery.
* Put some changes on the design of the specific series page.