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| **Heuristic Evaluation** | **Example** |
| Match between system and the real world | Add to cart process is the same as “real world” shopping experience. |
| User control and freedom | Provide users with controls to help them get to their objectives. |
| Consistency and standards | Keep navigation consistent throughout the site. |
| Recognition rather than recall | Use well-known icons |
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| **Criteria** | **Description** |
| Describe the scope and purpose of your usability test. | Allows the design and development teams to identify problems early and ensures the design matches the user goals. |
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| Give one example of problems, for each severity level.   * Critical * Serious * Minor | * The user could not add item to the cart and will not be able to complete the scenario. * To not be able to choose the size. * Have more news about the store. |
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| Quantitative metrics  (comment on any one of the following)   * Successful task completion * No. of critical errors * No. of non-critical errors * Error-free rate * Time on task | Error-free rate-  The rate of user making a account for the website will be 100% Error-free so that they can buy the product from the store. |
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| Qualitative metrics  (comment on any one of the followings)   * Satisfaction ratings * Recommendations * Likes and dislikes * Preferences over different versions | The Satisfaction ratings for comfort and acceptability of the website to the was good for the user as some was satisfied with the layout of the website.  **­** |