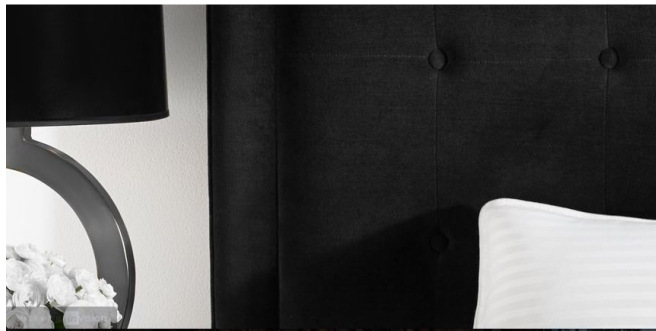Barun Kwak
Heuristic Evaluations
2/26/28

Rich Zhu
1. H2-1, Homepage
    a. I did not get the feedback that I was anticipating on the home page. Due to the large real estate that the image took up on the home screen I thought that clicking on it might navigate me to a product browsing page but it did not so I just clicked the "Product" Button instead.

    b.
2. H2-2, Product
    a. On the Product (browsing) page I was confused what the category round was, and whether that was describing a product, or whether round is a type of product. Therefore, it violates the match between system and the real world since round is a term that most users are not familiar with.

    b.
3. H2-3, Cart
    a. On the cart page, it violates the User Control and Freedom, since there is no apparent way to delete items in a cart if for example the user does not want a particular item anymore.

Pillow Combo
Price: $20.99

1

Interstellar
Price: $16.99

2

b.

4. H2-4, Product Detail

    a. On the Product Detail Page I thought that the "Buy Now" button seemed to not follow platform conventions. Unless a user was completely sure about wanting to buy a product, I would want some kind of intermediary step such as a confirmation viewing page before putting in my payment information.

Add To Cart

Buy Now
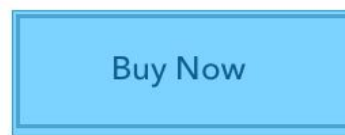
    b.

5. H2-5, Homepage

    a. On the Homepage I thought that it violated the aesthetic and minimalist design heuristic where the "Find us at" icons were. I thought that the icons were too large, and overshadowed the above text which were a selection of pillows that the FSP website offered, which is not very ideal since the website is trying to sell pillows, but distracting users with unrelated information.


Rainbow

Red Wave

Black Oce

Find Us At

    b.

Ariana Daly

1. H2-1, Bed-Pillow (Black to Red)
   a. On the Bed-Pillow page I found that it did not comply by visibility of system status when I hovered over the red option without knowing and the image suddenly changed. Initially I was not sure what prompted this image change since the feedback from hovering over a different color (for pillow) was not obvious.

   b.
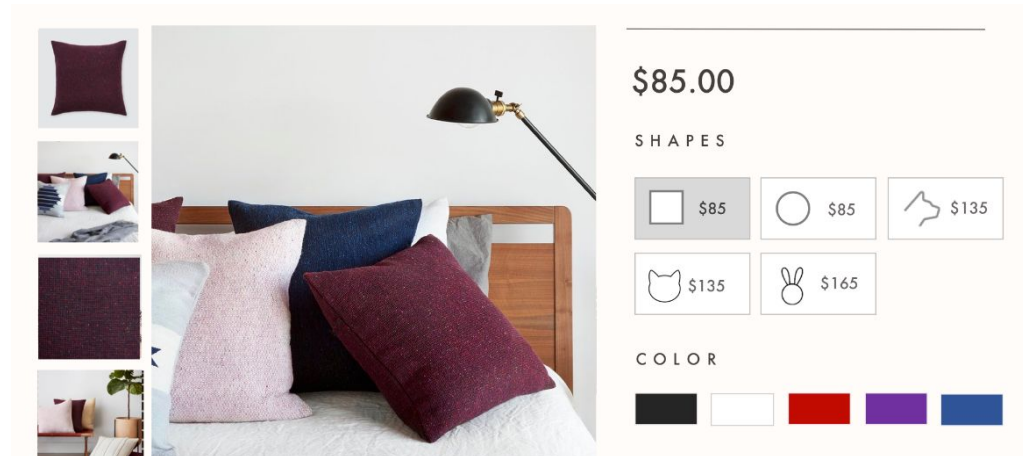
2. H2-2, Home
   a. On the Home screen I noted that in the upper right corner "USD" can violate the match between system and real world since USD may not be familiar to a user. As someone who lives in America and acquainted with this acronym I would know it stands for United States Dollar, however many users may be confused what that indicates.


   b.

3. H2-3, Add to Cart
   a. In the Add to Cart - Red screen, it does comply with the user control and freedom heuristic since it gives the user a clear undo option (the x button in the upper left corner of the pop up screen). Therefore, the user always has the "emergency exit" to get out of an unwanted state.

   b.

4. H2-4, Home
    a. On the home screen it does not comply with the consistency and standards heuristic as near the bottom of the screen the "Our Story" and "Visit Us" buttons are designed in different ways leading me as the user to wonder if they have different purposes / functions. The Our Story is more clear that it is a button since it stands out against the white background with the grey border, however the Visit Us button seems to blend in with the grey background leading me to think that it could possibly not be a button.
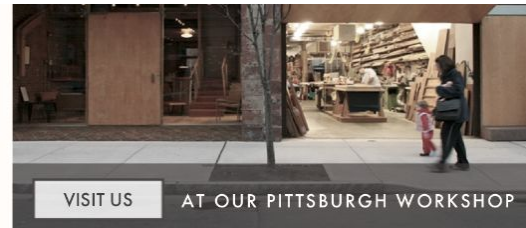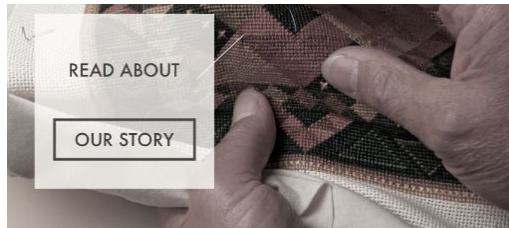
    b.
5. H2-5, Visit Us
    a. On the Visit Us screen I found certain aspects that did not comply with the aesthetics and minimalist design heuristic. For example, the tracking in the Our Workshop description made it a little hard to read and perhaps tighter tracking may improve readability. In addition, I would make the hours, address, and contact information all with the same alignment for a more cohesive and minimalist design.

    b.