HCI WORD COUNT

**Recommendations : Add common theme of buttons to aid user intuitions**

Leveraging industry standards of icons and buttons

* There is no Internal consistency in how buttons are being represented and how they function. Here the use of icons are valuable as these reduce the need for reading.

**Predicted issue: Bid or buy**

Core functionalities being hidden

* Due to the quite unique functionality of being able to bid on offers this should be more easily noticeable, as its not something a first-time user might be used to or even know.

**Root cause of issue**

Humans are habitual and transfer knowledge (similarity)

* Users will think that these buttons (if people even know they are all buttons) are inherently different as they look different and also behave differently

Suggestion for a usability test plan

**Objective**

1. Can users find, inspect and buy products without issues?
2. Will users be able to distinguish auctions from offers?
   * For example, will users accidentally click on auctions when instructed to buy something “now”.
   * Can users navigate the bidding auction?
   * Will users be able to use the bidding function actively and feel safe doing it?