HEURISTIC EVALUATION RECOMMENDATIONS

1 Visibility of System Status

Recommendation:
Improve the visibility of system status, especially during critical actions such as loading and payment processing. This can be done by adding more prominent loading indicators or progress bars on the checkout pages and product loading screens. Clear feedback assures users that the system is working and reduces frustration.

2 Match System and the Real World

Recommendations:
Simplify language in product filters and categories. Using terms that are familiar to users will make the navigation more intuitive. For example, instead of industry-specific jargon, the site could use simpler terms like "popular items" or "featured products" for categories, helping to bridge the gap between the system and user expectations.

3 User control and freedom

Recommendations:
Implement an easy-to-access undo or cancel feature for actions such as removing items from the cart, making adjustments to orders, or canceling a transaction. This would give users more control over their actions and reduce the chances of errors, especially during high-stakes actions like finalizing a purchase.

4 Error Prevention

Recommendations:
Introduce proactive error prevention measures, such as input validation during form submissions. For example, for fields like email or phone numbers, ensure proper formats are required before submission. Additionally, use confirmation dialogues before users finalize any action that could lead to irreversible results, such as submitting payment or deleting an account.

5 Aesthetic and Minimalist Design

Recommendations:
Reduce visual clutter by simplifying the layout and prioritizing the most important tasks. For instance, in product listings, minimize unnecessary images or text that do not add immediate value. This will help users focus on key actions such as browsing or completing a purchase, and make the website feel cleaner and more organized.