

# Design Heuristics

Design heuristics serve as strategic guidelines that designers employ to foster innovation and achieve effective design solutions. By challenging habitual thinking patterns, these heuristics aim to stimulate creativity, promote exploration, and generate a wide range of potential design options. They also assist in evaluating the efficacy of different design choices.

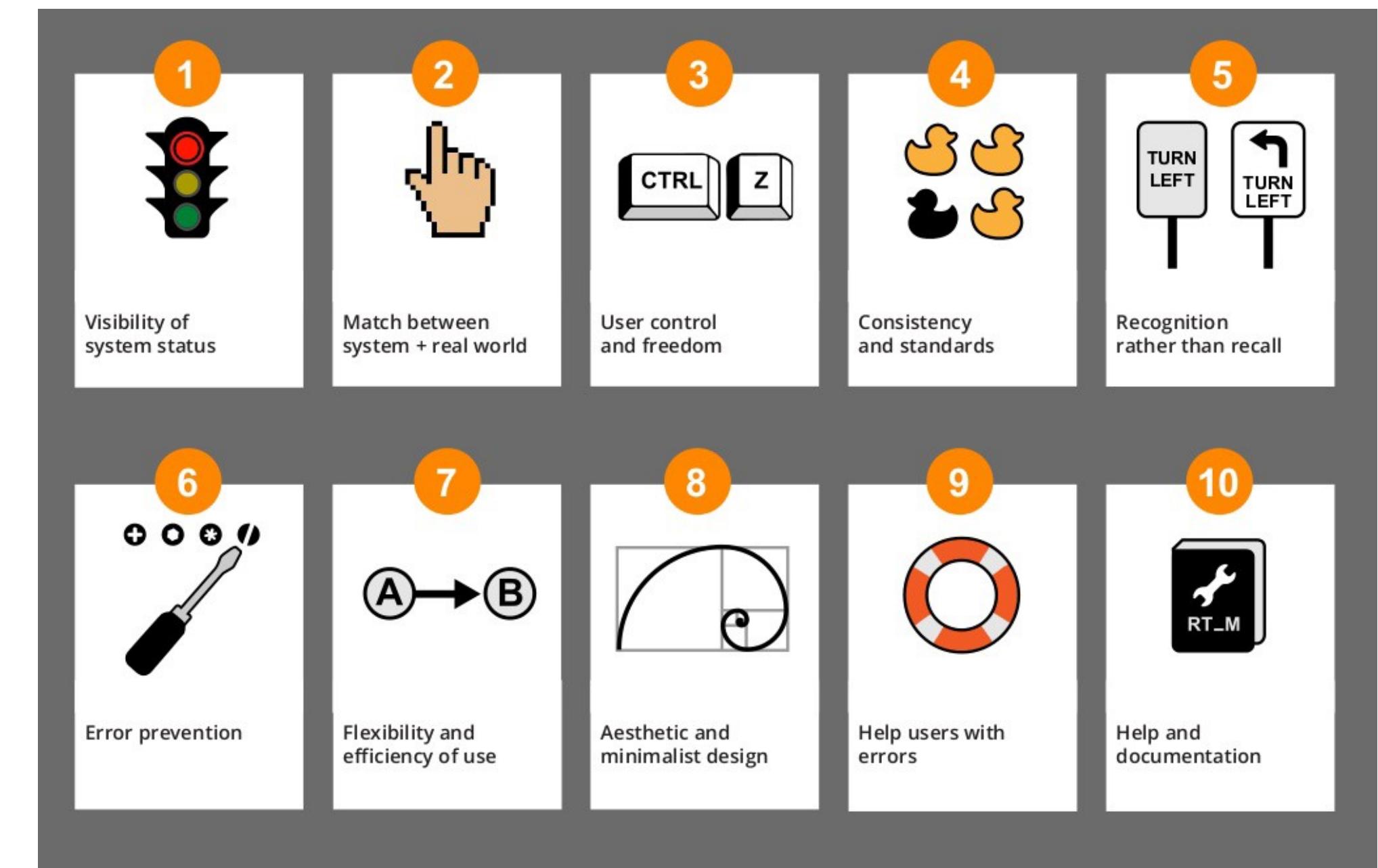
In 1990, Jakob Nielsen and Rolf Molich put forth ten guidelines that proved instrumental in UI development. Nielsen's heuristics represent overarching principles, offering general direction rather than specific usability rules. They serve as valuable compass points for creating digital products that are more accessible, user-friendly, and intuitive.



# Ten Usability Heuristics

These heuristic principles provide designers with valuable insights to refine their design process. They encourage a holistic approach, considering both the technical aspects and user experience. By following these principles, designers can:

1. Visibility of system status
2. Match between system & the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users with errors
10. Help and documentation



# **5 Heuristics We have applied**

## **1.Aesthetic and minimalist design**

The rule of aesthetic and minimalist design is an essential aspect to consider when redesigning the Urbanic Fashion website. Aesthetic design focuses on creating visually pleasing and appealing interfaces that engage users and evoke positive emotions. On the other hand, minimalist design emphasizes simplicity, removing unnecessary elements to achieve a clean and uncluttered aesthetic. Integrating these principles into the redesign can greatly enhance the website's overall user experience.

## **2.Help and Documentation.**

When redesigning the Urbanic Fashion website, it's important to consider the rule of "Help and Documentation." Provide contextual help, a searchable knowledge base, task-oriented documentation, and video tutorials. Gather user feedback and ensure prominent access points to help resources. By following these strategies, the website can offer users the necessary assistance without overwhelming them. Continuously evaluate and update the resources to enhance the user experience.

# Help and Documentation.



# Aesthetic and minimalist design



### **3. Visibility of system status**

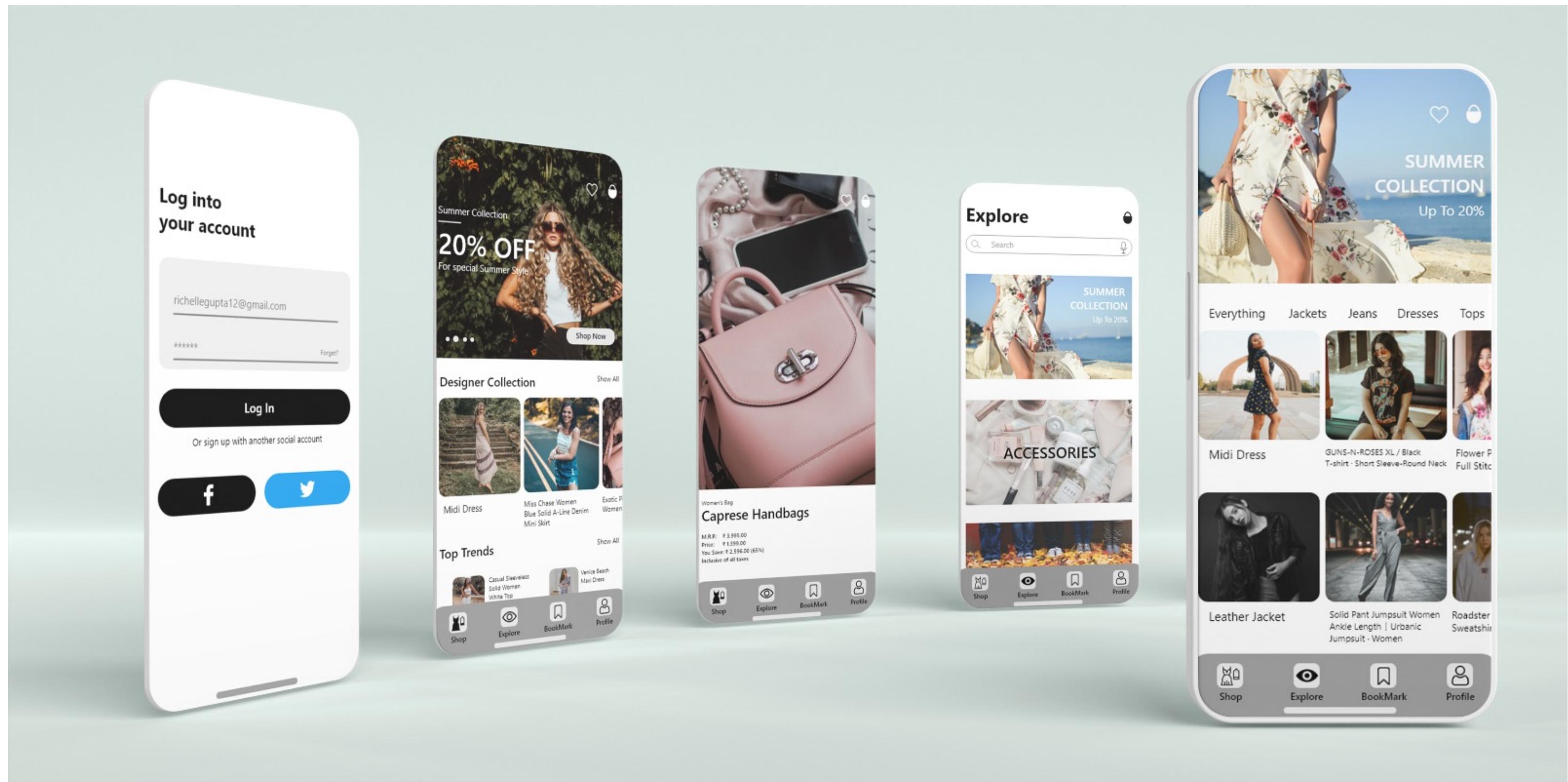
The rule of "Visibility of system status" is an important heuristic principle to consider when redesigning the Urbanic Fashion website. This rule emphasizes the need for clear and timely feedback to users, ensuring that they are informed about the system's current state or any ongoing processes. By effectively implementing this rule, you can enhance the user experience and provide a sense of control and understanding to visitors.

- **Order Tracking:** Enable easy access to real-time updates on order status.
- **Account and Profile Updates:** Provide clear notifications for successful saving of profile changes.
- **Loading and Progress Indicators:** Show visual cues (e.g., progress bars) to indicate processing time for actions.

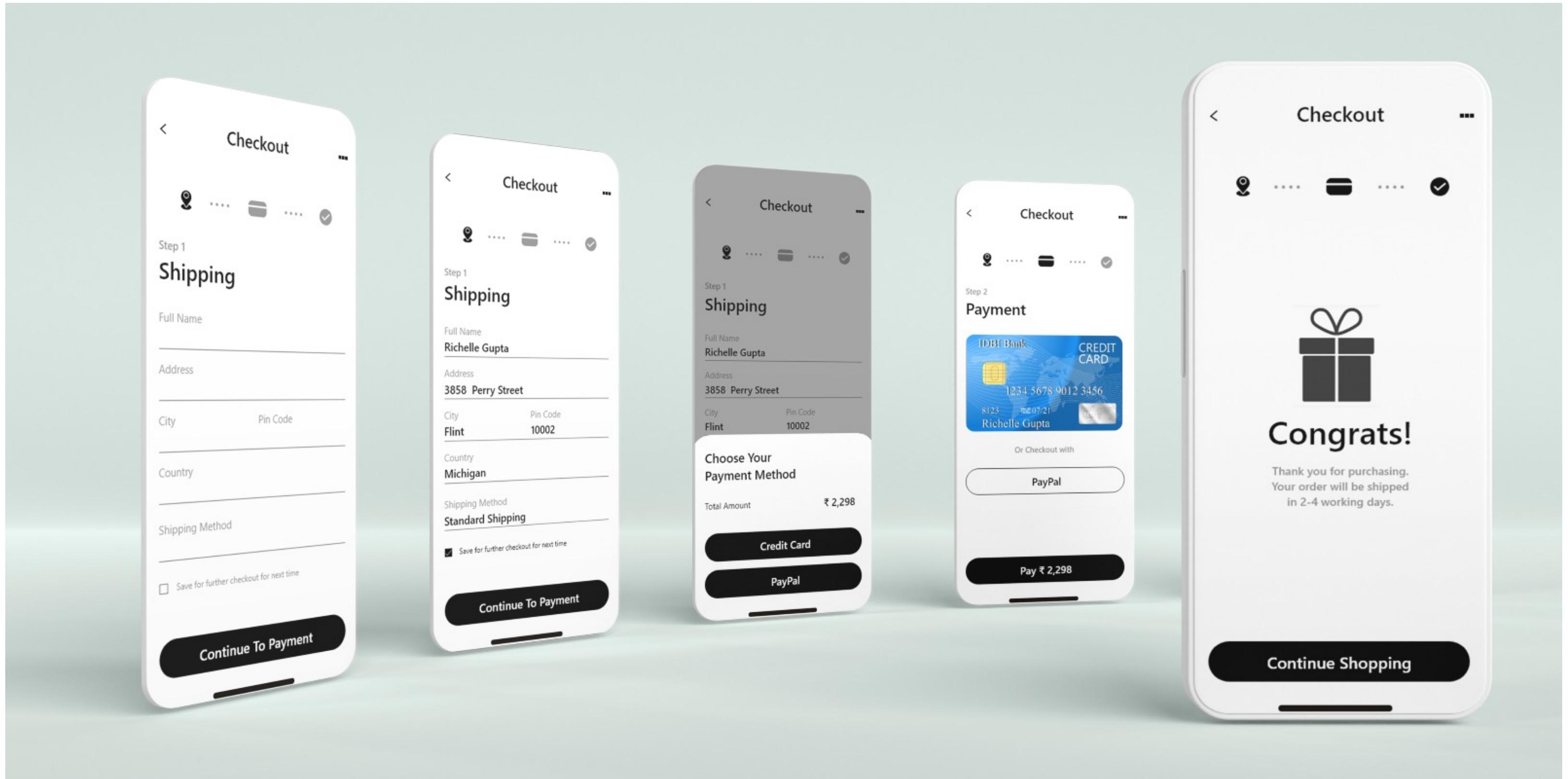
### **4. Flexibility and efficiency of use**

The rule of "Flexibility and efficiency of use" is a crucial aspect to consider when redesigning the Urbanic Fashion website. This rule focuses on designing the website in a way that caters to both novice users and experienced users who are more familiar with the system. By incorporating flexibility and efficiency of use, you can provide a seamless and efficient browsing experience for users with varying levels of expertise and different browsing goals.

# Flexibility and efficiency of use

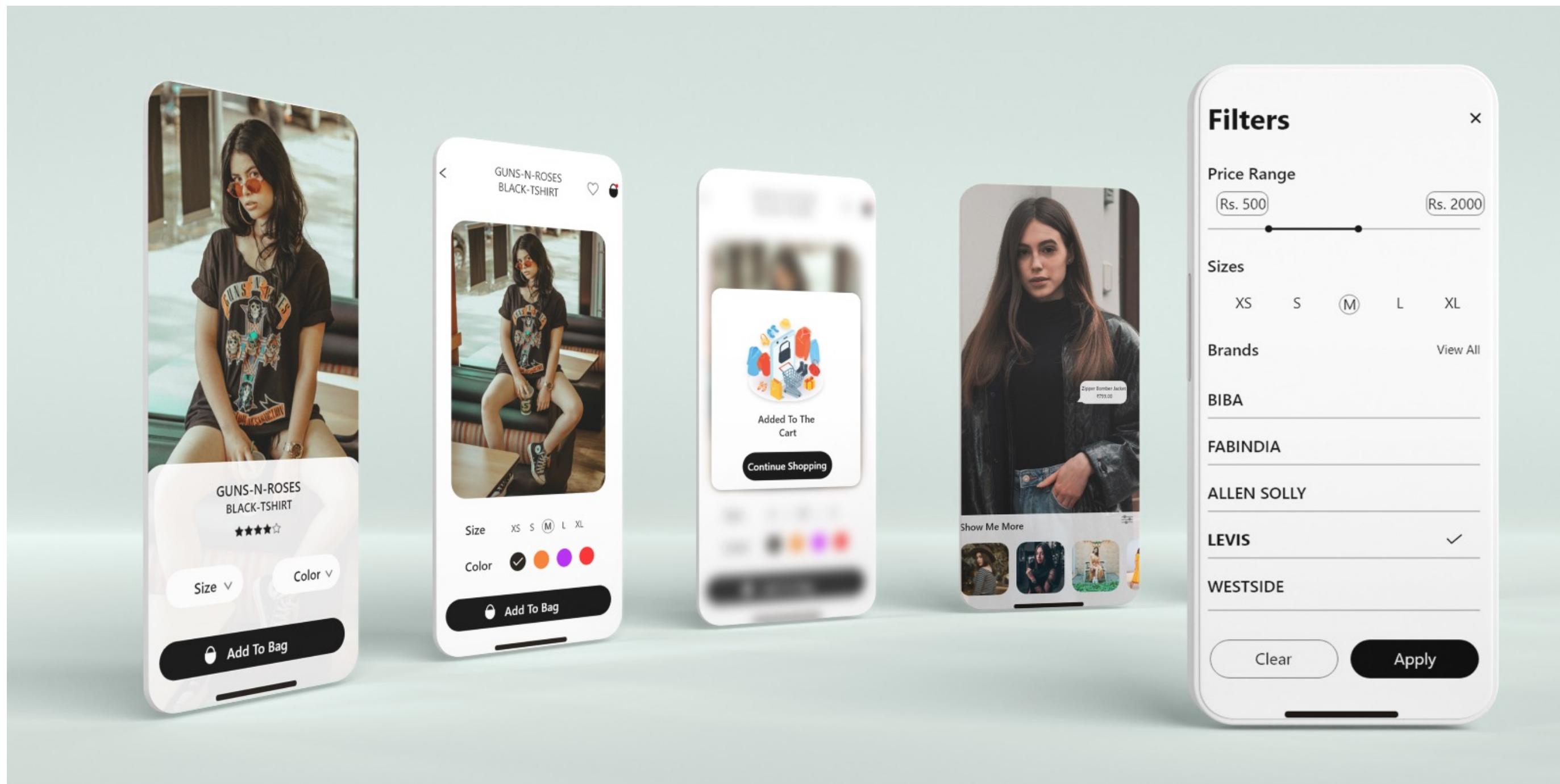


# Visibility of system status



## 5.Error prevention

Error prevention is an essential rule to consider when redesigning the Urbanic Fashion website. The goal is to minimize errors and create a user-friendly experience by implementing measures that prevent mistakes from occurring in the first place. By focusing on error prevention, you can enhance user satisfaction, reduce frustration, and improve the overall usability of the website.



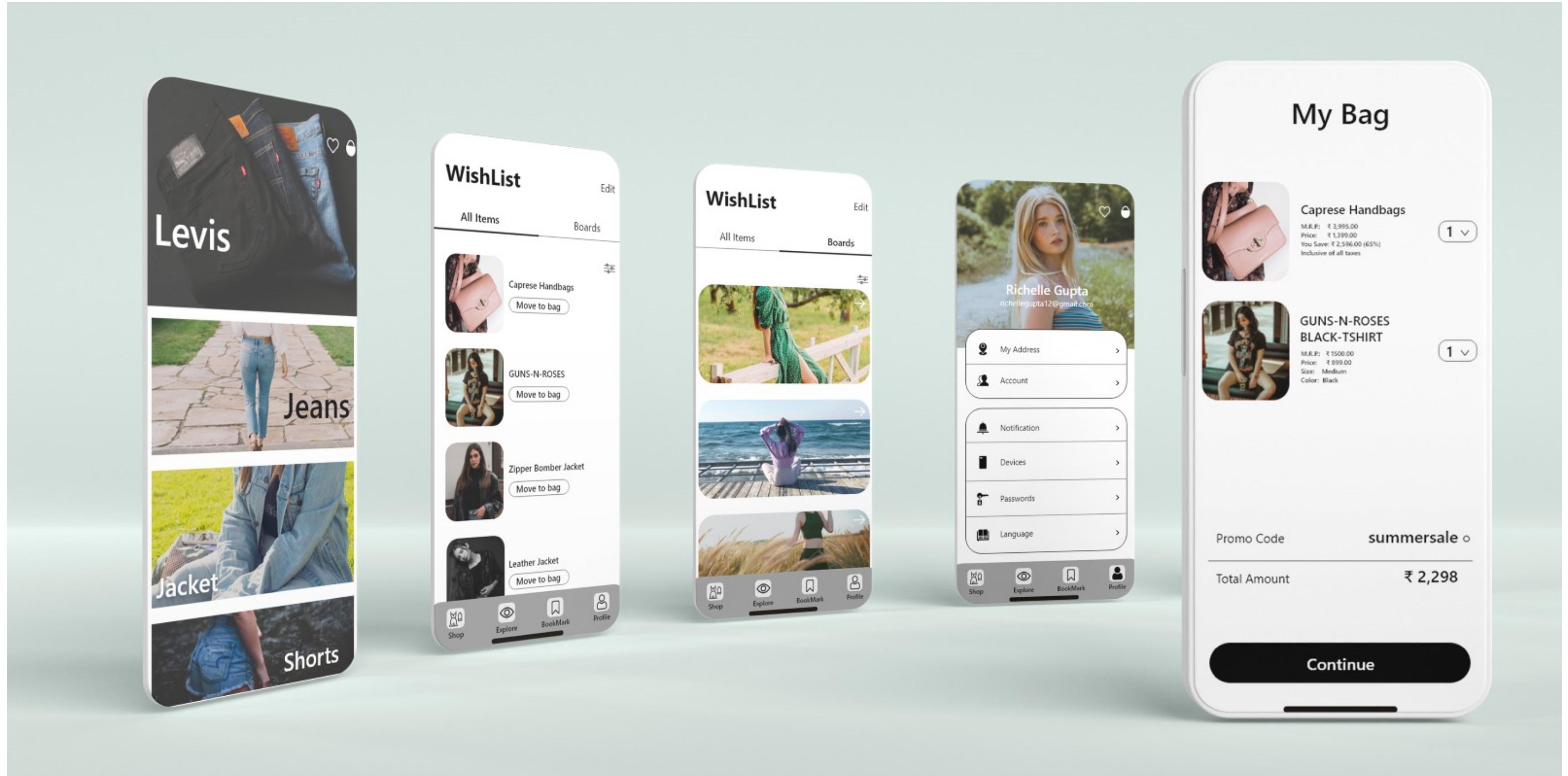
# New Features Added

## 1. Enhanced User Experience with Wishlist and Boards Integration

- **Clear Distinction:** Clearly communicate the purpose of Wishlist and Boards. Use descriptive labels and intuitive icons for easy identification.
- **Seamless Integration:** Allow users to add products to Wishlist or save to specific boards with intuitive interactions. Enable smooth transitions and effortless navigation between sections.
- **Visual Organization:** Use visual cues and distinct layouts for Wishlist and Boards. Employ colors, typography, and layout structures to create contrast. Organize content with relevant information and options for managing saved items.

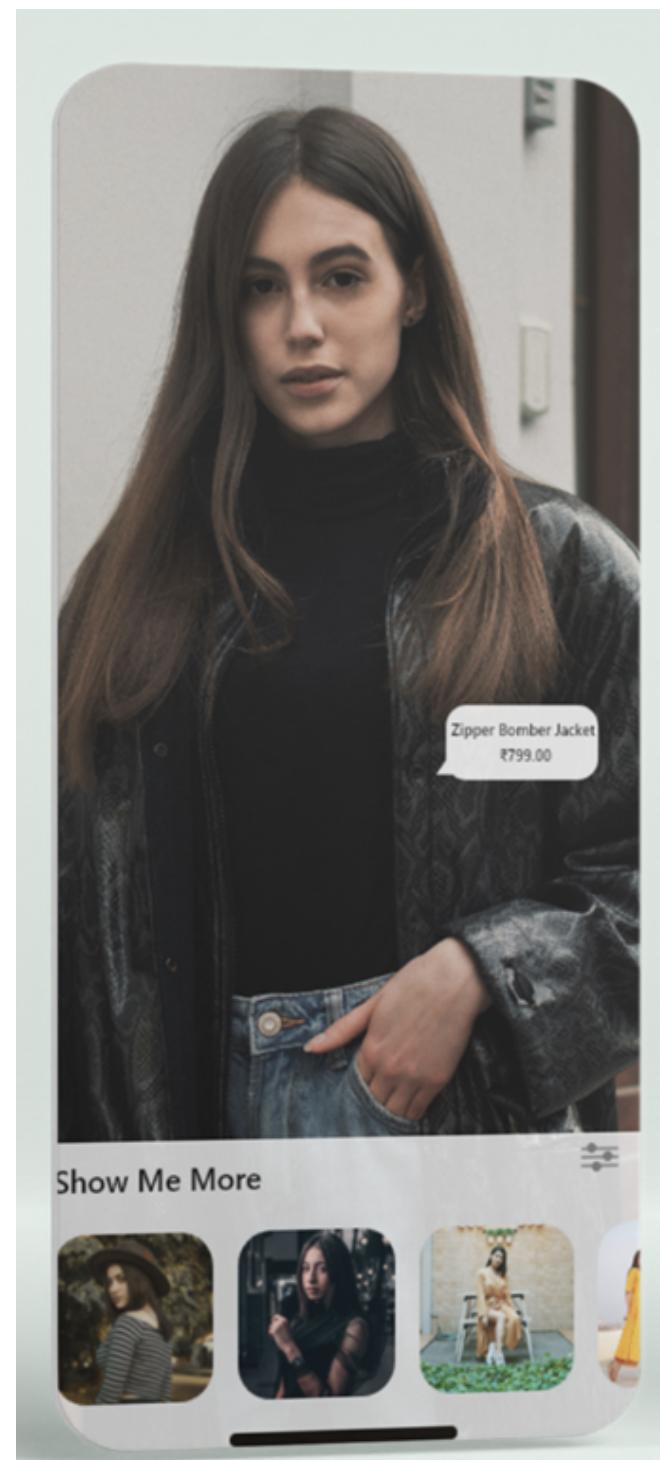
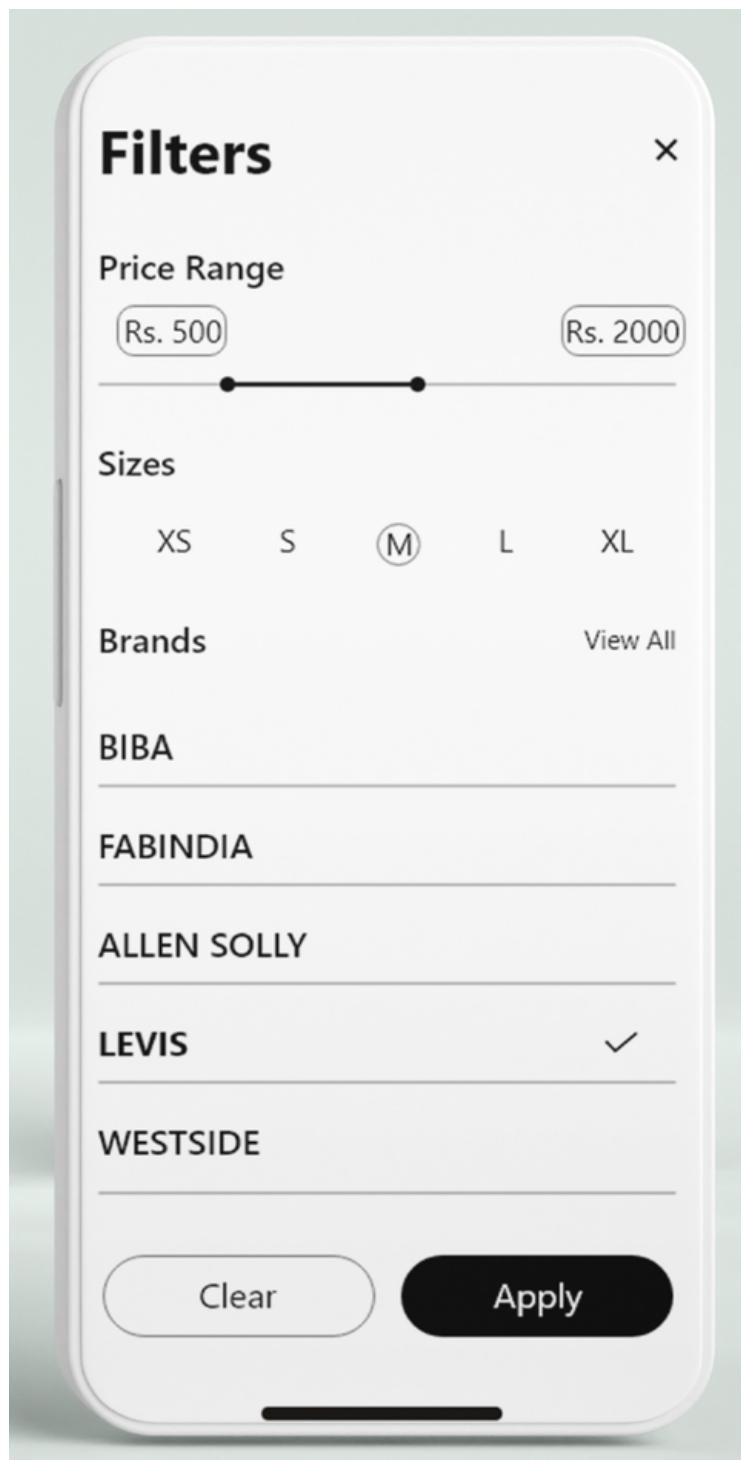
By implementing these points, the Urbanic Fashion website can enhance the user experience with Wishlist and Boards integration. Users will have a clear understanding of the functionalities and benefits of each feature, allowing them to save and organize their favorite products effectively. The visually organized presentation of Wishlist and Boards content will contribute to a seamless and enjoyable shopping experience.

# Wishlist and Boards Integration

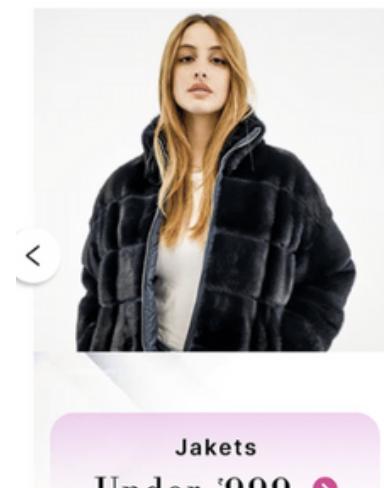
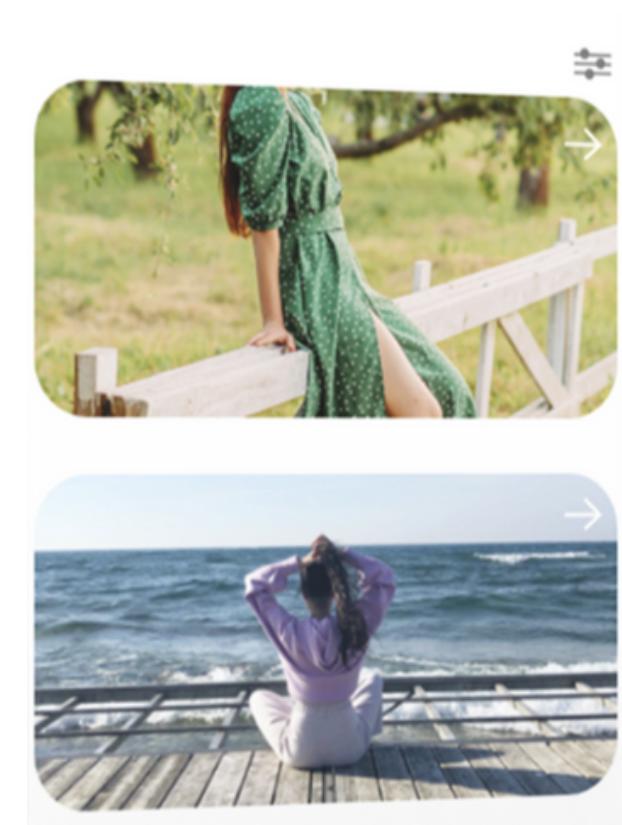


## 2. Brand Filter and View Mode

Enhance the shopping experience by introducing a brand filter and view mode options, allowing users to easily browse and refine products based on their preferred brands and desired viewing formats.

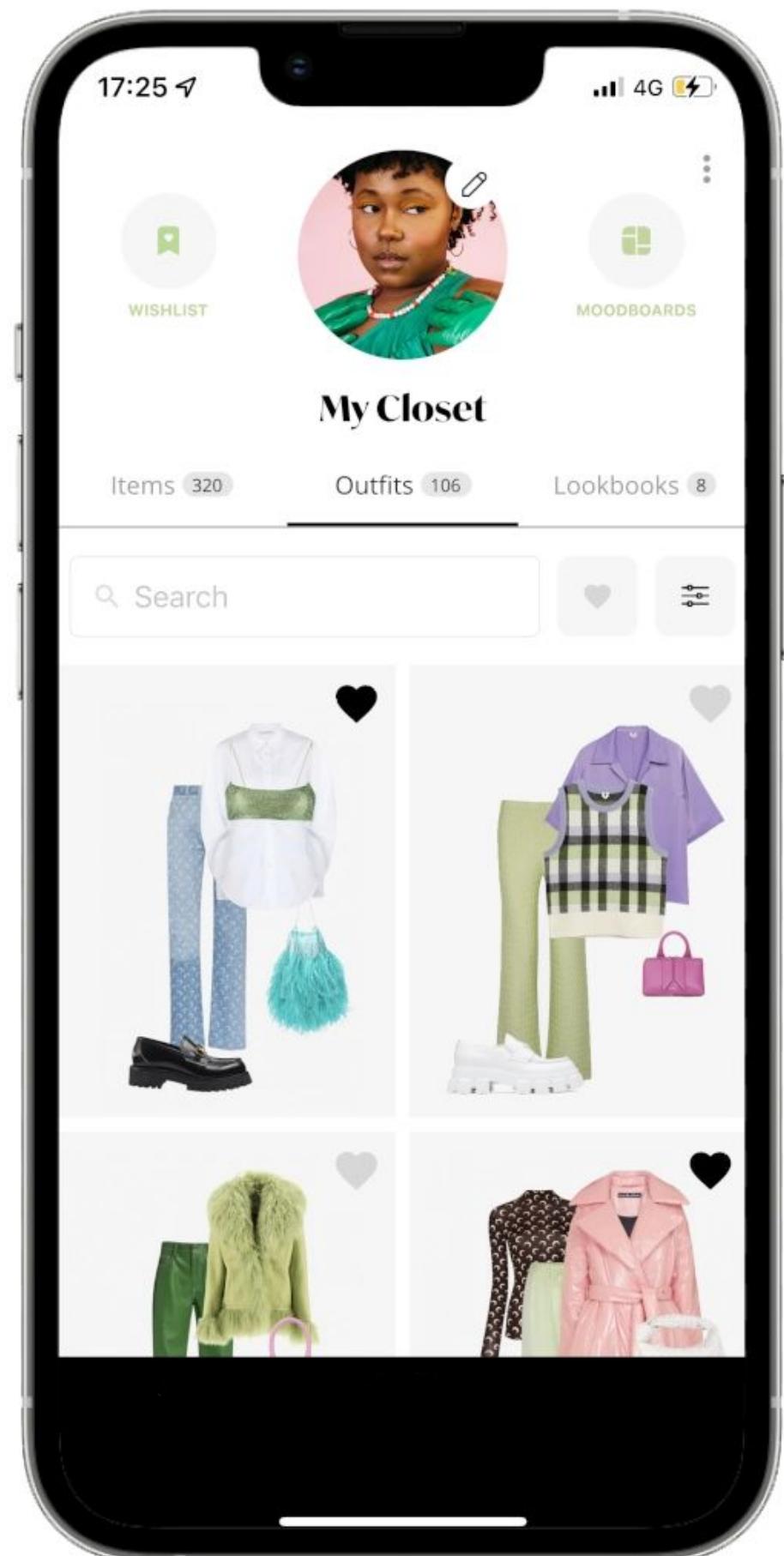


DEAL OF THE DAY



### 3. Personalized Wardrobe

Introduce a personalized wardrobe feature that revolutionizes the shopping experience. Users can create and curate their virtual closets by adding items from the catalog, organizing them into categories, and effortlessly creating outfit combinations. With the ability to save and access their favorite looks, users can conveniently plan their outfits, explore new styles, and experiment with fashion in a personalized and seamless way.



*Thank  
You*