

Competitive & Comparative Analysis

Takeaway:

- The challenge was completed on the Sprinkles.com. Team was unable to complete the challenge on comparative websites.
- Although the Challenge was completed on Sprinkles.com, the users faced significant interface issues which were absent on comparative

Heuristic Evaluation Summary

Main Pain Points:

- There is no way for the user to edit their cart in the ordering process
- The optional choices under “decorate your box” do not have prices next to them, even though each choice is an additional charge.
- The opt-in for future promotions confuses customers