

## Design Critique Report: Ariro Toys

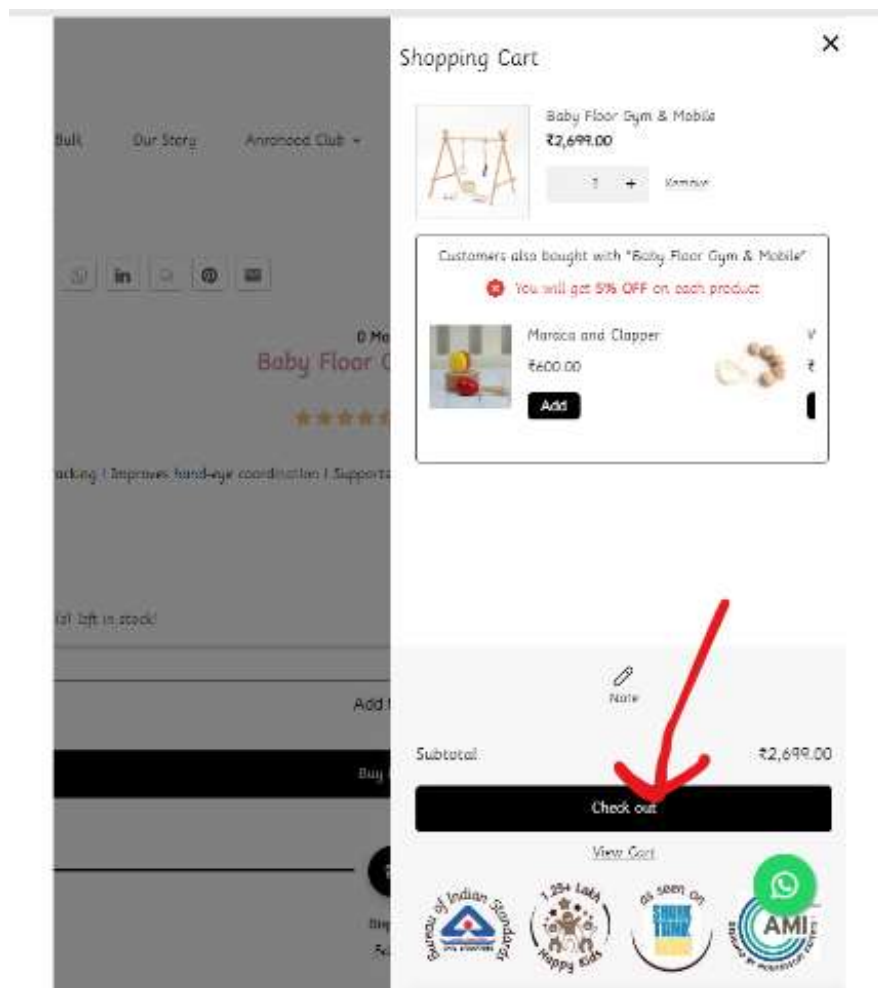
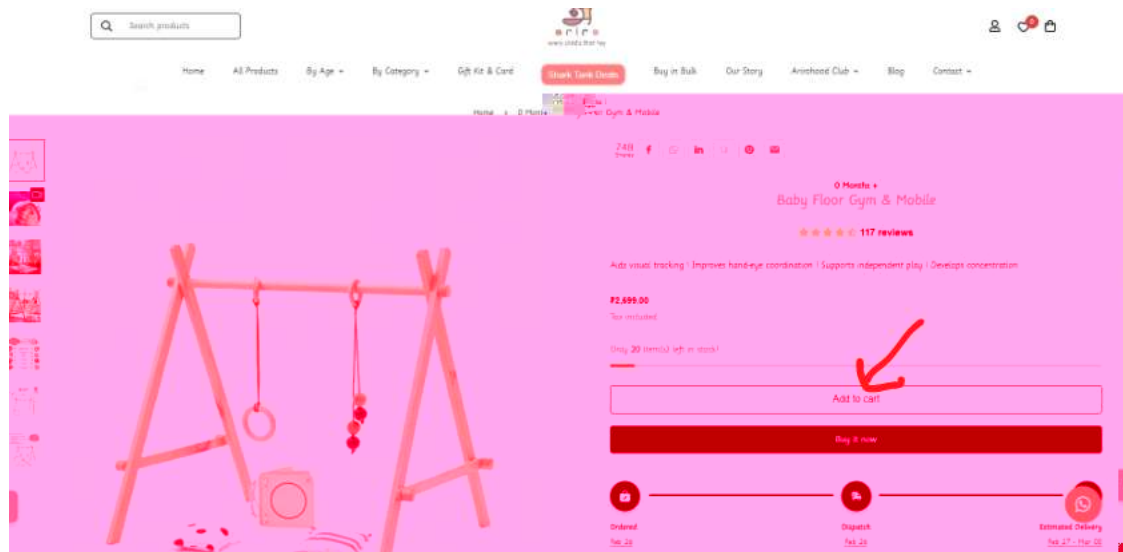


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## Overview





Shipping method

Enter your shipping address to view available shipping methods.

Payment

All transactions will be secure and encrypted.

Cashfree Payment

(UPI, Cards, Wallets, Net Banking)

UPI

VISA

MasterCard

NetBanking

After clicking "Pay now", you will be redirected to Cashfree Payment (UPI, Cards, Wallets, Net Banking) to complete your purchase securely.

Cash on Delivery (COD)

Billing address

Same as shipping address

Use a different billing address

Pay now

[Refund policy](#)
[Shipping policy](#)
[Privacy policy](#)
[Terms of service](#)

1

Ruby Place Gym & Mobile

₹7,699.00

Discount code or gift card

Apply

Subtotal

₹2,699.00

Shipping

Enter shipping address

Total

₹2,699.00

## Visual Design

## Grid and Alignment

5

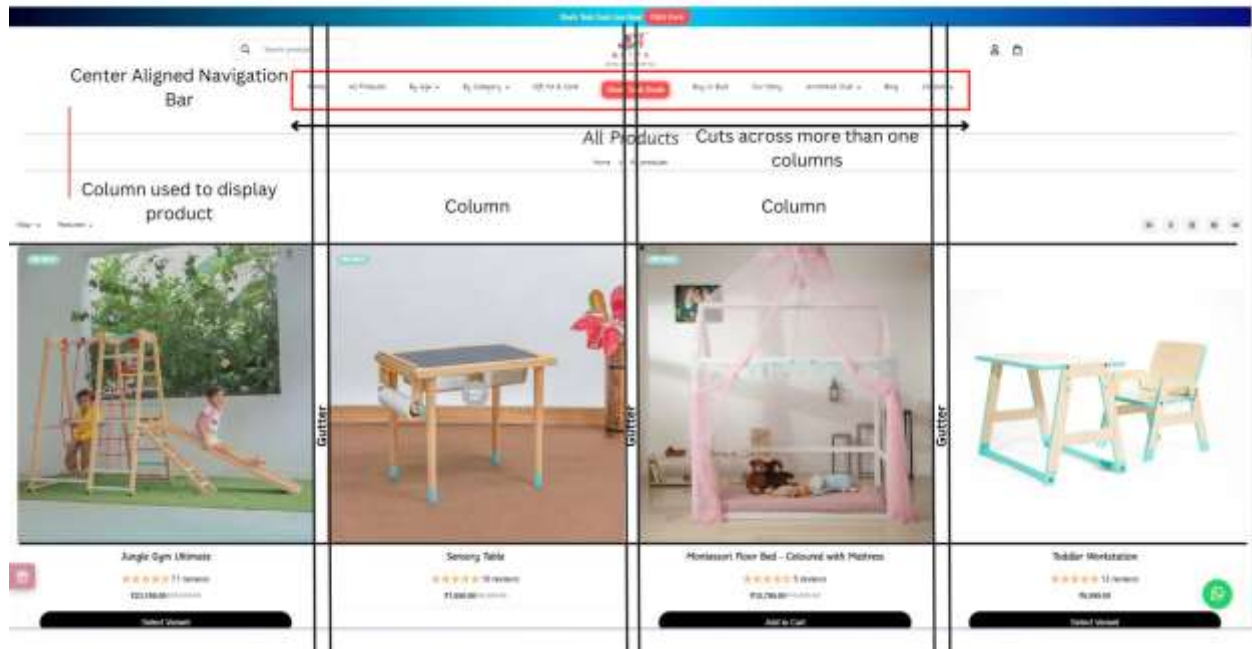


Column used promote Instagram posts	Column	Column	Column	Column	Column	Column	Column
Arise Toys in	Self-Correcting Toys Control of Error in Toys	Spread Their Love Language & Learn for Pattern in Playthings	When the baby cries the mother firmly be like	02 What is the importance of rattles?	Best Toys for your baby that they'll get something out of		
Positive Body Image for Kids	Healthcare and children	Free from Blue	PDK: your toddler usually following you to the washroom	Toddler Aunt who gives chocolates	Why you need to choose Traditional Push Prager over a Commercial Walker?		
		Free Private Consult		Subscribers			

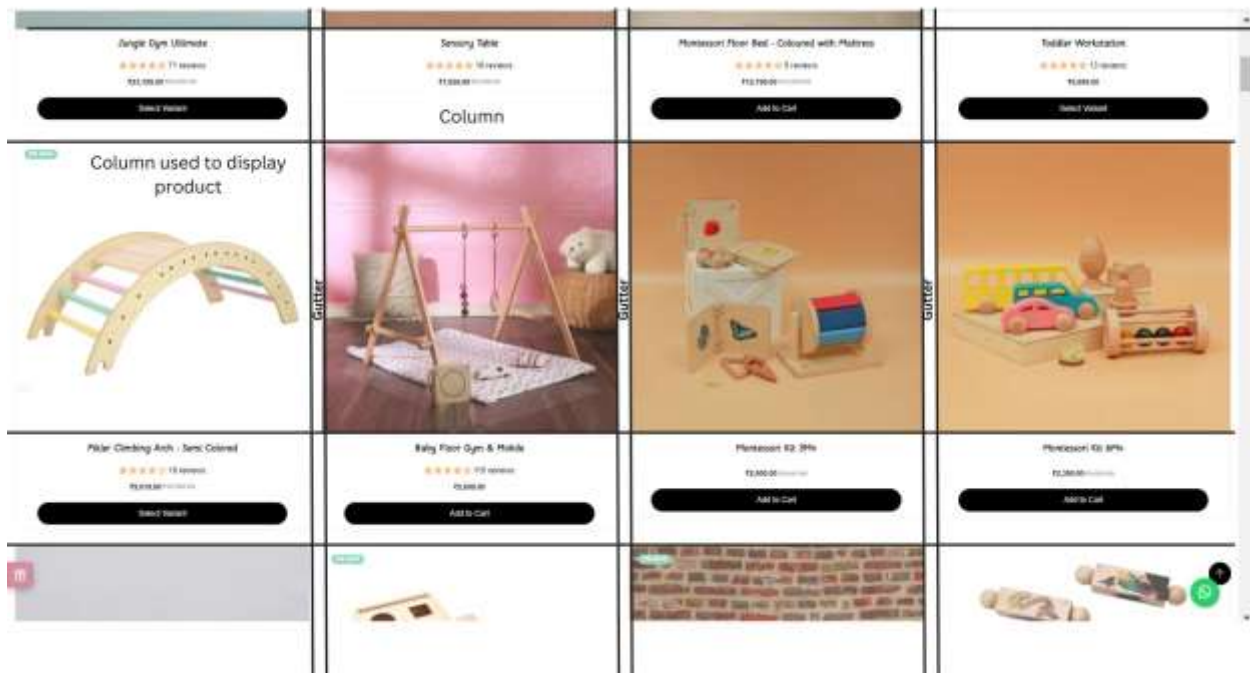
Cuts across more than one columns

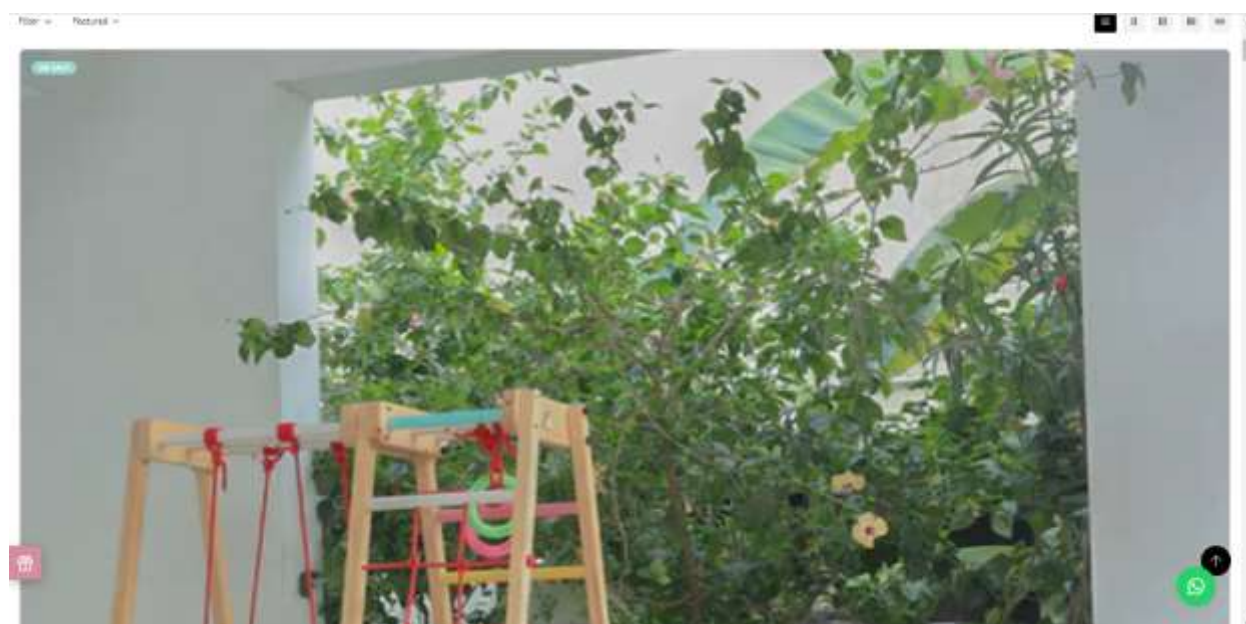
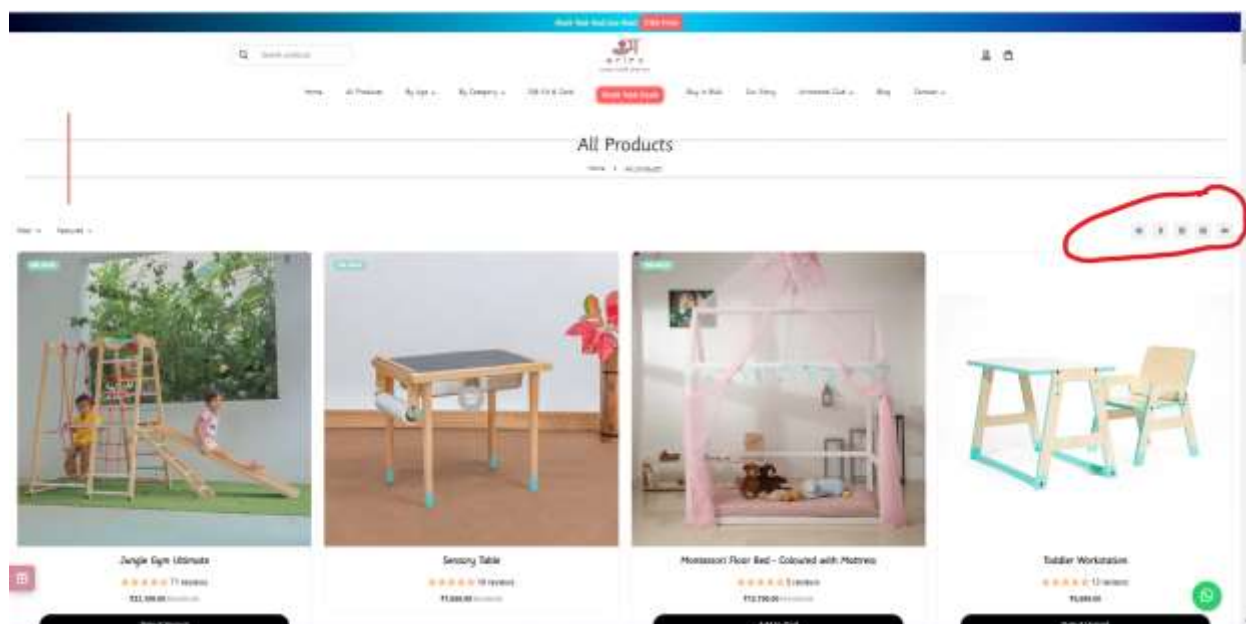
Cuts across more than one columns

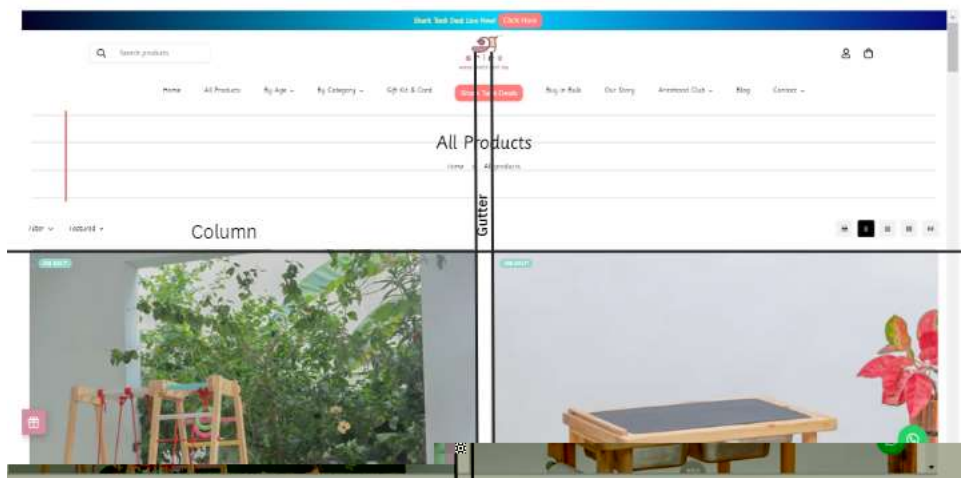
Cuts across more than one columns



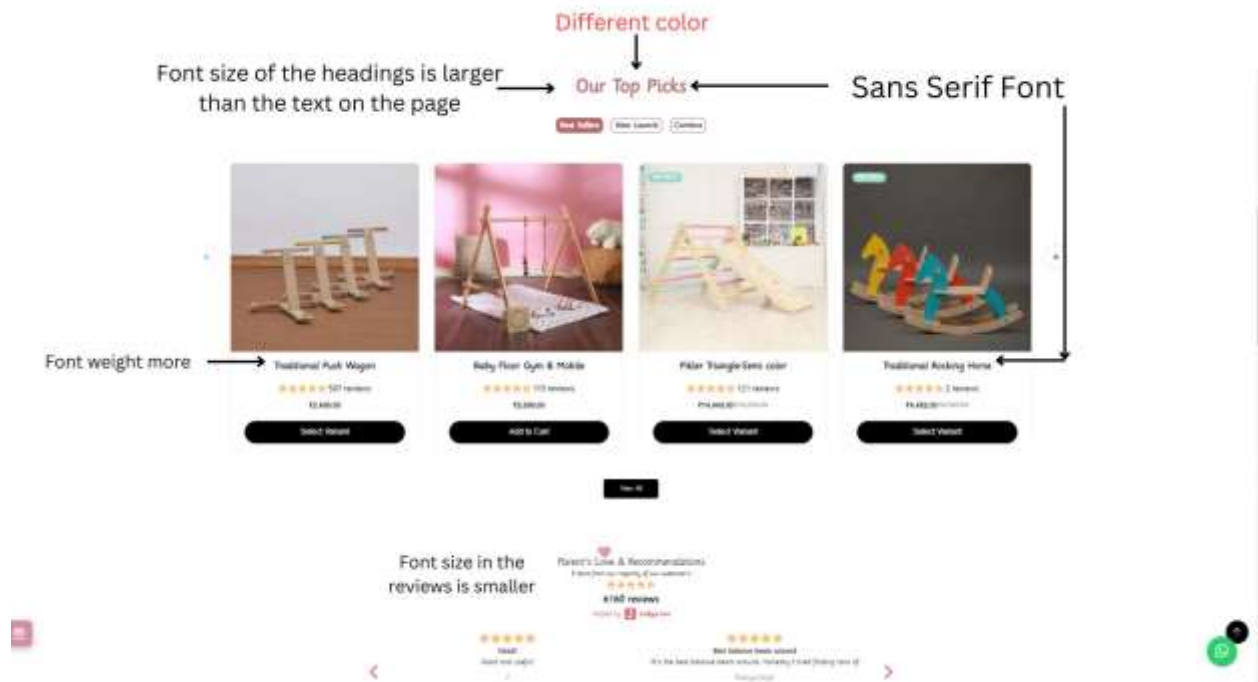






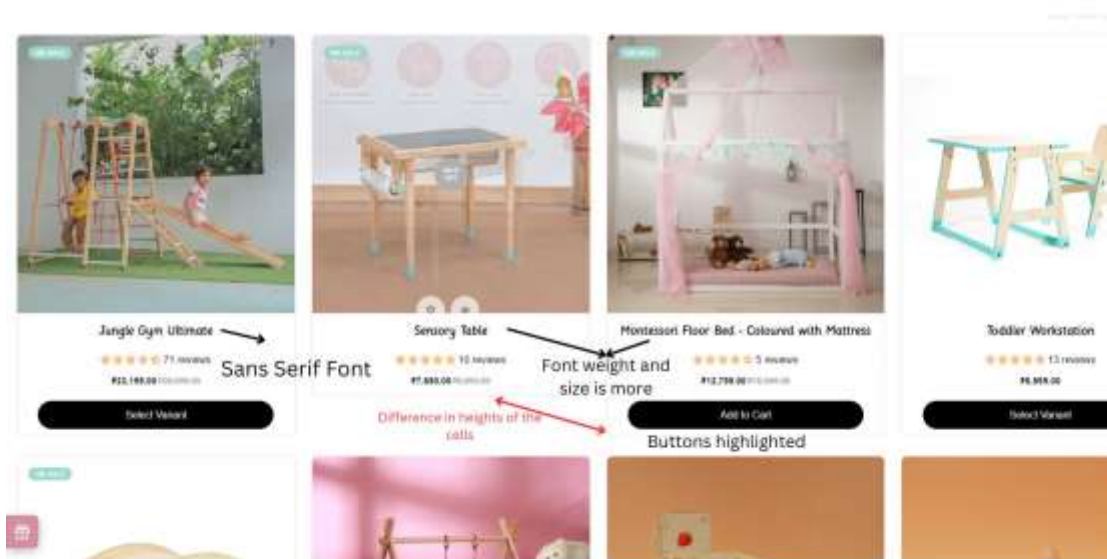
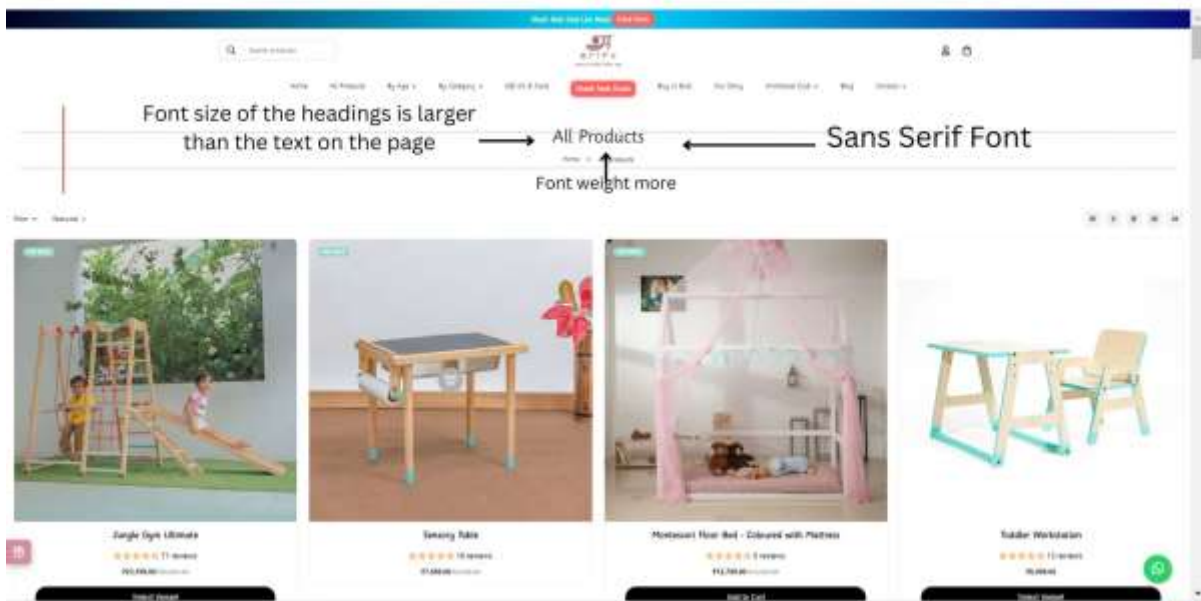


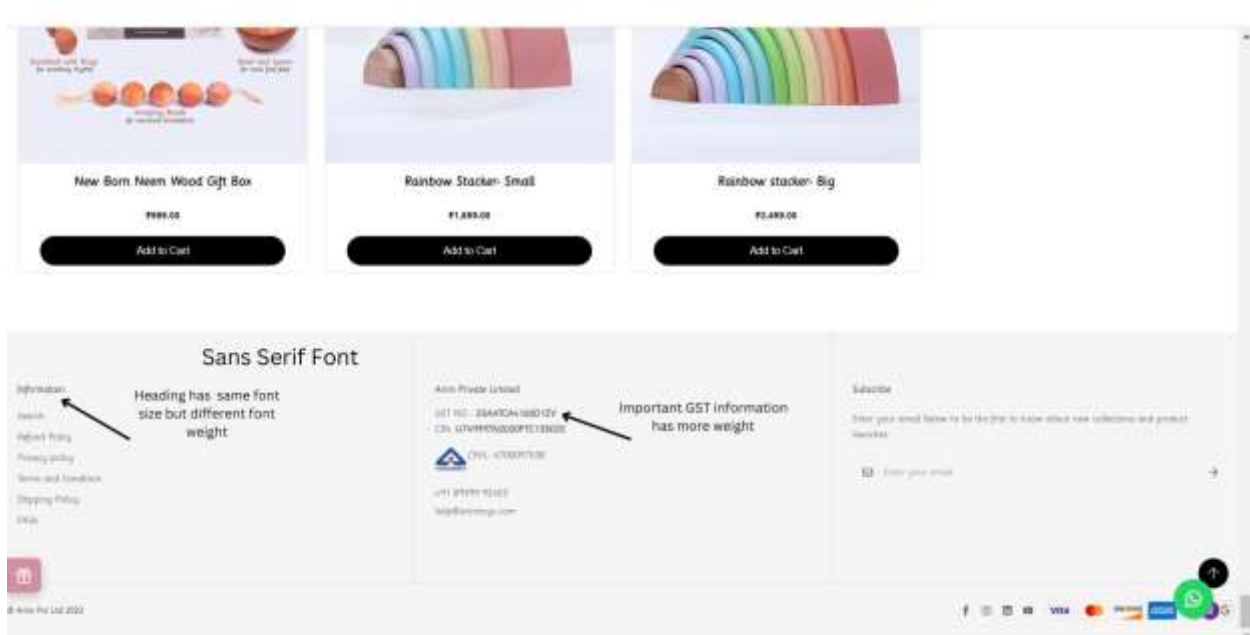
## Typeface and Emphasis



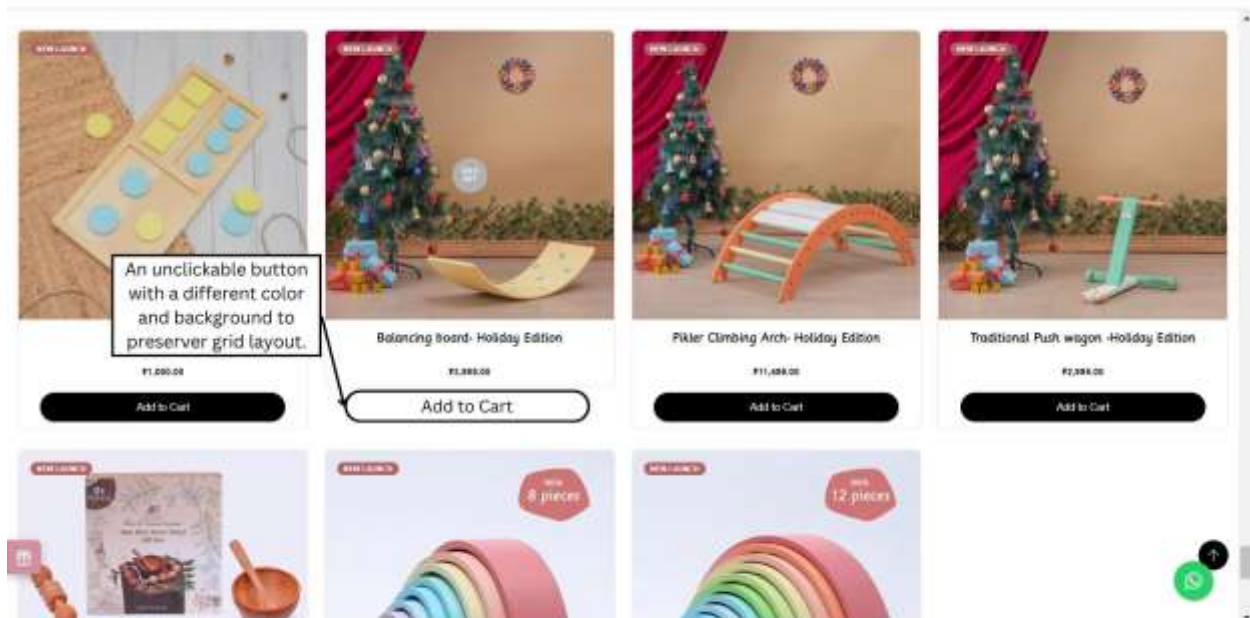




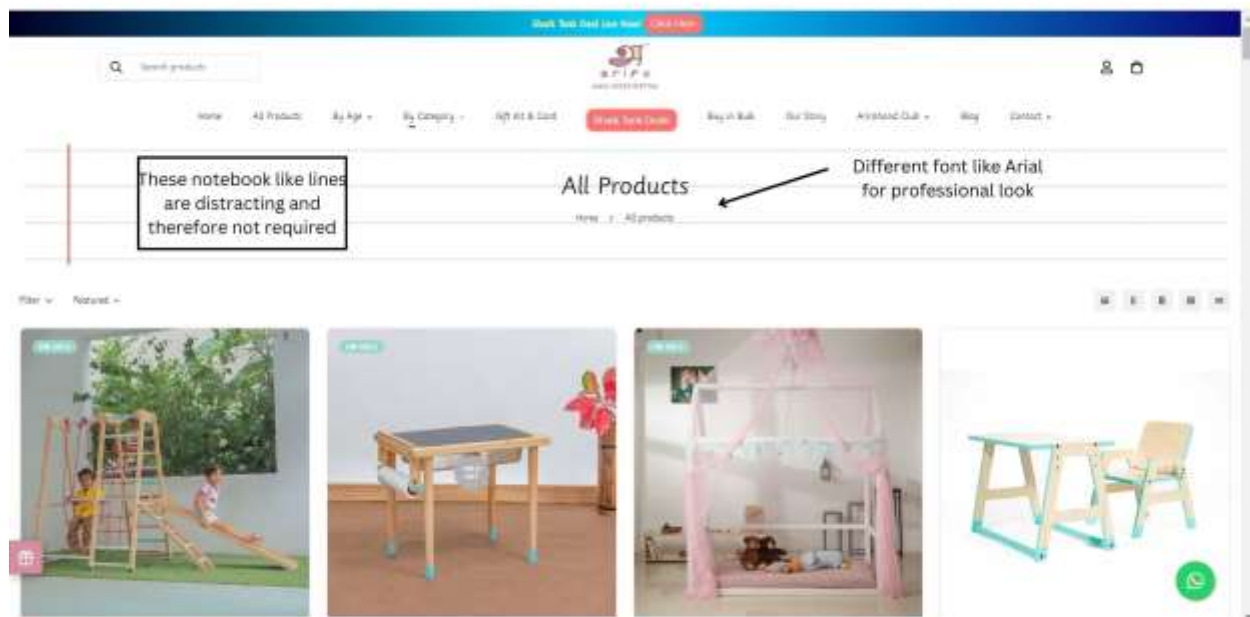




## Overall Critique and Improvement










## Interaction Types and Modalities


## Interaction Types

Register

 Sign in with Facebook

 Sign in with Google

 Sign in with Twitter

 Sign in with LinkedIn

First Name

Last Name

Email

Password

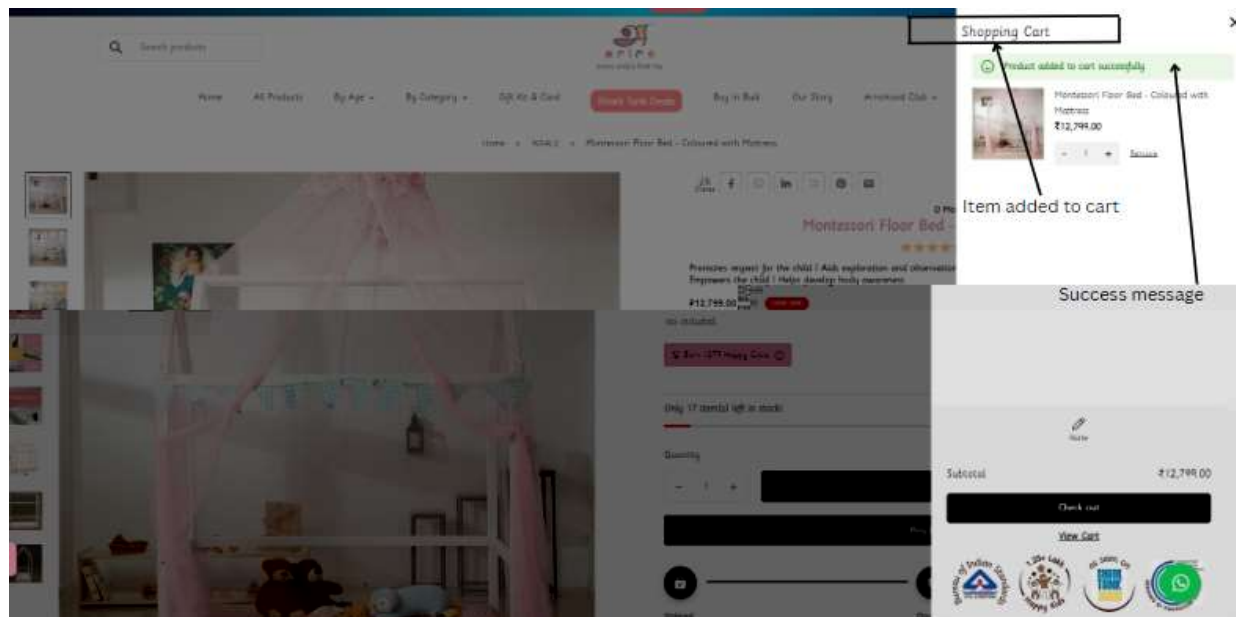
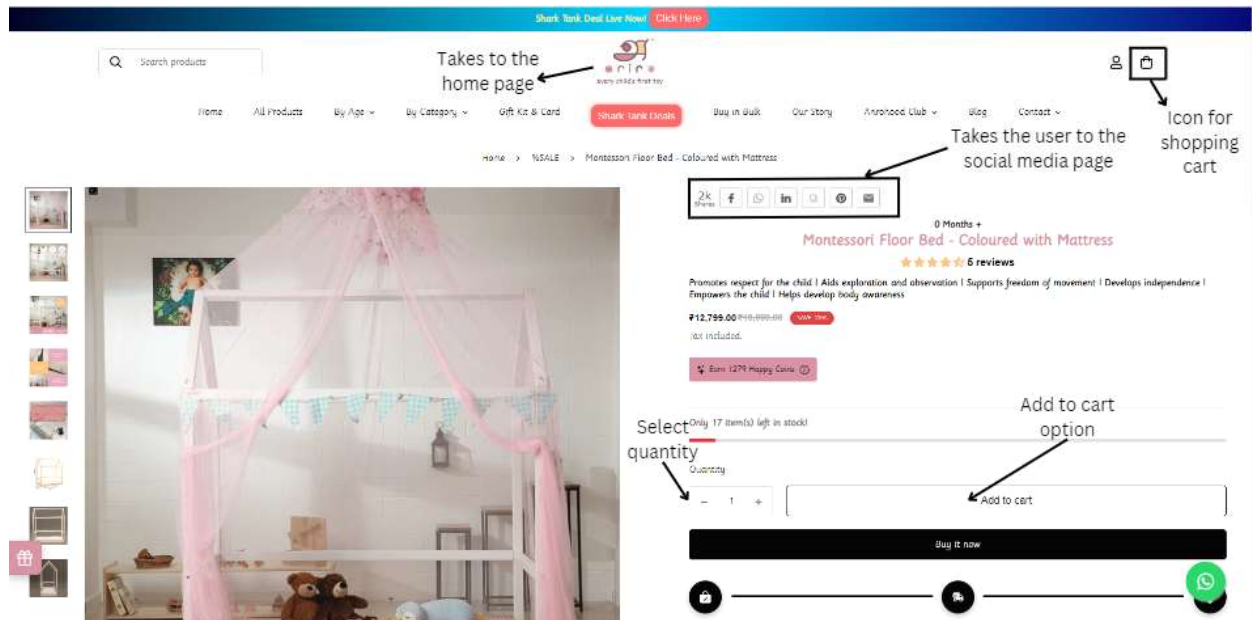
Sign up for early Sale access plus tailored new arrivals, trends and promotions. To opt out, click unsubscribe in our emails.

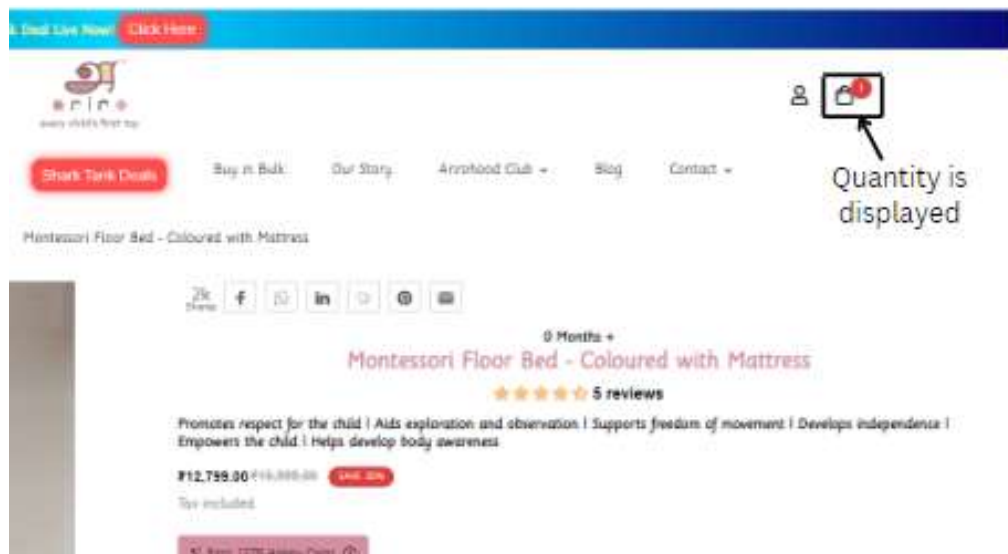
[Register](#)

[Log In](#)

They can enter information into the blank box and manipulate the content




User enters information about themselves which falls under instructing









## Modalities

6:08


  


   56%





Log in

Register

 Sign in with Facebook

 Sign in with Google

 Sign in with Twitter

 Sign in with LinkedIn

First Name


Last Name

Email


Password

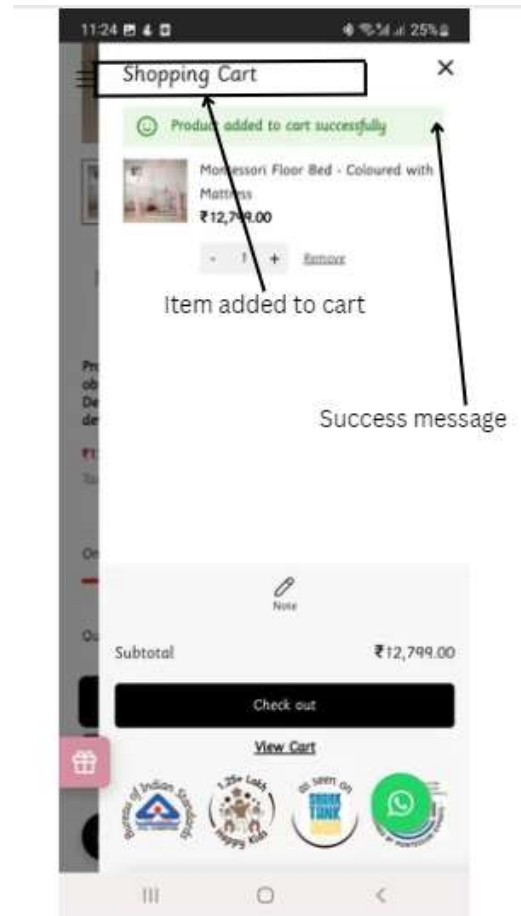
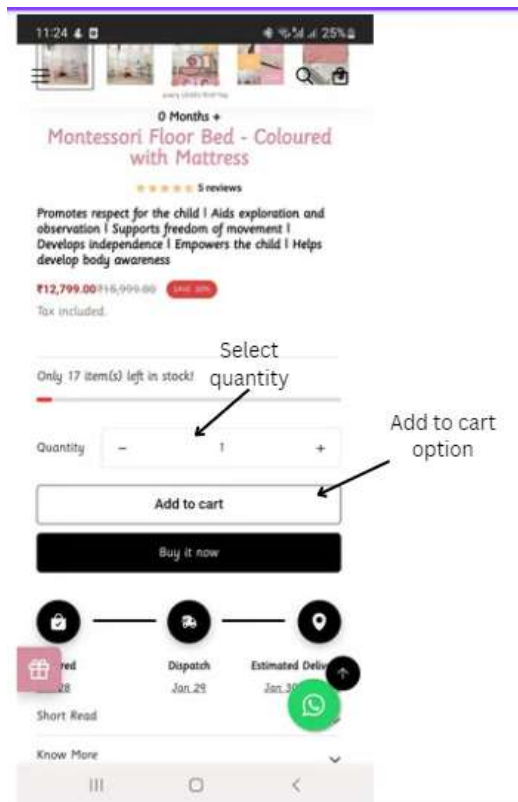
Sign up for early Sale access plus tailored new arrivals, trends and promotions. To opt out, click unsubscribe in our emails.

Register



Log In

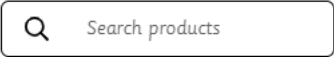





## Improvement Recommendation for Interaction Types and Modalities

## Affordances, Signifiers, and Gulfs

### Affordances and Signifiers

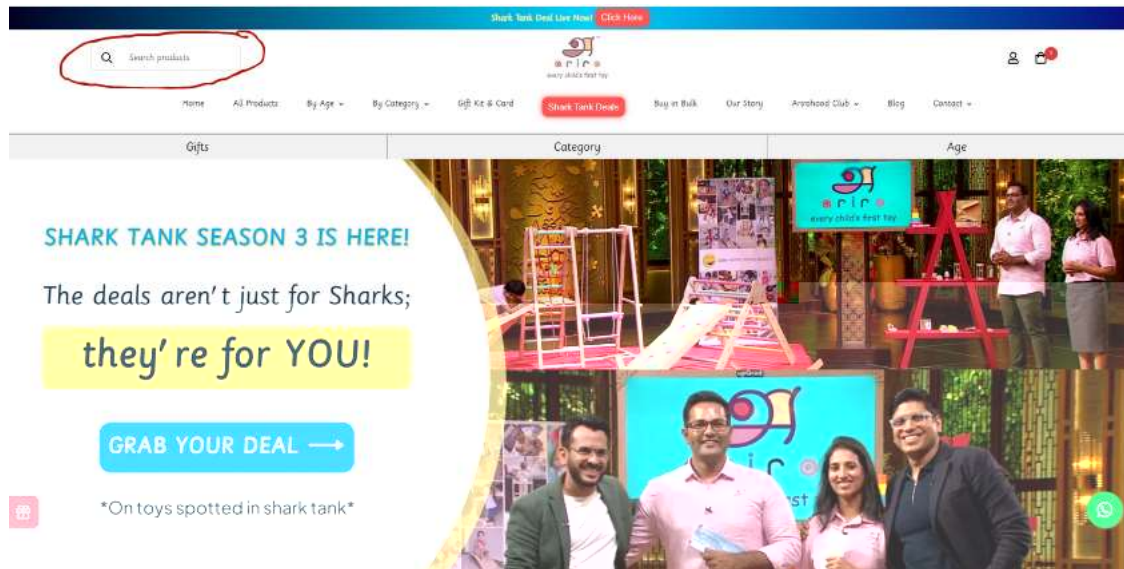
			
			Figure 30: Search Object

			By Age ▾
			



			<div>Refund Policy</div>
			<div> <p>Subscribe</p> <p>Enter your email below to be the first to know about new collections and product launches.</p> <div> <input type="text"/> <input type="button" value="→"/> </div> </div>

## Gulf of Execution and Evaluation



Results for "gym"



Baby Floor Gym & Mobile  
₹1,899.00



Jungle Gym Ultimate  
₹12,199.00+₹13,999.00



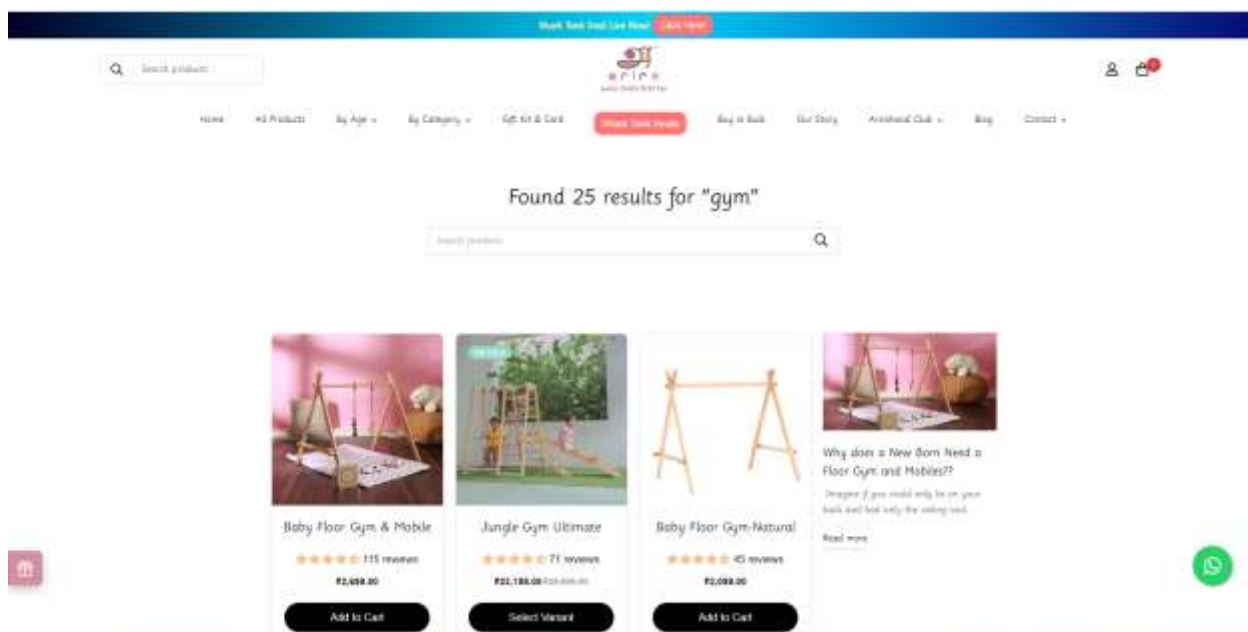
Baby Floor Gym Natural  
₹2,699.00



Play & Play Area with Jungle  
Gym (Set of 4)  
₹34,999.00

[More Results](#)





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[By Age](#)
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[Blog](#)
[Contact](#)

[Home](#) > [Monika](#) > [Baby Floor Gym & Mobile](#)

736

**Baby Floor Gym & Mobile**

**115 reviews**

[Aids visual tracking](#) / [Supports balance & coordination](#) / [Supports independent play](#) / [Promotes concentration](#)

**₹2,699.00**

Tax included

Only 18 items left in stock!

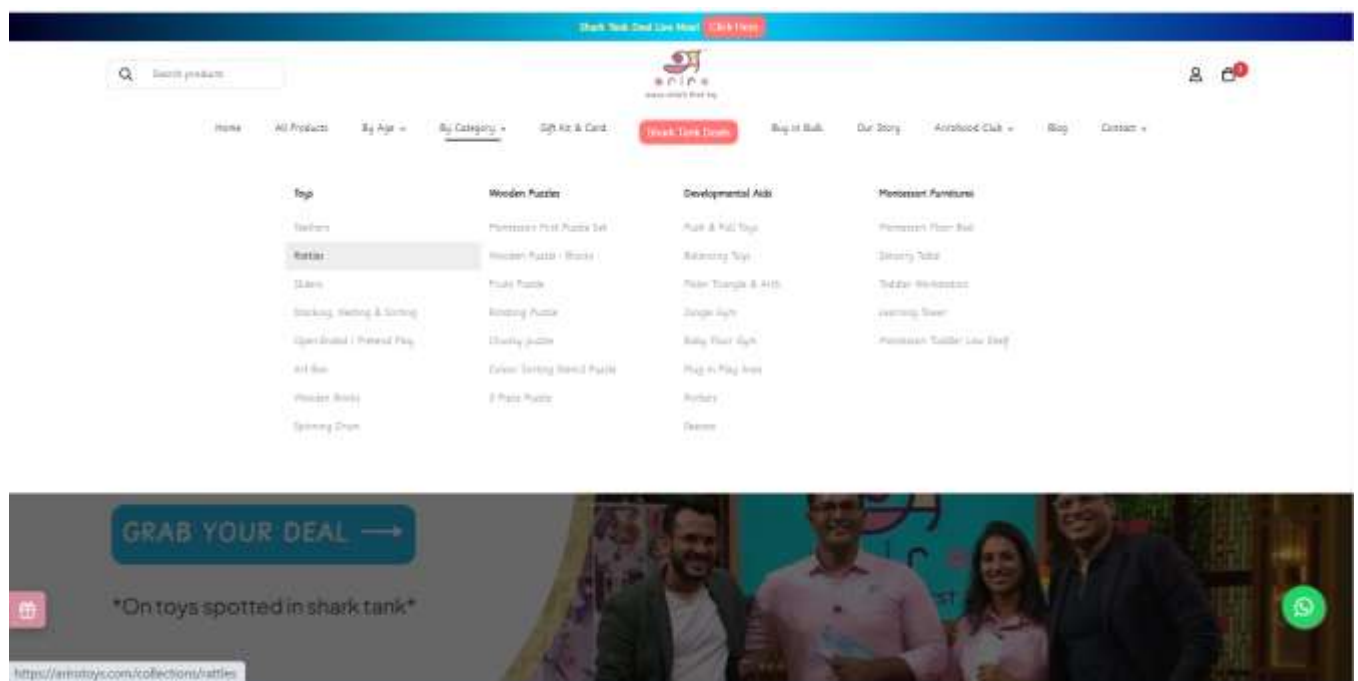
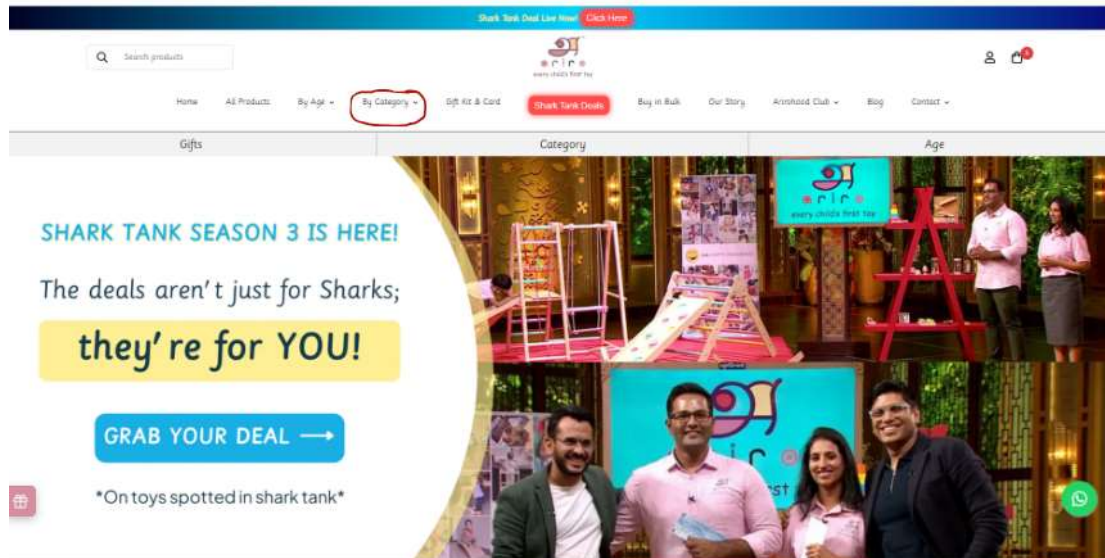
[Add to cart](#)

[Buy it now](#)

**Ordered**  
 Feb 02

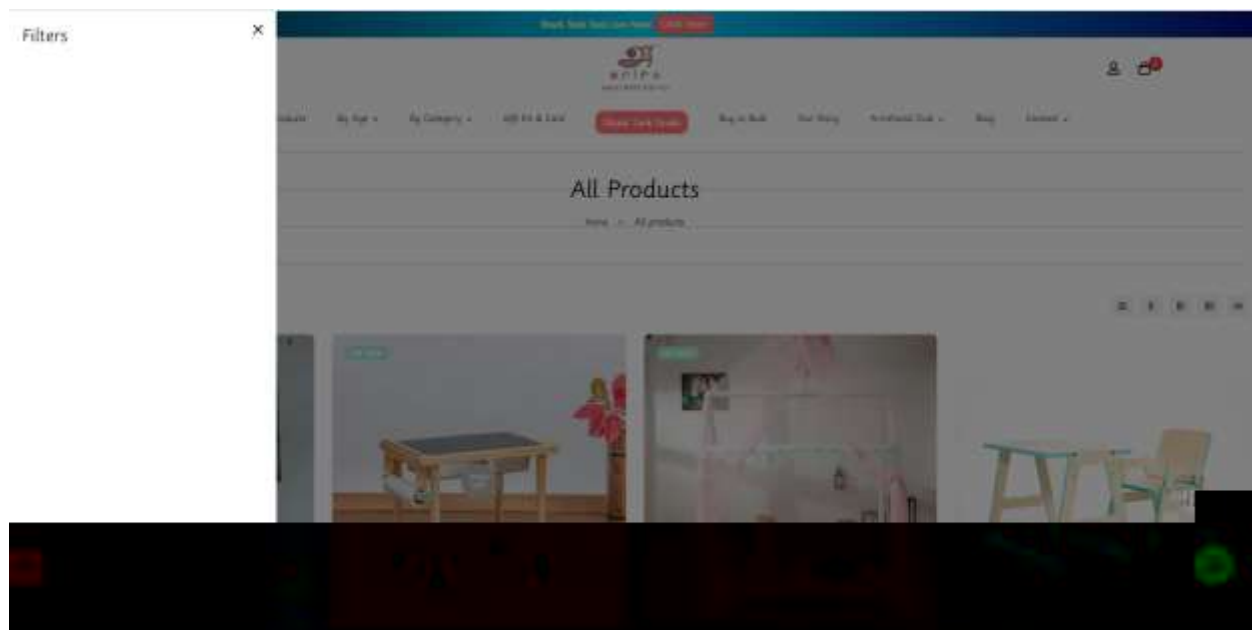
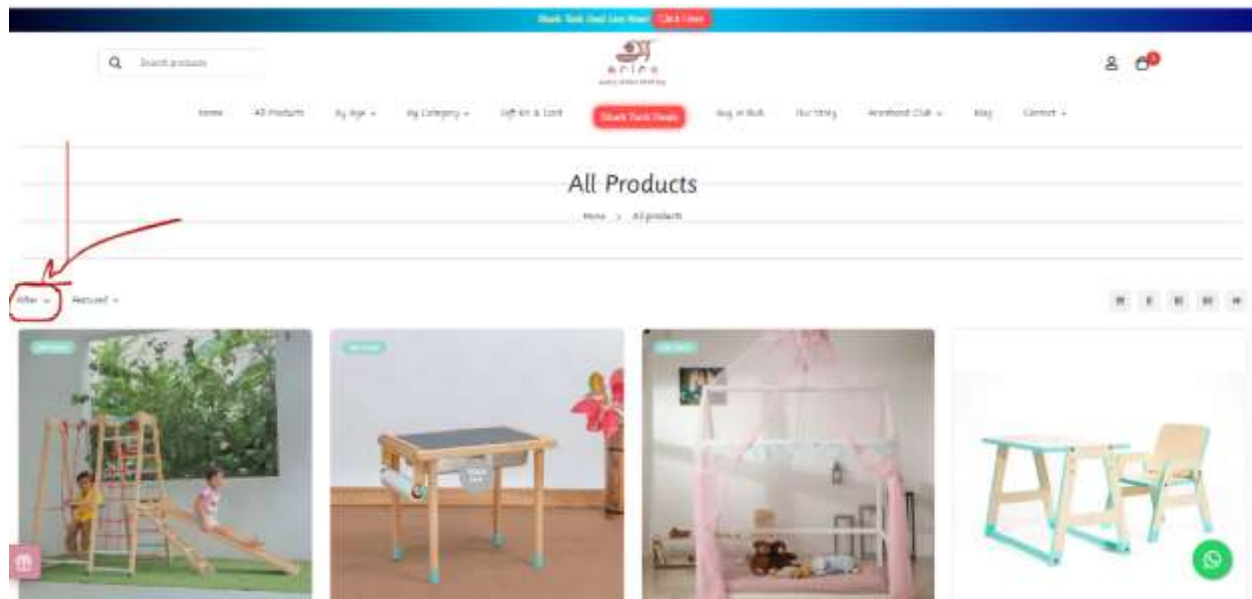
**Dispatch**  
 Feb 03

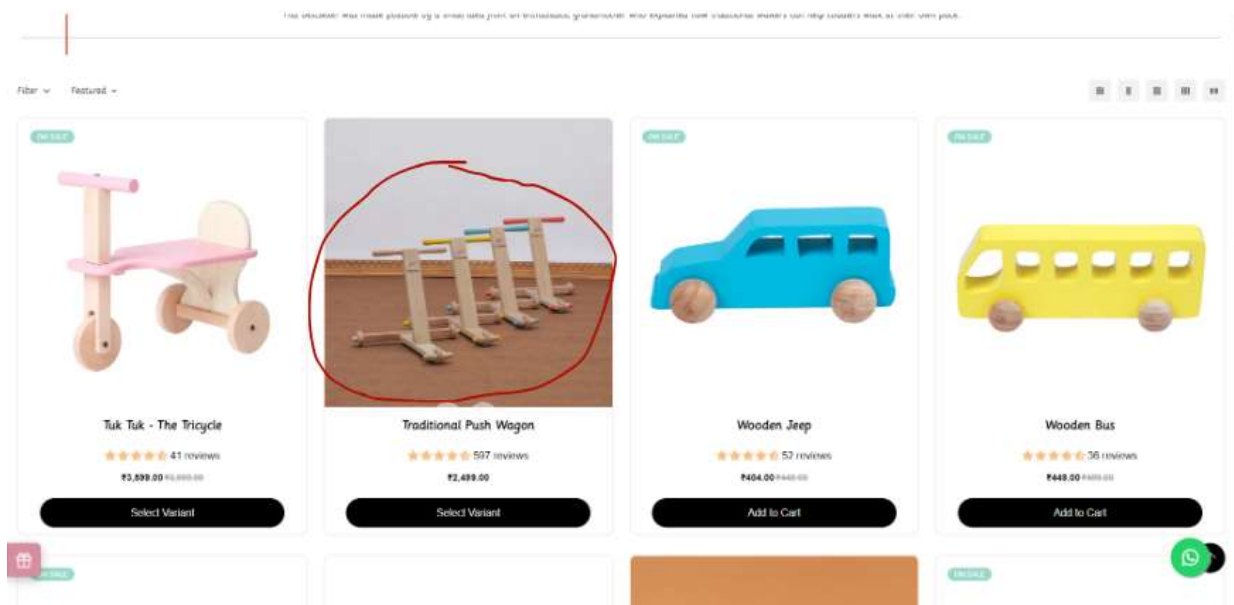
**Estimated Delivery**  
 Feb 05 - Feb 12



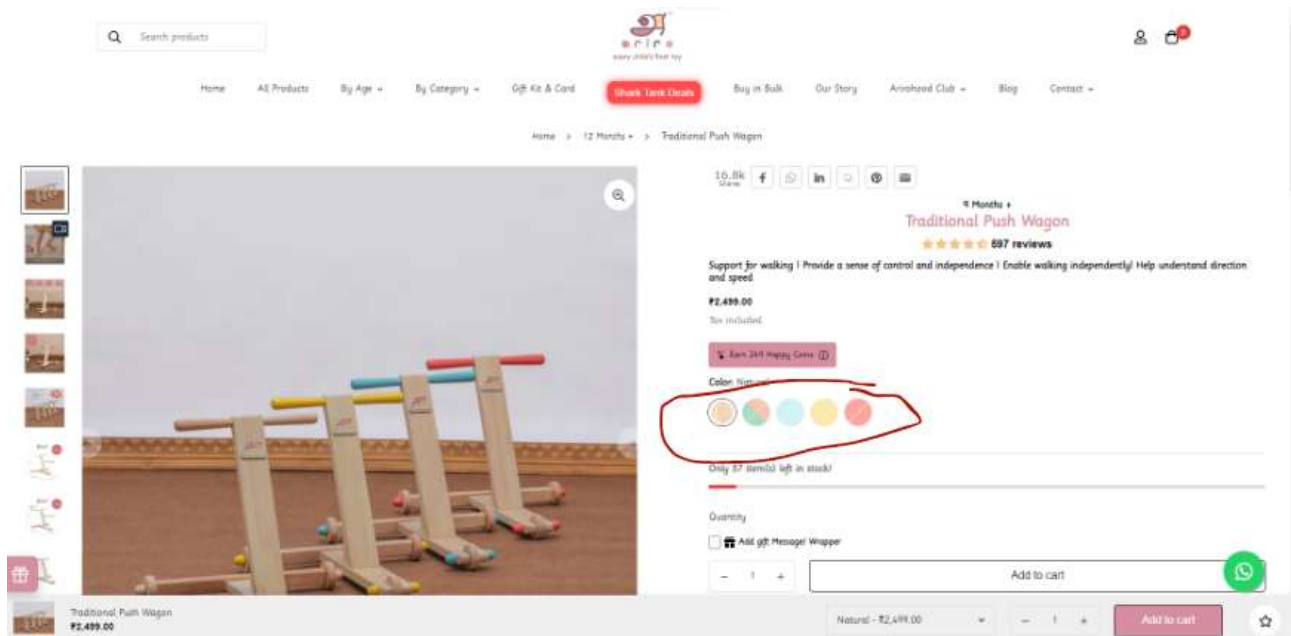


## Critique and recommendation for improvement
















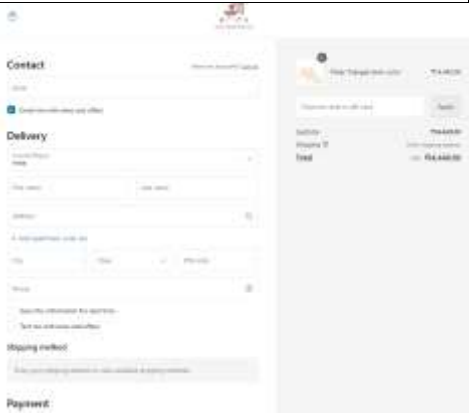
## Heuristic Evaluation



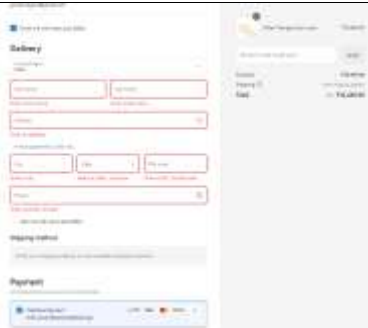
Visibility of System Status. The following table gives specific examples of the

## Heuristic Evaluation

			
		  Gmail  YouTul	

		<p><b>Subscribe</b></p> <p>Enter your email below to be the first to know about new collections and product launches.</p> <p> 123@123</p>	
		<p><b>We would love to hear from you.</b></p> <p>If you've got great products you're making or looking to work with us then drop us a line.</p> <p>Name <input type="text"/> Email <input type="text"/></p> <p>Message <input type="text"/></p> <p><input type="checkbox"/> Save my name, email, and website in this browser for the next time I comment.</p> <p><b>Submit Now</b></p>	
			

			
	Visibility of System Status		
			

## Analysis and Recommendation

## **Conclusion**



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