

Recommendations to Improve Usability of IKEA Website

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Version: 1

1. Improve System Feedback and Status Visibility

- **Heuristic Criteria:** Visibility of System Status

- **Recommendation:**

Based on the heuristic findings, the website lacks clear and immediate feedback during key actions such as adding items to the cart or applying filters. It is recommended to implement clear loading indicators or confirmation messages when users add products to their cart, initiate payment, or filter products. This will enhance users' confidence by providing them with immediate and transparent information about the system's status.

2. Simplify and Clarify Error Messages

- **Heuristic Criteria:** Help Users Recognize, Diagnose, and Recover from Errors

- **Recommendation:**

Error messages across the website should be more informative and user-centric. Avoid using vague or technical language that might confuse users, and instead provide actionable instructions. For example, an error message like "Payment Failed" should include reasons (e.g., "Insufficient funds or invalid card") along with potential solutions (e.g., "Try a different card or check your payment details"). This will make it easier for users to diagnose and recover from errors.

3. Standardize Interface Elements Across Pages

- **Heuristic Criteria:** Consistency and Standards

- **Recommendation:**

While the website uses a clean design, there are inconsistencies in the usage of certain icons and buttons across different pages (e.g., inconsistent cart icon styles or unclear labels). Standardizing the icons, buttons, and labels across all pages would create a more cohesive user experience. Additionally, all interaction elements should be clearly labeled, helping users easily understand their functions, which will lead to a more predictable and user-friendly experience.

4. Improve Navigation and Information Hierarchy

- **Heuristic Criteria:** Aesthetic and Minimalist Design

- **Recommendation:**

Simplify the navigation structure and reduce unnecessary clutter, especially on product pages and category listings. Group similar information together using collapsible menus

or tabs, and highlight important content (e.g., product specifications, delivery options) while minimizing distractions. This will allow users to focus on the most relevant actions and improve the overall scannability of the site.

5. Enhance Mobile Usability with Touch-Friendly Interactions

- **Heuristic Criteria:** User Control and Freedom

- **Recommendation:**

Given the increasing use of mobile devices for shopping, ensure that all interactive elements, such as buttons, links, and menu items, are appropriately sized and spaced for touch interactions. This will help reduce errors caused by small or closely placed elements. Additionally, implement gesture support for swiping, scrolling, and zooming to enhance usability across all device types.

6. Provide Clear Visual Cues for Active Sections

- **Heuristic Criteria:** Recognition Rather Than Recall

- **Recommendation:**

To help users easily navigate through the website, introduce visual cues (such as highlighting or bolding) to indicate the active section or the current page within a navigation menu. This would make it easier for users to recognize their location within the site, reducing cognitive load and improving overall user flow.