

# **Heuristic Evaluation of an Existing Website or App**

## **Heuristic Evaluation Report**

**Domain:** E-Commerce

**Websites Analyzed:** Amazon, Flipkart, Meesho

**Evaluator:** SHANMUGAKARTHIK G

**Date:** 28/10/2025

### **1. Objective**

The purpose of this heuristic evaluation is to compare and analyze the user experience (UX) of three leading e-commerce platforms—Amazon, Flipkart, and Meesho—using Nielsen's 10 Usability Heuristics. The goal is to identify usability strengths, weaknesses, and propose design improvements.

### **2. Methodology**

Each website was evaluated based on **Nielsen's 10 Usability Heuristics for Interface Design**, which focus on factors like consistency, feedback, control, and aesthetics. The analysis was conducted on desktop and mobile interfaces.

### **3. Evaluation Criteria: Nielsen's 10 Heuristics**

# Heuristic Principle	Description
1 Visibility of system status	Keep users informed about what's going on.
2 Match between system and real world	Speak the users' language.
3 User control and freedom	Allow undo, redo, and easy navigation.
4 Consistency and standards	Follow platform conventions.
5 Error prevention	Prevent errors before they occur.
6 Recognition rather than recall	Minimize memory load.
7 Flexibility and efficiency of use	Support both novice and expert users.
8 Aesthetic and minimalist design	Avoid unnecessary elements.
9 Help users recognize, diagnose, and recover from errors	Provide clear error messages.
10 Help and documentation	Provide accessible help resources.

#### 4. Heuristic Evaluation Summary

Heuristic	Amazon	Flipkart	Meesho	Comments
Visibility of system status	✓ Clear order tracking, progress indicators	✓ Real-time tracking	⚠ Delayed updates	Amazon most transparent
Match between system and real world	✓ Familiar terms and icons	✓ Uses local languages	✓ Easy for first-time buyers	All perform well
User control and freedom	✓ Easy cancel & returns	✓ Simple back navigation	⚠ Hard to find cancel button	Meesho needs better user control
Consistency and standards	✓ Highly consistent UI	✓ Minor inconsistency on mobile	⚠ Buttons vary in color/size	Amazon best in design standards
Error prevention	✓ Confirmations before actions	✓ Confirm popups	⚠ Missing confirmations	Amazon and Flipkart stronger
Recognition rather than recall	✓ Smart suggestions	✓ Visible filters	⚠ Hidden filters	Amazon easiest for quick recall
Flexibility and efficiency of use	✓ One-click checkout	✓ Fast reorders	⚠ Few shortcuts	Flipkart efficient for frequent users
Aesthetic and minimalist design	✓ Clean layout	⚠ Slightly cluttered homepage	✓ Visually appealing	Meesho visually attractive but less functional
Error recovery	✓ Detailed messages	✓ Good recovery options	⚠ Generic messages	Amazon handles errors better
Help & documentation	✓ Extensive help center	✓ FAQ section	⚠ Limited support	Amazon best in help resources

## 5. Key Usability Issues Identified

Website Issue	Severity	Description
Amazon Slightly dense navigation menus	Minor	Too many categories create visual clutter
Flipkart Homepage feels crowded with promotions	Moderate	Ads reduce user focus on product discovery
Meesho Inconsistent design elements and missing cancel option	Major	Affects trust and user control

## 6. Recommended UX Improvements

Issue	Suggested Change	Expected Impact
Cluttered homepage (Flipkart)	Simplify layout, prioritize category navigation	Faster browsing, improved engagement
Missing cancel button (Meesho)	Add easily accessible “Cancel Order” in order summary	Enhanced user control and trust
Overloaded menus (Amazon)	Group subcategories under collapsible sections	Streamlined navigation

## 7. UX Comparison & Ranking

### Platform    UX Score (out of 10) Remarks

- ① Amazon 9.2      Most mature and consistent UX
- ② Flipkart 8.4      Good design but needs decluttering
- ③ Meesho 7.1      Visually pleasant, needs more usability refinements

## **8. Conclusion**

Overall, **Amazon** demonstrates the strongest UX performance due to its consistency, comprehensive feedback system, and advanced error handling. **Flipkart** performs well in functionality but suffers from homepage clutter. **Meesho**, while aesthetically engaging, requires improvements in navigation consistency and error prevention.

By implementing the proposed UX improvements, all three platforms can enhance user satisfaction, reduce cognitive load, and strengthen customer trust.

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**Prepared by:** SHANMUGAKARTHIK G

**Course / Project:** Heuristic Evaluation – UX Design

**Date:** 28/10/2025

## **Heuristic Evaluation Report**

**Domain:** Food Delivery Applications

**Apps Analyzed:** Swiggy, Zomato, Uber Eats

**Evaluator:** SHANMUGAKARTHIK G

**Date:** 28/10/2025

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### **1. Objective**

The purpose of this heuristic evaluation is to assess and compare the **user experience (UX)** of three leading food delivery applications—**Swiggy, Zomato, and Uber Eats**—using **Nielsen's 10 Usability Heuristics**.

The goal is to identify usability issues, highlight strengths, and suggest UX improvements to enhance customer satisfaction.

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### **2. Methodology**

Each app was evaluated on Android and iOS platforms. The analysis used **Nielsen's 10 Usability Heuristics**, focusing on navigation, feedback, aesthetics, and user control.

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### **3. Evaluation Criteria: Nielsen's 10 Usability Heuristics**

<b># Heuristic Principle</b>	<b>Description</b>
1 Visibility of system status	Keep users informed about current operations.
2 Match between system and real world	Use familiar language and design metaphors.
3 User control and freedom	Allow easy undo, cancel, and navigation freedom.
4 Consistency and standards	Follow platform and brand conventions.
5 Error prevention	Prevent mistakes before they occur.
6 Recognition rather than recall	Make options and actions visible.
7 Flexibility and efficiency of use	Allow quick actions for expert users.
8 Aesthetic and minimalist design	Maintain clarity and avoid clutter.

# Heuristic Principle	Description
9 Help users recognize, diagnose, and recover from errors	Provide clear, actionable feedback.
10 Help and documentation	Offer accessible help when needed.

#### 4. Heuristic Evaluation Summary

Heuristic	Swiggy	Zomato	Uber Eats	Comments
Visibility of system status	✓ Real-time order tracking with visuals	✓ Tracking available but slower updates	✓ Smooth real-time feedback	Swiggy and Uber Eats have more reliable tracking
Match between system and real world	✓ Simple, relatable terms	✓ Uses local restaurant terms	⚠ Some global terms not familiar	Zomato excels in localization
User control and freedom	✓ Easy to cancel/modify orders	⚠ Cancellation harder after confirmation	✓ Allows quick edits	Swiggy gives best control
Consistency and standards	✓ Strong brand identity and consistent UI	✓ Consistent color & icon usage	⚠ Minor inconsistencies in fonts	Swiggy and Zomato perform better
Error prevention	✓ Confirmation prompts for risky actions	✓ Order confirmation steps	⚠ Missing cancel warning	Swiggy and Zomato more reliable
Recognition rather than recall	✓ Suggested restaurants & saved addresses	✓ Personalized suggestions	⚠ Fewer auto-suggestions	Swiggy best in smart recall
Flexibility and efficiency	✓ Quick reorders, filters, coupons	✓ Efficient filters & offers	⚠ Slower navigation	Swiggy and Zomato optimized for speed
Aesthetic and minimalist design	✓ Clean, bright UI	⚠ Promotional banners clutter view	✓ Balanced and neat	Uber Eats wins in aesthetics

Heuristic	Swiggy	Zomato	Uber Eats	Comments
Error recovery	✓ Clear messages like "Payment failed – Retry"	⚠ Technical errors not descriptive	✓ Simple error text	Swiggy provides clearer recovery paths
Help & documentation	✓ Built-in chatbot and help center	✓ FAQs & live chat	⚠ Basic help only	Swiggy strongest support section

## 5. Key Usability Issues Identified

App	Issue	Severity	Description
Swiggy	Slightly overloaded homepage with banners	Minor	Visual clutter affects focus
Zomato	Tracking updates delay during peak time	Moderate	Causes confusion in delivery waiting
Uber Eats	Limited localization and help features	Major	Reduces accessibility and trust for local users

## 6. Recommended UX Improvements

Issue	Suggested Change	Expected Impact
Cluttered homepage (Swiggy)	Limit banners and increase white space	Cleaner visual flow
Delayed tracking (Zomato)	Implement real-time GPS refresh	Builds reliability and trust
Weak localization (Uber Eats)	Add regional language and payment support	Improves accessibility and inclusivity
Limited help system (Uber Eats)	Add chatbot or guided troubleshooting	Increases user confidence

## 7. UX Comparison & Ranking

App	UX Score (out of 10)	Remarks
 Swiggy	9.1	Excellent usability, fast performance, clear feedback
 Zomato	8.4	Strong brand and content, needs faster updates
 Uber Eats	7.6	Clean design, but limited regional adaptation

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## 8. Conclusion

Overall, **Swiggy** offers the best user experience with its seamless navigation, clear feedback system, and effective user control. **Zomato** provides strong localization and design but can enhance its tracking speed. **Uber Eats**, while aesthetically pleasing, needs improvement in help accessibility and localized engagement.

By implementing the proposed improvements, these apps can further enhance customer trust, retention, and satisfaction.

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**Prepared by:** SHANMUGAKARTHIK G

**Course / Project:** Heuristic Evaluation – UX Design

**Date:** 28/10/2025

# **Heuristic Evaluation Report**

**Domain:** Online Learning Platforms

**Websites/Apps Analyzed:** Coursera, Udemy, edX

**Evaluator:** SHANMUGAKARTHIK G

**Date:** 28/10/2025

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## **1. Objective**

The purpose of this heuristic evaluation is to assess and compare the **user experience (UX)** and **interface usability** of three popular online learning platforms—**Coursera, Udemy, and edX**—using **Nielsen's 10 Usability Heuristics**.

This analysis identifies strengths, weaknesses, and suggests improvements for a better digital learning experience.

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## **2. Methodology**

Each platform was evaluated based on **Nielsen's 10 Usability Heuristics for Interface Design** through desktop and mobile interfaces.

The analysis focused on course discovery, enrollment, learning dashboard, and progress tracking.

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## **3. Evaluation Criteria: Nielsen's 10 Heuristics**

# Heuristic Principle	Description
1 Visibility of system status	Inform users about current operations.
2 Match between system and real world	Use language familiar to learners.
3 User control and freedom	Allow undo, cancel, and flexible navigation.
4 Consistency and standards	Maintain design and behavior consistency.
5 Error prevention	Prevent mistakes and provide confirmation.
6 Recognition rather than recall	Minimize the need to remember past information.
7 Flexibility and efficiency of use	Support both new and advanced users.

# Heuristic Principle	Description
8 Aesthetic and minimalist design	Use a clean and distraction-free interface.
9 Help users recognize, diagnose, and recover from errors	Provide clear feedback for user errors.
10 Help and documentation	Offer help or guidance when needed.

#### 4. Heuristic Evaluation Summary

Heuristic	Coursera	Udemy	edX	Comments
Visibility of system status	✓ Real-time course progress, completion tracker	✓ Clear video progress bar	⚠ Progress sync delayed	Coursera most transparent
Match between system and real world	✓ Academic terms align with universities	✓ Simplified for general users	✓ Clear language and academic tone	All perform well
User control and freedom	✓ Easy to unenroll or pause courses	✓ Simple refund & navigation	⚠ Limited undo options	Udemy best for flexibility
Consistency and standards	✓ Uniform across desktop & mobile	✓ Consistent UI	⚠ Minor visual inconsistencies	Coursera leads in uniformity
Error prevention	✓ Confirmation pop-ups before major actions	✓ Safe payment flow	⚠ Sometimes missing confirmation	Coursera most reliable
Recognition rather than recall	✓ Recommended courses, search memory	✓ Shows last viewed topics	⚠ Limited memory recall	Udemy strong personalization
Flexibility and efficiency	✓ Keyboard shortcuts, resume option	✓ Quick access to enrolled courses	⚠ Slightly slower interface	Coursera and Udemy excel
Aesthetic and minimalist design	✓ Modern, elegant interface	⚠ Dense with promotions	✓ Minimal academic layout	edX cleanest design

Heuristic	Coursera	Udemy	edX	Comments
Error recovery	✓ Clear error messages	⚠ Basic text-based errors	✓ Step-by-step error guides	Coursera and edX better at recovery
Help & documentation	✓ FAQ, chatbot, email support	✓ Extensive support articles	⚠ Basic FAQ only	Coursera offers best user support

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## 5. Key Usability Issues Identified

Platform Issue	Severity	Description
Coursera Slightly complex navigation between specialization modules	Minor	Increases cognitive load for beginners
Udemy Overloaded homepage with multiple banners and recommendations	Moderate	Causes distraction from main learning goal
edX Limited user control in video playback and progress reset	Major	Reduces learning flexibility and accessibility

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## 6. Recommended UX Improvements

Issue	Suggested Change	Expected Impact
Complex navigation (Coursera)	Introduce breadcrumb trail and simplified dashboard	Improved orientation
Cluttered homepage (Udemy)	Reduce banner count and emphasize “Continue Learning”	Faster access and focus
Limited playback control (edX)	Add playback speed memory and progress reset	Increases user satisfaction

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## 7. UX Comparison & Ranking

Platform	UX Score (out of 10)	Remarks
 Coursera	9.2	Excellent structure, professional design, and user guidance
 Udemy	8.5	Strong personalization, minor homepage clutter
 edX	7.9	Clean layout, needs flexibility and performance improvements

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## 8. Conclusion

Among the three platforms, **Coursera** demonstrates the best overall user experience, offering a balance of professional aesthetics, clear navigation, and user guidance. **Udemy** stands out for its personalization and affordability but could benefit from a cleaner homepage. **edX** excels in academic appeal but should enhance interactivity and learner control.

By implementing the suggested UX improvements, each platform can provide a smoother, more intuitive, and engaging learning journey.

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