

# Heuristic Evaluation: IKEA

## Website Usability

## Recommendations

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### System Status Visibility

The website should incorporate immediate feedback mechanisms for all user interactions. Real-time status indicators should be implemented during payment processing and filter application operations.

This enhancement will provide users with clear confirmation of their actions and reduce uncertainty during system processes.

### User Control Enhancement

Expanding the “Undo” functionality across more features, particularly for filter modifications and wishlist management, would significantly improve user experience.

This addition empowers users to confidently navigate the site, knowing they can easily reverse unintended actions.

### Error Prevention Strategies

The implementation of clear input field labeling and real-time validation for mandatory fields would streamline the user experience.

This approach minimizes user errors by providing immediate guidance during data entry and clearly distinguishing between required and optional information.

## **Recognition-Based Interface**

The interface should maintain consistency in labeling and iconography while implementing logical grouping of related elements. Visual markers should clearly indicate optional fields.

This design philosophy reduces mental effort and enables users to navigate the interface intuitively rather than relying on memory.

## **User Efficiency Optimization**

Implementing user preference storage for frequently used settings, including filter configurations and sorting preferences, would enhance the shopping experience.

This feature particularly benefits regular customers by eliminating the need to reconfigure their preferences during each visit.

## **Minimalist Design Principles**

The interface should focus on essential information presentation and highlight key actions through strategic use of visual elements such as bold text or colored buttons.

This streamlined approach maintains a clean, focused interface that guides users naturally toward primary actions without unnecessary distractions.