

Heuristic Evaluation Process Documentation

1. Define the Scope

This evaluation focuses on assessing the usability of an e-commerce application, with an emphasis on user experience for a broad demographic (18-50 years old, varying levels of tech proficiency). The goal is to ensure the application provides an intuitive, efficient, and error-free shopping experience. We used a heuristic evaluation checklist to identify usability issues and areas for improvement.

2. Know the Business Requirements and Demographics of End Users

Business Goal

Ensure a smooth and engaging shopping experience that encourages conversions.

Target Users

Online shoppers with mixed technical skills, including those who may require accessibility considerations.

3. Evaluate the Experience and Identify Usability Issues

Key findings include:

User Control and Freedom

Users can undo actions like cart changes but not filter selections. Navigation is easy with breadcrumbs and back buttons, but some optional fields are unclear.

Consistency and Standards

Design and layout are mostly consistent. However, a few icons could use clearer labels.

Error Recognition and Recovery

Error messages are constructive, but the lack of multiple undo levels is a limitation.

Recognition Over Recall

Layouts and visual cues are effective, supporting recognition over recall. Color coding and grouping enhance user navigation.

Minimalist Design

Dialogs are clear and relevant. Icons are distinct, but some could use more obvious affordance to guide users.

4. Analyze and Aggregate the Data

Strengths

- Consistent design and clear error messaging
- Effective use of visual hierarchy and white space

Weaknesses

- Limited undo functionality and unclear optional field indicators
- Error recovery options could be improved

5. Present the Results

Recommendations

- Add undo options for more actions and allow multiple undo levels
- Clearly mark optional fields
- Improve error recovery with step-by-step guidance
- Label icons more clearly for better user understanding
- Maintain strong visual hierarchy and grouping to enhance usability

Implementing these changes will improve user satisfaction and streamline the shopping experience.