Heuristic Evaluation Recommendations for IKEA Website Usability

Recommendations

1. Visibility of System Status

- **Recommendation**: Implement real-time feedback for all actions, such as indicating when a payment process is loading or filters are being applied.
- **Rationale**: Enhances user awareness and reduces uncertainty about system operations.

2. User Control and Freedom

- **Recommendation**: Add an "Undo" option for more actions, such as modifying filters or removing items from the wishlist.
- **Rationale**: Allows users to recover from unintended actions, increasing user confidence.

3. Error Prevention

- **Recommendation**: Clearly label optional input fields and provide inline validation for required fields during data entry.
- **Rationale**: Prevents errors by clarifying form requirements and guiding users through corrections.

4. Recognition Rather Than Recall

- **Recommendation**: Use consistent labels, icons, and group related elements with logical zones. Optional fields should be marked with visual indicators, such as an asterisk.
- **Rationale**: Reduces cognitive load and helps users quickly identify inputs and actions.

5. Flexibility and Efficiency of Use

- **Recommendation**: Enable saved user preferences, such as filters and sorting criteria, for quicker navigation during repeated visits.
- **Rationale**: Improves efficiency for frequent users by reducing repetitive actions.

6. Aesthetics and Minimalist Design

- **Recommendation**: Simplify dialogs to include only relevant information and emphasize actionable options with bold or colored buttons.
- **Rationale**: Keeps the interface clean and guides users to the most critical elements without distraction.