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| --- |
| Heuristic Evaluation |
| *User Interfaces* |
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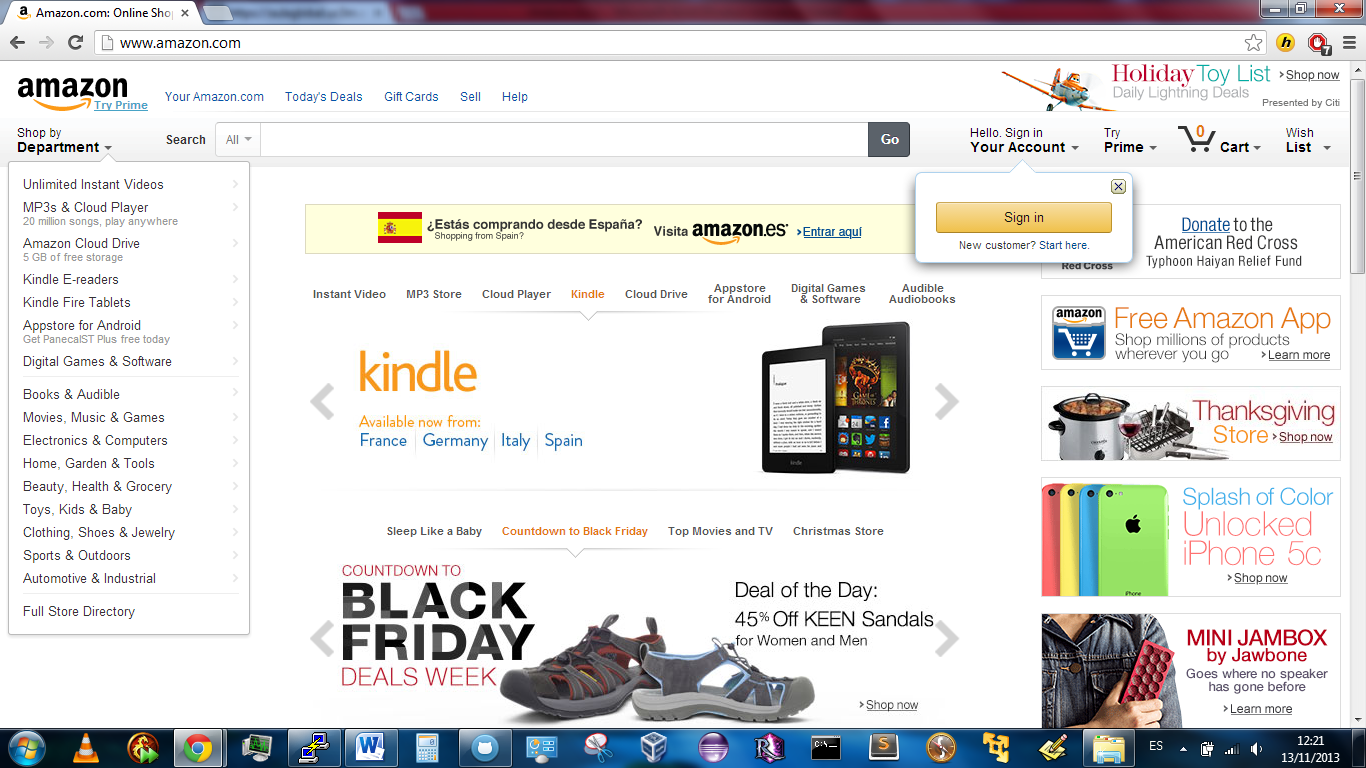
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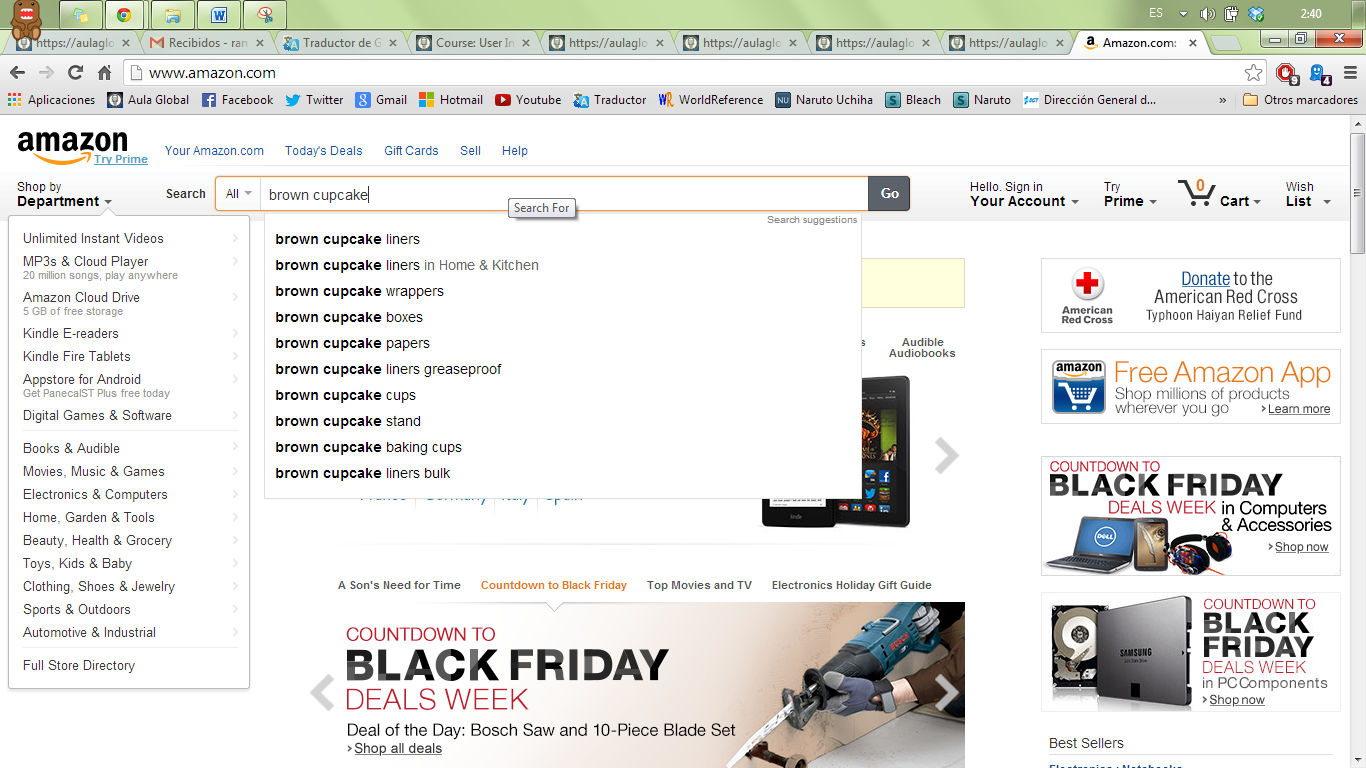
# SCENARIO

A user wants to buy brown cupcake cups in amazon and he will use the service for the first time.

Start page

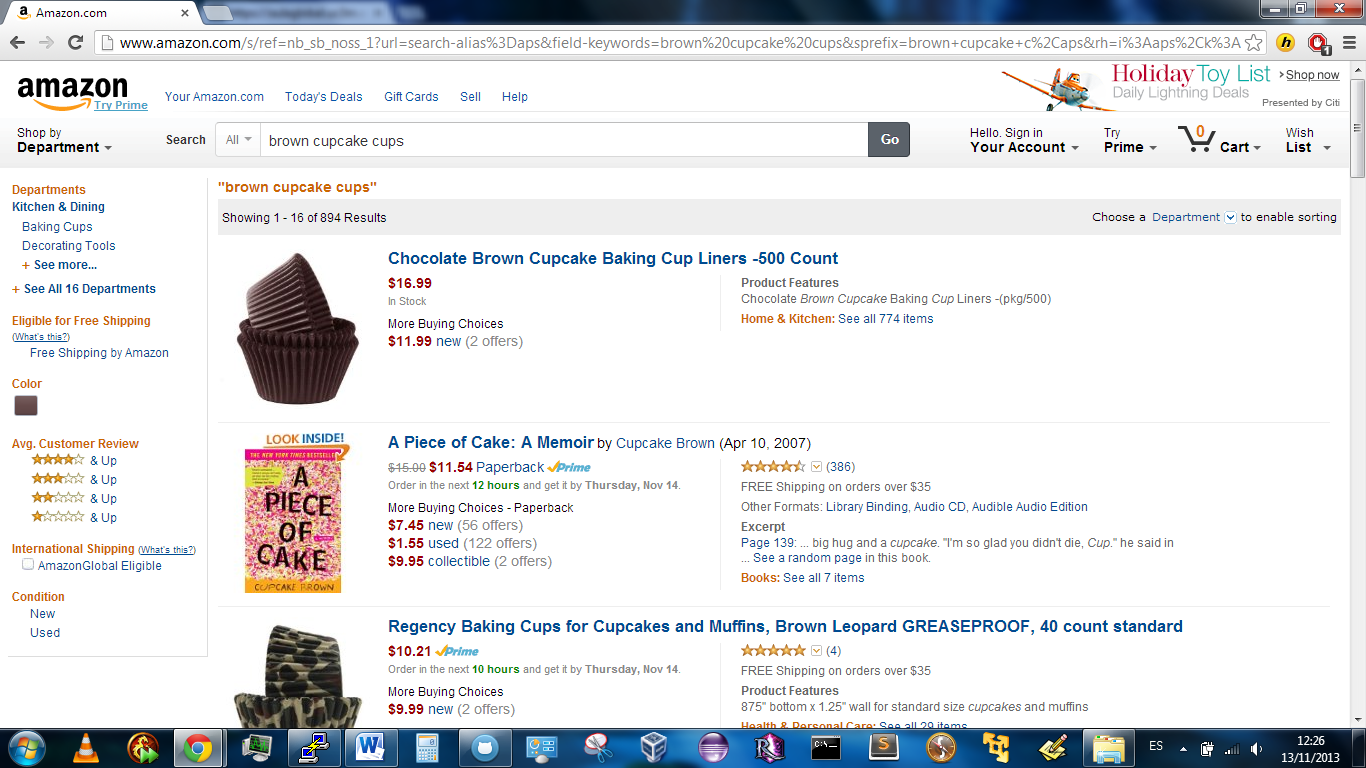


The user proceeds to perform the search using the “search bar” typing “brown cupcake cups” and he appreciate how the system guides him in order to prevent errors. Even when a clear “search bar” exist, he notices that the page is saturated with advertising and text.

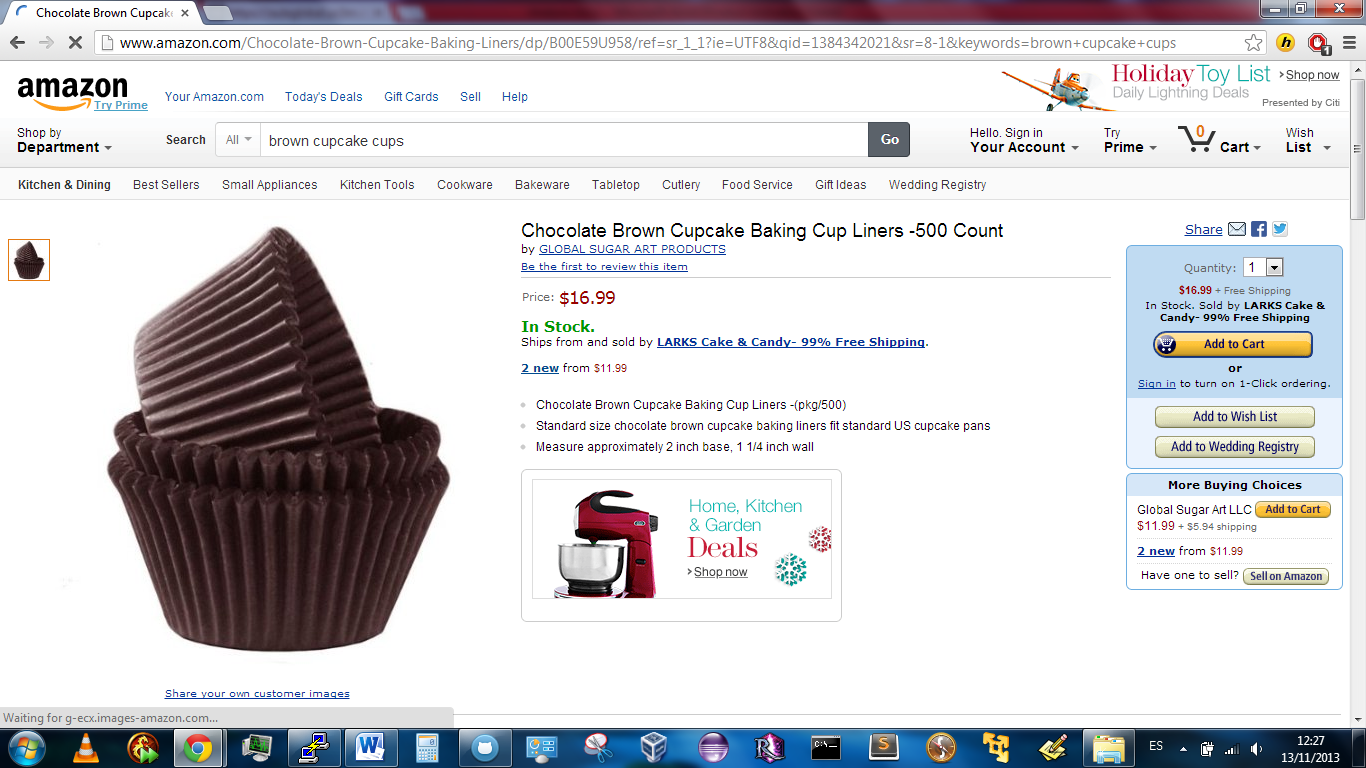


In the other hand the left navigation is populated unnecessary content, removing it could result in an improvement making the navigation panel clearer and helpful.

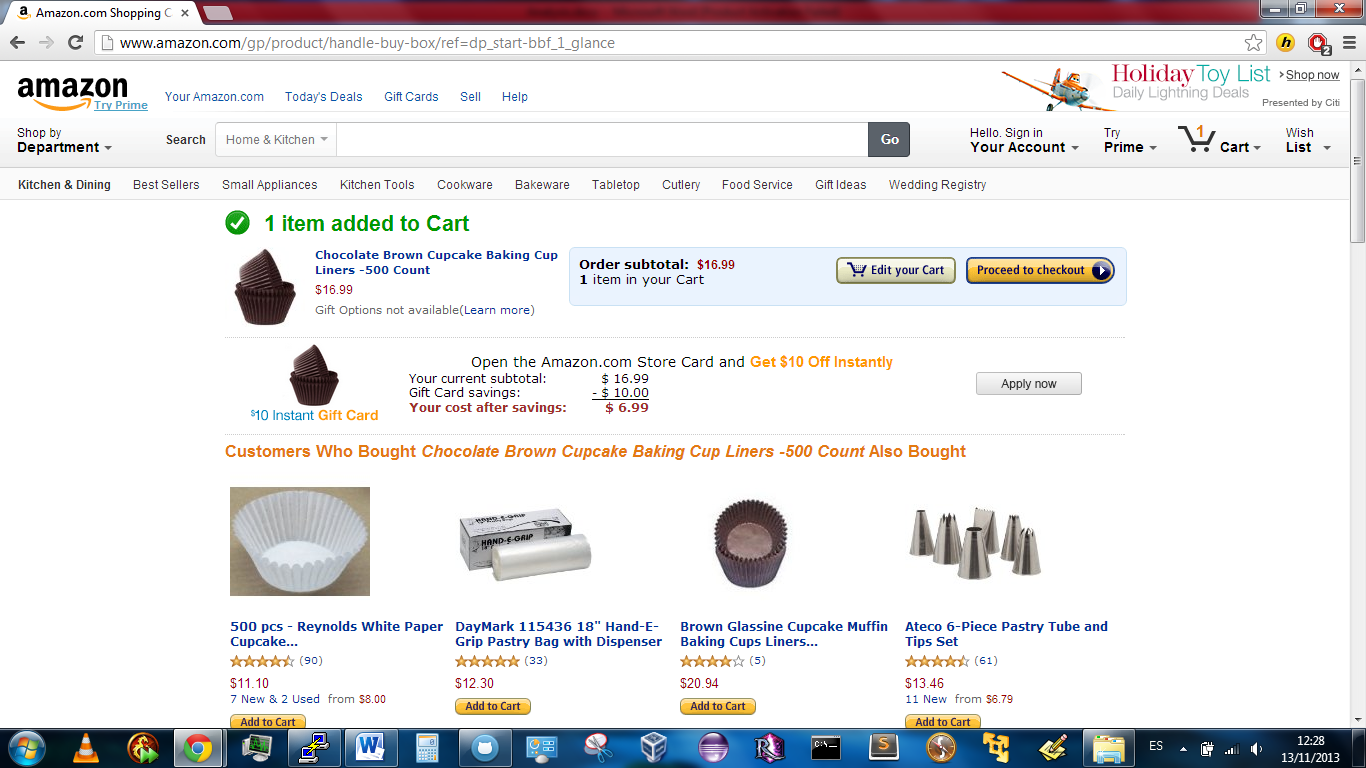
Search results



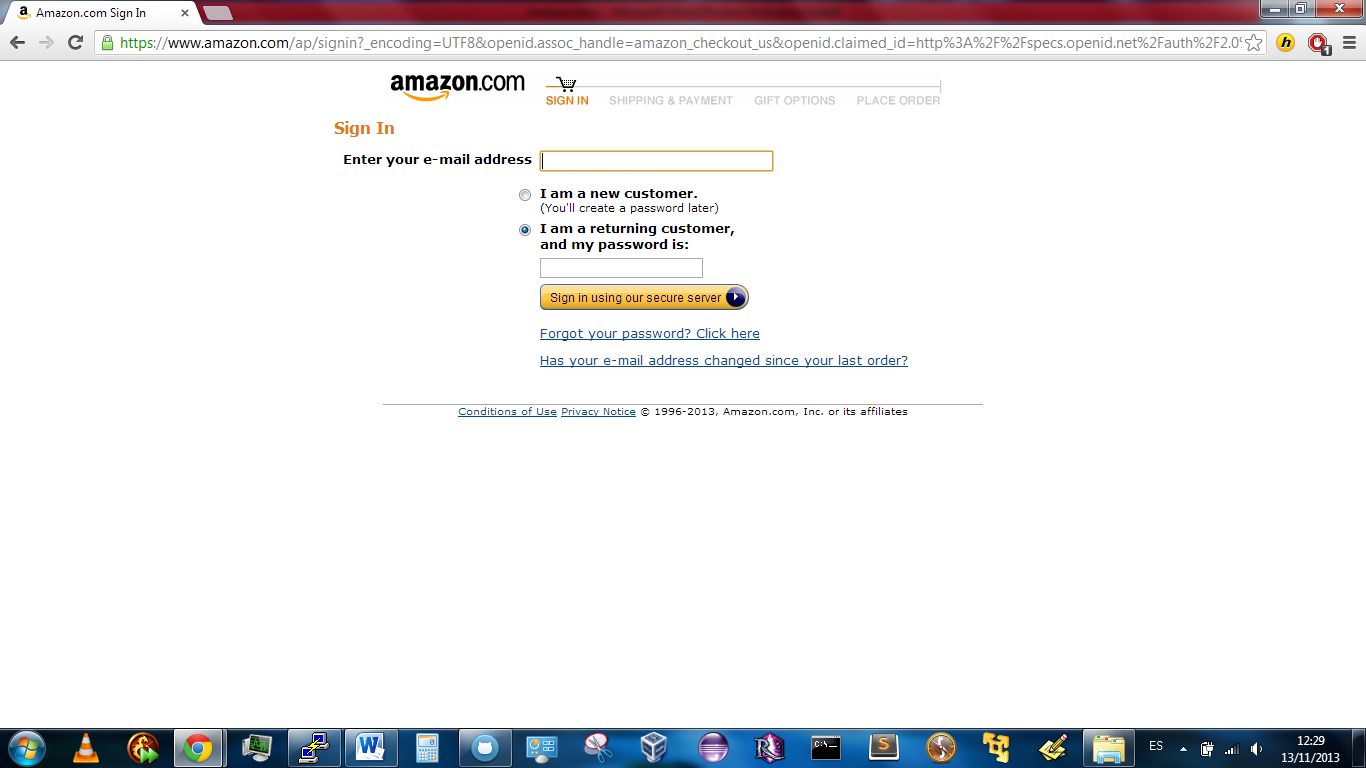
Product detail



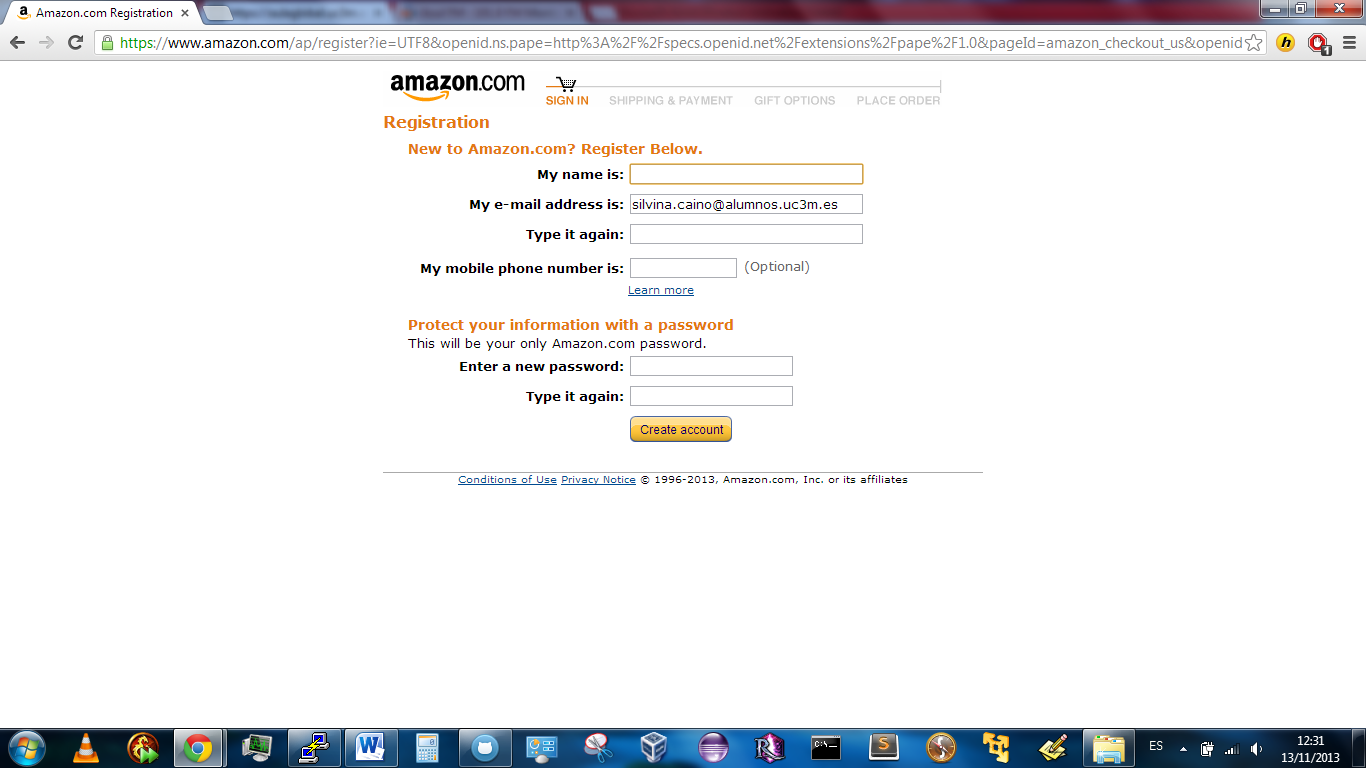
Cart addition



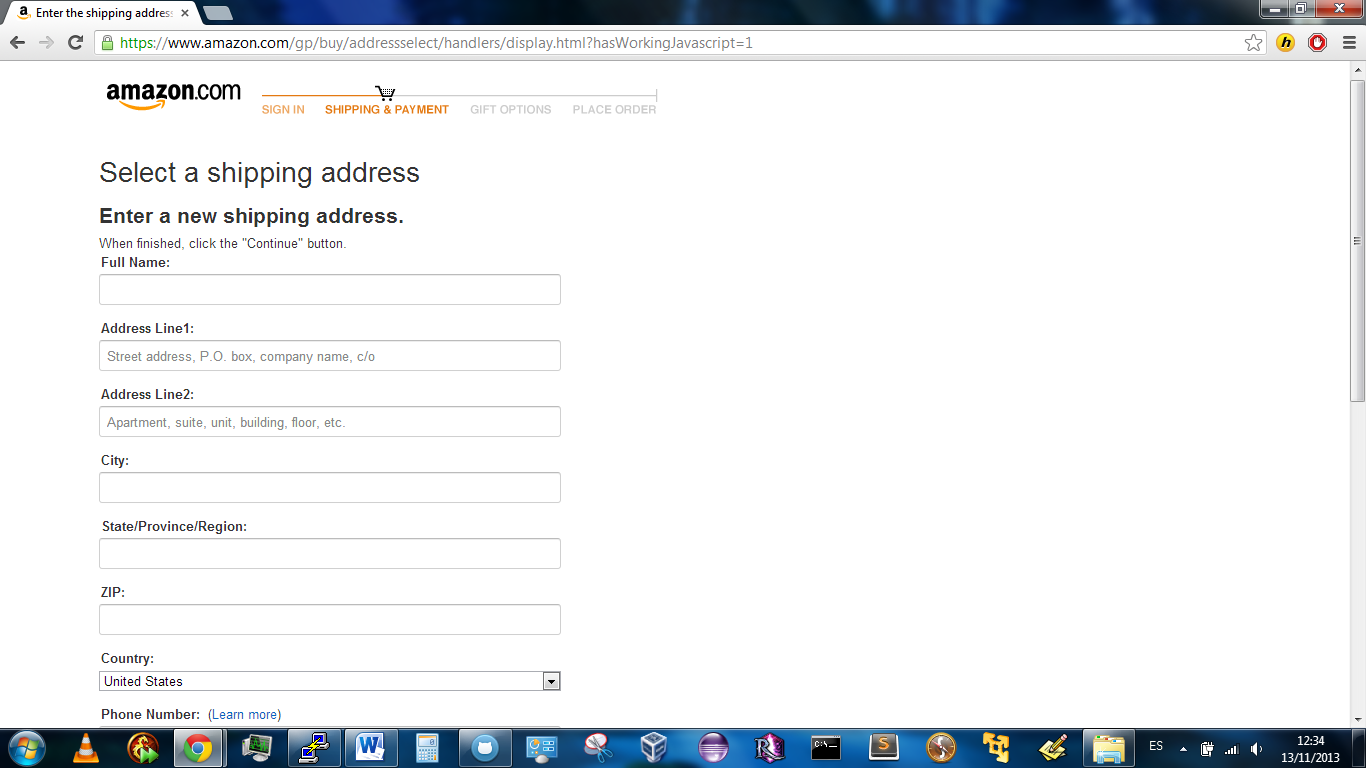
Checkout 🡪 forces registering



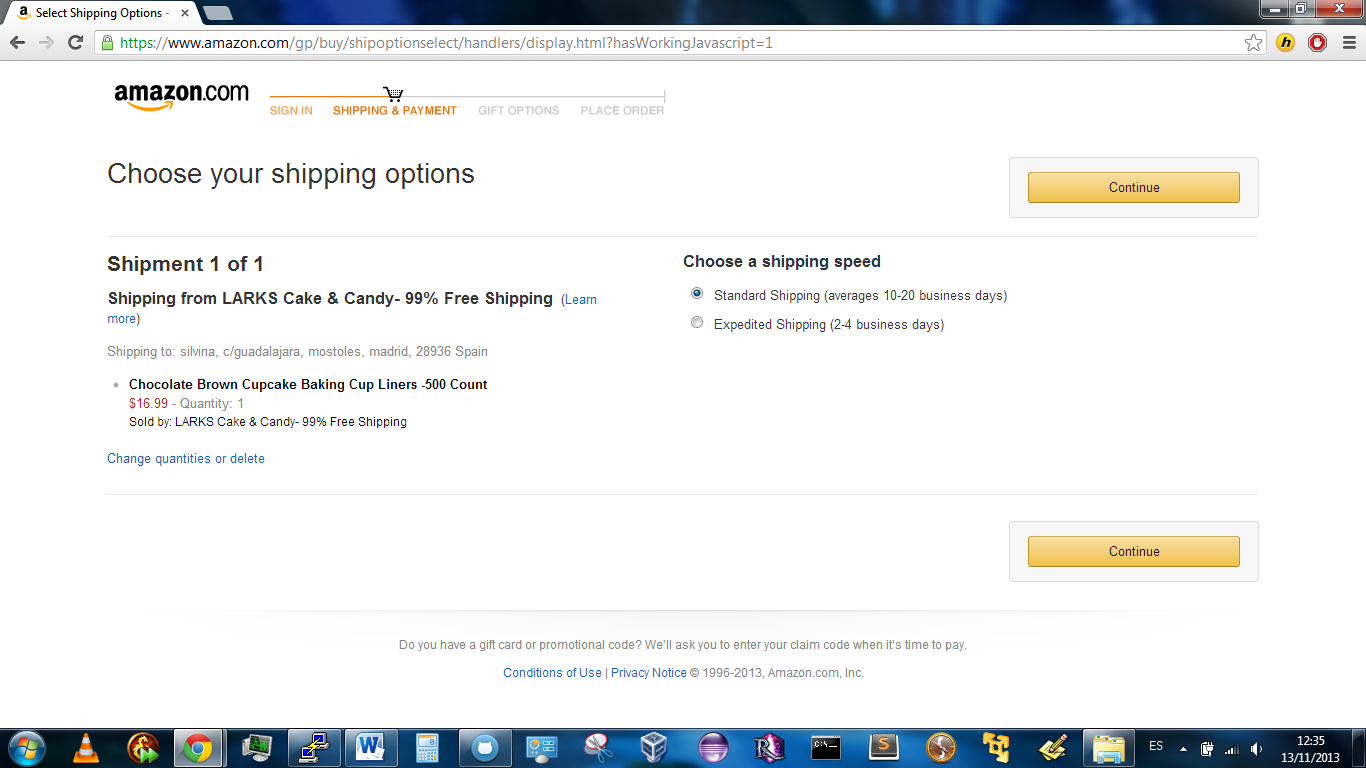
Registering



More crap to get the shipment



Yet more crap



Y asi sigue, como hoy no voy a comprar nada no lo pongo xD

# CONCLUSION