

Heuristic Analysis

- H1 Visibility of system status
- H2 Match between system and real world
- H3 User control and freedom
- H4 Consistency and standards
- H5 Error prevention
- H6 Recognition rather than recall
- H7 Flexibility and ease of use
- H8 Aesthetic and minimalist design
- H9 help users recognize, diagnose and recover from errors
- H10 help and documentation

1. Groupon

<H1> <Severity 3>
Doesn't show waiting time when I entered incorrect password to login.

<H2> <Severity 0>
"Search", search box, magnify scope is clear and match to the real world. Also shopping cart is on the top navigation bar, it's small, but it is clear and match to the real world as well. In the very bottom of homepage, you can see mobile phone icon said "Get the Groupon Mobile App", it is also small, but it is very clear illustration.

<H3><Severity 0>
The system control let users to quit the process without problem.

<H4><Severity 0>
The website keep it very consistent.

<H5><Severity 1>
The system provide users to clear idea what we should do. When I enter incorrect credit card information the message shows on the top of typing area and it was clear, said "This value seems invalid". But it should have showed "Enter valid numbers" in a first place.

<H6><Severity 0>
Instructions for use of the system is very visible and meaningful. Navigation bar gives users clear information.

<H7><Severity 1>
There is a sidebar on each webpage allows users to enable to filter information. This helps users accelerate to find items what they need quickly.

<H8><Severity 0>
This website succeed to make explanation very short and concise. Short text describe the deals is very clear. For the navigation bar, even though their covers huge numbers of items they limited minimal information to show.

<H9><Severity 0>
When I entered numbers on "name of card" field, the message pops up right away and alert user. It said "This seems to be invalid"

<H10><Severity 4>
When I clicked "promo code" the promo box shows up below, but doesn't say anything about it. It doesn't say how to use it. This seems not very user friendly.

2. LivingSocial

<H1><Severity 3>
The website doesn't show for waiting time when I entered invalid numbers on text field to check their visibility of system status.

<H2><Severity 1>
There is a lock key icon for security which shows very clear idea for what they are doing. There is "Good deal guarantee" icon on the bottom of the website, the shape of medal and ribbon, shows honor of their offers. It is simple and clear enough. There are more icons on this website, pretty much they are doing great job.

<H3><Severity 1>
They have "help search" box that allows users to search their answers when users have question about deals they offer. It links to their "help site" but users always will be able to go back to their homepage by click on "return to livingsocial.com" button on the top.

<H4><Severity 3>
throughout the website, they use lowercase for navigation and sidebar items. It gives users feel casual and they consistent through the entire website. But On the title of deals, they start with capital letters. They use lowercases for search box, location, help, login, signup, but for some reason they don't make it lowercase for "SORT BY" category box.

<H5><Severity 3>
On the login page, they don't show any message what is required to complete process.

<H6><Severity 1>
This website covers huge deals to offer, and they succeed to make their information compact. The subcategories nested inside of main categories guide users to destination what they are looking for.

<H7><Severity 1>
This website allow users to filter what they are looking for. Users doesn't have to memorize or make sure where they at. There are "sort by" button on every webpage and users will be able to search deals by popularity, newest, price low to high, ending date and near me.

<H8><Severity 0>
This website is doing great job to stay in minimal. They display very limited information of deals such as title of a deal, location, price and short description and they are good enough. Even though they offer many items and categories, they succeed make the navigation bar organized and stay simple.

<H9><Severity 0>
When I enter non-alphabetical letter on email address field, they show alert message "Please enter a valid email address". Also I enter a letter (only one letter) to first name field, showed alert message "please enter at least 2 characters". When I left password field blank, they show "This is required". Overall, they are detailed and made clear suggestion to solve problem.

<H10><Severity 1>Each documentation is not too big, easy to read and in a good shape. For example, this website has "help site" inside their website, and this helps users to find their answers. When you click on "Refunds", jump to another page and displays four top articles about refunding. And very bottom, users will be able to ask their own question by entering text. Each one of topic has a link page and users can read short text about question. For example, "How I do request a refund?" or "What are the refund policies for gifting?".

3.valpak

<H1><Severity 1>
When I click on "Find coupons near you" the website respond right away and shows search box for enter user's zip code. This is not stressful at all. When I click "use coupon" button, users have to wait for a few seconds. The "loading" icon will be shown.

<H2><Severity 0>
This website doesn't have many icons. Magnify scope icon is on a top of webpage, and is match to the real world.

<H3><Severity 1>
There is a logo mark on top left, when you click on it, users will be able to go back to homepage as long as users stay inside of Valpak website. When users click on "view" button, it's linked to another webpage to print out paper coupons. Users can see "close" button on the top left corner of coupon so that users will be able to exit anytime desire.

<H4><Severity 0>
I went through their website, they stay uniform.

<H5><Severity 1>
When I entered non-alphabetical letter on email field, they system said "Invalid email address". Also I left password field blank and got error message said "password required".

<H6><Severity 1>
There is a side menu titled as "Browse Categories", and there are lists of categories under. When I click one of them, for example "Entertainment and Travel", linked to entertainment coupons page but users can still able to see "Browse Categories" side bar on same position. So that users won't get lost and will be able to know where are they.

<H7><Severity 4>
I don't see anything to make users actions easier for this website.

<H8><Severity 4>
When I go to the lists of grocery coupons webpage, on the left hand users can see text about grocery coupons and it's start like this: Find free printable coupons for discounts on top brands to help you save at your local grocery or drug store...and keep going. They don't have to show those text on coupon page.

<H9><Severity 1>When I enter non-alphabetical letter to first name field, I got alert "Invalid first name" even though they said "Enter first name is optional".

Same as email field, entered non-alphabetical letter and I got an error said "Invalid email address".

<H10><Severity 4>Not sure they are doing good job on this. When I click on grocery coupon, They display strange information under coupon, said "call us toll free (phone number)", "Frequently asked questions" and "Live chat". They don't focus on users tasks.