



# Heuristic Evaluation



Underline. Place for the Art.



# 1. Strive for consistency

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Familiar icons, colors and menu hierarchy have been designed to describe similar situations and the way information is conveyed has been standardised to let users apply their knowledge from one click to the other.

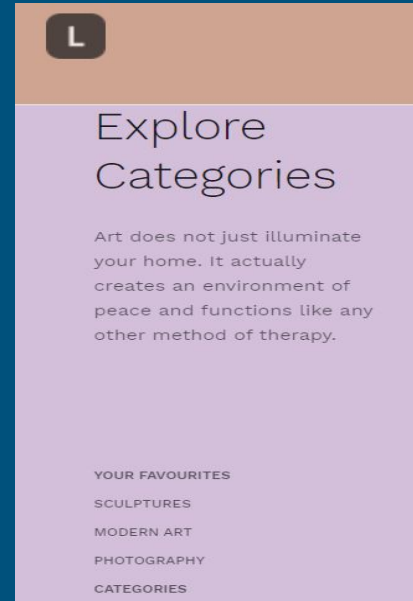
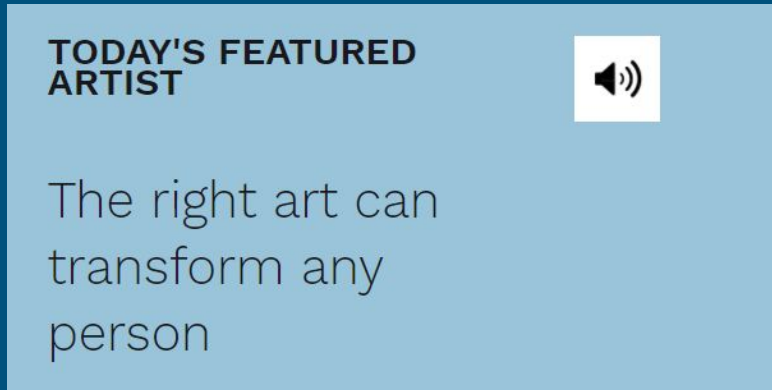
- Usage of the familiar Cart Icon
- Home button that leads to the home page



## 2. Enable frequent users to use shortcuts

Increased usage of a few buttons and menu options which are in a higher demand have been placed such that the User can quickly access these buttons or categories. This can help the user operate the user interface more quickly and effortlessly.

- Usage of 'Favourites' in the Category of Arts
- Inclusion of a shortcut for the audio button



### 3. Offer informative feedback

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The User Interface has been designed in such a way that the user would know where they are at and what is going on at all times. Appropriate, human readable feedback has been included wherever necessary to make the user activity better and meaningful.

- Status changes from “Add to cart” changes to “Adding to Cart” to enable appropriate, human readable feedback while buying art
- “View Product” status when the user hovers over each product.



## 4. Design dialogs to yield closure

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The designed User Interface lets the user know what their action has led to and discards any ambiguity that might pop up while making purchases or any other crucial activity.

- A “Thank You” message displayed when the artist uploads the Art on our website.
- Changes the status of the product to “Purchased” when the user finishes their purchase.



Send a Message!

Let your favorite artist know how their art impacted you

Enter your name

Enter the artist's name

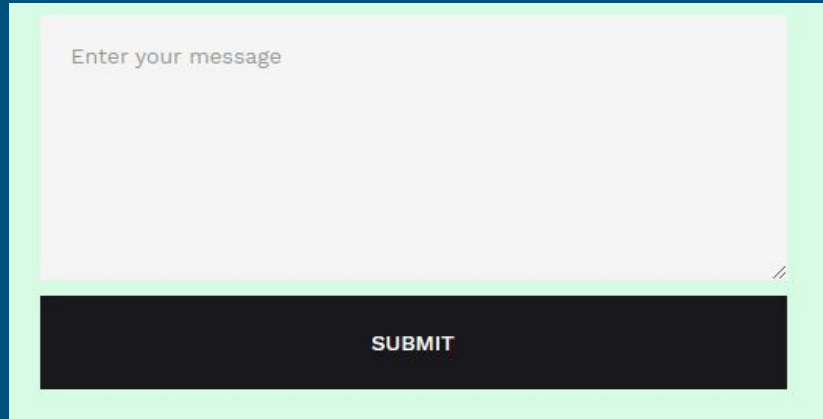
The image shows a light green rectangular dialog box. At the top, it has the title 'Send a Message!' in a dark grey font. Below the title is a subtitle 'Let your favorite artist know how their art impacted you' in a smaller, lighter grey font. There are two input fields, each with a light pink background and rounded corners. The first field contains the placeholder text 'Enter your name' and the second field contains 'Enter the artist's name'. Both fields have a thin grey border.

# 5. Offer error prevention and simple error handling

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The User Interface has been designed to be as fool-proof as possible. Whenever unavoidable errors occur in the website due to human activity, users are provided with simple, intuitive step-by-step instructions to solve the problem as quickly and painlessly as possible.

- Empty Input text fields are highlighted
- Disabling the checkout option if no product is present in the Cart

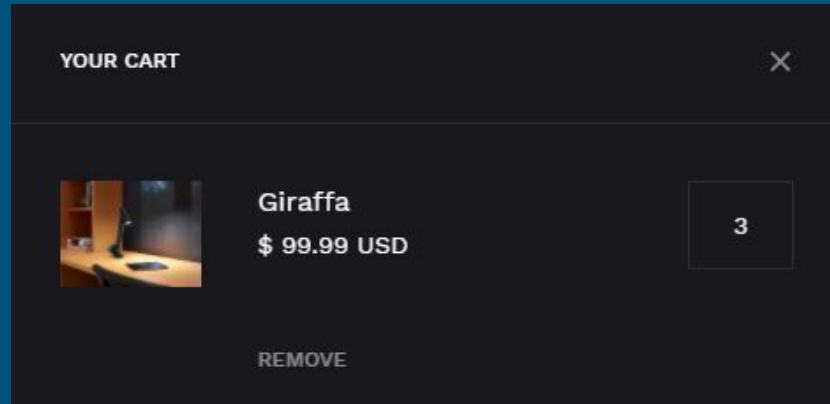


The image shows a user interface element consisting of a light gray rectangular box with a thin black border. Inside the box, at the top, is the placeholder text "Enter your message" in a small, gray font. Below the text area is a solid black rectangular button with the word "SUBMIT" written in white, uppercase letters. The entire form is set against a dark blue background.

## 6. Permit easy reversal of actions

The User Interface offers obvious ways of reversing actions performed by the user. These reversals have been permitted at various points whether it occurs after a single action or a whole sequence of actions.

- Easy removal of product from the cart once added
- Easy backward navigation through the navbar



# 7. Support internal locus of control

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Our User Interface allows users to be the initiators of actions. It gives users the sense that they are in full control of events occurring in the digital space.

- The Navigation bar gives complete control to the user for navigation
- User can navigate throughout the website using the footer as well.



## 8. Reduce short-term memory load

The User Interfaces has been designed to be as simple as possible with proper information hierarchy, and choosing recognition over recall. We have provided the option of choosing options from the given ones wherever possible to reduce the memory load on the user

- Display of all the categories of art on the 'Arts Collection' Page
- Presence of Footer with all the page options

Subpages	Additional	Social Networks
About	Promo Page (Uma)	Instagram
About 2	Styleguide	Twitter
Contact	License	Facebook
Contact 2		Youtube

SCULPTURES  
MODERN ART  
PHOTOGRAPHY  
CATEGORIES  
PORTRAITS  
PAINTINGS  
SCULPTURES  
PHOTOGRAPHY  
FIBRE ART  
VISUAL ARTS

Thank You.