UX Evaluation Report

1. **Project Overview**

* **Website Name:** DemoBlaze
* **URL:** <https://www.demoblaze.com/>
* **Evaluation Date:** 08/10/2025
* **Evaluators:** Ahmed Mahmoud Lotfy

1. **Purpose of the Evaluation**

The purpose of this evaluation is to assess the usability, accessibility, navigation, aesthetics, and performance of the Demo Web Shop. The analysis focuses on identifying pain points that affect the shopping experience and providing actionable recommendations for improvement.

1. **UX Heuristic Analysis (Jakob Nielsen’s 10 Usability Heuristics)**

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| --- | --- | --- | --- |
| **Heuristic** | **Observation** | **Severity** | **Recommendation** |
| **Visibility** **of** **system** **status** | Shipping cost and delivery time visible, but no loading feedback when applying filters. | Medium | Add a loading indicator when filters are applied. |
| **Match** **between** **system** **and** **real** **world** | Pricing display does not clearly show discounts. | Medium | Show original price, discounted price, and % discount. |
| **User** **control** **and** **freedom** | Removing items from cart is difficult for some users. | High | Add clear “Remove” buttons in both cart page and mini-cart. |
| **Consistency** **and** **standards** | Price format and image resolution vary across products. | Medium | Standardize pricing display and image quality. |
| **Error** **prevention** | No confirmation before removing cart items. | Low | Add undo option or confirmation dialog. |
| **Recognition** **rather** **than** **recall** | Policies not visible unless actively searched for. | Medium | Add return/shipping policies directly on product and checkout pages. |
| **Flexibility and efficiency of use** | Guest checkout is available, but checkout process takes 5 steps. | Medium | Reduce checkout to 3–4 steps. |
| **Aesthetic and minimalist design** | Low-quality product images reduce appeal. | High | Use high-resolution images with zoom functionality. |
| **Help users recognize, diagnose, and recover from** **errors** | No clear messages when removing an item fails. | Medium | Show descriptive error messages with retry option. |
| **Help and documentation** | Return and shipping policies missing from obvious locations. | High | Add policy section in the main navigation. |

1. **User Testing & Feedback Summary**

* **Test Methodology:** Remote usability testing + online survey.
* **Number of Users Tested:** 15
* **Demographics:**
  + 1. Age: 20–45
    2. 9 male, 6 female
    3. Mix of casual online shoppers and frequent e-commerce users
    4. Devices used: 9 mobile, 6 desktop
* **Tasks Assigned:**

1. Search for a specific product and apply filters
2. View a product, check image quality, price, and any discount
3. Add two products to the cart, then remove one
4. Proceed through checkout without making payment

* **Key Observations:**
  1. Search & Filters: All users could find products, but 10/15 noted that filters reload the page, slowing the process.
  2. Product Images: 12/15 felt image quality was too low; 11/15 missed having a zoom feature.
  3. Pricing Display: 9/15 said discounts were not clear; they had to scroll or look carefully to notice them.
  4. Cart Management: 10/15 found removing items from the cart unintuitive or slow.
  5. Checkout: 13/15 felt the 5-step checkout was too long; 8/15 suggested adding a progress bar.
  6. Trust Signals: 10/15 didn’t notice any payment logos; 7/15 said they would hesitate to pay without them.
  7. Performance: Measured load time was 5.8s; 12/15 described the site as “a bit slow.”
* **Common User Feedback:**

1. “Images need to be bigger and clearer.”
2. “Removing products from the cart takes too much time.”
3. “Checkout should be faster, maybe in fewer steps.”
4. “I’d like to see the return policy before buying.”
5. “Feels a bit slow when moving between pages.”
6. **UI/UX Issues Identified**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Issue** **Description** | **Impact** | **Suggested** **Solution** |
| **Navigation** | Removing cart items is not straightforward | High | Add visible remove buttons with undo. |
| **Readability** | Discounts are not clearly displayed | Medium | Show both original and discounted price with % off. |
| **Responsiveness** | No dynamic updates for filters or cart | Medium | Implement AJAX updates for faster experience. |
| **Performance** | Page load time is 5.8 seconds due to heavy images. | High | Optimize images, enable lazy loading. |
| **Trust** | Missing trusted payment method logos. | Medium | Display Visa, MasterCard, PayPal logos at checkout. |
| **Policy** **Access** | Return and shipping policies are hard to find | High | Add visible policy links to product and checkout pages. |

1. **Recommendations & Action Plan**

* **Quick Wins (Immediate Fixes)**
  + 1. Add payment logos at checkout.
    2. Add visible remove buttons in cart and mini-cart.
    3. Add return/shipping policy links on product pages.
* **Medium-Term Improvements**

1. Optimize images and implement lazy loading.
2. Improve discount and pricing display.
3. Reduce checkout steps from 5 to 3–4.

* **Long-Term Redesign Goals**

1. Implement dynamic AJAX filtering and cart updates.
2. Add product image zoom feature.
3. **Conclusion**

The evaluation shows that performance, trust signals, and cart usability are the main issues impacting the user experience. Addressing these quickly will improve customer satisfaction and likely increase conversion rates.