Part 1 Heuristic Evaluation

Allison Mui

* User control and freedom (All Pages)
  + The home button on all the pages takes back to main page so users can freely maneuver back to the home page if necessary
* Flexibility and efficiency of use (Shop for Dog Transition Page)
  + System allows a hover for quick view for new users on the browse page but returning users just know to click on the image
* Match between system and the real world (All Pages)
  + Shopping cart/search bar in the home page uses icon that user will be familiar with in the real world
* Recognition rather than recall (Product Page)
  + The system shows the color that is chosen with a darker boarder so user does not need to remember which one they have selected
* Visibility of system status (My Cart Page)
  + When product has been added to cart from the product detail page, the system takes users to a new page and a paw print shows up in corner of shopping cart to indicate that the user is now in the My Cart Page
* Aesthetic and minimalist design (All pages)
  + About Us/Product/Login section is visible at the top of the home screen where it is visible without taking too much of the screen space
  + Very clean design overall

Lynzky Deleon

* Match between system and the real world (All pages)
  + Shopping cart on all pages is consistent with real world imagery
* Visibility of system status (Page 1)
  + To indicate that a text link is being highlighted, the text changes color. This indicates the status of the cursor is on the “Buy/Explore Flavors”
* Recognition rather than recall (Page 5)
  + In the product detail, once the option has been selected, the text box becomes grey to indicate it has been selected so user does not need to remember which option they have chosen.
* User control and freedom (Page 5)
  + Instead of linking to a new page, the product detail is shown as a pop up that can be closed which allows users to quickly and easily exit out of the page if necessary.
* Aesthetic and minimalist design (Page 1)
  + Home page is simplistic. Navigation bar is at the top and only necessary text is displayed.