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Example 4:

Spear & Jackson Select Stainless Border Spade
£12.99 ✓ Prime
See order summary for discounts applied
Quantity: 1 Change
Sold by: Amazon EU S.a.r.L.
Add gift options

Minky Trio Concertina Plus Airer - 21 m, Silver
£20.49 Delivery at no extra cost for Prime members
See order summary for discounts applied
Quantity: 1 Change
Sold by: Amazon EU S.a.r.L.
Add gift options

Stewart 52 x 41.5 x 28cm Large Heated Propagator
£34.29 ✓ Prime
See order summary for discounts applied
Only 6 left in stock (more on the way).
Quantity: 1 Change
Sold by: Amazon EU S.a.r.L.
Add gift options

Choose your Prime delivery option:
☐ FREE No-Rush Delivery (3 - 5 business days)
Get a £3 Amazon Appstore, Digital Video, Kindle Book & Digital Music Credit. [Details](#)
☐ FREE Standard Delivery
☒ FREE One-Day Delivery : get it on Wednesday, Dec. 9
☐ Scheduled Delivery

Scheduled Delivery is not available for this order.

Items dispatched from Amazon EU Sàrl
Guaranteed delivery date: 9 Dec. 2015 If you order in the next 18 hours and 24 minutes ([Details](#))

Spear & Jackson - Traditional Digging Spade
£23.99 ✓ Prime
See order summary for discounts applied
Quantity: 1 Change
Sold by: Amazon EU S.a.r.L.
Add gift options

Choose your Prime delivery option:
☐ FREE No-Rush Delivery (3 - 5 business days)
Get a £3 Amazon Appstore, Digital Video, Kindle Book & Digital Music Credit. [Details](#)
☐ FREE Standard Delivery
☒ FREE One-Day Delivery : get it on Wednesday, Dec. 9
☐ £4.40 from Express Delivery : not if by 1pm on Wednesday

Gift cards & promotional codes

HNG4FOR3

Apply

! The promotional code you entered cannot be applied to your purchase.

WHY?

This is from Amazon.

This violates the heuristic of helping users recognize, diagnose, and recover from errors.

The error messages tell the user something is wrong, but offers no opportunity to determine what caused this error or how to fix it.

In this case the error was caused because the promotional access code the user was trying to use was valid only for products sold directly from Amazon not 3rd party sellers. The error message should indicate this rather than just saying the purchase is not allowed.