

Heuristic Evaluations:

Hannah Kim:

H2-1: Visibility of System Status:

'About page+contact us' : the bar under the navigation tab is a good indication of where the user is currently on the website. The "thank you for contacting.." note that comes up is also a good way to let the user know that an action has been performed successfully. I feel the prototype complied with the heuristic

H2-2: Match Between System and Real World:

'Product for dogs page': The language throughout the prototype is simple and common and therefore matches the real world. There is also a mix of fun exaggerated language commonly associated with animal lovers.

H2-3: User Control and Freedom:

'Products for Dogs + Product details': I can see where you show the intent to allow for the user to correct their mistakes (back to product button, nav bar, etc.) but none of this is actually implemented in your prototype. Overall the prototype makes you follow one path which in practice makes it difficult to correct mistake or escape to a different page than the one before

H2-4: Consistency and Standards:

'all pages': This heuristic was met on most pages. Buttons led to pages as expected and there was no need to wonder what a button did

H2-8: Aesthetic and Minimalist Design:

This heuristic was met. There was hardly any extra text or images than what was needed

Svayam Mishra

H2-1: Visibility of System Status:

'Checkout page': The progress bar during the checkout process is a nice way of indicating where the user currently is. However it's a bit odd that clicking on the products page takes me to what seems like the search results page; makes me wonder if I did a search.

The change to a green button, the tick and the 1 added to the cart is a nice touch to indicate something has been added to the cart

H2-2: Match Between System and Real World:

'home page': Most actions are labelled with simple and common terms "Add to cart", "learn more" etc. Maybe using Tiny as oppose to x-small might throw some people off a little. The paw at the bottom of

the final checkout page is a little conterintuitive (i.e. 'home' button type things are usually at the top of the page)

H2-3: User Control and Freedom:

'checkout page': The logo (paw) serves as the emergency exit and the navigation bar gives you access to other pages from most pages except from the checkout process. The only escape is to the home page which can be annoying if the user wanted to return to the page they were on previously

H2-4: Consistency and Standards:

'home page': Actions seem clear. The search button and product button perform the same action

H2-8: Aesthetic and Minimalist Design:

'all pages': The Prototype seems consistent with the heuristic and keeps information to a minimal (as far I can tell, since there are some Lorem ipsum text)