

Heuristic Evaluation

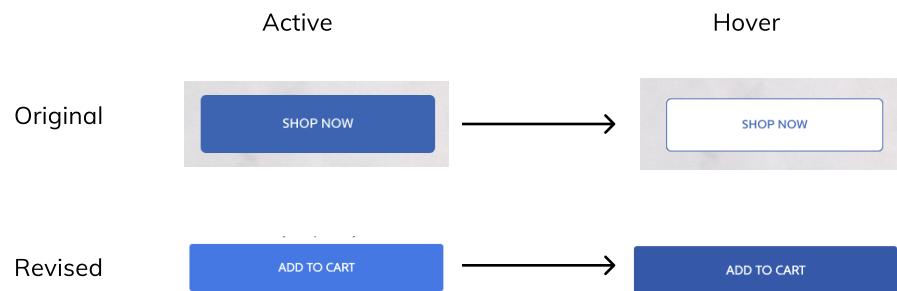
In an effort to gain more information on how to improve the user experience for Fluff+Stuff Pillows a heuristic evaluation was conducted.

Findings:

Issue: The hover state on CTA buttons presented a white button with a blue outline which is closer to an inactive state than an active state.

Heuristic(s) Violated: Consistency + Standards - common design pattern to present a darker button color on hover.

Action: Changed primary button color to a brighter blue and used the original blue as a hover state to present a consistent design pattern the user would be used to.



Issue: The product thumbnails did not contain any product information. A user might want to quickly access information without clicking through to the product page.

Heuristics violated: Efficiency of use +consistency of standards.

Action: Add brief description to the product thumbnail