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Site Being Evaluated: Skims https://skims.com/

Visibility of System Status	Match Between System and the Real World	User Control and Freedom	Consistency and Standards	Error Prevention	Recognition Rather than Recall	Flexibility and Efficiency of Use	Aesthetic and Minimalist Design	Help Users Recognize, Diagnose and Recover from Errors	Help an Documentation
The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.	The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.	Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.	Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.	Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.	Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.	Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.	Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.	It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.
At bottom left corner "Be the first to know" doesn't convey a clear message to the user that it is a email subscription to know when new products are available.	The description of products are not in an immediate location where the user can see them; should be reorganized to right below image in the blank white space below instead far right and making the user have to scroll.	When user clicks an item and decides they want to go back arrow, it takes the user back to bottom of the previous page, placing the user in a random unknown place.	Lack of home button leads to user potnetially not knowing how to get back to the original homepage.	Loses memory of user progress on previous page if back button is used	Missing recently searched at bottom of product pages so users known which products that they have looks at previously because products of Skims look easily similar.	Including other fast checkout processes next to the description of the product like shoppay, apple pay etc because those are other services offered once the checkout process is completed.	On the homepages of focused items, the photo on the left of the products throws off the flow of the organizaton and layout of the products by causing an uneccessary intentation.	On a products page when it is out of stock it is lacking the clear message that all of the product is out of stock and just states "Join Waitlist" and requires users to look at the size circles.	FAQ section being placed in the very bottom of the web page in a smaller font at the bottom of the page; could be more avaible for the user by placing it in the "more" section at the top navigation bar for readily availibility
At the bottom of the home page the description of the email subscription is explained in a small print that could be missed by the user and infromation should be on the "Be the first to know" button.	Missing description of what the the product is when the user clicks "All Shapeware" making potential users confused about what shapeware means, the differences and how to find their right size.	When user is viewing bag and clicks "Continue Shopping" it takes the user back to the homepage of skims making them lose their progress and placement of where they were searching earlier	Two different text fonts when comparison to the items on the right side of the page versus the filter description item on the left side of the page.	Lack of notification in checkout when a user adds 5 of the same product as to why they cannot add more of that product.	The search bar when a user enters a key word has less suggested images than it has space for; adding two to three more sets gives the users more visual optionss to choose from.	After adding product to bag from product page button that says checkout has shortcut to direct checkout instead of inspecting the bag and then purchasing.	Bottom of the homepage where it displaus the "shop the feed" the dimension of photos don't follow the full layout of the rest of the page; blowing up photo and using smaller font like the rest of the page would make it more cohesive	Login process when user enters a wrong email or password the response when incorrect isn't eye catching or alerting to the user and may cause confusion as to why it isn't logging in.	For sizing purposes having a location where users have access to it at the upper navigation bar instead of being hidden in the resources link when a user has a sizing need.
On specific product page under produce the button "see additonal sizes" doesn't convey that the user will be seeing models of different sizes; button should be changed to "see additional model sizes" for clearer usability	Under the main navigation bar on the top of the page the new collection states a "Shop Rasberry" which could cofuse the ussers in therir understanding; having a "shop now" on the button instead connects to the outcome that the user wants more	Removes user freedom when having 5 of a product and wanting to add more of another; the bag removes 4 of the other products from the users basket when they go to another page.	Hovering over different options at top navigation bar, there are either zero, two or three pictues depending on the choice of the user, should have either all two or three promotional pictures for consistency	Lack of notifying user that sit will remove the 4 out of 5 of a single product when the user goes to another page.	Having the previously searched key words being saved in the search is missing which adds to the users memory load to remember what they looked up to get to a certain product.	On product pages having a heart/favorite button that frequent users of Skims can have all priority items in one place to create a place for advanced users to create efficency.	In the specific overall product page on the left side for the filter for the user to choose, the boxes are cut it half making the filter section look cut off by the white space throwing off the flow of the layout.	When shopping bag is empty the "Opps no item in your bags" is missing the reason for the user as to why they can't check eout explicity; adding "add items to be able to checkout" to be more specific error reasoning for the denial of checking	To have better access for user feedback and response adding to the "more" section at the top a hyperlink to contact rather than just the bottom of the page; constand refresh of products being added as the user scrolls could cause the user to give up in accessing help
			Panty Shop and Best Sellers doesn't have the same layout as all other pages on the site; Pany shop reformating to similar format but keeping model images to keep consistency for user to not feel confused.	On prodcut page when bag has 15 products, user is unable to add anything else, a notification explaining why the user cannot add anymore is lacking.					

1: What are your thoughts on heuristic evaluations?

I think heuristic evaluations overall have a good benefit for looking at the very finite details within a website. I never had thought about the interactive process the user goes through in a technical sense when navigating a website. It is very useful to find the unknown problems that you miss as a developer when very close to a project and have rose colored glasses on. I think it can be difficult to know where each issue belongs because sometimes, they can overlap for example visibility and real world can go hand in hand depending on the situation.

2: How would you use heuristic evaluations in the future?

I would definitely use a heuristic evaluation in the front-end development in my Tools and Practices class next quarter where I have to design and code a project with a group. At MSOE we tend to not focus on the usability in the computer science classes but I think that it is very important aspect of software development and by using this new method of evaluating I can bring a new perspective to my team setting by shifting the focus to not just about does the code run.

3: What have you learned about expert reviews this week?

This week I learned that with an expert review is a large focus on working through a cognitive walk-through. Being able to identify a user's goals, seeing where they may slip up in an unexpected place and dealing with a new interface. In expert reviews you have to be completely unbiased and be prepared for feedback that you didn't expect because you never saw the problem since as a developer you understand the full usability unlike someone who has never seen the site.