1. Visibility of System Status

Positive: Walmart's site provides clear feedback. For example, when you add items to your cart or during checkout, visual confirmations appear promptly so you can see exactly what is in the cart.

Negative: The site will let you complete an order and soon after notify you if the item is out of stock rather than telling you before the order is complete.
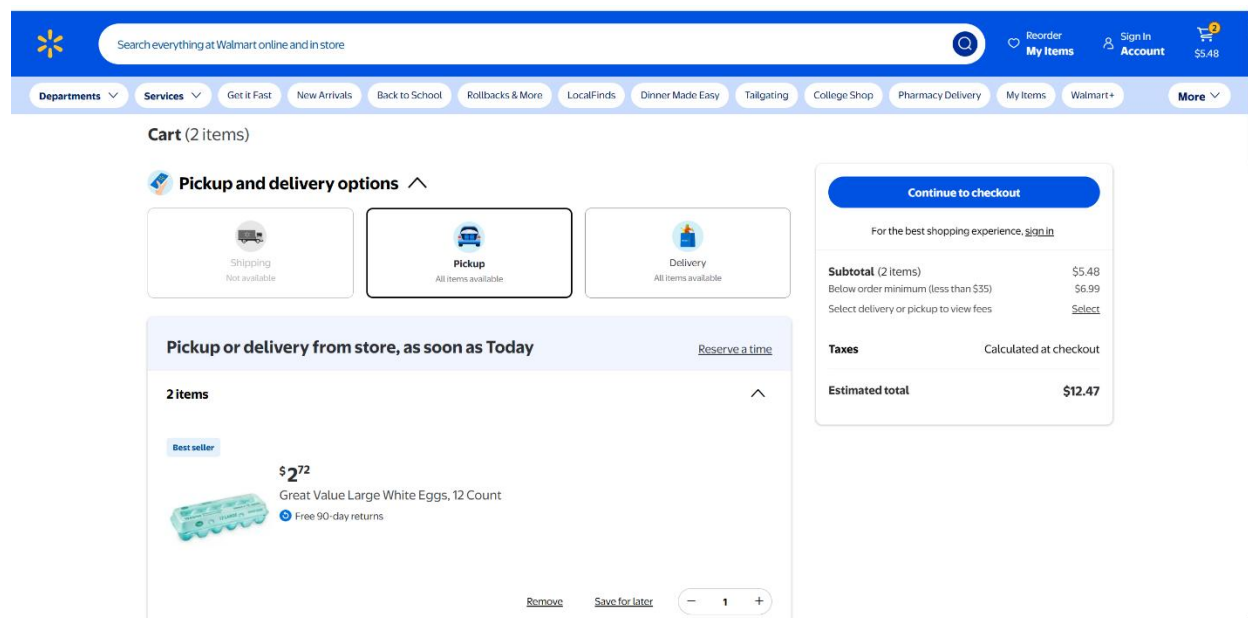
2. Match Between System and Real World

Positive: The site uses familiar retail language (Cart, Pickup, Delivery) and visual metaphors (cart, phone, and heart icon), aligning with real-world expectations. This makes it intuitive for shoppers. So even though there isn't a direct button that says "cart" the icon on the right tells the user that that is the cart section. The phone icon on the pickup and delivery portion tells the user that they can complete a schedule through their phone entirely. The heart icon for My Items signifies that it's the users' favorite items for future reference.

Negative: For an unknown reason, the location you're shopping at will change to different locations even if you allow location tracking and are signed in.
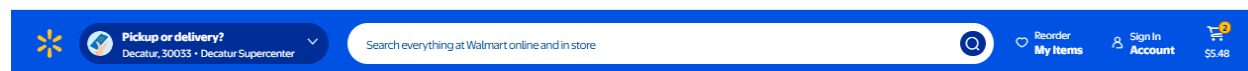
3. User Control and Freedom

Positive: Users can easily remove items, change quantities, or go back during checkout. Navigation links and breadcrumbs help users recover if they make a wrong click. Controls are visible and accessible through the bar on top of the page.

Negative: A slight downside is that when you accidentally remove an item, it disappears entirely while other sites will keep it there but not include it in the checkout in case you need to re-add it instead of having to search for the item again.
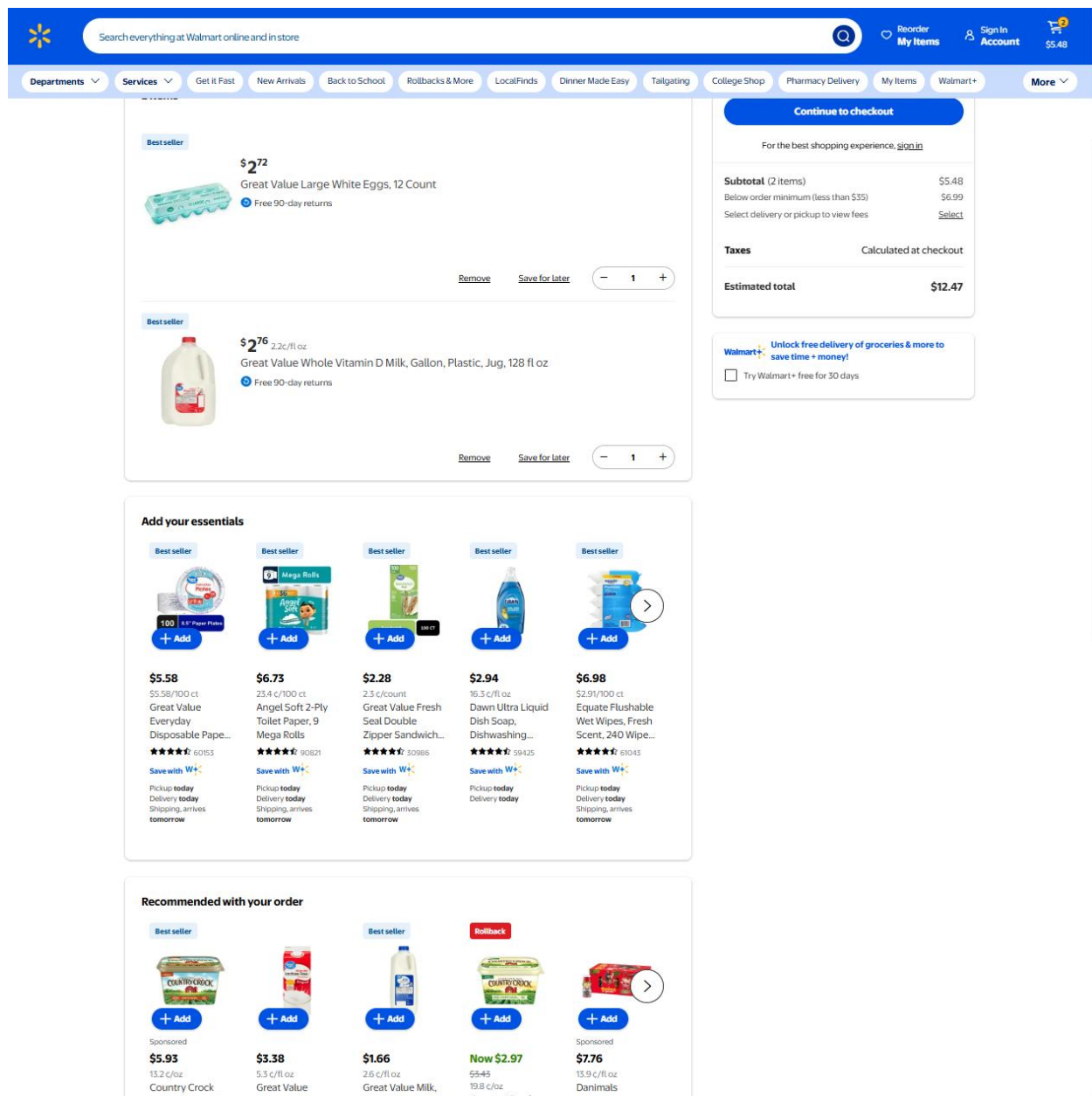
4. Consistency and Standards

Positive: Walmart maintains a consistent visual style across desktop and mobile. Clean grids, recognizable icons, and unified color palettes. The site follows common e-commerce conventions, enabling user familiarity. This is the web interface vs mobile interface. It is a little more compact since a mobile device is smaller but the dropdown arrow provides the same links and sections.

Negative: The mobile app is usually preferred because there is less clutter and advertisement due while the website will give numerous of ads and suggestions.
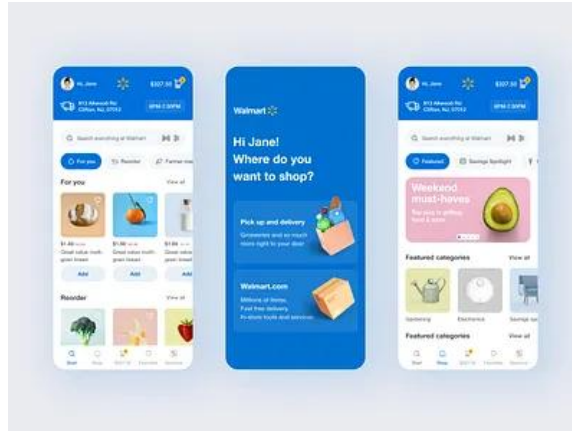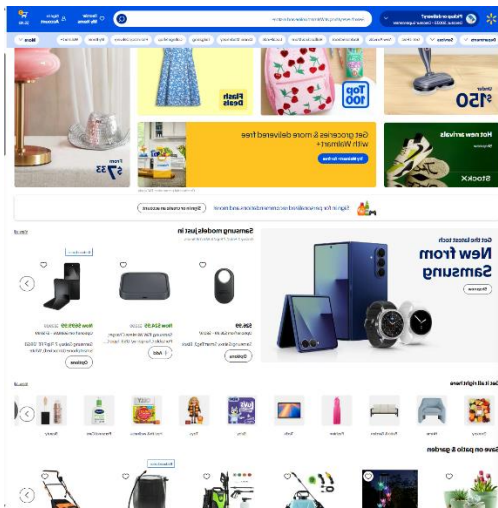
5. Error Prevention

Positive: The site warns before finalizing purchases and asks for confirmation for major changes (e.g., removing items) and also requires you to login so order tracking is organized.

Negative: When ordering, it should ask if you are sure you want "x" pounds of an item. For example, some items are priced by quantity while others are priced in weight so the difference should be displayed larger.

6. Recognition Rather Than Recall

Positive: Menus, filters, and product suggestions are visible rather than hidden. The "Buy Again" or "Ready to reorder?" feature surfaces previous purchases for quick access. This supports recognition over memory.
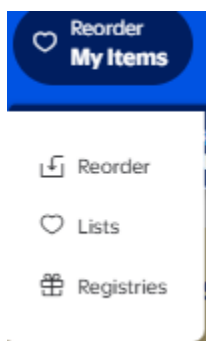
Negative: N/A
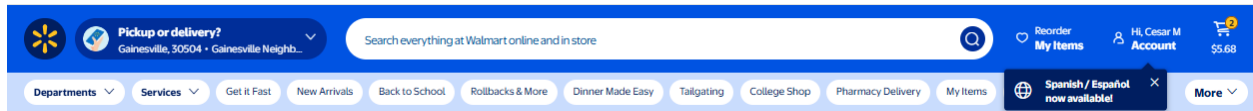
7. Flexibility and Efficiency of Use

Positive: Experienced users benefit from saved carts, quick reorder suggestions, and fast access to shopping lists. However, visible keyboard shortcuts or customization options are limited.

Negative: There's no method to organize your orders so you have to scroll through the order until you find what you're looking for.

8. Aesthetic and Minimalist Design

Positive: The layout uses whitespace effectively, especially on mobile, making the site appear clean and focused.

Negative: On desktop, it remains content-rich, though occasional promotional clutter may distract and overwhelm the user.
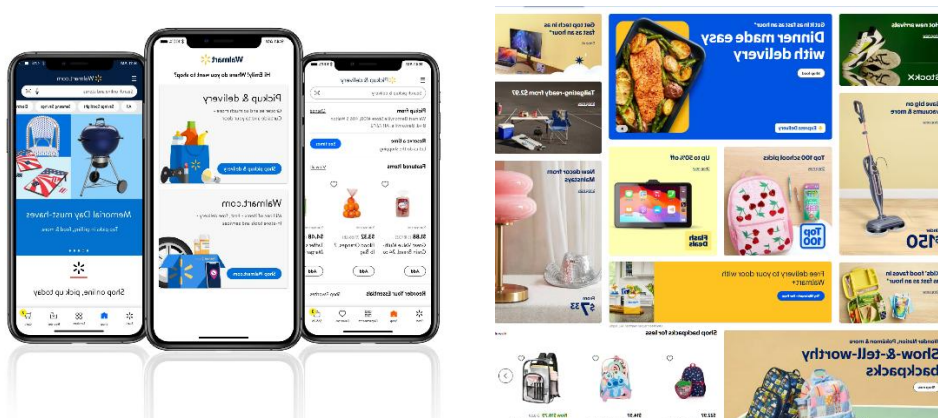

9. Help Users Recognize, Diagnose, and Recover from Errors

Positive: Error messages are usually clear (invalid address inputs or invalid search). Yet, in some areas, instructions could be more specific like explaining why a payment method was declined,

or how to correct it. I have one card that is never accepted as a payment and I have no idea why while my other cards work fine.
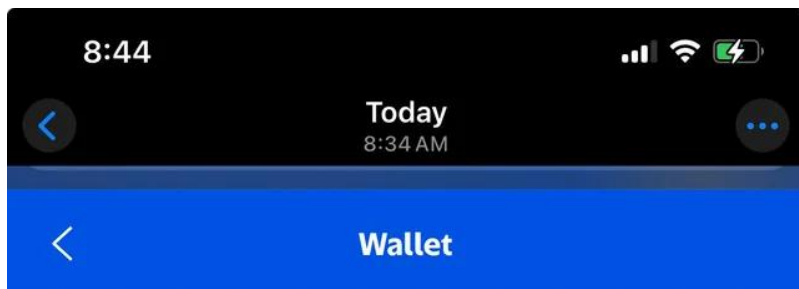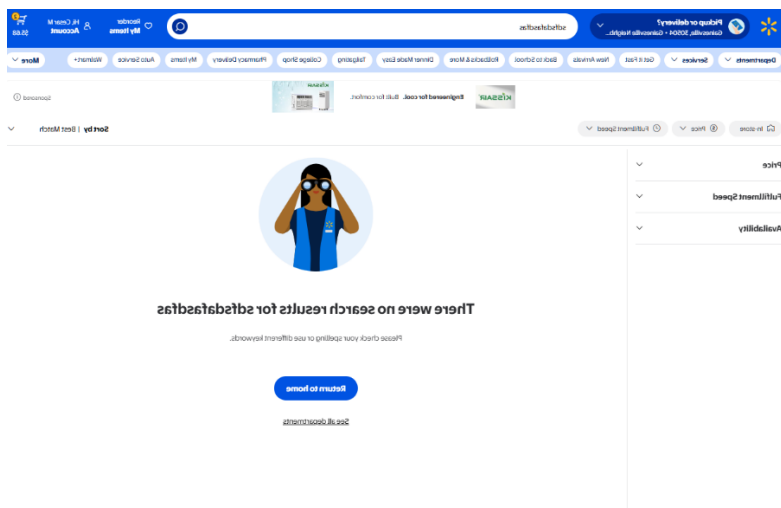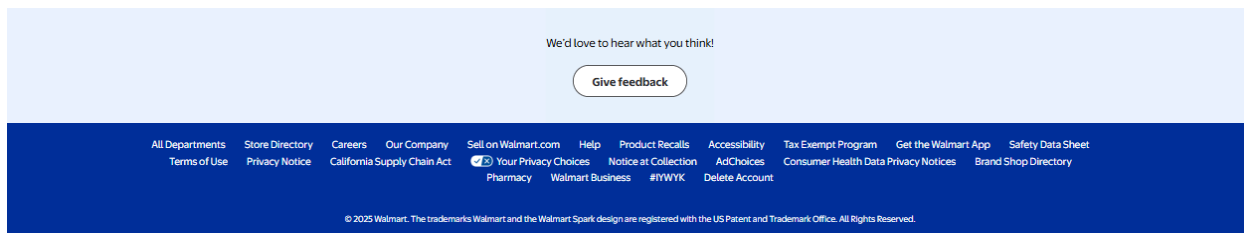

10. Help and Documentation

Positive: Walmart provides accessible help via footer links to customer service, FAQs, and live chat. While documentation exists, contextual guidance (tooltips during checkout) could enhance usability.

Negative: N/A

Summary: Walmart.com offers a generally smooth shopping experience with clear feedback during checkout, familiar icons and layouts, and convenient features like reordering and saved lists. The mobile site is especially strong, with a clean, minimalist design that feels easy to use.

However, there are some notable drawbacks. Items can show as available until after checkout, store locations sometimes switch unexpectedly, and the desktop site feels cluttered with ads. Error prevention could be stronger such as clarifying weight versus quantity pricing and order management is limited, with no easy way to recover removed items. Payment errors also lack clear explanations, which can leave users frustrated.