# Task 1: User experience analysis and heuristic evaluation

Submit your responses in the template below:

# Heuristic evaluation summary:

**SpiceBasket** demonstrates a traditional design but violates several usability heuristics:

* **Visibility of system status**: No feedback is provided for user actions like adding items to the cart.
* **Consistency and standards**: Icons and layout deviate from common e-commerce conventions (e.g., search placement and unclear category structure).
* **Aesthetic and minimalist design**: The homepage is cluttered with dense content and minimal visual hierarchy, creating cognitive overload.

**GreenBasket**, with its modern interface, improves on several heuristics:

* **Match between system and the real world**: Uses familiar language like “Cart,” “Offers,” and intuitive icons.
* **Flexibility and efficiency of use**: Navigation is more streamlined with clear CTAs and better use of whitespace.
* However, it still violates some principles:
  + **Error prevention**: Important feedback (e.g., “item added”) is missing.
  + **Help and documentation**: No tooltips or guidance for new users unfamiliar with gestures or icons.

# Key usability issues:

• Issue 1: SpiceBasket lacks clear visual hierarchy and overuses dense content.

Heuristics violated: Aesthetic and minimalist design; Recognition rather than recall.

• Issue 2: Neither site provides feedback when users add items to the cart or interact with key elements.

Heuristics violated: Visibility of system status; Error prevention.

• Issue 3: GreenBasket uses non-standard icons without labels, which confuses users unfamiliar with their meaning.

Heuristics violated: Consistency and standards; Help and documentation.

# Prioritized improvement suggestions:

Add visual feedback on key actions (HIGH PRIORITY)

* Why: Violates “visibility of system status”—users need immediate feedback to feel confident their action worked.
* Example fix: Toast notification or cart animation when an item is added.

Simplify and structure homepage content (MEDIUM PRIORITY)

* + - Why: SpiceBasket overwhelms users. Simplifying aligns with “aesthetic and minimalist design.”
    - Example fix: Use larger headings, visual cards for categories, and whitespace to guide the eye.

Label all icons and make navigation more intuitive (MEDIUM PRIORITY)

* Why: GreenBasket’s unlabeled icons hinder usability. Fix supports “recognition rather than recall” and “consistency.”
* Example fix: Add text labels under icons or tooltips on hover/tap.