

Carousell Ph is a popular retail mobile application formerly known as OLx. It is currently operating in the Philippines and many other countries, mostly in the Asia region. It's a platform for buying and selling extensive number of products, this includes clothing, electronics, furniture, even cars, and more. Users who are registered in the application can create listings for items they want to sell, browse listings from other users, and chat with potential buyers or sellers still within the app. Carousell often features a user-friendly interface, this allows the user to have an easy navigation and transactions in the app. It's widely used by different sorts of individuals and businesses alike for buying and selling both new and second-hand items.

In the context of a mobile application, designing is a critical process, it involves a set of principles to enhance a user's experience. These heuristic principles created by Jakob Nielsen includes; 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, and Help and Documentation.

Starting off with Visibility of system status, this principle ensures users are informed about system status, this prevents confusion and frustration. Secondly, Matching the application's interface with users' mental models and expectations ensures natural and intuitive interaction. Moreover, User control and freedom empowers users to interact on their terms, this lessens frustration and enhancing freedom. Furthermore, Consistency and standards create a cohesive interface, while Error prevention anticipates and mitigates potential errors. Next on the list, Recognition Rather Than Recall reduces cognitive burden on users by presenting options and actions evidently. Flexibility and Efficiency of Use cater to diverse user needs, offering shortcuts for ease of use. Aesthetic and Minimalist Design prioritizes essential information and prioritizes core functionality. Help Users Recognize, Diagnose, and Recover from Errors emphasizes clear communication and guidance during error situations. Help and Documentation support users throughout their journey, providing assistance when needed.

This is how Carousell Ph adheres to each heuristic principle. In visibility of system status, the application generally does well in providing feedback on system status. For example, when a registered user uploads a photo or sends a message, there's usually a loading animation or indicator that the action is being processed. What's more is Match between system and the real world, the application employs familiar language and design elements, like "Like", "chat", and "share", making it easy for users to understand and navigate the app. On top of that, user control and freedom provide users with ample control and freedom to interact with listings.

Fourth on the list is consistency and standards, the application generally adheres to consistent design patterns across different screens and interactions. Further matter, error prevention validates checks for certain actions such as confirming before deleting a listing. Next is recognition rather than recall, presents options and actions evidently, reducing the need for users to remember information. Flexibility and efficiency of use, they cater both beginner and expert users by offering features like notifications, and advanced filters. Carousell Ph embraces aesthetic and minimalist design approach by focusing on essential information and functionality. The listing of all the items is presented in a clean and visually appealing manner. Help users recognize, diagnose, and recover from errors, same context as the first principle, the application provides error messages when necessary. Lastly, help and documentation, Carousell Ph offers help and resources and documentation through their customer support center and community forums. In closing, Carousell Ph adheres well to heuristic principles in effective mobile interface design.

The strengths and weaknesses of Carousell Ph that align with Nielsen's heuristic principles, Carousell PH demonstrates strengths in several areas aligning with Nielsen's principles, particularly in visibility of system status, match between system and the real world, user control and freedom, and consistency and standards. However, there are opportunities for improvement in error prevention, error recovery, and the accessibility of help resources to further enhance the user experience and usability of the app.

In conclusion, to improve Carousell Ph's usability and user experience, Nielsen's heuristic principles can be applied. Enhancing system status visibility, expanding control options, and establishing clear design guidelines. These recommendations aim to increase engagement and satisfaction to users, that will eventually lead to more efficient and visually pleasing browsing experience.