

Products Solutions Services Support Deals Financing Chat with Ava



Black Friday Sneak Peek. Shop PCs and electronics now and save up to 50%.  
Shop Now | Questions? Call 1-877-717-3355 or Click to Chat

## Cart

[View saved carts.](#)

Cart	Sign In	Shipping	Payment	Verify & Submit	Order Submitted
 Samsung - HMD Odyssey Virtual Reality Headset for... <a href="#">more</a> <a href="#">Save for later</a>	<input type="button" value="Quantity"/> 1 <input type="button" value="Remove"/>	<input type="button" value="Price"/> \$499.99			

Make more obvious/purposeful

Nice, because user can identify how long they have until purchase is complete.

Coupons

[Chat with an agent](#) for additional help.

### Additional savings

Standard Delivery - Free!

Limited Time Offer!

[Details](#)

No interest if paid in full within 6 mos on new purchases \$299+

Interest will be charged to your account from the transaction posting date if the purchase balance is not paid in full within 6 mos.

[Details](#)

**Summary (1 Item)**

**Subtotal** \$499.99  
Free shipping. Taxes not included. [Estimate Tax](#)

**No interest financing if paid in full within 6 mo.<sup>^</sup>**  
Interest will be charged to your account from the transaction posting date if the purchase balance is not paid in full within 6 mo.

[As low as \\$20/mo.<sup>^</sup> | Apply for credit](#)

[Continue Shopping ▾](#)

[Save Cart](#) | [Email your cart](#)

fix spacing - make it look more cohesive and purposeful.

- Maybe allow user to 360 view item? or just enlarge image?

- Centralize image and textual content or put text right aligned and above image?

Enlarge \$0.00 size. Hierarchy. Hierarchy.

Quantity dropdown = good.

Why are these the same color?  
Differentiate them.



Products Solutions Services Support Deals Financing Chat with Ava



Black Friday Sneak Peek. Shop PCs and electronics now and save up to 50%.  
Shop Now | Questions? Call 1-877-717-3355 or Click to Chat

## Cart

[View saved carts.](#)

Cart	Sign In	Shipping	Payment	Verify & Submit	Order Submitted
 Samsung - HMD Odyssey Virtual Reality Headset for... <a href="#">more</a> <a href="#">Save for later</a>	<input type="button" value="Quantity"/> 1 <input type="button" value="Remove"/>	<input type="button" value="Price"/> \$499.99			

Make more obvious/purposeful

Nice, because user can identify how long they have until purchase is complete.

Coupons

[Chat with an agent](#) for additional help.

### Additional savings

Standard Delivery - Free!

Limited Time Offer!

[Details](#)

No interest if paid in full within 6 mos on new purchases \$299+

Interest will be charged to your account from the transaction posting date if the purchase balance is not paid in full within 6 mos.

[Details](#)

**Summary (1 Item)**

**Subtotal** \$499.99  
Free shipping. Taxes not included. [Estimate Tax](#)

**No interest financing if paid in full within 6 mo.<sup>^</sup>**  
Interest will be charged to your account from the transaction posting date if the purchase balance is not paid in full within 6 mo.

[See Preferred Payment](#) As low as \$20/mo.<sup>^</sup> | [Apply for credit](#)

[Continue Shopping ▾](#) [Save Cart](#) | [Email your cart](#)

fix spacing - make it look more cohesive and purposeful.  
- Maybe allow user to 360 view item? or just enlarge image?  
- Centralize image and textual content or put text right aligned and above image?

Enlarge \$0.00 size. Hierarchy. Hierarchy.  
Quantity dropdown = good.

Why are these the same color?  
Differentiate them.



Products	Solutions	Services	Support	Deals	Financing
Laptops	>	Laptops	>		
Desktops & All-in-One PCs	>	Desktops & All-in-One PCs	>		
Tablets & 2-in-1 Laptops	>	Tablets & 2-in-1 Laptops	>		
Gaming	>	Gaming	>	<b>For Home</b>	<b>For Work</b>
Workstations		Workstations		View all Laptops for Home	View all Laptops for Work
Thin Clients		Thin Clients		Get paid in full within 90 days on Latitude, XPS, and Precision PCs with financing.^ Limited-time offer for purchases made between 10/1/15 and 12/31/15.	
Servers & Storage		Servers & Storage		<a href="#">View Details</a>	
Networking	>	Networking	>	Desktops	Financing
Monitors	>	Monitors	>		
Printers & Ink	>	Printers & Ink	>		
Software	>	Software	>		
Electronics & Accessories	>	Electronics & Accessories	>		
Gateways & Embedded PCs		Gateways & Embedded PCs			

Products	Solutions	Services	Support	Deals	Financing
Laptops	>				
Desktops & All-in-One PCs	>				
Tablets & 2-in-1 Laptops	>				
Gaming	>				
Workstations					
Thin Clients					
Servers & Storage					
Networking	>				
Monitors	>				
Printers & Ink	>				
Software	>				
Electronics & Accessories	>				
Gateways & Embedded PCs					

This user interface audit highlights various design elements and their potential improvements across different sections of a VR headset product page.

**Header:**

- Breadcrumbs:** "Samsung > For Home > Accessories > Gaming & Entertainment > Tech Headsets > Virtual Reality > Samsung HMD Odyssey Virtual Reality Headset for Compatible Windows PCs".
- Search Bar:** "What can we help you find?"
- User Account:** "Sign In" and "Cart" icons.
- Call-to-Action:** "Buy Now".
- Product Title:** "Samsung - HMD Odyssey Virtual Reality Headset for Compatible Windows PCs".
- Price:** "\$499.99".
- Delivery:** "Standard Delivery" and "Free".
- Financing:** "Up to \$10 back".
- Shipping:** "Up to \$10 back".
- View Delivery Dates:** "Under Order Details".
- Add to Cart:** "Add to Cart".
- Image:** A large image of the VR headset.
- Annotations:**
  - "Dropdown - good": Points to the "Select quantity" dropdown.
  - "Color change when hover - good": Points to the "Add to Cart" button.
  - "Header could be made more inviting": Points to the header area.
  - "Compare price - Good": Points to the "Compare price" link.
  - "MAKE IMAGE BIGGER": Points to the image.

**Overview Tab:**

- Section Headers:** "Overview", "Tech Specs", "Ratings & Reviews", "Drivers, Manuals & Support".
- Image:** A small image of the headset.
- Annotations:**
  - "AMG 360° Spatial Sound": Points to the "AMG 360° Spatial Sound" section.
  - "MAP": Points to the "MAP" link.
  - "More Info": Points to the "More Info" link.

**Product Features:**

- Section Headers:** "Product Features", "Ready, Set, Play", "Cool and comfortable", "Endless VR experiences", "Glimpse your surroundings", "More Views", "Specifications", "Docs", "Tech Specs", "Ratings & Reviews", "Drivers, Manuals & Support".
- Image:** A large image of a person wearing the VR headset.
- Annotations:**
  - "Introducing the Samsung HMD Odyssey™ Windows Mixed Reality Headset": Points to the introductory text.
  - "Seamlessly real": Points to the "Seamlessly real" section.
  - "Hear it from all directions": Points to the "Hear it from all directions" section.
  - "Cool and comfortable": Points to the "Cool and comfortable" section.
  - "Endless VR experiences": Points to the "Endless VR experiences" section.
  - "Glimpse your surroundings": Points to the "Glimpse your surroundings" section.
  - "More Views": Points to the "More Views" section.
  - "New technical educational experience": Points to the "New technical educational experience" section.
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.
  - "Would needs be simplified? why right above? give it purpose": Points to the "Would needs be simplified? why right above? give it purpose" section.
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.

**Specifications:**

- Section Headers:** "General", "Dimensions", "Weight", "Certifications".
- Annotations:**
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.

**Docs:**

- Section Headers:** "User Manual", "FAQs", "View it Online".
- Annotations:**
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.

**Tech Specs:**

- Section Headers:** "Device Type", "Visual Display", "Sensors", "Resolution per Eye", "Input Connectors", "HDMI".
- Annotations:**
  - "Information - but overwhelming": Points to the "Information - but overwhelming" section.

**Ratings & Reviews:**

- Section Headers:** "Reviews", "Rating Breakdown", "Sort by Most Relevant".
- Annotations:**
  - "Rating system review = good": Points to the rating system.

This diagram illustrates a complex user interface flow for a VR headset product page, overlaid with various annotations and feedback loops.

**Header:** Includes links for Home, Products, Shop, Services, Support, Sales, Financing, and Cart. A search bar is at the top right. A blue box on the right says "Breakthrough aren't reserved to my personal life."

**Product Page:** Shows the "Samsung - HMD Odyssey Virtual Reality Headset for Compatible Windows PCs". It includes a "Buy Now" button, a "Add to Compare" button, and a "Add to Cart" button. A "Standard Delivery" section shows a delivery date of "Free 11-20" and a "Dell Price" of "\$499.99". A "Financing" section offers "Get up to \$21 back in rewards". A "Feedback" section shows a dropdown menu with "Dropdown - good" and a color swatch with "Color change when hover - good".

**Product Features Section:** Contains three main sections: "Introducing the Samsung HMD Odyssey™ - Windows Mixed Reality Headset", "Seamlessly Unity", and "Ready, Set, Play". Each section has a large image, a title, and a detailed description. The "Seamlessly Unity" section includes a "40mm" and "144Hz" callout. The "Ready, Set, Play" section includes a "40Hz" and "144Hz" callout.

**More Views Section:** Shows a 3D view of the VR headset with a "Windows Mixed Reality" logo. It includes a "More Views" button and a "Tech Specs", "Ratings & Reviews", and "Drivers, Manuals & Support" tab.

**Specifications Section:** A large table with tabs for "General", "Dimensions", "Product", "Weight", "User Interface", "Tracking Area", "Build & Materials", "Controller", and "Connectivity". It includes a "More Views" button and a "Tech Specs", "Ratings & Reviews", and "Drivers, Manuals & Support" tab.

**Docs Section:** Includes a "User Manual" link with a "View | Download" option. It also includes a "See More" link.

**Tech Specs Section:** A table with tabs for "Device Type", "Features", "Sensors", "Resolution", "Processor", "Memory", "Power", "Heat Dissipation", "Dimensions (External)", "Dimensions (Internal)", "Weight", "Manufacture Warranty", and "Designed For". It includes a "More Views" button and a "Tech Specs", "Ratings & Reviews", and "Drivers, Manuals & Support" tab.

**Ratings & Reviews Section:** Shows a 5-star rating with "33 of 37 (8%) reviewers recommended this product". It includes a "Search results and reviews" input field, a "Rating Snapshot" chart, and a "Reviews" section with a "Write a review" button. A "Pricing systems / review - good" annotation is present.

**Header Area:**

- Icon spacing is off
- Language Options
- Header not sticky

**Hero Section:**

- Header image automatically changes images. But there are no arrows for the user to go back or forth.
- Changes to darker green when hover.

**Recently Viewed:**

- So much whitespace products do not look relevant.
- Make recently viewed header more obvious.
- enlarge image or have a hover effect. Increase interaction with user. Too flat.

**Browse Popular Categories:**

- Make popular category header bolder.
- Pop-up is a nice effect.
- Make a point of interaction between card (i.e. Laptops) and hover.

**Explore PCs, Electronics & Accessories:**

- Make category header bolder.
- Floating vector is a nice touch. However, image is low-resolution. Increase resolution.
- Button changes to a darker blue-when hovering.

**Advertisement Grid:**

- Nice grid-layout.
- Purpose and placement of information and images in this section seem irrelevant to everything else.
- Bolden the discounts, their purpose, etc.
- \*Put advertisements on the side? In the header?

**Footer Navigation:**

- About Dell | Careers | Community | Events | Partner Program | Premier | Dell Technologies | Make a Payment
- © 2019 Dell | Terms of Sale | Privacy Statement | Ads & Emails | Legal & Regulatory | Corporate Social Responsibility | Contact Us | Feedback
- United States

**Header:**

- Icon spacing is off
- Language Options
- Header not sticky

**Hero Section:**

- Header image automatically changes images. But there are no arrows for the user to go back or forth.
- Changes to darker green when hover.

**Recently Viewed:**

- So much whitespace products do not look relevant.
- Make recently viewed header more obvious.
- enlarge image or have a hover effect. Increase interaction with user. Too flat.

**Browse Popular Categories:**

- Make popular category header bolder.
- Pop-up is a nice effect.
- Make a point of interaction between card (i.e. Laptops) and hover.

**Explore PCs, Electronics & Accessories:**

- Make category header bolder.
- Floating vector is a nice touch. However, image is low-resolution. Increase resolution.
- Button changes to a darker blue-when hovering.

**Advertisement Grid:**

- Nice grid-layout.
- Purpose and placement of information and images in this section seem irrelevant to everything else.
- Bolden the discounts, their purpose, etc.
- \*Put advertisements on the side? In the header?

**Page Footer:**

About Dell | Careers | Community | Events | Partner Program | Premier | Dell Technologies | Make a Payment | United States

© 2019 Dell | Terms of Sale | Privacy Statement | Ads & Emails | Legal & Regulatory | Corporate Social Responsibility | Contact Us | Feedback

# Checkout



## Payment



**Dell Preferred Account** Boost your purchasing power and earn up to 6% back in rewards.\*<sup>▲</sup>  
Apply for financing below.

[Learn more](#)

### Select method of payment



Financing

#### Apply for Financing

Increase your purchasing power with special financing offers and low monthly payments.<sup>▲</sup> Plus, join Dell Rewards and enjoy up to 6% back in Rewards\* when you purchase with Dell Preferred Account.<sup>▲</sup>

[Apply and finish checking out](#)

#### Already have financing?

Finance this order with low monthly payments.<sup>▲</sup>  
[Continue and pay with your Dell Preferred Account](#)

### Split your payment

You can split your purchase between 1-3 forms of payment

[Add Another Payment Method](#)

Summary is informative and hierarchy is good. Could maybe add color?

**Summary (1 Item)**

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
<b>Total</b>	<b>\$531.74</b>

Quick, simple financing: Get low monthly payments with Dell Preferred Account.<sup>▲</sup>

[Continue](#)



[Learn more](#)

[Learn more](#)

[Learn more](#)

Informative - hierarchy is obvious - transition is seamless - multi-purpose.

Nice touch - rare for e-commerce sites

# Checkout



## Payment



Dell Preferred Account Boost your purchasing power and earn up to 6% back in rewards.\*<sup>▲</sup>  
Apply for financing below.

[Learn more](#)

### Select method of payment



Financing

#### Apply for Financing

Increase your purchasing power with special financing offers and low monthly payments.<sup>▲</sup> Plus, join Dell Rewards and enjoy up to 6% back in Rewards\* when you purchase with Dell Preferred Account.<sup>▲</sup>

[Apply and finish checking out](#)

#### Already have financing?

Finance this order with low monthly payments.<sup>▲</sup>  
[Continue and pay with your Dell Preferred Account](#)

### Split your payment

You can split your purchase between 1-3 forms of payment

[Add Another Payment Method](#)

Summary is informative and hierarchy is good. Could maybe add color?

**Summary (1 Item)**

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
<b>Total</b>	<b>\$531.74</b>

Quick, simple financing: Get low monthly payments with Dell Preferred Account.<sup>▲</sup>

[Continue](#)



[Learn more](#)

[Learn more](#)

[Learn more](#)

Informative - hierarchy is obvious - transition is seamless - multi-purpose.

Nice touch - rare for e-commerce sites

# Checkout

✓ ✓ ✓ | | |

Cart Guest Checkout Shipping Payment Verify & Submit Order Submitted

## Payment

Dell Preferred Account       

Boost your purchasing power and earn up to 6% back in rewards.\*^  
Apply for financing below.

▼ Learn more

Select method of payment

Financing Credit/Debit Card Dell Gift Card PayPal

Credit/Debit Card

Card number  
12345678910

'Card number' is not in the correct format. Error

\*Exp. month \*Exp. year Dropdown + Glow = Good communication

Name on card

Security Code

Phone number

Norton SECURED powered by VeriSign   
[Learn more](#)

Verified by VISA   
[Learn more](#)

MasterCard SecureCode   
[Learn more](#)

SafeKey   
[Learn more](#)

Summary (1 Item)

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
Total	\$531.74

Quick, simple financing: Get low monthly payments with Dell Preferred Account.\*^

Continue

# Checkout

✓ ✓ ✓ | | |

Cart Guest Checkout Shipping Payment Verify & Submit Order Submitted

## Payment

Dell Preferred Account      

Boost your purchasing power and earn up to 6% back in rewards.\*^  
Apply for financing below.

▼ Learn more

Select method of payment

Financing Credit/Debit Card Dell Gift Card PayPal

Credit/Debit Card

Card number  
12345678910

'Card number' is not in the correct format. Error

\*Exp. month Dropdown + Glow = Good communication \*Exp. year

Name on card

Security Code

Phone number

Norton SECURED powered by VeriSign    

Learn more Learn more Learn more Learn more

Summary (1 item)

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
Total	\$531.74

Quick, simple financing: Get low monthly payments with Dell Preferred Account.\*

Continue

# Checkout

✓ ✓ ✓

Cart Guest Checkout Shipping Payment Verify & Submit Order Submitted

## Payment

Dell Preferred Account      

Boost your purchasing power and earn up to 6% back in rewards.\*^  
Apply for financing below.  
[▼ Learn more](#)

Select method of payment

Financing Credit/Debit Card Dell Gift Card **PayPal**

PayPal

 Select Continue to verify your PayPal account.  
After you sign in to your PayPal account, you will be able to verify and submit your order

PayPal orders cannot be split among other methods of payment, except rewards.

**Summary (1 Item)**

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
<b>Total</b>	<b>\$531.74</b>

Quick, simple financing: Get low monthly payments with Dell Preferred Account.^



   

Informs = Good

# Checkout

✓ ✓ ✓

Cart Guest Checkout Shipping Payment Verify & Submit Order Submitted

## Payment

Dell Preferred Account      

Boost your purchasing power and earn up to 6% back in rewards.\*^  
Apply for financing below.  
[▼ Learn more](#)

Select method of payment

Financing Credit/Debit Card Dell Gift Card **PayPal**

PayPal

 Select Continue to verify your PayPal account.  
After you sign in to your PayPal account, you will be able to verify and submit your order

PayPal orders cannot be split among other methods of payment, except rewards.

**Summary (1 Item)**

Subtotal	\$499.99
Shipping	Free
Tax	\$31.75
<b>Total</b>	<b>\$531.74</b>

Quick, simple financing: Get low monthly payments with Dell Preferred Account.\*



   

Informs = Good

visor

Search

Shop Support Community

Could Incorporate more interactivity

Nice category transition

Sort By - Dropdown. Good.

inconsistent design img. layout

cool color hierarchy. 'maybe go from black font color to blue when

Inconsistent use of space. Looks unintentional, as well as, unassociated to product.

changes color when hover.

changes color when hover.

Sidebar: Category-specific, uses real language, multiple selections

**Refine By**

- For Home
- For Work

**Product Type**

- Accessories 9

**Price**

- \$0 - \$500 7
- \$1000 - \$2500 1
- \$2500 - \$5000 1

**Product Category**

- Virtual Reality 2
- Virtual Reality Headset 1
- Baseball Cap 4
- Bluetooth Hands-Free Speakerphone 1
- Creativity Application 1

**Operating System**

- Windows 1

**Color**

- Black 2

**Shopping** **Support**

Results 1-9 of 9 for visor

Sort By: Relevance

Samsung - HMD Odyssey Virtual Reality Headset for Compatible Windows PCs

\$499.99

- Manufacturer Part # XE800ZBA-HC1US
- Dell Part # AA413541

Dell Price \$499.99

View Delivery Dates

Customize & Buy

Add to Cart

DAQRI Smart Glasses w/ Compute Pack (North America)

\$4,995.00

- Manufacturer Part # 900-00017
- Dell Part # AA138718

Dell Price \$4,995.00

View Delivery Dates

Customize & Buy

Add to Cart

Jabra Tour Bluetooth In-Car Speakerphone (retail packaging)

\$57.99

- Manufacturer Part # 100-44000000-02
- Dell Part # A7513094

Dell Price \$57.99

View Delivery Dates

Customize & Buy

Add to Cart

Contact Us

Could Incorporate more interactivity

Nice category transition

Sort By - Dropdown. Good.

inconsistent design img. layout

cool color hierarchy. "maybe go from black font color to blue when

Inconsistent use of space. Looks unintentional, as well as, unassociated to product.

changes color when hover.

changes color when hover.

Sidebar: Category-specific, uses real language, multiple selections

DELL
visor
X
Search

Shop Support Community

#### Refine By

- For Home
- For Work

#### Product Type

- Accessories 9

#### Price

- \$0 - \$500 7
- \$1000 - \$2500 1
- \$2500 - \$5000 1

#### Product Category

- Virtual Reality 2
- Virtual Reality Headset 1
- Baseball Cap 4
- Bluetooth Hands-Free Speakerphone 1
- Creativity Application 1

#### Operating System

- Windows 1

#### Color

- Black 2

Shopping
Support
Results 1-9 of 9 for visor

Sort By:

Relevance

☰



**Samsung - HMD Odyssey**  
Virtual Reality Headset for  
Compatible Windows PCs

\$499.99

Dell Price **\$499.99**

[View Delivery Dates](#)

[Customize & Buy](#)

[Add to Cart](#)



**DAQRI Smart Glasses w/  
Compute Pack (North America)**

\$4,995.00

Dell Price **\$4,995.00**

[View Delivery Dates](#)

[Customize & Buy](#)

[Add to Cart](#)



**Jabra Tour Bluetooth In-Car  
Speakerphone (retail  
packaging)**

\$57.99

Dell Price **\$57.99**

[View Delivery Dates](#)

[Customize & Buy](#)

[Add to Cart](#)

# Checkout

Cart Sign In Shipping Payment Verify & Submit Order Complete

Nice, because user can identify how long they have until purchase is complete.

**Sign In**

Sign in as a returning customer

Email Address \*

>Password \*

Show

Sign In ▶ Forgot your password?

Sign in to a different account

**Guest Checkout**

Create an account (Optional)

Continue as Guest

Checkout and sign-in doesn't always pop-up. For some users, you are sent directly to cart.

- Guest checkout & sign-in = good. But inconsistent depending on browser?  
- Button color differentiation = good  
- sign in blue/glowing = good. Password save = good. Password show = good



# Checkout

Cart Sign In Shipping Payment Verify & Submit Order Complete

Nice, because user can identify how long they have until purchase is complete.

**Sign In**

Sign in as a returning customer

Email Address \*

>Password \*

Show

Sign In ▶ Forgot your password?

Sign in to a different account

**Guest Checkout**

Create an account (Optional)

Continue as Guest

Checkout and sign-in doesn't always pop-up. For some users, you are sent directly to cart.

- Guest checkout & sign-in = good. But inconsistent depending on browser?  
- Button color differentiation = good  
- sign in blue/glowing = good. Password save = good. Password show = good

