

Heuristic Evaluation

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September 25, 2013

1 Amazon

It is clear that Amazon has been doing things right for quite some time.

1.1 Amazon's Mental Model

From the first moment you set eyes on

2 eBay

2.1 eBay's Mental Model

By looking at eBay's website, you can guide their intentions as to how they want the user to operate their website. By having a category list on the left of the page, the user is inclined to filter their way through their options.

For our first test of buying a USB stick,

3 Shopzilla

3.1 Shopzilla's Mental Model

Looking at Shopzilla's main site, you can see that in their mental model users are inclined to type out what they are searching for. They are presented with a table of categories at the bottom of the page.