

# Heuristic Evaluation

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## **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 the site, you know that Amazon is pushing lots of products.

## **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.

## **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.