

## **Arshin Jain: Heuristic Evaluation**

1. **H2-1: Visibility of System Status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
  - **Positive:**
    - It's nice that you added a "thank you for shopping with us" page- it allows for the customer to look over what they bought in specific so they can change it if they made a mistake.
  - **Negative:**
    - It would be nice to have a quick view section about the project details rather than just having an image and price of the product.
2. **H2-2: Match Between System and Real World:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
  - **Positive:**
    - The menu is easy to understand, I like how there is a "Add to Wishlist" button because I feel as though many consumers use that
  - **Negative:**
    - Rather than having "Price Range" it may be better to just have "Price" since the bar already indicates that a range needs to be selected.
3. **H2-3: User Control and Freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
  - **Positive:**
    - In the "Check Out" section, there already is a "x" so that users can take the products out of the cart if need be.
  - **Negative:**
    - It would be nice to have a area where you can see all the layers of pages that you went through in order to see a specific product. Thus, it would be easy for the user to navigate to the previous page rather than "Back to All"
4. **H2-4: Consistency and Standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
  - **Positive:**

- Ordering Page: The hierarchy and wording is very simple and easy to follow.
  - **Negative:**
    - Product Page: Rather than having “Care Instructions” it would just be “Care” that is written on the page. It’s less wordy and is what is used on most platform conventions.
5. **H2-8: Aesthetic and Minimalist Design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Positive:**
    - Home Screen and product screen is very simple, and is easy to follow.
  - **Negative:**
    - Product screen should have more padding under the navigation bar under the “Pillows that work.” Because it is so close to the navigation bar, it strains my eyes.

### **Mary Safy: Heuristic Evaluation**

- H2-1: Visibility of System Status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
- **Positive:**
    - I like how you have a “Your Order Has Shipped!” page. It allows for the user to see what they just ordered.
  - **Negative:**
    - It would be nice to have more images of the products rather than just having one image.
2. **H2-2: Match Between System and Real World:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- **Positive:**
    - The menu is easy to understand, I like how there is a “Add to Wishlist” button because I feel as though many consumers use that
  - **Negative:**
    - I didn’t quite understand the “Outdoors” and “Oceanic” section in the “Sale” I’ve never seen those terms like that on a website before which is probably why

3. **H2-3: User Control and Freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
  - **Positive:**
    - In the "Check Out" section, there already is a "x" so that users can take the products out of the cart if need be.
  - **Negative:**
    - In the "Check Out" cart there is not a place where you can go back to the previous page- it might be helpful if there is since users may want to shop more.
4. **H2-4: Consistency and Standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
  - **Positive:**
    - Home Page: It is very simple and easy to follow. The words are easy to understand!
  - **Negative:**
    - N/A
5. **H2-8: Aesthetic and Minimalist Design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
  - **Postive:**
    - Home Screen and product screen is very simple, and is easy to follow.
  - **Negative:**
    - There is no image for the checkout cart, so when I saw where my items were going into, I was a bit confused.

Reflection:

When I first started working on my assignment, I never used HTML or CSS so figuring out what was going to work was a bit tough. Although I watched the tutorials and did the labs, making my own website was a lot more than I expected. Every single time I entered a line of code, I thought it would work, but because I was missing a small element, it did not work at times and took more time to figure out what was wrong.

The brand identity of my client was reflected through my design choices by adding the elements of what was necessary in the web browser. Something that I would love to fix would be adding more color, hierarchy in text, and css elements. The type of look that designed for was a simple, clean minimalistic design. I wanted to achieve this since I wanted the bakery website to feel modern.