

Heuristic Evaluation: Bonus Bakery

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Nielsen's 10 Usability Heuristics

1. Visibility of system status
2. Match between system & world
3. User control & freedom
4. Consistency & standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility & efficiency of use
8. Aesthetic & minimalist design
9. Help users recognize, diagnose, & recover from errors
10. Help & documentation

	Task & Location	Heuristic Broken	Usability Defect Description	Severity Rating	Recommendations
1	Task: Online order for home delivery Location: Home page	Recognition rather than recall	When the user first lands on the Bonus Bakery home page, they are presented with a pop-up that shares a lot of information regarding in-store pickup, order deadlines, and free delivery (figure 1). This is a lot of information to digest right away and is easily forgotten once the pop-up is dismissed.	2	Remove the pop-up and include this information in a more permanent location, either in a banner at the top of the home page or on the ordering page.

2	<p>Task: Online order for home delivery</p> <p>Location: Product page (Mini'z 15)</p>	Aesthetic and minimalist design	<p>In the dropdown menu, there are various options for pickup days and times, with delivery options mixed in (figure 2). This is a lot of information cluttered together, which can make it difficult for the user to find the option they want.</p>	2	<p>Option 1: Separate the pickup and delivery options (figure 3: Lululemon example)</p> <p>Option 2: Calendar layout showing the different options available from Monday to Saturday</p>
3	<p>Task: Online order for home delivery</p> <p>Location: Product page (Mini'z 15)</p>	Recognition rather than recall	<p>Flavour options are listed near the bottom of the page, so the user either has to remember which flavours they want and type them into the text box or scroll up and down the page to refer to the list.</p>	4	<p>Replace the text box with a list of all flavour options and add a quantity selector next to each item. Must also ensure the total quantity the user is able to select adds up to 15 (the number of items in the box)</p>
4	<p>Task: Online order for home delivery</p> <p>Location: Product page (Mini'z 15)</p>	<p>Error prevention</p> <p>Recognition rather than recall</p>	<p>The current dropdown menu does not take the bakery's order deadlines into account, so users can select a pickup/delivery option even after the deadline has passed. There is also no mention of the order deadlines on this page, so the user must remember this information from the initial pop-up on the home page.</p>	4	<p>Include the order deadline information on each product page or as a thin banner at the top of the page. If possible, only display pickup / delivery options that are available on that day</p>

5	<p>Task: Online order for home delivery</p> <p>Location: Product page (Mini'z 15)</p>	<p>Error prevention Help users recognize, diagnose, & recover from errors</p>	<p>The 'add to cart' button can be clicked even if no quantity is selected (figure 4). There is also no error message or feedback telling the user why the item hasn't been added to cart.</p>	2	<p>Option 1: Grey-out the button until required fields have been completed (flavour selection, quantity)</p> <p>Option 2: Show the user an error message (i.e., "Please select a quantity")</p>
6	<p>Task: Online order for home delivery</p> <p>Location: Update cart</p>	<p>Visibility of system status</p>	<p>The 'loading' indicator is not very noticeable and can be easily overlooked (figure 5).</p>	1	<p>Option 1: Dim the screen when loading so the indicator stands out more</p> <p>Option 2: Create a more visible indicator, either with a solid background or with text that says "Loading..."</p>
7	<p>Task: Online order for home delivery</p> <p>Location: Shipping and payment</p>	<p>Aesthetic and minimalist design</p>	<p>On the shipping and payment page, there is a section for the user to enter their preferred delivery day and any special instructions (figure 6). There is no need for the user to re-enter the delivery day as it appears in the order summary.</p>	1	<p>Remove "Preferred delivery day" from the heading, so the section is only reserved for special instructions.</p>

Figure 1

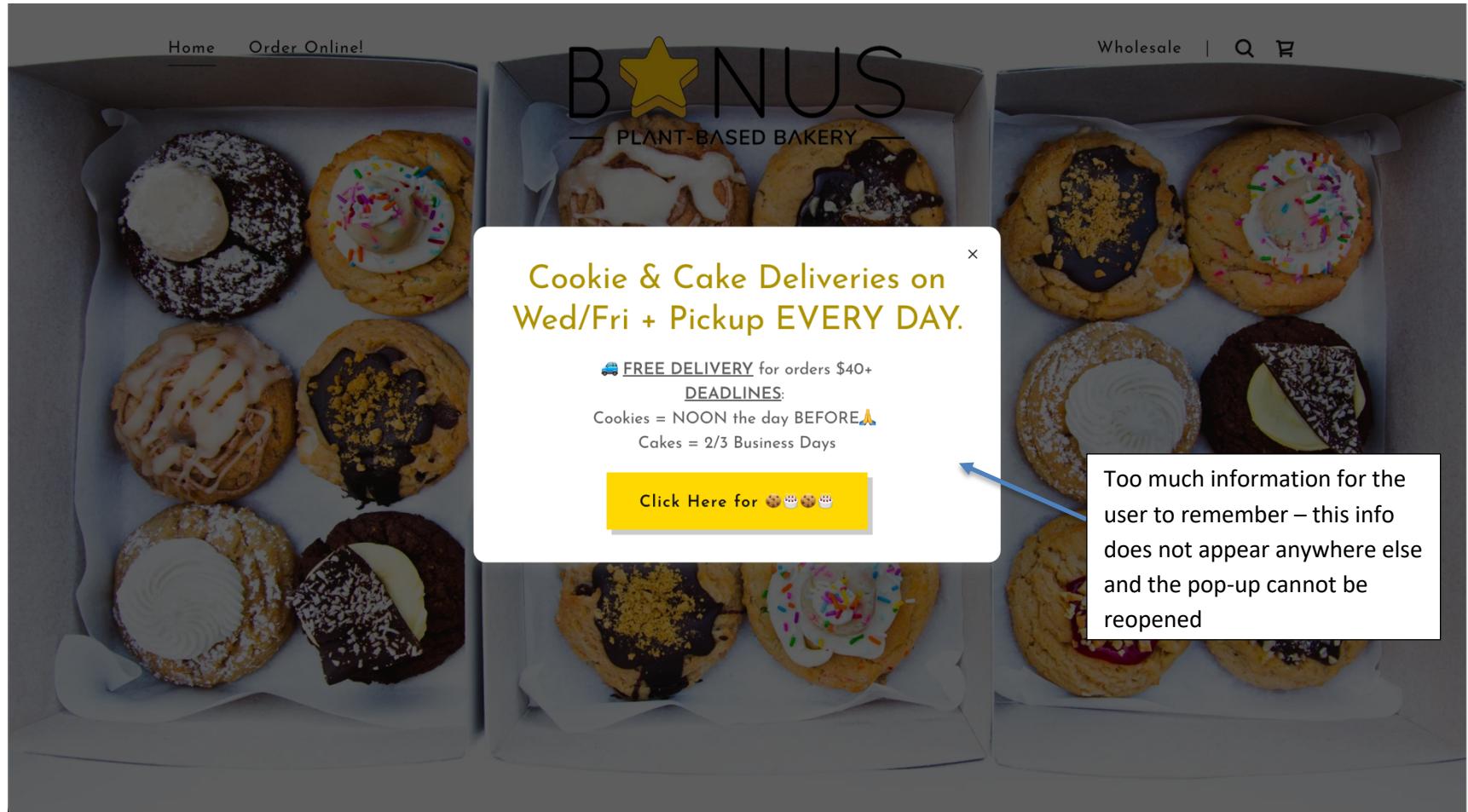


Figure 2

The screenshot shows a product page for "Mini'z 15" at Bonus Plant-Based Bakery. The page includes a navigation bar with "Home" and "Order Online!", the bakery's logo, "Wholesale", a search icon, and a shopping cart icon. Below the navigation is a link to "All Products". A large image of a box containing 15 various donuts is displayed. To the right of the image, the product name "Mini'z 15" and price "C\$30.00" are shown. A "Write a review" button with a 5-star rating is present. A callout box with a blue arrow points to a dropdown menu titled "Preferred Day & Method? (FREE DELIVERY for orders \$40 !)". The dropdown menu lists options for pickup and delivery days from Monday to Saturday, each accompanied by a small delivery truck icon. A checkbox for "Locally Made Card with Custom Message! (+C\$3.50) (optional)" is available, along with a quantity selector set to "1". A yellow "Add to Cart" button is at the bottom.

Home Order Online!

BONUS
PLANT-BASED BAKERY

Wholesale |

< All Products

Mini'z 15

C\$30.00

☆☆☆☆☆ Write a review

Preferred Day & Method? (FREE DELIVERY for orders \$40 !)

✓ -- Select --

- Monday Pickup (10.30AM-2PM)
- Tuesday Pickup (10.30AM-2PM)
- Wednesday Pickup (10.30Am-2PM)
- Wednesday DELIVERY 🚚
- Thursday Pickup (9.30am-2pm)
- Friday Pickup (9.30am-2pm)
- Friday DELIVERY 🚚
- Saturday Pickup (9.30am-2pm)

Locally Made Card with Custom Message! (+C\$3.50) (optional)

Quantity

1

Pickup and delivery options are mixed together, creating cluttered information

Figure 3

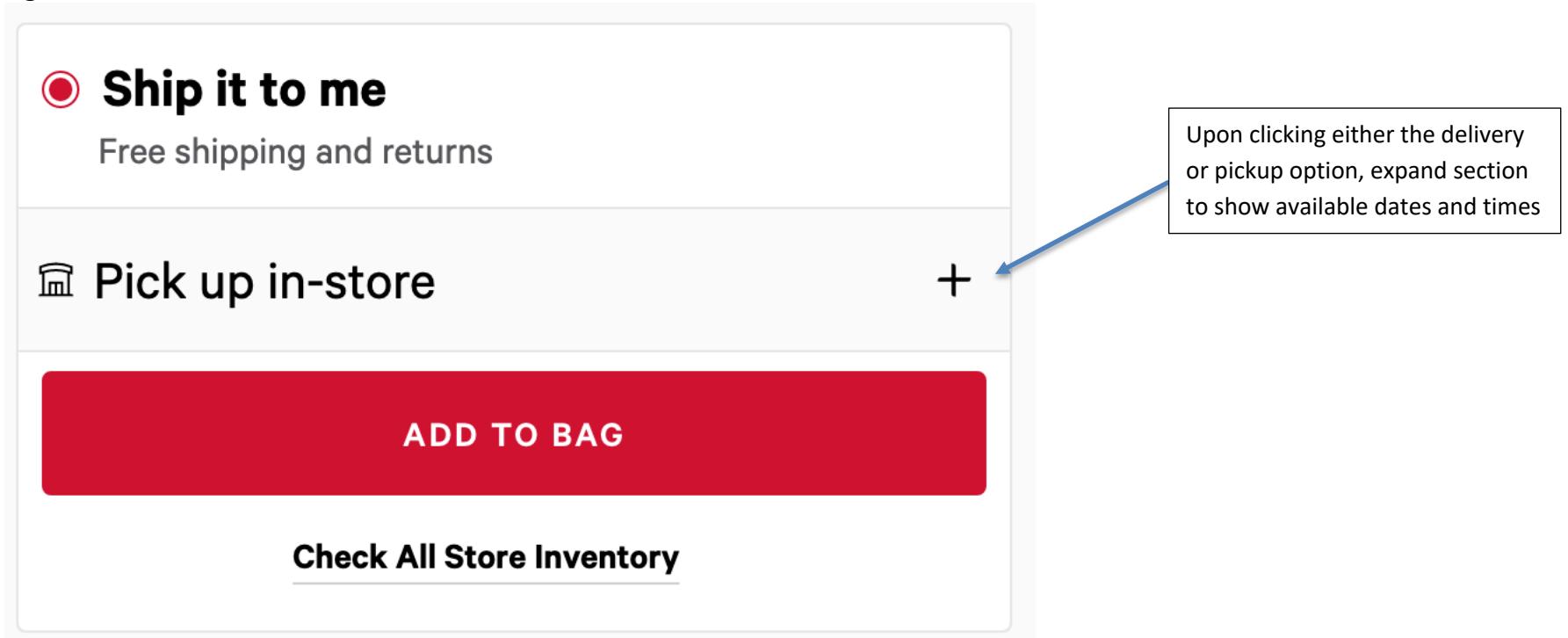


Figure 4

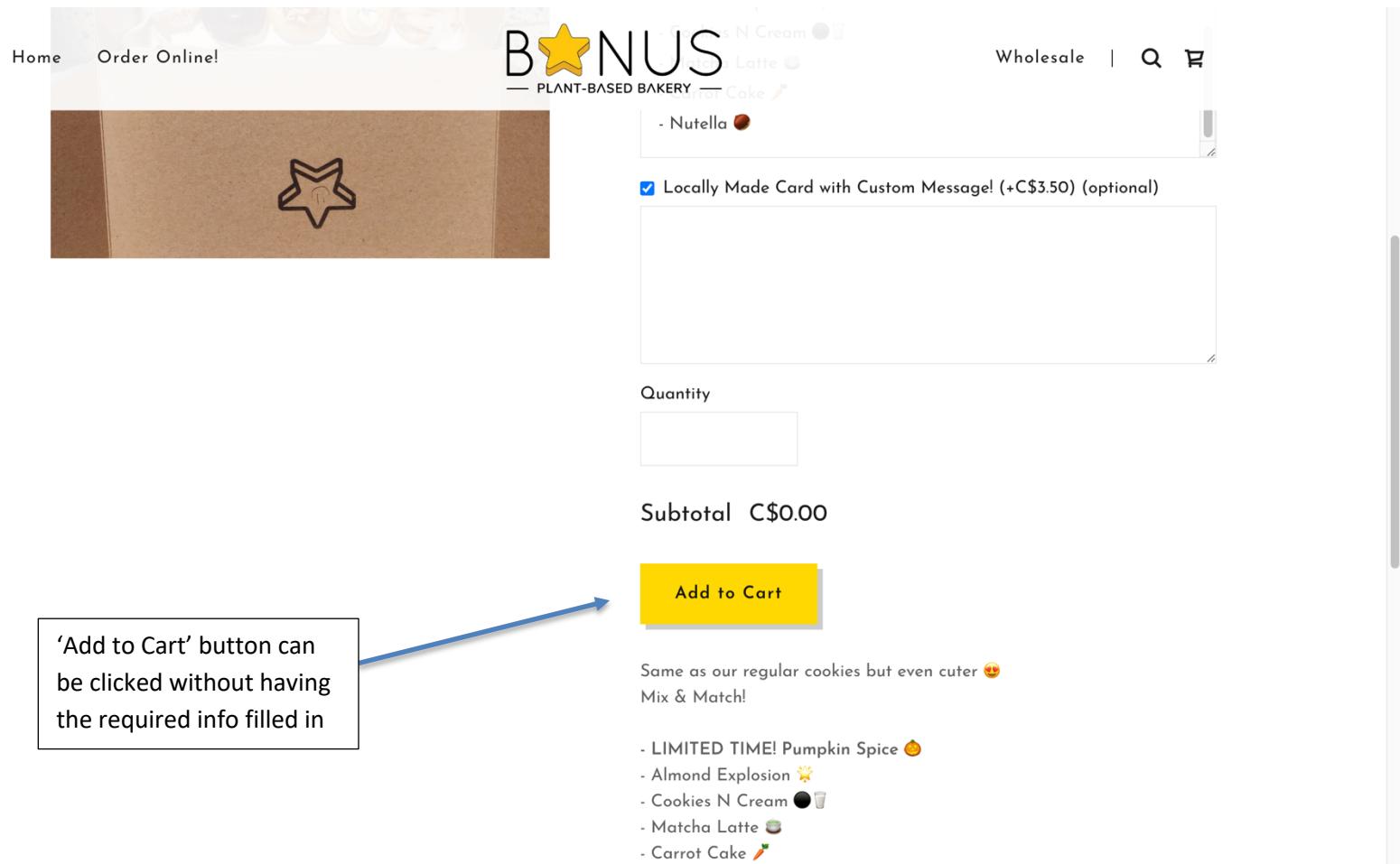


Figure 5

The screenshot shows a product in the shopping cart:

Price	Quantity	Total
C\$30.00	2	C\$60.00

Product details:

- Mini'z 15**
- Preferred Day & Method? (FREE DELIVERY for orders \$40+): Wednesday DELIVERY 🚚
- Enter Flavors here 🎉 (see options below):
 - Almond Explosion 🍞
 - Cookies N Cream 🍪
 - Matcha Latte ☕
 - Carrot Cake 🥕
 - Nutella 🍫

Cart summary:

- Subtotal C\$60.00
- Update cart
- Checkout

A callout box with the text "Loading indicator is difficult to see" points to a small blue arrow icon above the "Update cart" button.

Figure 6

The diagram illustrates a user interface flow across three main sections: Customer Information, Shipping & Payment, and Order Confirmation.

Customer Information: Shows a shipping address for Isabelle Louie at 77-8737 161 ST, Surrey BC V4N 5G3, with phone number 6043526406 and email inlouie@sfu.ca. An "Edit" link is present.

Shipping & Payment: Contains sections for Shipping (Delivery please! Deadlines: NOON THE DAY BEFORE) and Payment (secure transactions). A note states: "Reminder! FREE DELIVERY for orders \$40+! Please indicate which day you would like your cookie pickup/delivery :)"

Order Confirmation: Displays the "YOUR ORDER" page. It includes a product image of a box of "Mini'z 15" cookies (C\$30.00), delivery details ("Preferred Day & Method? (FREE DELIVERY for orders \$40 !) Wednesday DELIVERY 🚚"), flavor options (- Almond Explosion 🌟 - Cookies N Cream 🍫 - Matcha Latte ☕ - Carrot Cake 🥕 - Nutella 🍫), SKU (MN-Z-15-XN-WDN), and a breakdown of costs: Subtotal C\$30.00, Shipping C\$5.00, British Columbia Sales Tax 5% C\$1.50, and Order Total C\$36.50. A link to "ave a coupon code?" is also present.

A callout box highlights a potential user confusion: "User may think they need to type their preferred delivery day again, even though it was selected on the product page".

Arrows point from the "Preferred Day & Method?" field in the Order Confirmation section back to the "Preferred Day & Method?" field in the Shipping & Payment section, and from the "Preferred Day & Method?" field in the Shipping & Payment section to the callout box.