HUMAN COMPUTER INTERACTION - HCI 302

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3-CS3   Mrs. Jesse Ann Salvador-Matanguihan

Activity 2

RETAIL APPLICATION: Lazada

The Lazada Application is used for e-commerce or online shopping and selling. This handles the shipping, payments, discounts, and vouchers. You can purchase different products like cosmetics, electronics, pieces of furniture, foods, etc. They offer a hassle free shopping and delivery service.

Jacob Nielsen's Heuristic Evaluation has ten (10) principles. These are:

1. Visibility of System Status
2. March Between System & Real World
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention
6. Recognition Rather than Recall
7. Flexibility and Efficiency of Use
8. Aesthetic and Minimalistic Design
9. Help Users with Errors
10. Help and Documentation

The first principle implies that the system should always keep users informed about what is going on, through appropriate feedback within a reasonable time. The Lazada App keep users informed while pages or objects are loading by providing progress indicators. and it provides clear and real-time updates about the status of your order shipment.

In 2nd principle, it states that the user should be able to understand the words, phrases, and concepts that the system uses. The Lazada App uses familiar words like "cart" and they use clear icons like a basket for cart and a magnifying glass for search.

The 3rd principle states that users will want a clearly defined "emergency exit" to exit the unwanted state without enduring a protracted dialogue, as they frequently select system operations by mistake. Encourage "undo" and "redo". In the Lazada app allows users to cancel their order, remove items from the cart, clear histories, and they provide a clear way to return to the homepage. In the Lazada app allows users to cancel their order, remove items from the cart, clear histories, and they provide a clear way to return to the homepage.

The 4th principle states that it shouldn't be up to users to figure out what certain phrases, circumstances, or actions mean. The Lazada App is consistent with its design and color schemes.

The 5th principle means to give users a choice to confirm before committing to an action by either eliminating error-prone conditions or checking for them. The Lazada app is always asking to confirm your shipping address and provides real-time validation when inputting your data when filling up the address. They also ask for a confirmation for checking out the item.

The 6th principle minimizes the user's memory load by making objects, actions, and options visible. The app shows recently viewed items, categories, and available filters to save users from having to recall past activities.

The 7th principle states that the system should accommodate new and experienced users. The app gives users rapid access to their favorite items, bookmarked searches, and frequently viewed categories.

In 8th principle, states that information that is rarely needed or irrelevant should not be included in dialogues. In dialogue, each additional unit of information reduces the relative visibility of the relevant pieces of information by competing with them. The UI of the app isn't excessively filled with useless information it uses a visual hierarchy to prioritize important elements such as discounts, product details, and call-to-action buttons. Emphasize important information and actions.

The 9th principle states that error messages should accurately describe the issue and offer a workable solution. The app uses simple error messages like "Invalid Email Address". It also offers links like "Forgot Password?".

Lastly, the 10th Principle implies that the system might be required to offer assistance and documentation, even though it is preferable if the system can be used without it. Such data ought to be easily searchable, task-specific, provide a list of specific actions that need to be taken, and be of manageable size. The application provides customer service for FAQs and for clear step-by step guide or instructions for ordering, canceling, or returning.