**User Experience (UX) Report**

**1. Introduction:**

Welcome to the UX Report for “The Zalojna Kushta”. This report evaluates the user experience to identify strengths and areas for improvement. The focus is on enhancing user satisfaction, usability, and overall engagement.

**2. Research objectives:**

* **Navigation and Structure**: Assess the clarity and efficiency of navigation.
* **Visual Design**: Analyze visual elements and branding for coherence.
* **User Onboarding**: Streamline the onboarding and registration process.
* **Browsing and Search**: Evaluate item discovery features for user-friendly browsing.
* **Bid Placement**: Assess the ease of placing bids and managing bid activities.
* **Responsiveness**: Check platform responsiveness across devices and browsers.
* **Accessibility**: Identify opportunities for enhancing inclusivity.

**3. Participants**

* Participant 1: My housemate. He studies physiotherapy and has very little experience with programming, however he is an avid user of his computer and knows what a good website should behave like.
* Participant 2: My coworker. We work together in the same restaurant, she studies art and will give very adequate feedback on the UX of my application.

**4. Usability Evaluation:**

* Methods: User testing, heuristic evaluation, and analytics review.
* Data Collection: User feedback, task completion times, and heatmaps of user interactions.

**5. Key Findings:**

Several usability issues were identified, including:

* Home page background gradient ends before the page ends.
* Logging in with an incorrect password showed “Network error” instead of correctly identifying the issue.
* Arrows to navigate pictures appear even when there is only one picture for the item, which is a little misleading.
* The max bid seems too low, especially for expensive items.

**6. Recommendations:**

**5.1 Home page background**

**Recommendation:** Fix the background gradient to cover the background of the entire page, instead of ending 5 centimeters before the bottom of the page. It could be a good idea to add a footer as well.

**5.2 Incorrect error messages when authenticating**

**Recommendation:** Differentiate the causes of failure when authenticating a user and give an accurate message to inform the user what needs to be fixed or changed.

**5.3 Navigation arrows for images when there is no need**

**Recommendation:** Check whether there is more than one picture that needs to be displayed per item, and only, when necessary, add the navigation arrows.

**5.4 Increase max bid:**

**Recommendation:** This is only partially an issue, since the user can manually input whatever bid they wish, however it would also be useful to increase the max bid on the slider.

**6. Conclusion:**

The evaluation of “The Zalojna Kushta” revealed both strengths and areas for improvement in its user experience. While the platform demonstrates a commitment to user engagement and satisfaction, there are opportunities for enhancement. Taking action to resolve the current issues would result in creating a cohesive and intuitive web page.