Heuristic Evaluation Report

Evaluator: Nathan Murphy
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Product Overview

- Product Name: Shoes.com

- Product Goal: The goal of this wireframe is to allow user to sell and purchase shoes that are listed on the storefront.

- User Group: This site could be more local or have a wide-spread audience. The Users ages would be any above the age of 18, they only have to live wherever shipping is available. Based on the Search Item Page and the Detail Shoe Page we can deduce that this website would be used to sell and purchase exclusively shoes.

Positive Findings

- ## Consistent Branding
  - Each page features the brand name at the top.

- ## Search Functionality
  - The addition of a search bar in the header is a good choice to allow users to quickly navigate through the website and find what they're wanting.

- ## Aesthetic design
  - The website elements are well-places and logical, they provide even spacing which allows for the user to focus on what they want to instead of being confused or frustrated by the layout.

Key Issues Identified (1)

Issue

- Page: All Pages

- Heuristic: Visibility of System Status

- Description: The title of the page and the endpoint of the URL is never set making it more difficult to navigate to certain pages and to know where you are.

Recommendation

- Add titles to your pages, and add endpoints to each of your URLs to indicate what website the user is on.

Key Issues Identified (2)

Issue

- Page: Alternate Home Page
- Heuristic: An Aesthetic and Minimalist Design

- Description: The design itself doesn't look bad there is just some odd spacing within the login form between the "Sign In" and "Don't have an account" button.

Recommendation

- I would maybe either increase the size of the two buttons, or decrease the gap and resize the entire login container.

Key Issues Identified (3)

Issue

- Page: Add Listing Page

- Heuristic: Error Prevention

- Description: There could be possible confusion regarding the "Enter Size" combobox as it doesn't explicitly specify shoe size and could be confused for file size. (Moreso nitpicking on this not a huge issue).

Recommendation

- You can change the label from "Enter Size" to "Enter Shoe Size" and this would clear up any potential confusion and error caused on the user's end of things.

Home Page Evaluation

Visibility of System Status

- The visibility of the system status could be improved, adding a title to your pages and change the URL endpoint could help better clarify where the user is and allow them to know where they're navigating.

Match Between System And The Real World

- All of your items seem to be placed logically, the home screen's purpose is just to show the featured shoes or "Custom Shoe of the Month" and does a great job highlighting them and putting them straight front and center.

User Control and Freedom

- On your homepage it seems like you have good user control allowing them to navigate wherever using your nav-bar on the top to navigate and then the user can use the back and forwards arrows to navigate between pages as well.

Consistency and Standard

- This page is consistent throughout it, it shows the custom shoe of the month, there isn't much consistency involved here though the image sizes of the shoe are uniform along with the box for the shoe information.

Error Prevention

- Errors will be very minimal on this page due to the minimalist layout, everything is clearly laid out and easy to interpret.

Recognition Rather Than Recall

- It is unknown if the image, item name, or both will direct you to the item page. I imagine most users would default to clicking on the photos to be redirected and if that is how the webpage is to be set up that would make this easy to use.

Flexibility and Efficiency of Use

- The wireframe website indicates good flexibility and it looks like the users should be able to navigate efficiently and use this page with efficiency.

An Aesthetic and Minimalist Design

- The page looks aesthetic, everything is centered, evenly spaced making it easy on the eyes and easy to see what's going on.

Help Users Recognize, Diagnose, and Recover From Errors

- N/A

Help and Documentation

- N/A

Search Item Page Evaluation

Visibility of System Status

- The visibility of the system status could be improved, adding a title to your pages and change the URL endpoint could help better clarify where the user is and allow them to know where they're navigating.

Match Between System And The Real World

- This page seems to outline everything logically, the only recommendation I would have that would be standard in most other websites would be to include a sort-by feature. This would allow your user to sort by price, relevancy, etc…

User Control and Freedom

- Everything here looks pretty straight forwards, the user should be able to navigate just fine between the navigation bar and the items listed on the page.

Consistency and Standard

- The consistency here is good, everything is spaced out evenly, the page is very symmetric, it allows for a design that is easy to understand and easy on the eyes.

Error Prevention

- I see no errors on this page, the only thing I would recommend is adding a title to your page.

Recognition Rather Than Recall

- The user wouldn't need any prior experience navigating and using this website as most of its features are uniform with other marketplace type services elsewhere.

Flexibility and Efficiency of Use

- This system is pretty straight forwards and should be easy to use for all.

An Aesthetic and Minimalist Design

- The 5X2 layout gives plenty of space between objects allowing for easy navigation for the user.

Help Users Recognize, Diagnose, and Recover From Errors

- N/A

Help and Documentation

- N/A

Detail Shoe Page Evaluation

Visibility of System Status

- The visibility of the system status could be improved, adding a title to your pages and change the URL endpoint could help better clarify where the user is and allow them to know where they're navigating.

Match Between System And The Real World

- The shoe detail page outlines the product providing a shoe name, a carousel with different images, a price, a size combobox and a description, this matches almost every marketplace-esk setup and matches the real world.

User Control and Freedom

- The use of a "Add to Cart" button will make it easy and intuitive for the users to add their items to their card and the size drop-down is pretty self-explanatory.

Consistency and Standard

- You still have your navigation bar making it easy to user and consistent with the other pages allowing the user to have context and the ability to navigate wherever.

Error Prevention

- This page is well-suited and created and should harbor no errors.

Recognition Rather Than Recall

- The image carousel, combobox and the "Add to Cart" button are all widely used making it intuitive to use in this case.

Flexibility and Efficiency of Use

- New and experienced users should be able to use and navigate the website efficiently.

An Aesthetic and Minimalist Design

- This page has no aesthetic problems and already follows a minimalist design.

Help Users Recognize, Diagnose, and Recover From Errors

- N/A

Help and Documentation

- N/A

Add Listing Page Evaluation

Visibility of System Status

- The visibility of the system status could be improved, adding a title to your pages and change the URL endpoint could help better clarify where the user is and allow them to know where they're navigating.

Match Between System And The Real World

- This looks a bit blockier than most other websites with this sort of concept, but still is easy to read so it shouldn't be an issue.

User Control and Freedom

- Everything is listed in an easy to read manner, I don't believe any users would have issues accessing or using this site.

Consistency and Standard

- Everything is spaced well though, it looks like your text labels for everything might be a tad higher than center.

Error Prevention

- Possible errors that could come from this is not having something inputted, there would need to be checks for each variable including the image size to reduce stress on servers.

Recognition Rather Than Recall

- This should allow experienced and inexperienced users to use this pretty easily, the concept isn't too complex and the users have the navigation bar to get around.

Flexibility and Efficiency of Use

- This is something that I don't foresee causing issues in the future with user's efficiency of use, they should be able to use this pretty easily as the concept is easy and straight forward.

An Aesthetic and Minimalist Design

- This page is minimalistic and easy to use for the users.

Help Users Recognize, Diagnose, and Recover From Errors

- N/A

Help and Documentation

- N/A

Alternate Home Page Evaluation

Visibility of System Status

- The visibility of the system status could be improved, adding a title to your pages and change the URL endpoint could help better clarify where the user is and allow them to know where they're navigating.

Match Between System And The Real World

- This login form seems to match most other in this industry allowing for users to easily be able to interpret what to do and pick this up easily.

User Control and Freedom

- This limits the user to one page, I'm not sure if the users must be logged in to access or look at items, but if not, there should be some sort of navigation bar.

Consistency and Standard

- The items are all proportionate and look proper and consistent.

Error Prevention

- Errors should be minimal, just adding checks for if the information is valid or not.

Recognition Rather Than Recall

- The users should be able to easily use this as it outlines the required parameters and is pretty common in the industry.

Flexibility and Efficiency of Use

- This should be simplistic as it's just an easy to use login page.

An Aesthetic and Minimalist Design

- The design looks good, everything looks centered and properly aligned, maybe raising the "Don't have an account" button could be beneficial as it just seems a little bit off, but overall looks good.

Help Users Recognize, Diagnose, and Recover From Errors

- N/A

Help and Documentation

- N/A