

# Heuristic Evaluation Report

Evaluator: Jack Mahedy

Date: 8 February 2024

# Product Overview

- Product Name: Marketplace.com
- Product Goal: The goal of this wireframe is to create an online marketplace for consumers to purchase a wide variety of products.
- User Group: This site will have a large audience. Users ages can range from 18-65 and live wherever the items can ship to. By viewing the extended category menu item, we can see that at a minimum home and audio products, groceries, and technology will be sold.

# Positive Findings

Overall, you did a great job with this prototype.

- Visibility of system status
  - Each page has a large clear title so user can tell what page they are on. Buttons are easily identifiable which increases feedback on interactions.
- Consistency and standard
  - The header, menu column, and footer are consistent on all pages. This will help eliminate user confusion will browsing different pages.
- An aesthetic and minimal design
  - Most website elements are well placed and evenly space throughout all pages. This will avoid user from getting overwhelmed on each page.

# Negative Findings

There is not a lot of negative things in this prototype.

- Issue
  - The category page needs a minimum of 10 items.
- Recommendation
  - I would recommend either making each item smaller and adding 4 more items below the existing 6 or creating two columns on the page with 5 items in each column.

# Key Issues Identified (1)

## Issue

- Page: All pages
- Heuristic: Match between system and the real world
- Description: The search bar at the top of each page seems small for screen size. Unsure if the bar size increases when the user clicks it.

## Recommendation

- Recommendation 1: Have "Marketplace.com" its own bar on the top, then move the hamburger menu, search bar, and cart button down to a second bar just below it.
- Recommendation 2: Put the search bar where "Marketplace.com" is and increase the size. Then change the name of the "Marketplace" button in the menu to "Marketplace.com" which will bring you back to the home page.

# Key Issues Identified (2)

## Issue

- Page: Contact Us Page
- Heuristic: Consistency and standard
- Description: There is a lot of spacing on the right side of the page compared to the left side.

## Recommendation

- Slightly increase the spacing between the two columns on the page and slightly increase the size of the user info input fields.

# Key Issues Identified (3)

## Issue

- Page: Alternate Page
- Heuristic: Match between system and the real world
- Description: There is no option to create an account.

## Recommendation

- You could add a create account button to the login page.
- Possible locations are under the submit button or next to the forget password button.

# Home Page Evaluation

# 1. Visibility of System Status

- There is a good visibility of system status, the user should know where they are on the current page and be able to navigate according to their needs. Responses to actions should be expected.



## 2. Match between system and the real world

- Most items on the page appear in a natural order. I would recommend changing the search bar. It is very small, and people are used to bigger search bars. But overall, good job.

# 3. User control and freedom

- There is good control and freedom, user should be able to navigate to different pages. There is an undo and redo feature that allows the user to navigate freely.

# 4. Consistency and standard

- The page is consistency throughout. Each item has a picture, name, description, and stock quantity. The header, footer, and menu column are consistent and reduce cognitive load.

# 5. Error prevention

- Errors will be minimized on this page because of the clear system design. Items are easily viewed. I would pay close attention to different screen sizes and make the website responsive.

# 6. Recognition rather than recall

- It is unknown if the image, item name, or both will direct you to the item page. Some users might not know where to click (picture or item name) to select an item. It might be useful to have a border box around the entire item picture and name.

# 7. Flexibility and efficiency of use

- There is a good use of flexibility, users should be able to efficiently use the system.

# 8. An aesthetic and minimalist design

- This page is aesthetic, the page uses white space to divide sections which makes it look great.

# 9. Help users recognize, diagnose, and recover from errors

- N/A



# 10. Help and Documentation

- N/A

# Item Page Evaluation

# 1. Visibility of System Status

- The page is clear, and user should know how to navigate.

## 2. Match between system and the real world

- I'm not sure if the page can scroll down but It might be beneficial to add a “add to cart button”.

# 3. User control and freedom

- It could be beneficial to add a back arrow to go to the previous page but there is a browser back arrow

# 4. Consistency and standard

- Consistency is good here. Elements are spaced well but there is a little extra space on the left of the screen between the picture and menu column.

# 5. Error prevention

- Mistakes are minimal here. The user can easily switch pictures and read the item details.

# 6. Recognition rather than recall

- User can easily interact with this page without prior information.



# 7. Flexibility and efficiency of use

- All users should be able to use the system.

# 8. An aesthetic and minimalist design

- The three sections create a minimalistic design that reduces confusion.

## 9. Help users recognize, diagnose, and recover from errors

- N/A

# 10. Help and Documentation

- N/A

# Category Page Evaluation

# 1. Visibility of System Status

- Good visibility, but there is a requirement of 10 items.

## 2. Match between system and the real world

- The system matches with the real world.

# 3. User control and freedom

- It could be beneficial to add a back arrow to go to the previous page but there is a browser back arrow



# 4. Consistency and standard

- Items are consistent throughout the list

# 5. Error prevention

- Page is organized and errors should be minimal.

# 6. Recognition rather than recall

- The items and combo box is self explanatory

# 7. Flexibility and efficiency of use

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

# 8. An aesthetic and minimalist design

- It might be beneficial to add spaces between each item to lessen the clutter feeling.

# 9. Help users recognize, diagnose, and recover from errors

- N/A

# 10. Help and Documentation

- N/A

# Contact Us Page Evaluation



# 1. Visibility of System Status

- The contact us page content is nicely spaced. Users should know how to navigate it.

## 2. Match between system and the real world

- This looks good, it might be beneficial to center the submit button below the contact message.

# 3. User control and freedom

- It could be beneficial to add a back arrow to go to the previous page but there is a browser back arrow

# 4. Consistency and standard

- Looks good, item light up and are spaced well

# 5. Error prevention

- Looks good, minimal errors should occur

# 6. Recognition rather than recall

- It could be beneficial to add a back arrow to go to the previous page but there is a browser back arrow

# 7. Flexibility and efficiency of use

- Looks good, user should efficiently use the system

# 8. An aesthetic and minimalist design

- Might want to add some space between the picture, submit button and footer



## 9. Help users recognize, diagnose, and recover from errors

- N/A

# 10. Help and Documentation

- N/A

# Login Page Evaluation

# 1. Visibility of System Status

- There is a good visibility of system status, The user should be able to easily login and reset their password if needed

## 2. Match between system and the real world

I recommend adding a create account button to further help users if they have not setup an account yet

# 3. User control and freedom

- The browser has a back arrow

# 4. Consistency and standard

Items are similar sizes and spaced well

# 5. Error prevention

Looks good, errors should be minimal



# 6. Recognition rather than recall

Looks good

# 7. Flexibility and efficiency of use

Looks good

# 8. An aesthetic and minimalist design

Looks good

# 9. Help users recognize, diagnose, and recover from errors

N/A

# 10. Help and Documentation

N/A