

Assignment 4 – Implementing a Website with HTML & CSS

Part 1: Heuristic Evaluation

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H2-1: Visibility of System Status (product detail page + add to cart): The prototype complied with the heuristic. The design gives user a very clear idea of what's going on on every page: the product browsing page has a nice sidebar with the current category checked; the product detail page also lists the product category on the side and the current selections are obvious. Whenever an item is added to the cart, the confirmation on the page is quite clear.

H2-2: Match Between System and Real World (add to cart + checkout + thank you for shopping): The prototype mostly complied with the heuristic. The general flow of screens is very easy to understand and straightforward, from the homepage to the browsing and details, add to cart, and checkout. The only part that was a bit less intuitive is that you have to click on the "more details" on the quick-view of an item, go to the details page, and then add the item to cart.

H2-3: User Control and Freedom (product detail page, "more details" option): The prototype mostly complied with the heuristic. There is a back button on the view cart page, and there's a way to close the pop-up shopping cart, and they can always go back to the home page by clicking at the logo, so users have control and freedom in the screenflow whenever they unexpectedly do something wrong. It would be better to allow users to freely jump between the browsing page and the product detail page though.

H2-4: Consistency and Standards all pages): The prototype complied with the heuristic. It has a very nice navigation tab and side bar, with the shop name and the shopping cart at the top of each page, and has a similar structure compared to lots of other online retailer designs.

H2-8: Aesthetic and Minimalist Design (all pages): The prototype mostly complied with the heuristic. The overall design is beautiful and aesthetically appealing. Just a few minor issues - it might be better to keep the color of text on the navigation bar consistent (instead of white title with black tab names), and the buttons could have a bit more saturated because they look a bit not so clickable right now, but otherwise the entire design is very aesthetically appealing.

Siting Jin

H2-1: Visibility of System Status (product detail page, "add to cart"): The prototype mostly complied with the heuristic. The design clearly shows the status of each page, except that to make it clearer to the users, it might be better to add a confirmation message after something is successfully added to the cart.

H2-2: Match Between System and Real World (homepage + browsing page): The prototype complied with the heuristic. The design is very straightforward and easy to follow, the product browsing page and detail pages are both very easy to understand and the purchasing process follows an intuitive flow, so it takes very little time to learn.

H2-3: User Control and Freedom (all pages): The prototype complied with the heuristic. The navigation bar at the top includes options to directly go to the homepage, the browsing page, and a few other options such as accounts, so whenever a user goes to an unexpected state by accident, they can always use the navigation bar to get back. It would be better to have an explicit back button though.

H2-4: Consistency and Standards (all pages): The prototype complied with the heuristic. The layout of the pages are very consistent - all the pages have a navigation bar at the top, with the shop name on the left and home, browsing, about, and the account settings on the right. The color scheme is also very consistent.

H2-8: Aesthetic and Minimalist Design (all pages): The prototype complied with the heuristic. The color choice of the design is cheerful and matches well with the type of product selling - cinnamon rolls. The color and style of the buttons matches well with the navigation bar and the whole webpage. The design is overall aesthetically appealing.