

Heuristic Evaluation Report



This heuristic evaluation was conducted based on The House of Rare website <https://thehouseofrare.com/> and mobile app.

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Course: Introduction to Human Computer Interaction

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Table of Contents

[Executive Summary](#)

[About The House of Rare](#)

[Methodology](#)

Findings

H1: Visibility of System Status

Positive

Negative

H2: Match between system and real world

Positive

Negative

H3: User control and freedom

Positive

Negative

H4: Consistency and Standards

Positive

Negative

H5: Error Prevention

Positive

Negative

H6: Recognition rather than Recall

Positive

Negative

H7: Flexibility and efficiency of use

Positive

Negative

H8: Aesthetic and minimalistic design

Positive

Negative

H9: Help users recognize, diagnose, and recognize from errors

Positive

Negative

H10: Help and documentation

Positive

Negative

[Conclusion](#)

Executive Summary

The heuristic evaluation was conducted for the partial fulfilment of the requirements of the course, 'Human Computer Interaction'. A Heuristic Evaluation is a usability inspection method that helps identify problems in the user-interface design without involving the actual users. The evaluation is conducted by experts who judge the compliance of the interface with the recognized standards called 'usability principles' developed by Jakob Nielsen in 1995.

The evaluation was conducted by 3 evaluators on The House of Rare website and mobile application. This report contains a concise introduction to the application followed by the methodology used for creating this report, and details the findings of the evaluation carried out against the usability principles to highlight the positive and negative aspects of the design of the interface.

As a part of the evaluation, the problems identified were mapped to the heuristics violated. The details of the issues identified during the user journey and the recommendations to improve the user experience are presented in this report.

The majority of the usability issues identified revolve around the lack of consistency of the interfaces, their designs, and the violation of various validation constraints which provide ample opportunities for the users to make mistakes. The lack of integration of the website for the different categories also hampers the overall user experience.

This evaluation intends to provide insights into how the overall user experience can be improved by incorporating changes in the design by adhering to the usability standards followed across industries.

About The House of Rare

The House of Rare is a premium & luxury brand that offers designer wear for men and women who love exclusive, luxury, and international designs. The main pillars of the company lie in:

- Simplicity
- Quality
- Craftmanship

The goal of the brand is to provide variety and styles while being all-inclusive and are currently working on providing all plus-size clothing to cater to the needs of everyone.

They design, manufacture and retail men's and women's apparel under the Brand Names: Rare Rabbit and Rareism. Started in the year 2005, they now have 1 production plant and 51 stores.

Their ultimate ambition is to celebrate the uniqueness of every wearer by inventing fashion solutions for those who are raring to move ahead of the curve.

Methodology

The user flows for the evaluation include the onboarding of the customer on the application, the process to purchase a product, and the process to return a product if needed.

The evaluation was carried out independently by the evaluators who jotted down all the violations of heuristics by strictly following the compliance standards of Nielsen's usability principles. The user journey was critically analysed to understand both the positives and negatives associated with the interface of the applications and the emphasis was placed on giving constructive feedback and ideas to improve the overall product.

The evaluation was carried out on both the website and mobile application. The website evaluation was done using Edge, Chrome, and Safari browsers. The mobile app evaluation involved both Android as well as iOS apps.

Post the independent evaluation, the evaluators discussed their findings and gave insights into their judgement of the overall evaluation in terms of usability. These findings were finally combined into this report. The relevant screenshots were added wherever necessary to bring more clarity to the subject being discussed.



Conclusion

The heuristic evaluation is simple to perform and an inexpensive way to assess the impact of the interface and design problems on the overall user experience early in the development process. Conducting the evaluation independently and defining the scope for evaluation by defining the user flows yield better results.

The flaws in design hamper the engagement of the users with the product. The evaluation provides a framework to find opportunities for improvement in the existing product by identifying the existing issues in the product.

The intuitive nature of the evaluation allows both the students and the professionals to give feedback easily. It is an interesting way to put oneself in the shoes of the end users and walk through the product with the interest of the end-users in mind.