

Heuristic Evaluation

Evaluator Name: <i>Alpha</i>
Device / Browser/ OS: <i>Chrome</i>
App / Version: <i>Figma</i>

SEVERITY RATING

- 0** = I don't agree that this is a usability problem at all
- 1** = Cosmetic problem only: fix if time is available
- 2** = Minor usability problem: fixing this should be given low priority
- 3** = Major usability problem: important to fix, given high priority
- 4** = Usability catastrophe: fix this before product can be released

HEURISTICS	VIOLATION	RECOMMENDATION	SEVERITY
1. Visibility of system status	The category of items is unorganized and confusing.	Visibility of system status, Aesthetic and minimalist design.	3
2. Match between system and the real world	The items in the menu are not on the same hierarchical level.	Match between system and the real world.	3
3. User control and freedom	The layout of content is not logically and visually organized.	Visibility of system status, Consistency and standards, Aesthetic and minimalist design.	3
4. Consistency and standards	The styling of copy is too much for users to figure out important information.	Match between system and the real world, Aesthetic and minimalist design.	3
5. Error prevention	The number of items in the menu is too many to remember.	Consistency and standards, Recognition rather than recall, Aesthetic and minimalist design.	2

HEURISTICS	VIOLATION	RECOMMENDATION	SEVERITY
6. Recognition rather than recall	The flow of the checkout page doesn't follow the natural logic.	Match between system and the real world, User control and freedom.	2
7. Flexibility and efficiency of use	There's no button of cart on any other page.	Visibility of system status, Match between system and the real world, Help and documentation.	2
8. Aesthetic and minimalist design	The information is incorrectly presented.	Match between system and the real world, Aesthetic and minimalist design.	2
9. Help users recognize, diagnose, and recover from errors	The visual design and function of buttons are inconsistent throughout the whole website.	Consistency and standards, Aesthetic and minimalist design.	2
10. Help and documentation	The copy is not informative enough for users to take actions.	Visibility of system status, Aesthetic and minimalist design.	2