

Heuristic Evaluation Report for: Team 03

1. Problem Statement

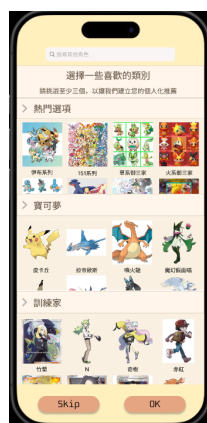
The prototype aims to provide a more convenient and streamlined platform for trading Pokémon TCG (PTCG) cards. It features a web crawler that automatically gathers pricing data from various existing marketplaces, helping users make informed purchasing decisions through an integrated price analysis tool. To enhance trust and security in transactions, the platform also implements a name-based user verification system. Overall, the prototype focuses on simplifying the search, comparison, and buying processes, delivering an efficient and transparent trading experience for card enthusiasts.

2. Violations Found

- **H1 Visibility of System Status / Severity 3 / Found by: A, B**
 - **Description:**

Users experienced a lack of clear system feedback during the preference setting interface, resulting in confusion and uncertainty about their current context or the impact of their actions. Specifically:

 1. **Unclear Impact of Preference Tags:** After confirming preference tags, the system does not clarify how these selections influence the recommendation sections. It is ambiguous whether they affect only the "Recommendation" section or also include "New Release," "Shops You May Like," and other areas.
 2. **Unclear Indication of Preference Setting Stage:** During the preference setting task, users often mistook it as the beginning of product browsing due to the subtlety of the visual prompt ("選擇一些喜歡的類別"). The interface fails to clearly indicate that the user is still in the onboarding or setup stage, which violates the principle of keeping users informed about their current state.
 - **Screenshots:**



- **Fix:**
 1. Clarify which content sections are being personalized based on the user's preferences and provide an option to edit those preferences.
 2. Introduce a more noticeable indicator (e.g., a progress bar, onboarding tooltip, or pop-up message) to signal that the user is still in the preference-setting process. Improve the visibility of existing prompts through higher contrast or better placement.

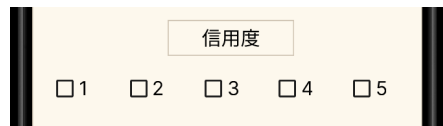
- **H3 User Control and Freedom / Severity3 / Found by: A, B**

- **Description:** There's no way to customize the price alert range. The system sets it without the option to adjust upper or lower bounds. This lack of control can result in alerts that the users do not need.
- **Screenshots:**



- **Fix:** Use editable input fields (e.g., text boxes or sliders with visible handles) to indicate clearly that the numbers can be changed. Add placeholder text or labels like “Enter your desired price range” to guide users. Consider allowing users to set alerts based on “price lower than X” without needing a lower bound, offering more flexibility in setting alerts.
- **H2 Match Between System and the Real World & H4 Consistency and Standards & H5 Error Prevention / Severity 2 / Found by: A, B**
 - **Description:** Users experienced a lack of clear system feedback across multiple interactions, resulting in confusion and uncertainty about their current context or the impact of their actions. Specifically:
 1. **Unclear Filter Logic for Ratings:** During Task 3, users were confused about whether selecting “4 stars” in the seller review filter would also include 5-star sellers, or if both needed to be manually selected. The filter behavior does not match user expectations from other e-commerce platforms (e.g., using a range selection for ratings).
 2. **Inconsistent Terminology – “Credibility”:** The filter label “credibility” uses a 1–5 scale. However, the task required filtering sellers with 4–5 star reviews, creating a mismatch between label terminology and expected function. Additionally, the actual credibility score was not displayed in the seller profile, further reducing consistency.

- **Screenshots:**



- **Fix:**

1. Replace or relabel the “credibility” filter to more accurately reflect its function (e.g., “Seller rating” or “Review score”).
2. Display the seller’s rating or credibility clearly within their profile.
3. Redesign the rating filter UI to match real-world expectations—for example, with a range slider (“From __ stars to __ stars”) or checkboxes with clear labeling (e.g., “Include sellers rated 4 stars and above”) to make filtering logic intuitive and prevent user mistakes.

- **H7 Flexibility and Efficiency of Use & H8 Aesthetic and Minimalist Design / Severity 2 / Found by: A, B**

- **Description:**

The current design of the search result interface prioritizes visual simplicity but sacrifices essential usability and efficiency:

1. **Lack of Key Product Information in Grid View:** After clicking “Go!”, users are presented with a grid of cards that do not display key product details such as the item name, price, seller, or marketplace. This minimalist presentation forces users to click into each card and select “Go to the marketplace” just to access basic information, adding unnecessary steps and reducing overall efficiency.
2. **No Sorting Options for Search Results:** During Task 3 (e.g., searching for a Chinese SAR Pikachu from Shopee sellers with 4–5 star reviews), users could not sort results by criteria such as rating, price, or relevance. This limits flexibility and control, especially for experienced users who want to optimize their browsing experience.

- **Screenshot:**



○ **Fix:**

1. Display essential product metadata directly in the result grid—such as title, price, seller, marketplace, and condition—to reduce unnecessary clicks.
2. Add sorting options like “Rating: High to Low,” “Price: Low to High,” and “Most Relevant” to support flexible and efficient searching.

● **H3 User control and freedom / Severity 3 / Found by: A**

- **Description:** After selecting the required minimum of three tags, users cannot return to the preference-setting screen or undo their selections. If a user makes a selection they regret, there is no visible undo option.
- **Screenshot:**



- **Fix:** Add a “Cancel” or “Back” button to allow users to return to the preference-setting interface. Adding a “Clear selection” button would benefit the user as well.

● **H2 Match between system and the real world / Severity 2 / Found by: A**

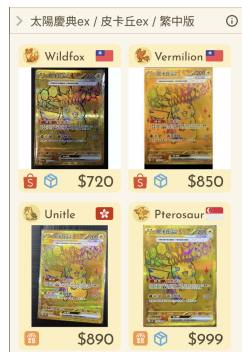
- **Description:** The preference categories are “popular option,” “pokemon,” and “trainer,” but these labels may be unclear to users who are unfamiliar with how they’re being used in this context.
- **Screenshot:**



- **Fix:** Rename the tag categories using more descriptive language, or add a description for each category.
- **H5 Error prevention / Severity 2 / Found by: A**
 - **Description:** There is no way to clear all of the selected filters in the keyword filters; users have to deselect each one.
 - **Screenshot:**



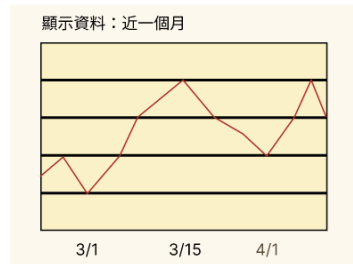
- **Fix:** Add a “clear all” button to the search interface.
- **H4 Consistency and Standards / Severity 3 / Found by: A**
 - **Description:** After selecting “Shopee” in the keyword filter, clicking “Go to the marketplace” still shows a listing from multiple platforms.
 - **Screenshot:**



- **Fix:** Ensure that the platform filter is applied to the search result.
- **H2 Match between system and the real world / Severity 2 / Found by: A**
 - **Description:** The “+30%” label under the average price is unclear. The purpose is not specified, whether it’s 30% higher than the average price or there’s a 30% increase in the current price from the average price.
 - **Screenshot:**



- **Fix:** Use a more descriptive label to represent the number.
- **H1 Visibility of system status / Severity 3 / Found by: A**
 - **Description:** The price history graph lacks a visible Y-axis label or price values, making it difficult for users to understand actual price trends. While the graph suggests price movement over time, users cannot interpret the maximum or minimum price.
 - **Screenshot:**



- **Fix:** Add a y-axis price label or add value to the maximum and minimum price.
- **H7 Flexibility and efficiency of use / Severity 2 / Found by: A**
 - **Description:** The interface does not currently support any shortcuts or accelerators for experienced users for jumping directly to price history or setting a price alert quickly. As a result, users who frequently monitor or trade cards have to choose the card, select between “go to the marketplace” or “price info,” to complete this task.
 - **Screenshot:**



- **Fix:** Introduce common accelerators like “Quick View,” hover options, or recently viewed items; allow frequent users to save default filters, tag their favorite cards, or set alerts with one tap.
- **H6 Recognition rather than recall / Severity 3 / Found by: A**
 - **Description:** The search interface includes a search bar that looks like it should accept typed input, but it only shows users a list of filters to select from. Because the design looks like a typical search bar, users may become confused about why the filters are shown when the search bar is tapped.
 - **Screenshot:**



- **Fix:** Add a placeholder keyboard asset from figma to let the users know that they can type in the search bar rather than just selecting the filters.

3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status				2		2
H2: Match Sys & World			3			3
H3: User Control				2		2
H4: Consistency			1	1		2
H5: Error Prevention			2			2
H6: Recognition not Recall				1		1
H7: Efficiency of Use			2			2
H8: Minimalist Design			1			1
H9: Help Users with Errors						0
H10: Documentation						0
Total Violations by Severity	0	0	9	6	0	15

4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D	Evaluator E
Severity 0					
Severity 1					
Severity 2	6	4			
Severity 3	6	4			
Severity 4					
% identified (Severity 3 & 4)	60%	40%			
% identified (All severity levels)	60%	40%			

5. Summary Recommendations

- **Too Many Clicks Required to Access Information**
 - Users must click multiple times to access basic information (e.g., price, seller) during setup and search tasks.
 - Suggestion: Display essential details (e.g., price, seller name, rating) directly on the card view to improve efficiency.
- **Unclear Impact of User Inputs (Preferences, Filters)**
 - Users are unsure how their selections (e.g., preference tags, filter choices) influence results across the platform.
 - Suggestion: Use tooltips, short explanations, or confirmation messages to clarify system responses to user inputs.
- **Lack of Efficiency for Experienced Users**
 - The interface does not yet support shortcuts or faster paths for frequent actions (e.g., setting alerts, quick filtering).
 - Suggestion: Provide options for quick actions or personalization to accommodate advanced users.