For this exercise, I executed a hypothetical ticket purchase for a Coldplay concert. Firstly, I searched for ConcertPal extension on Google Chrome’s Web Store. After the results, I added ConcertPal extension. Upon opening seatgeek.com, I was **delighted** to be met with ConcertPal’s widget at the right of the viewport. The placement helps with **ease of navigation**. I like that the collapsed application serves as a call-to-action button, and the prompt “Click to save” highlights the balance between design and business goals. When the app is expanded, several usability principles are at work: namely, **Clarity**, **User Control/Freedom** (the user can move the widget around to their liking), **Aesthetic integrity** and **Feedback** (Fetching details buffer). The UI principles that stand out for me are **visual hierarchy** and **proximity**. For example, Visual Hierarchy is evident in the toggle in between “Deals” and “Track”, the vertical stacking and scroll of the Deals, and the “Grab the Deal” buttons that are consistent for each card. Proximity: The grouping of essential icons (gear, bell and close). I did experience friction during the “Sign in to start Tracking” process. I attempted to sign in with Google, however, it buffers for a significant amount of time, and eventually the sign-up process timed out and failed to sign in. Regarding improvements, here are two suggestions. Improvement one could be a tool tip to inform users that if they accidentally close the app by mistake, they can restore it by opening it from the “manage extensions” menu in their respective browsers. **This highlights the usability heuristic of error prevention & forgiveness**. The second improvement could be a feature where the app can populate the promo codes/deals on the Payment/ Billing pages of the Check Out process, so the user doesn’t have to copy individual codes to see which ones are valid. **Providing accelerators and efficiency of use can help the user throughout their journey on the app**.