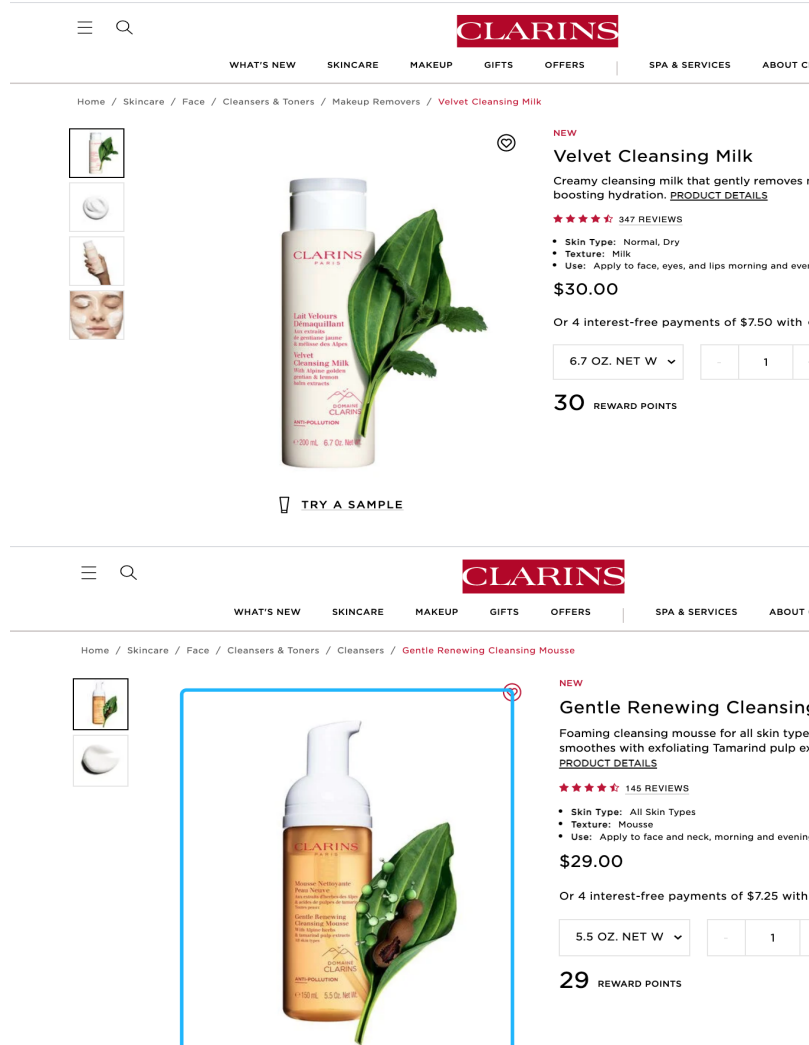


Team Members: Qingxiao Yuan, Sun huayue, Huanqiao Zhang.

Websites:

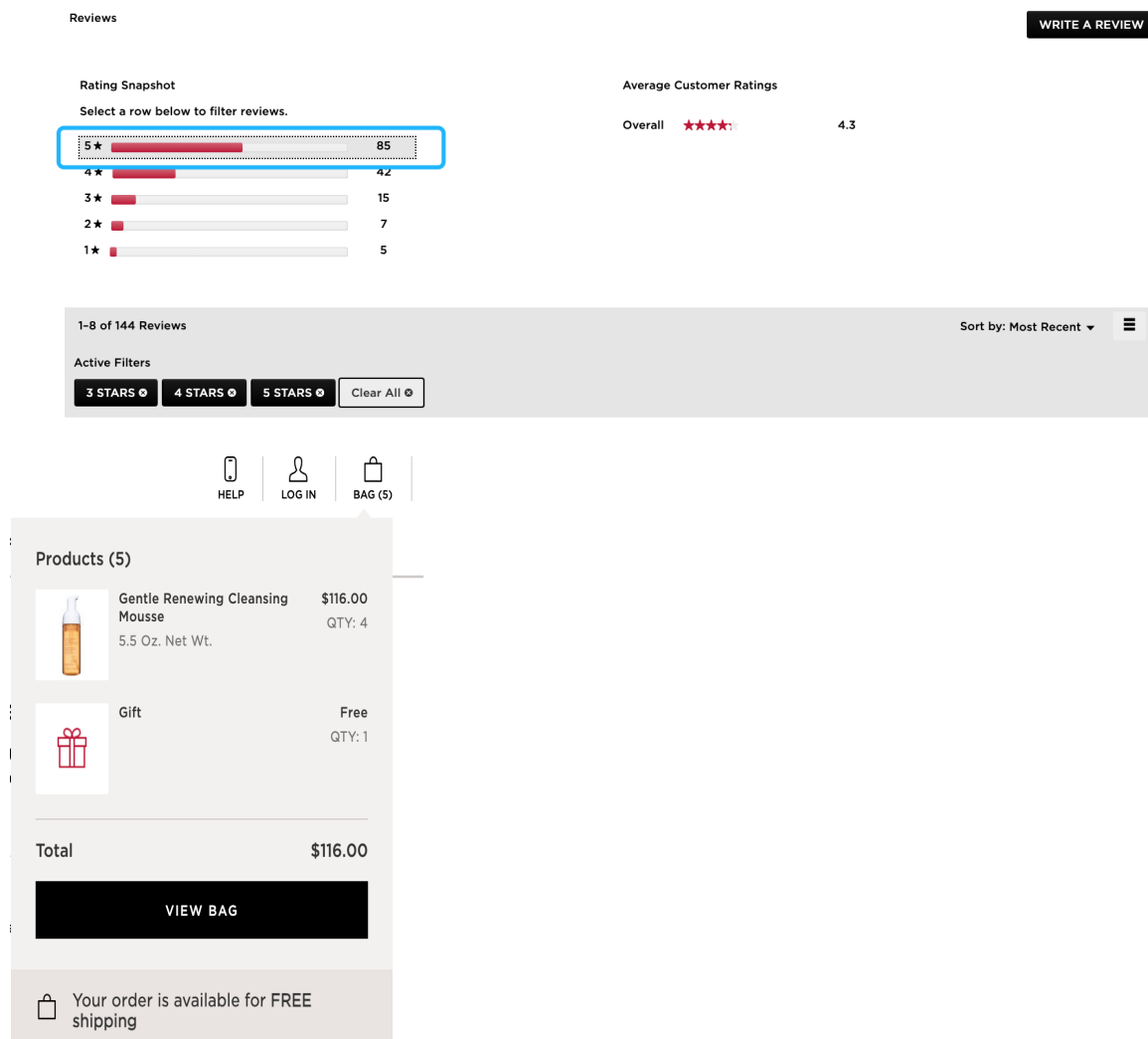
<https://www.clarinsusa.com/en/gentle-renewing-cleansing-mousse/80071909.html>

Good: They did good in the consistency of biased perception. Specifically, they use the same color and theme in different pages, which makes users feel consistent when exploring their websites. The specific screenshots are as follows below.



Bad1: they did bad in avoiding ambiguity. I expect it to show the number of total votes upon my mouse when hovering my mouse pointer or click the specific comments. However, it shows on the side of the right slide bar.

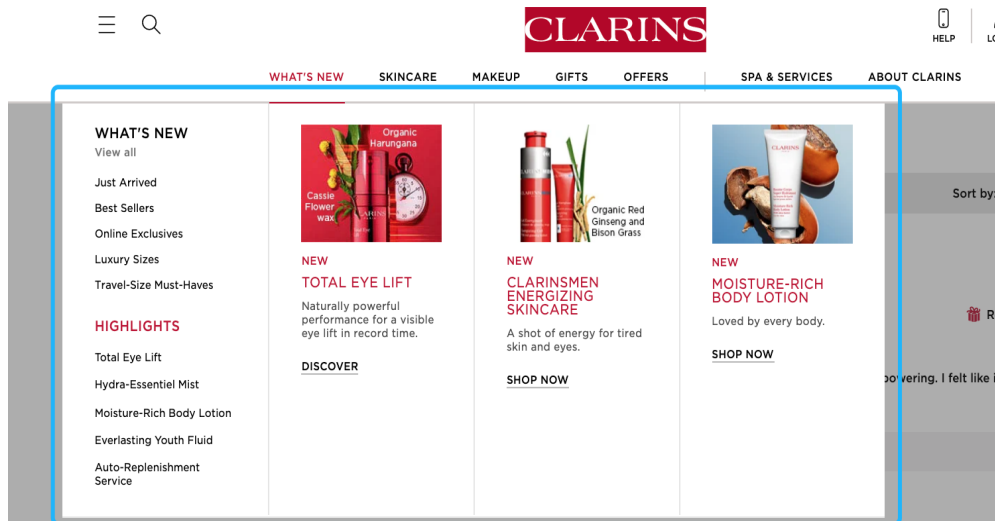
Another example is the lackness of the delete button when clicking the “add to bages” function, which is not consistent with people’s daily behavior. It shows in the second picture below.



Bad2: they did bad in the visual structure. There are tons of paragraphs to describe the product's detail. It's hard for users to grab the important information quickly. I expected they would list the bullets of the major infor of the products.



Bad 3: they did bad in the continuity of the Gestalt principles. For example, the websites show different sizes of boxes when users continue clicking the navigation bar, which will give users some kinds of sudden.





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