

# Heuristic Evaluations

Name: **Zhongmin Xie**

## **H2-1: Visibility of System Status**

Home Page and Bed Pillow Page

Your website does a really good job of keeping me informed as to what is happening in real time. I think you satisfied this heuristic really well because I'm clearly notified of when I switch pages and when I add items to my cart. Specifically on the Bed Pillow page, there are two different ways to get back to the Home page (clicking on Home and clicking on the logo). This could potentially be confused as two different actions.

## **H2-2: Match Between System and Real World**

Home Page

Your information hierarchy is really strong and structured. I think you did a good job of making sure the important items and text are displayed first. One thing I would do is to move the About tab closer to the logo, mostly because those two items are logically coupled together and are usually near each other on other sites.

## **H2-3: User Control and Freedom**

Tasseled Great Pillow page

Your design does a good job of helping users backtrack and retrace their steps. I really like your use of the pathway directory at the top of the site, showing where you are and how to get back to the previous page. I'd be curious to know how your wishlist works and how I would add and remove items from the wishlist. This could be a potential hurdle for individuals unfamiliar with the site.

## **H2-4: Consistency and Standards**

Homepage

As someone who is unfamiliar with the different types of pillow options available to me, your menu options can get a bit confusing. You address this heuristic in most other parts of your design, however one area for improvement would definitely be the tab headers.

## **H2-8: Aesthetic and Minimalist Design**

Tassled Greta Pillow page

Overall, I think you did an amazing job with your site. The color scheme matches perfectly and it looks really professional. One thing I would change is on the individual product page. It took me a while to realize that there were product details and reviews down near the bottom of the

page. I would consider pushing those above the product recommendations as consumers would care more about that information first.

**Name:** Thomas Luong

## **H2-1: Visibility of System Status**

Home Screen + Product in Cart page

Your design does a good job of keeping the user informed about what is going on and satisfies this heuristic. However, one thing I would work on is creating an actual cart page instead of just having it be a popup mouse-over action. This would solidify my need to purchase a bun.

## **H2-2: Match Between System and Real World**

Catering + Locations page

This heuristic was hard to evaluate because you used filler, lorem ipsum text. I would be more deliberate with the text that you choose and not be afraid to get creative. With the text that you did choose to use, the buttons and tabs are very logical and it's clear to me what they do.

## **H2-3: User Control and Freedom**

Products hover page

This heuristic wasn't entirely satisfied with the products mouse-over action. When my mouse hovers over the products tab on the left, the products tab appears. However, there is no way to escape from it without clicking on a specific product. I'm not sure if this was on purpose, or just because of how you chose to design the interaction in InVision, but I think it would be helpful for the user to be able to 'opt-out' of this interaction.

## **H2-4: Consistency and Standards**

Main products page

This heuristic was overall satisfied on all pages except for the products page. I think you would have benefited from choosing different images for each bun because it would help the user differentiate between the items. Currently, all the flavors have the same picture and therefore it's hard to tell what action would occur when I clicked on one of them.

## **H2-8: Aesthetic and Minimalist Design**

Original Bun page

You did a great job making sure all the information was ordered in a logical and structured hierarchy. You also did a really good job of choosing images that were all in the same color tone and worked well together. One thing that I think was a bit extraneous was the nutritional facts on each product page. This information seemed to be a bit unnecessary.