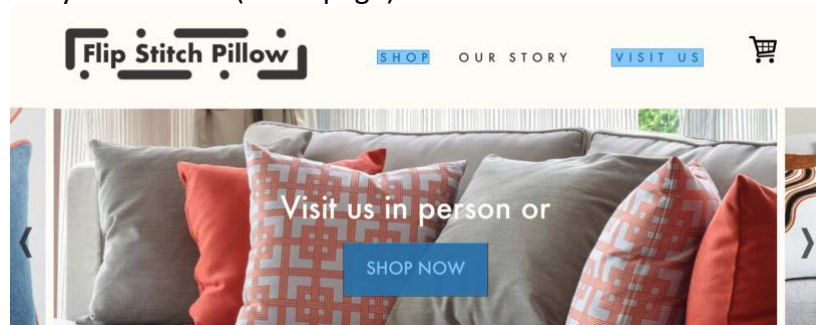# Heuristic Evaluation
By Rich Zhu
Giving Feedback To: Ariana Daly

H2-1: Visibility of System Status (Homepage)

How the website is organized can be seen clearly through the navigation bar. However, it is difficult for the user to know which page she is currently at. Perhaps this problem can be migrated by making the section bold on the navigation bar. The homepage looks like the "Visit Us" page due to the title.

H2-2: Match Between System and Real World (Visit Us Page)

The website follows real world convention very well. The navigation bar shows the pages of the site and there is the logo on the left with the shopping cart on the right. The footer displays the contact information and social media links.

H2-3: User Control and Freedom (Product Detail Page)

User can control the system easily through the navigation bar and there's the freedom to switch color of the product and add it to the cart. However, one flaw is that the user cannot delete items from the cart or adjust quantity of the item within the cart.
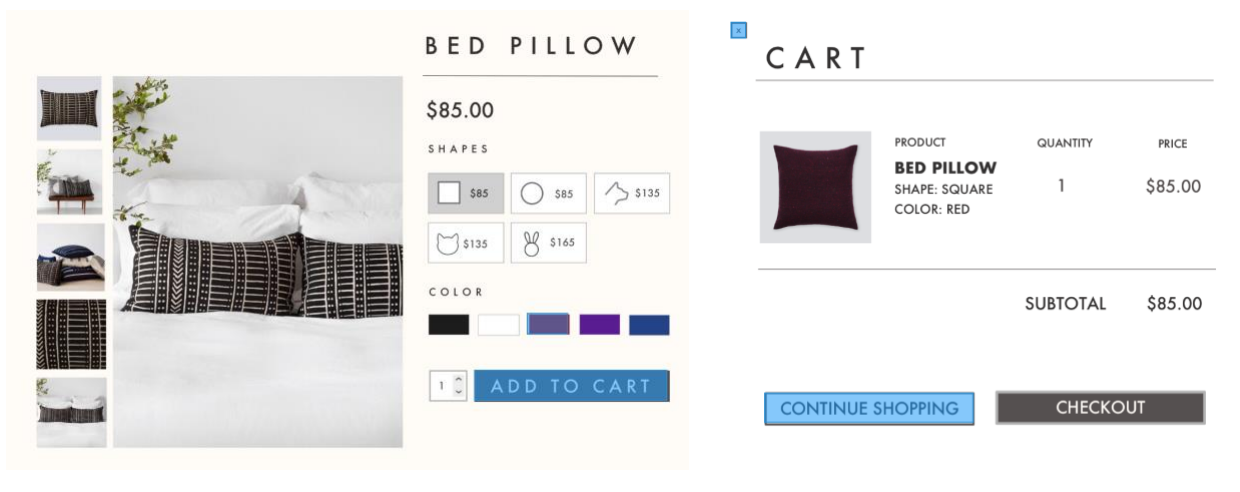
H2-4: Consistency and Standards (Shop Page)
All of the pages have a consistent design and feel. The black and white color design, grid structure, and the font are consistent across sites. One thing that is not really conventional is that the "Product Page" is called "Shop" and price is listed as a range instead of a number. Usually the lowest number will be used to encourage users to click on the product.

H2-8: Aesthetic and Minimalist Design (All Pages)
The site is visually appealing and there is no irrelevant or redundant information. Every link and image serve a purpose in the corresponding site and only useful information is displayed in each site.