This report documents the findings from usability testing of the DemoBlaze e-commerce platform. The evaluation focused on navigation, clarity, and accessibility of the system.

1. Usability Issues

|  |  |  |  |
| --- | --- | --- | --- |
| Issue ID | Description | Severity | Suggested Improvement |
| U01 | Navigation menus are cluttered and difficult to follow | Medium | Simplify product categories and restructure the navigation menu |
| U02 | No mobile optimization for small screens | High | Implement responsive design to improve mobile usability |
| U03 | Checkout process requires too many steps | Medium | Introduce a one-page checkout process to reduce user effort |

**2. Observations**

* Users found it difficult to quickly locate certain product categories.
* Mobile users reported poor readability and broken layouts.
* The multi-step checkout increased abandonment risk.

**3. Conclusion**

The identified usability issues negatively impact user experience and customer satisfaction. Addressing these improvements will enhance navigation, accessibility, and checkout efficiency, resulting in higher conversion rates and improved overall usability of the platform.