**Heuristic Evaluation Report**

Date: 25JULY21

Prepared By (team member names): Sheldon Mattson

***Evaluation***

Name of website being evaluated: Grow Own Garden by Navneet Duggal

Describe the scenario you used to focus your evaluation:

I am a novice gardener who is trying to go full organic. I am just starting a rather large garden, to both grow food and for aesthetics, and need to buy a lot of plant seeds.

**Problem #1**

Adjusting cart quantity

Insert print screen, location of problem:

Graphical user interface, application

Description automatically generated

Added a large quantity of a single plant seed but found a different one I like more. Only see increase and decrease arrows which may take a while to remove all (lets say ~20).

Name of heuristic: Flexibility and Efficiency of Use, Consistency and Standards

Reason for reporting negative or positive: Negative- Up and down arrows while useful can take longer or (seem to) and may appear less user friendly depending on the quantity to change

Scope of problem: Not sure what to put here, but mostly on the “Shopping Cart” page or any shopping cart drop downs that may be implemented as shortcuts

Severity of problem (high/medium/low): Low

Justification for severity rating: It is more of a usability shortcut as the methods used now are also part of todays standards and get the job done. Also not sure how often a user may buy a lot considering packages should contain multiple seeds

Suggestions to fix: Place an “X” for deletion of items in cart next to quantity, highlight quantity number to infer ability to type

Possible trade-offs (why fix might not work): Can not think of any as the changes are pretty standard

**Problem #2**

Errors with items in cart or on site

Insert print screen, location of problem:

Graphical user interface, application

Description automatically generated

Name of heuristic: Help and Documentation, Recognition rather than Recall

Reason for reporting negative or positive: Negative- Users need some way to contact and the site being organic needs an about page to explain itself and validate its organic labeling

Scope of problem: Large- can be addressed on almost all pages depending on how it is addressed

Severity of problem (high/medium/low): High

Justification for severity rating: If there is an issue users need to know what to do or who to contact. Alternatively, if they have any questions how to contact.

Suggestions to fix: Add some quick contact information on the shopping cart page and at the bottom of all pages. Add an About/Contact page and tab with all relevant information and a contact form

Possible trade-offs (why fix might not work): Might affect site performance or visual layouts, depending on how fixes are applied.

Some other suggestions that I was not sure about where they fit in the heuristic list:

* Use of Summer and Cold as opposed to Summer and Winter or Cold and Warm/Hot in Vegetables and Fruits
  + Users tend to understand what is meant by summer but using seasons for one and an adjective for another does not keep consistency
  + Choose a word scheme to follow
* No About or Contact page or information that I can see
  + A user will not know how to contact for questions or concerns
  + As it is an organic site need to be able to explain and verify organic authenticity and provide validation
  + Either include info at the bottom of pages or add tabs of relevant information
  + Add contact form
* Account to keep track of purchases and saved plants
  + Keep track of purchases and info outside of emails
  + Keep track of which plants have been bought before
  + Seed wishlist
  + Provide a login and account feature with the previously mentioned abilities