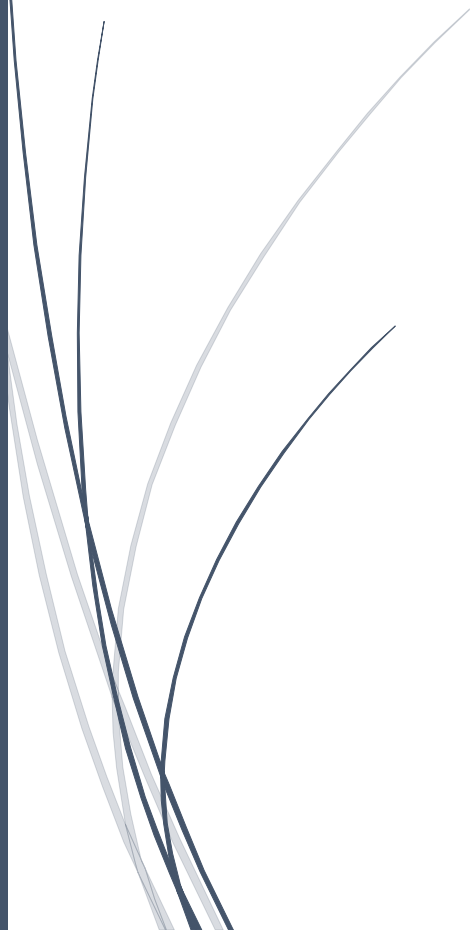




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UX Feedback report

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Introduction

Nowadays almost every business has its website which means a lot of websites. The problem here is that not every website is developed in a friendly way for the end-user. This is a big existing problem, because your business may sell the best products, but if the user is not satisfied with the interaction with your site, he would prefer to barely use it or to not even visit it.

To prevent this, I will follow the 10 Heuristic Principles and reputedly ask different users for their feedback. This will ensure the stakeholders that the application is user-friendly and will create a positive interaction with every user using it.

What are 10 Heuristic Principles

A heuristic evaluation is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles.

1. Visibility of system status

- **What is**

The system should always keep users informed about the current state and actions through appropriate visual cues and feedback within a reasonable time.

- **In this project**

The only place where the user will have to wait in this web application is when the product images are showing. The maximum wait time is 2 seconds which does not require a loading screen. If the time increase or the user is not satisfied with the waiting, a loading screen will be included.

2. Match between system and the real world

- **What is**

The system should speak the users' language, with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

- **In this project**

I am aiming to follow this principle as much as possible. It's important because it is improving the user experience.

Examples in this software's design:



3. User control and freedom

- **What is**

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

- **In this project**

This is not an issue with this project, because there are no places where the user is forced to do anything. The user can freely explore the products on the website without interruption.

4. Error prevention

- **What is**

Even better than good error messages is a careful design that prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

- **In this project**

Problems may occur anytime which is a normal thing. For example, if the user's internet stops the browser will alert him. If the backend is not working the user will receive an alert "There is a problem with the server, please try again later".

Also, if the user forgets to input a field in a form he will be kindly asked to do so.

5. Help users recognize, diagnose, and recover from errors

- **What is**

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

- **In this project**

I found a problem with the design from this principle. When the user is creating an order, he should be asked if he is sure about it. Also, when the employee is confirming the shipped order. In these cases, the user should be asked if he is sure about this decision because he could probably miss-clicked the button.

6. Consistency and standards

- **What is**

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

- **In this project**

While implementing the frontend I tried to be consistent and to follow the standards of placing the different components. An example is the navigation bar:



7. Recognition rather than recall

- **What is**

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

- **In this project**

The user is not required to manually input anything else than his personal information. If in the future the software gains a search bar, auto-filling with existing products will be a good additional feature.

8. Flexibility and efficiency of use

- **What is**

Accelerators --unseen by the novice user --may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- **In this project**

All functionalities are easily accessible in the header. This helps for fast and easy access to every part of the website. Also, the footer contains a map of the site which helps the user with navigating throughout the pages.

9. Aesthetic and minimalist design

- **What is**

Dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

- **In this project**

The user is not loaded with a lot of information. The products have a short description because of this principle. The aim of designing this website is always "simple and efficient".

10. Help and Documentation

- **What is**

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

- **In this project**

When the user is logging in and registering, he gets a placeholder for the username and the email. Also, when the user is changing personal information, he can see his current data which helps him for example to not write his new email where he should write his name

UX Feedback report

Introduction

Asking user for feedback can help identify what is done right, what is wrong, and what areas in the product has to be improved.

I showed 2 persons this website. They were told to create an order and find the dashboard with the most sold products and tell me the most sold one. After their interaction with the website, they had to give feedback about their experience and ask what they would like to be improved.

Person 1:

Who is she?

"I am a woman, 22 years old. I am working as a hairdresser. In my free time, I love to watch series and walk in the local park. Also, shopping is my passion."

Did she manage to find the most sold product?

Yes, when I told her to find the diagram with the most sold products and to tell me the most sold one, she easily found the menu, clicked Dashboard products, and told me which product was sold the most.

Her feedback

"The website is really attractive and easy to use. I like the pictures and the animations a lot. The only thing I didn't like is the message box that confirms the product was added and when creating the order, the same message box came on of the top of my screen. "

What can be improved

"I would love to see more information about the company itself and the popping messages to be more designed."

Person 2:

Who is he?

"My name is Jordan Ivanov. I am 27 years old from Varna, Bulgaria. I am a student, last year and in my free time I enjoy playing football and walking my dog in the local dog park."

Did he manage to find the most sold product?

Yes. After he logged in as admin the first thing he did to find the dashboard, was to look in the header. From there he found the drop-down menu and in 5 seconds he said which was the most sold product.

His feedback

"I liked the design. It's a good design for people that want to buy cakes. The colors make you feel welcome on the website. I like the scrolling animation. The mobile view is properly displayed."

What can be improved

"The admin controls could probably be displayed better. The popup for adding a product to the basket could be displayed with a custom popup."

Conclusions

The feedback from the people was positive. They both liked the design and said nice things about the colors and the shapes. The only thing they want to be improved is the message popup. In the application, I use a basic alerting system to notify the user of his actions. To fix this, I will design a new user-friendly way of notifying the user for actions like "The product was added to your cart" and after this issue is fixed the website will be shown to new people to hear their feedback.

References:

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<https://www.uxness.in/2015/02/10-heuristic-principles-jakob-nielsens.html>