

1. Visibility of system status

The page keeps the users informed as we know where we are because we have a navbar on the top of the screen. It shows the current page as a separate color from the rest of the nav. There also always is a large chunk of text that either describes the view or is a slogan that implies that the view is. Like icons that show that you have liked an existing recipe.

2. Match between system and the real world

It succeeds as it includes common lingo used on the internet that many users and people can understand, (Home, Store, Search, Friends, etc) It also appears in a logical order, the nav is at the top and is sticky. Additionally, photos provide a better frame of reference as they are most likely familiar to social media.

3. User control and freedom

Yes has features to undo/go back through menus such as [x] and the name as a home button. It is common for the name or icon of the software/thing is a button to go home.

4. Consistency and standards

The navbar has clear and distinct icons, which allows for clarity in the design. It also has distinct words for each nav section, this gets rid of potential confusion from overlapping titles. The app follows platform conventions as the navbar is at the top of the page. The search bar is not hidden. Icons are recognizable. Small issue with lack of background for second social media post.

5. Error prevention

It is achieved as there are no ways for users to delete important information.

6. Recognition rather than recall

Options are visible on the page. Users do not have to remember the page they're on, due to the navbar. The users don't have to remember the food they want to make. The pictures on the page make it clear as to the food the user is cooking. The icon UI clearly indicates options the user has to search data on the site.

7. Flexibility and efficiency of use

Users that already know what recipe they are looking for can easily search for the recipe directly whereas the inexperienced would spend more time exploring other recipes.

8. Aesthetic and minimalist design

The design is clear and minimal. One aspect of good design is “Less is more”, the website demonstrates this through having integral and vital features on the page. The page is not bloated and only carries relevant information. The color palette is clean, and does not have issues with accessibility; however, the bright yellow and black create very large contrast differences: this is not an accessibility issue, but subjectively, can make the platform slightly utilitarian and jarring. View button may be unnecessary as possibly the view could be opened by clicking it, similar to social media.

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

Could add messages or alerts when the search returns no recipe as a way to help users recognize the issue of it not existing. There are no visible errors and the website is free of major error messages.

10. Help and documentation

The platform is clearly laid out and doesn't require a tutorial to use. Extra explanation is not needed to use the platform. A link to the blog is provided below and Get help.