

HEURISTICS EVALUATION

Product Name: SAMS CLUB, MEXICO
Date of Evaluation: Aug 5, 2020
Evaluated by: Abhijeet Singh
Type of Evaluation: Heuristic Evaluation
Build No.: N.A

Heuristic Evaluation Technique

The Heuristic Evaluation usability method was used to produce the findings summarized in this report. According to renowned usability expert Jakob Nielsen, a “heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the ‘heuristics’)” (How to conduct a heuristic evaluation). Commonly referred to as a “discount” usability technique (Nielsen, 1993, p. 160), this method allows evaluators to discover possible usability problems in a product or application in a single afternoon. Later, more expensive and extensive user testing can investigate the usability problems identified through heuristic evaluation. When conducting a heuristic evaluation, evaluators compare a pre-defined set of specific usability principles with a product or website interface while attempting to accomplish actual system tasks. Evaluators may either work individually, combining findings later, or they may perform the evaluation at the same time with each individual focusing on several different heuristics. Heuristics are also accompanied by severity rating for better definition of issues.

Heuristics

1	Visibility of System Status
2	Match Between System And Real World
3	User control and freedom
4	Consistency and standards
5	Error Prevention
6	Recognition rather than recall
7	Flexibility and efficiency of use
8	Aesthetic and minimalistic design
9	Help user recognize, diagnose and recover from errors
10	Help and documentation

Issue Prioritization.

To prioritize the problems, the problems have been estimated on the severity of usability problem. The tables below define the severity and ease of fix rating systems applied. Severity ranks are based on those defined by Jakob Nielsen ([Severity ratings for usability problems](#)).

0	I don't agree that this is a usability problem at all.
1	Cosmetic problem only: need not be fixed unless extra time is available on project.
2	Minor usability problem: fixing this should be given low priority.
3	Major usability problem: important to fix, so should be given high priority.
4	Usability catastrophe: imperative to fix this before the product can be released.

The severity rating of the problem is based upon the chart above. The severity rating has been given based upon the frequency of evaluator's comments and Usability Experts inputs. The rating for all review comment is written at the end of review comment, in bold.

Evaluation Scenario:

In This Evaluation, we will be evaluating the Product Listing Page and Product Description page of Sams Club, Mexico. Specifically, we will be evaluating the following two urls

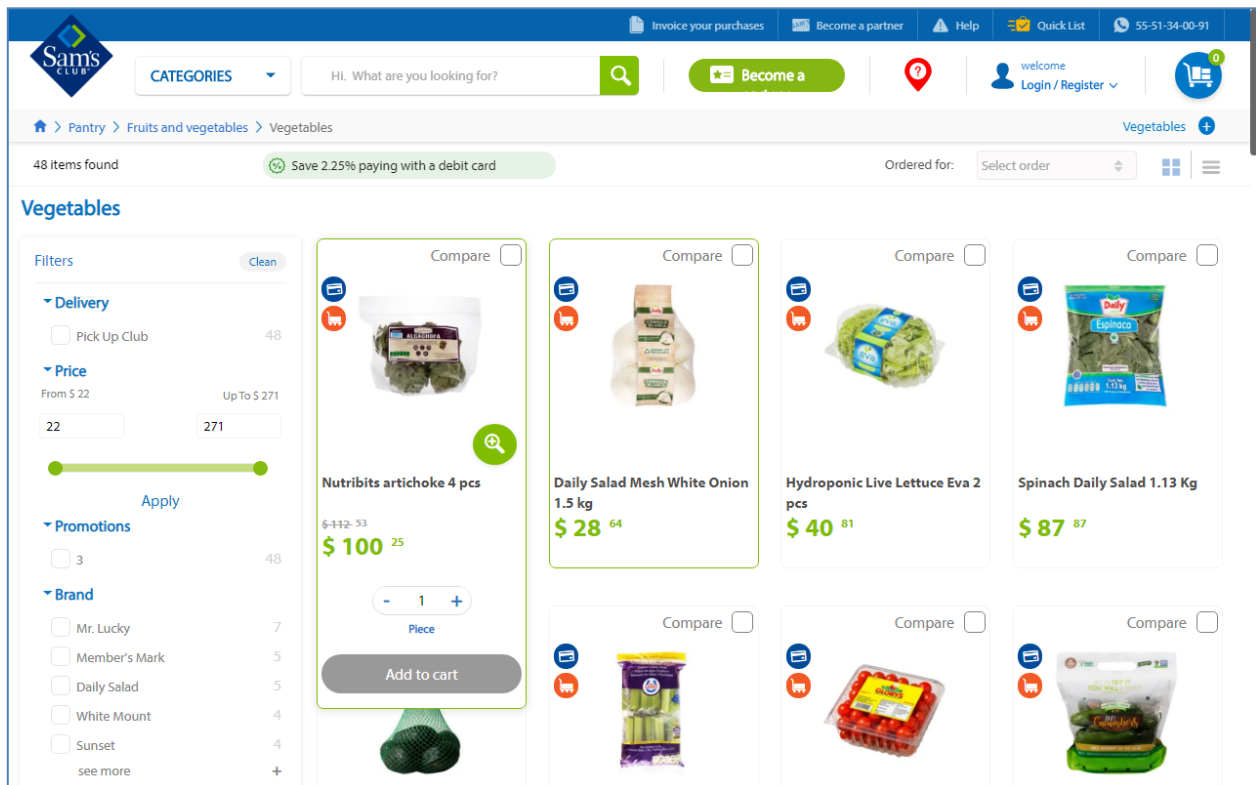
Product Listing Page

https://www.sams.com.mx/alimentos-y-bebidas/frutas-y-verduras/verduras/_/N-93c

Product Details Page

<https://www.sams.com.mx/refrigerados/aguacate-hass-malla-1kg/000317113>

HEURISTIC EVALUATION: PRODUCT LISTING PAGE



Aesthetic and Minimalist Design

Design is over loaded with color, typography and multiple font sizes. That makes page look bloated and ugly. Bold font is used way too often. Too many colors used on the Product Listing Page. This kind of design decision puts too much cognitive load on the user, hence adding to fatigue. Also user finds it difficult to process the information fasted.

Severity Rating: 2

Aesthetic and Minimalist Design

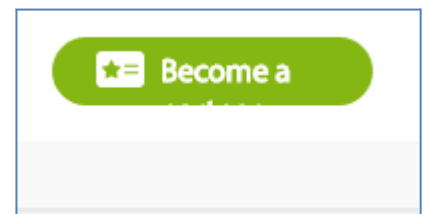
Compare is not a useful feature when it comes to product like fruits and vegetable. Compare should be specifically for products belonging to categories like Electronic gadgets, Electrical Appliances, Sports etc, This is incorrect functionality that is being provided to the user.

Severity Rating: 2

Aesthetic and Minimalist Design

The green 'Become a Partner' button on the Top bar is breaking. The Text is over flowing and the word Partner is invisible.

Severity Rating: 3



Aesthetic and Minimalist Design

In the filter panel, I can select Min Price and Max Price to be the same. This should not be allowed.

Severity Rating: 3

Vegetables

Filters Clean

Price

From \$ 22 Up To \$ 271

203 203

Apply

PRODUCT LISTING PAGE: PLP CARD

Visibility of system status

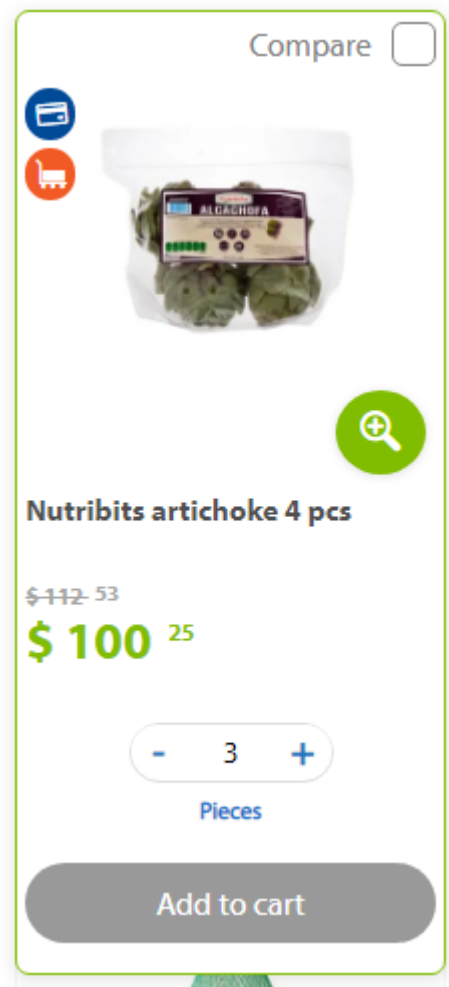
I selected 3 pieces of Nutribits artichoke 4 pcs and wanted to add to the cart. But the 'Add to Cart' button never got active. I do not see any out-of-stock or any other message that could inform me why I am not able to add the product to my cart. This leaves the user confused and wondering what's wrong.

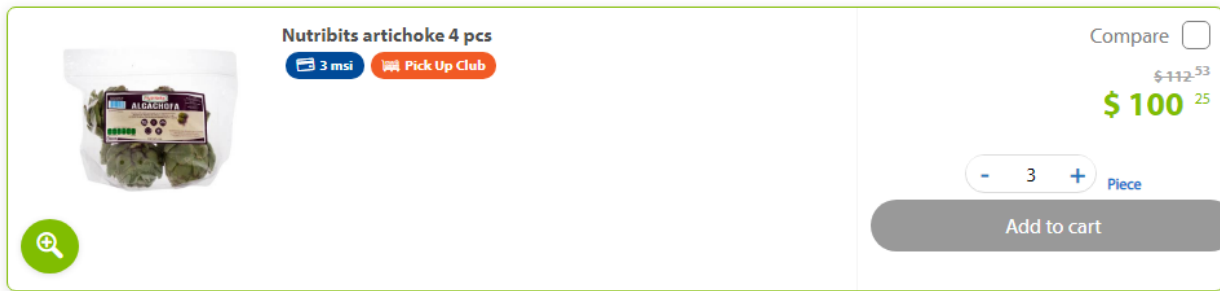
Severity Rating: 2

Aesthetic and Minimalist Design

Zoom icon, ideally is used to show a zoom view for an object. However in this case it is being used to denote preview. The usage of the icon is incorrect and should be immediately replaced. It leaves the user confused. User would never be able to guess the usage of the icon.

Severity Rating: 2





Aesthetic and Minimalist Design

Elements on the PLP card are spread out unevenly. There is no proper margin, padding, spacing or alignment among the elements.

Severity Rating: 2

User control and freedom

The User would expect the system to respond when he clicks on the red 'Pick up Club' button. However, nothing happens when that button is clicked. The button should respond to user actions to help the user progress.

Severity Rating: 4

User control and freedom

When the User clicks on the blue '3msi' button, nothing happens. The button should respond to user action and should help the user progress.

Severity Rating: 4

Aesthetic and Minimalist Design

'Add to Cart' button is out of the container in the List view. Attached below is the screen capture.

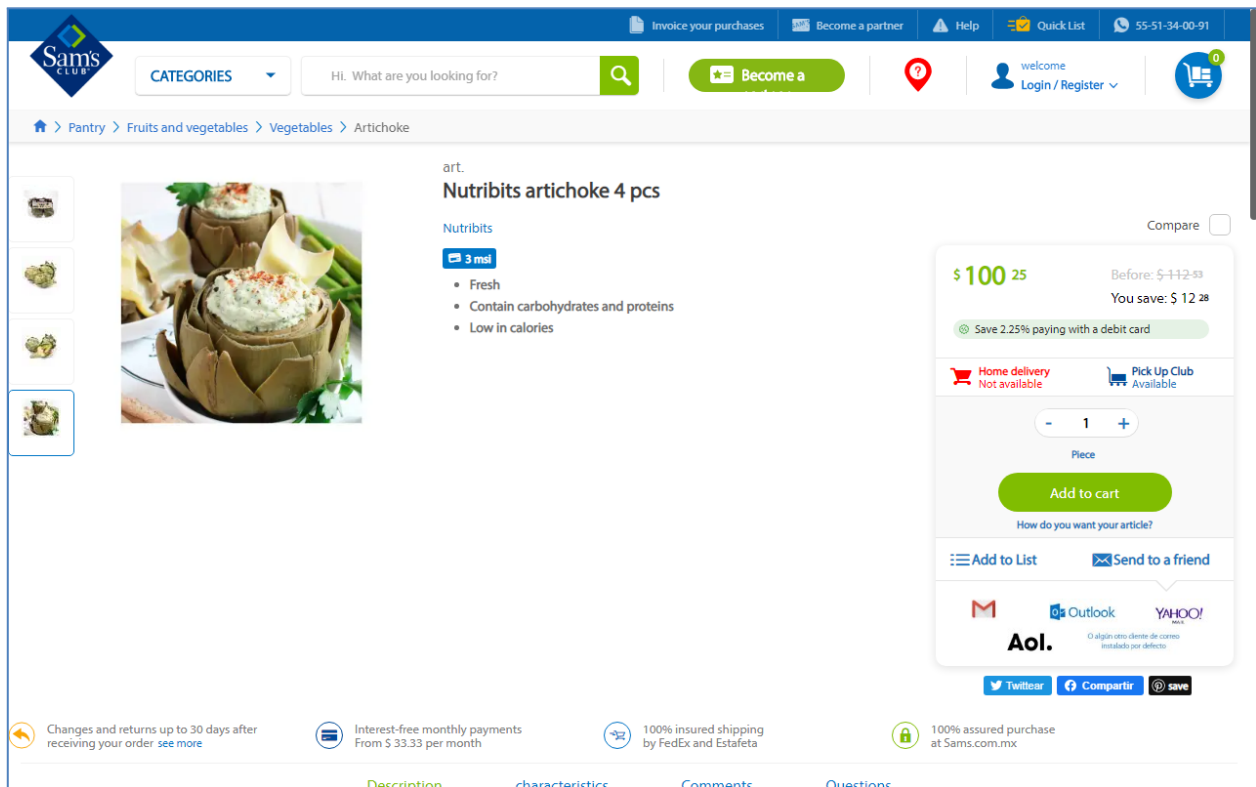
Severity Rating: 2

Aesthetic and Minimalist Design

Too many colors, too much whitespace, elements not aligned for better Navigation and scanning. The way in which PDP page is designed, it crates too much of cognitive load on the user.

Severity Rating: 2

HEURISTIC EVALUATION: PRODUCT DESCRIPTION PAGE



Flexibility and efficiency of use

First screen full of PDP is a wasted opportunity. Too much blank space is left around. Cross sell and up sell should have been optimized.

Severity Rating: 2

Aesthetic and Minimalist Design

Too many colors, too much whitespace, elements not aligned for better Navigation and scanning. This is the most important block for the user to make buy decision. This design is confusing and discouraging the user.

Severity Rating: 3

Flexibility and efficiency of use

Clicking on 'Add to List' navigates the user out of the PDP page and there is no mechanism to come back. This is a Usability Catastrophe. Its discouraging the user for buying.

Severity Rating: 3

Aesthetic and Minimalist Design

'Send to a friend' is very web 1.0. Also, the icons are not aligned properly. There is no mouseover event on the icons.

Severity Rating: 2

Aesthetic and Minimalist Design

Social share icons are very un prominent, and has just 3 social share. Users should strongly encouraged to share the precut on social media. For that social share options should be positioned appropriately and highlighted.

Severity Rating: 2

TOTOL RECOMMENDATIONS	16
Severity 4	2
Severity 3	4
Severity 2	10
Severity 1	0
Severity 0	0