HEURISTIC EVALUATION

CONCERN	HEURISTIC VIOLATED	SEVERITY
Too many items in Navigation bar	Aesthetics and Minimalist Design	2
Poor navigation; Coupon Advertisements in Hero Image Take up Majority of Landing Page	Recognition Rather then Recall; Aesthetics and Minimalist Design	2
Cluttered, overwhelming Design	Aesthetics and Minimalist Design; Consistency and Standards	1
A tab for both Log In And Account	Consistency and Standards; Recognition rather than Recall; Flexibility and Efficiency of Use	2
No indicator of Location When in Account, Wishlist, Or Log In pages	Visibility of System Status; Consistency and Standards; Error Prevention	2
Option to Add To Cart Right Underneath Image Before reading details	Flexibility and Efficiency of Use	0
May cancel items in cart With drop down From Cart Icon	User Control and Freedom	0
Asks to create account Before Proceeding to Checkout (with red asterisks)	Flexibility and Efficiency of Use; Match Between System and the Real World; Consistency and Standards	3
Checkout is a total of 7 steps	Flexibility and Efficiency of Use; Help and Documentation	3
Does not save card information For future orders	Flexibility and Efficiency of Use	2
Option to sort relevant items by POSITION; confusing Language	Match Between System and the Real World; Help and Documentation	2

0 = Not a usability problem
1 = Cosmetic problem only
2 = Minor usability problem; fixing this should be given low priority
3 = Major usability problem; important to fix, high priority
4 = Usability catastrophe; must be fixed before product can be released