








Heuristic Evaluation
(indicate high with green and low with red)

Competitor	Learnability	Efficiency	Memorability	Error Management	Satisfaction
 Glossier.	5	3	5	3	5
	5	4	5	5	4
	3	2	2	5	2

Key: 1 = low, 5 = high

Competitor	Home page ☆	Navigation	New Products	Product Reviews	Product Details
 Glossier. Glossier	¹ Nice use of large, clean photos. Features new products with "shop now," popular items, real people's skincare routines, and "shop all" section.	Some categories unclear. Fairly quick to go from home-products-product page-checkout. ² Checkout screen automatically pops up when new item added.	Assumed that images presented at top of homepage are new products. Otherwise, no section or category for it.	"Read reviews" link available next to product image. Link was broken!	⁶ Extremely detailed. Includes product description, "good to know," ingredients, & detailed "how to use."
philosophy [®] Philosophy	Features best sellers carousel at top, "just arrived" carousel, and Instagram photos.	³ User's actions are tracked by progress indicator. 10 categories are overwhelming, though.	"Just Arrived" section on homepage.	Clean, organized, clear for every product.	Detailed. Includes "what it does," "how to use," & "key ingredients."
 Burt's Bees	Large banner with skincare promotion, environmental campaign banner, seasonal products, beauty, and Instagram photos.	Category breadth and depth overwhelming. Have to navigate to separate screen to checkout.	"What's New" is its own category.	⁵ Includes helpful info of the reviewer, like skin type, age, and photos.	Less detailed, but sufficient. "Benefits and claims," "how to use," and "key ingredients."
 Urban Outfitters	A bit overwhelming, a lot going on. Includes offers, new collections, back in stock, most popular.	Clear and unobtrusive labels. Large, eye-catching photos. "Quick shop" useful for busy customers.	⁴ Featured front & center on homepage. Available as a subcategory for every main category.	Clean and efficient. Includes "yes/no I recommend" for quick opinions.	Heavy on text, few photos. Includes details, how to use, content & care, and size.
 Citizen Supply	Clean and organized. Features "Limited Edition" items, favorite items, Instagram carousel, and Newsletter sign-up form.	Very clear and minimal.	New items are marked "new," but it's not its own category.	Straightforward. Found at the bottom of product detail page.	Minimal, effective. Price found at top. Large product images displayed as a carousel.

Competitor	Suggested Products	Social Media	About the brand	Shipping & Returns transparency
 Glossier.	"You may also like"	⁷ On product page, features real customers sharing their routine that includes that specific product.	"Feeling like Glossier" label confusing. Story focuses on the customers and their stories, doesn't include company information.	"\$6 away from free shipping." Has autofill, clearly indicates price of shipping. Must send email for returns.
	"Complete your regimen" & "you may also like"	Includes photos from Instagram that use the hashtag #lovephilosophy.	"Our purpose." includes heritage and campaigns.	**"Shipping info" and "returns & exchanges" links on footer. "Return instructions" are easy and concise.
	"Frequently bought together"	Community is not emphasized, but bottom of the homepage includes instagram photos.	"About us." Extremely detailed from sourcing to ingredients to founders' story.	"Shipping info" on footer. Returns info nowhere on site.
Urban Outfitters	"Shop this look," "similar products," and "shop related items" with "add to bag" button nearby.	Not prioritized. "Follow us" with linked socials on footer.	Not prioritized. "About UO" paragraph on bottom of homepage.	⁸ Very transparent. Details found on every product detail page even before checkout.
Citizen Supply	"Related"	Instagram carousel found on homepage. Direct link on footer of every page.	Highly prioritized--this is the first category on the menu. Includes mission, founder, and team.	"Shipping & taxes are calculated at checkout"

Green: pos insight for user

Red: Neg insight for user

◇: Business PoV

◆: Persona PoV

Competitor	Learnability	Efficiency	Memorability	Error Management	Satisfaction
 Glossier. Glossier	4	3	4	3	5
philosophy® Philosophy	5	4	3	3	4
 Burt's Bees	2	3	3	3	3
 Urban Outfitters	3	4	5	4	4
 Citizen Supply	4	4	3	3	5

Notes:

- Learnability:
 - UO (4): They apply several conventions from other sites that users would be familiar with. JK TOO MUCH GOING ON
 - Also has a new feature that is not conventional known as UO Rewards. But users can easily learn how to use with a “how to earn” button.
 - Remains consistent on every page on how to add items to cart.
 - Burt's Bees (2): Has too many categories, which hinders the user in finding exactly what they need. Breadth of 13 categories, depth of at least 12.
- Efficiency

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- Memorability
- Error Management
- Satisfaction:
 - Citizen Supply (5)
 - Emphasis on business-customer relationship
 - In just one screen (show screenshot), have two pleasant surprises
 - Language: "friend"
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