

Heuristic Evaluations

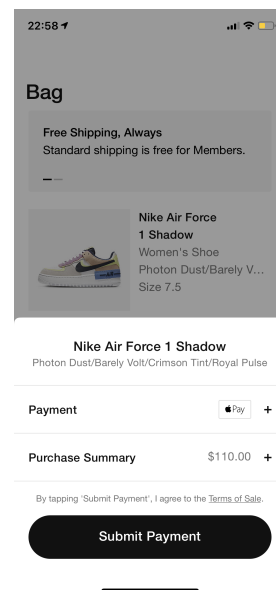
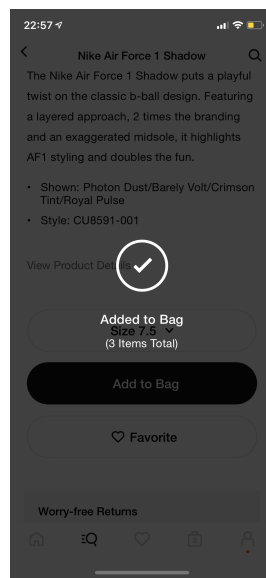
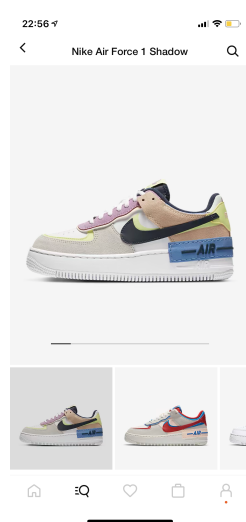
The problem I set out to solve for my capstone is how to increase online apparel retail in users who have a strong preference for in-store shopping. For the heuristic evaluations I picked 3 of the popular shopping apps, Nike, Asos, and Sephora. I will be evaluating these apps based on **visibility of system status, recognition rather than recall, and aesthetic and minimalist design**. The three usability heuristics play major parts in attracting users to stay engaged and shop within the retail apps.

Nike:

A leading sportswear brand and world's largest apparel and athletic shoes supplier.

Visibility of system status

Rating: 4/5



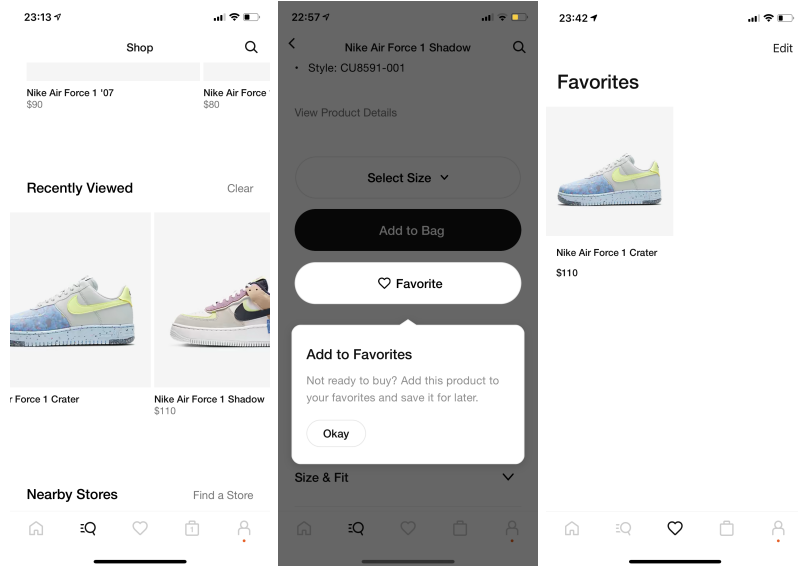
Clear indication of status bar under product photo, suggesting there are more photos to be viewed.

Simple status confirmation page after items have been added to cart.

Nike has opted for the quick check out process where apps will pull all necessary information from Apple pay or any easy pay options. It is to be understood by all users that after the submit button, the check out process is finished. You can also click on the "+" button to review order details. However, if one were to not use Apple Pay, they will manually enter shipping and payment information. Which doesn't necessarily show status for.

Recognition rather than recall

Rating: 3/5

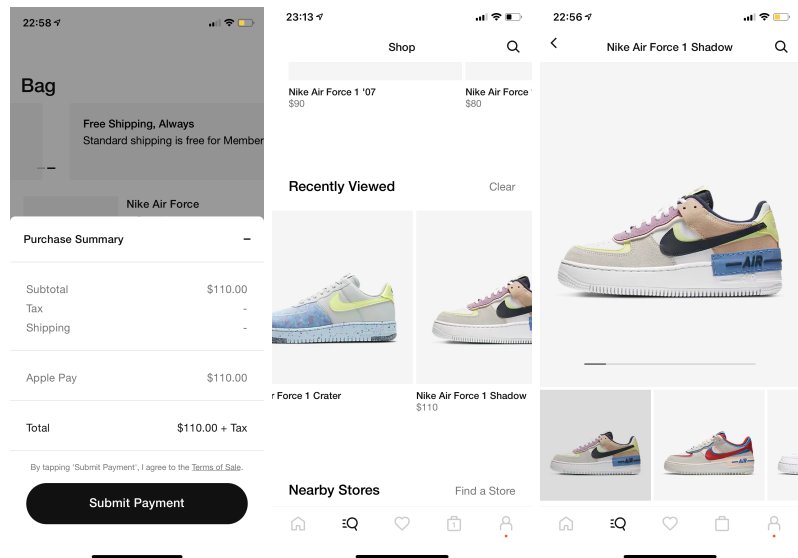


Location for the “Recently viewed” section is at the bottom of the shopping page. This should be kept on the home screen or further up on the page. It will remind the user about her/his last searches and items needed to buy. This type of approach will effectively reduce the use of the user's memory. As well as reduce the time looking for this section in the app.

Users also have the choice of clicking the heart button on the product page to save the item for future reference. “Favorite” page is easily accessible.

Aesthetic and minimalist design

Rating: 5/5



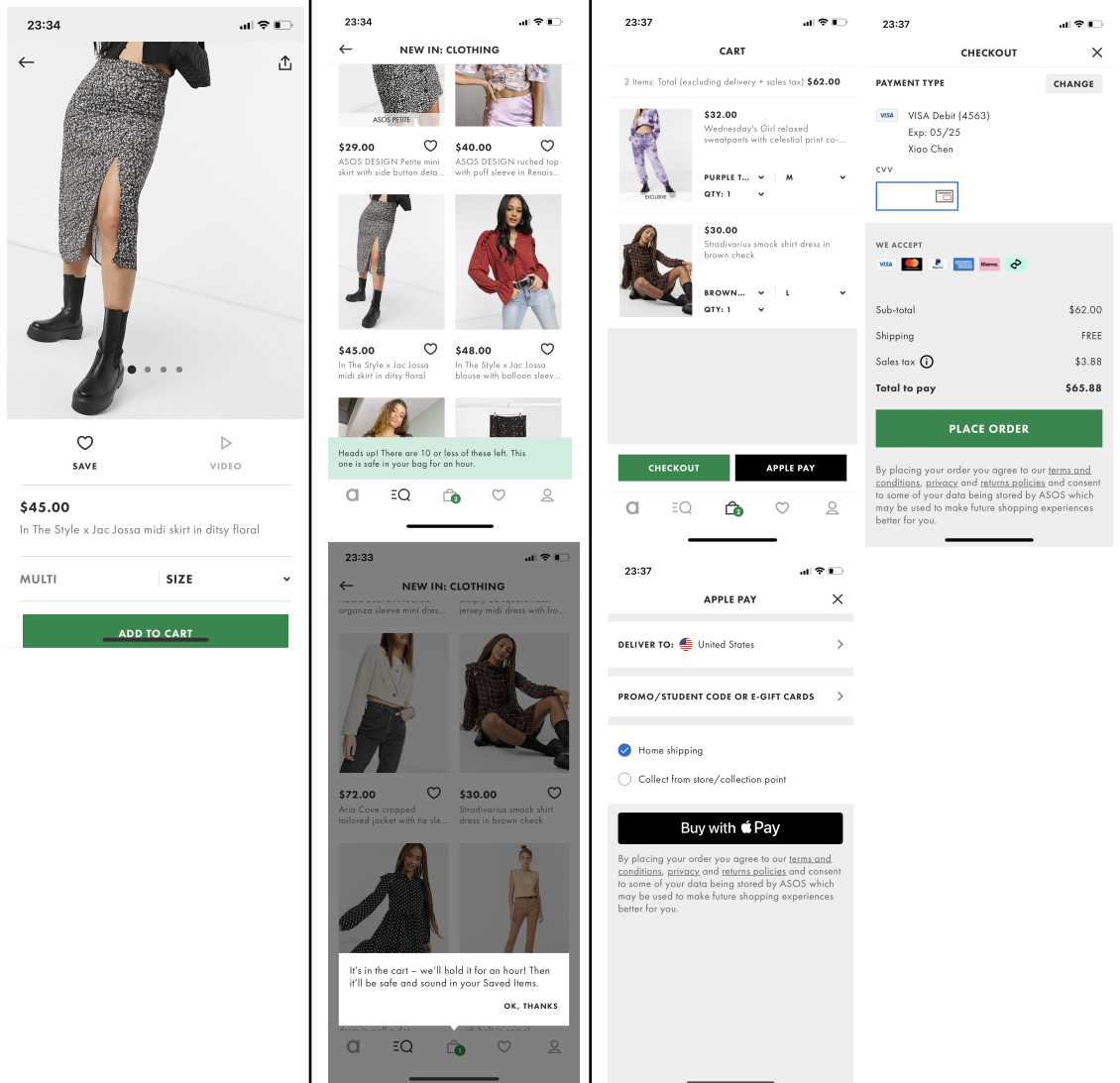
Minimal interface design with sophisticated solar palette (black, grey, white). The design of the app does not distract attention away from the products and helps the products speak louder. All data given within the app are relevant and no unwanted information.

Asos:

One of the largest online retailers that carry over 850 brands, as well as their own private label. Asos's mission is to provide over 30 different sizes and keep prices at an affordable rate. Their main marketing strategy is inclusivity and body positivity.

Visibility of system status

Rating: 5/5



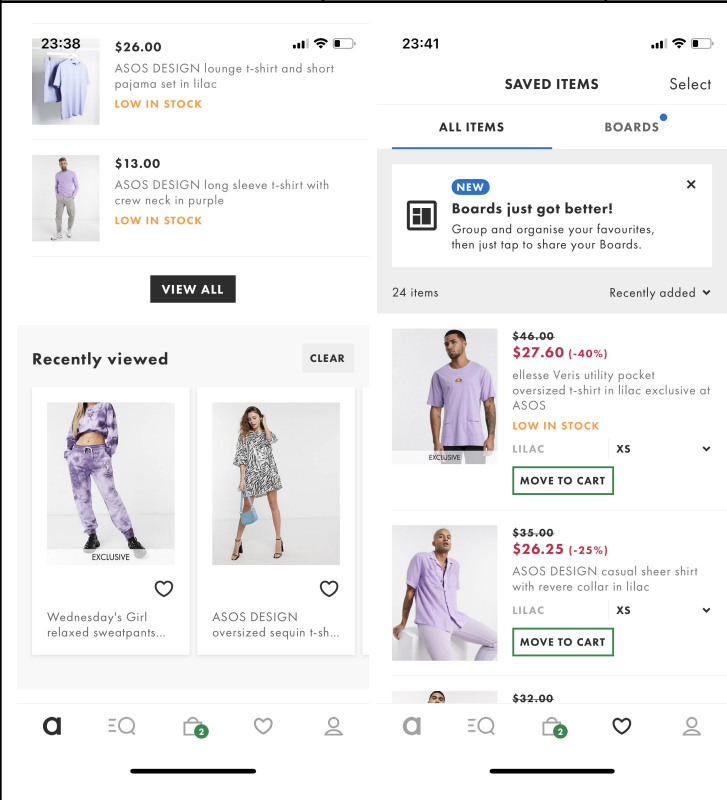
Clear indication of status bar under product photo, suggesting there are more photos to be viewed.

Simple status confirmation page after items have been added to cart.

Confirmation notification also

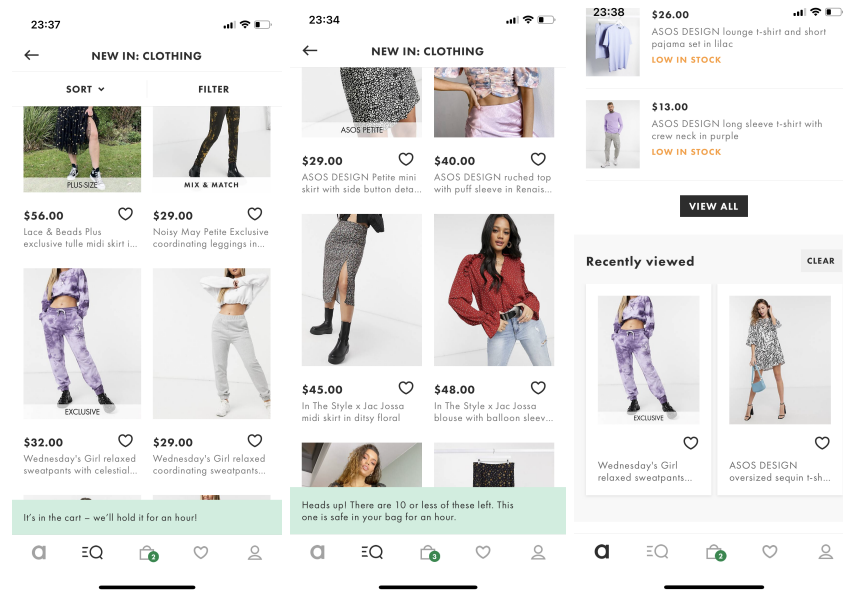
Asos gives users a choice in cart if they'd like to check out regularly or use Apple Pay, where apps will pull all necessary information from Apple pay or any easy pay options. It is to be understood by all users that after the submit button, the check out process is finished. If selected regular check out, all required information is to be filled out

		will indicate how long the app will hold an item in cart, and or will give a heads up when the item is low in stock.	in one page. Place order button is at the end of the page after scrolling.
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Recognition rather than recall Rating: 3/5		“Recently Viewed” at bottom of home page. This should be kept on the home screen or further up on the page. It will remind the user about her/his last searches and items needed to buy. This type of approach will effectively reduce the use of the user's memory. As well as reduce the time looking for this section in the app. Users also have the choice of clicking the heart button on the product page to save the item for future reference. “Favorite” page is easily accessible.
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Aesthetic and minimalist design

Rating: 5/5



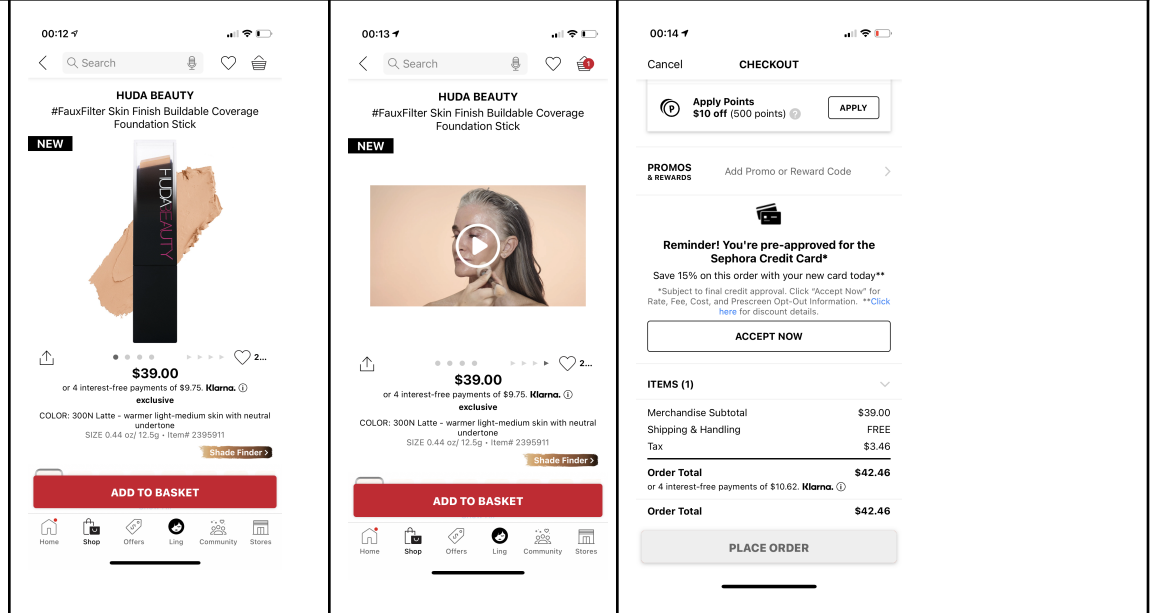
Minimal interface design with sophisticated solar palette (black, grey, white). The design of the app does not distract attention away from the products and helps the products speak louder. All data given within the app are relevant and no unwanted information.

Sephora:

Beauty product retailer featuring nearly 3000 brands. The reason Sephora was chosen as one of the competitors is that they have a strong community of users that provides great feedback on products, and information being presented for beauty products have to be corrected for different skin complexions and skin types (compared to different body sizes in apparel).

Visibility of system status

Rating: 4/5



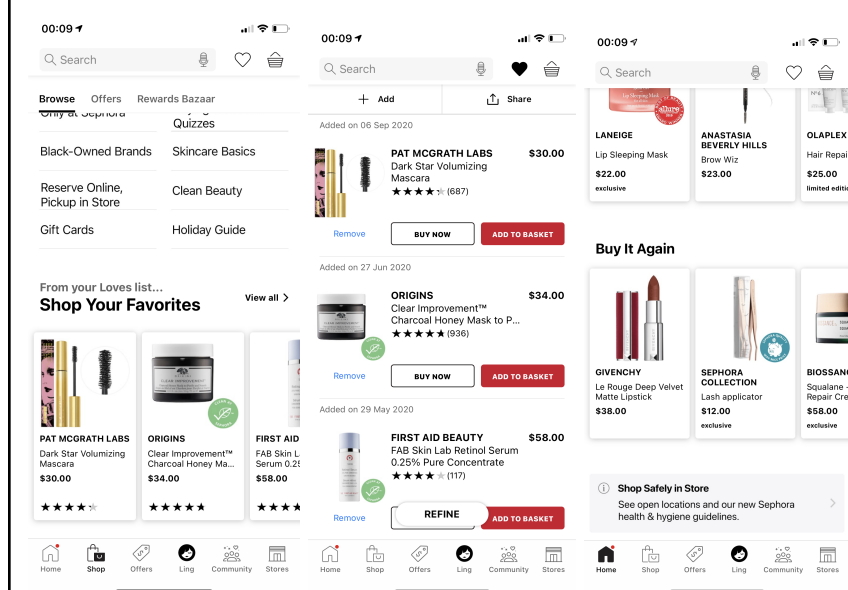
Clear indication of status bar under product photo, suggesting there are more photos or videos to be viewed.

no confirmation notification that item is in cart (may be different in web version)

Sephora gives users a choice in cart if they'd like to check out regularly or use Apple Pay, where apps will pull all necessary information from Apple pay or any easy pay options. It is to be understood by all users that after the submit button, the check out process is finished. If selected regular check out, all required information is to be filled out in one page. Place order button is at the end of the page after scrolling.

Recognition rather than recall

Rating: 3/5



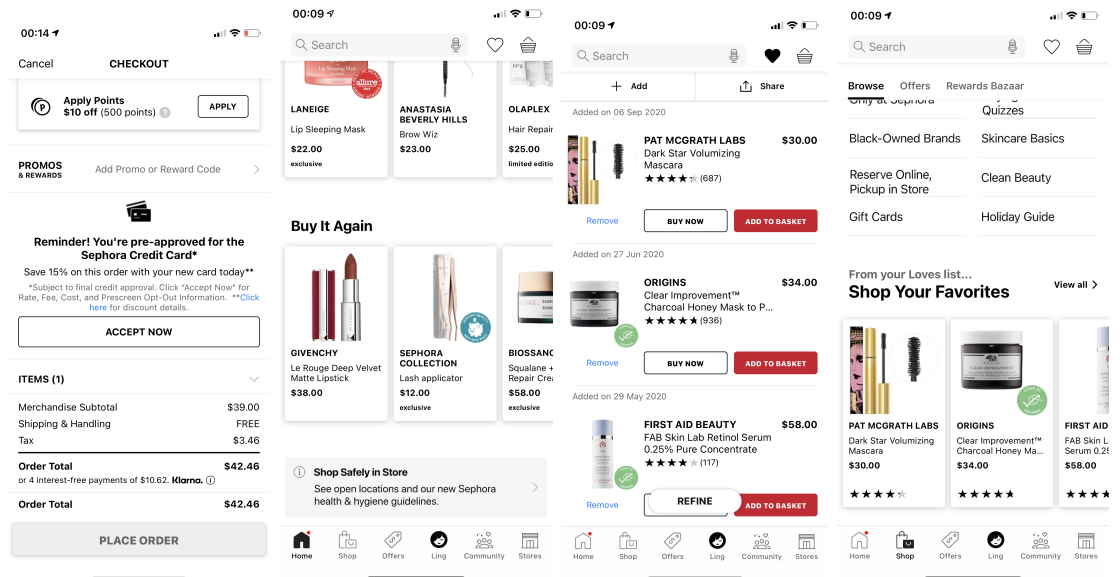
“Recently Viewed” at bottom of home page. This should be kept on the home screen or further up on the page. It will remind the user about her/his last searches and items needed to buy. This type of approach will effectively reduce the use of the user's memory. As well as reduce the time looking for this section in the app.

Users also have the choice of clicking the heart button on the product page to save the item for future reference. “Favorite” page is easily accessible.

Due to it being beauty products and users will eventually need to refill on any products they use. Sephora app includes a “buy it again” section for users to conveniently add their current products to cart.

Aesthetic and minimalist design

Rating: 3/5



Simple color palette for app interface (black, white ,and greys). Compared to the two previous apps reviewed, Sephora app is arranged in a way that is overly cluttered. It creates a sense of overwhelmed feeling.