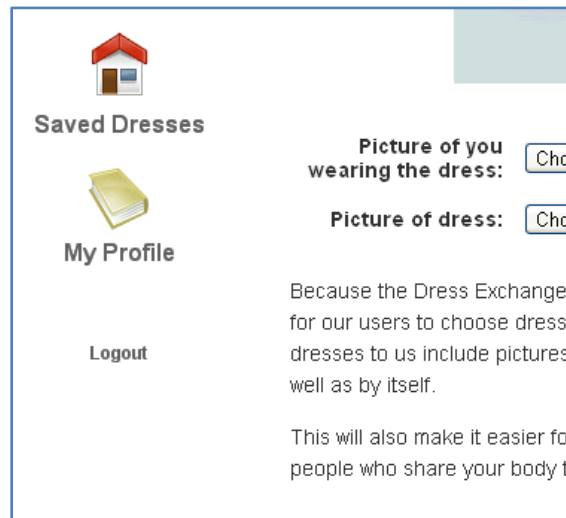


- Dress Exchange: Heuristic Evaluation -

1. "Logout" is small and at the bottom corner; it is irregular in that it has no icon, but is near the bottom of a list of buttons with icons. Further, it is not located near other account information, so it seems to be out of place.

Heuristic: (Consistency)

Severity: (Minor)

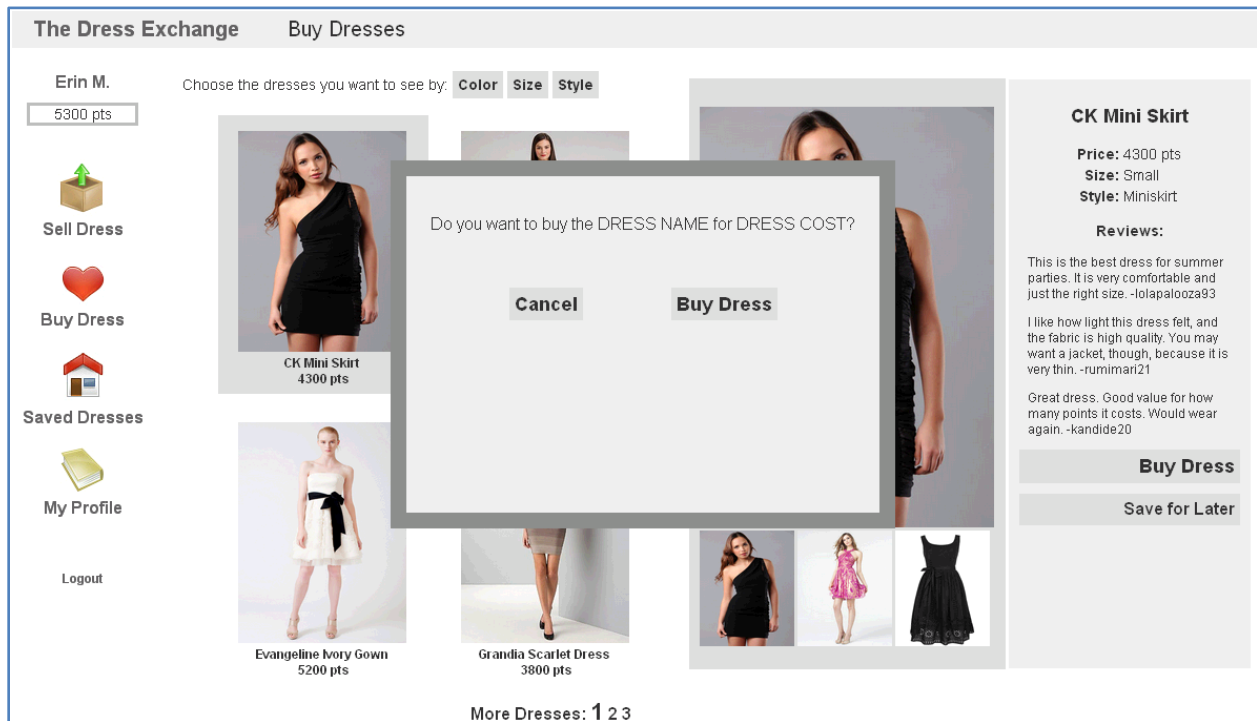


2. Extensive use of gray makes things blend in, less eye-appealing

The website uses gray for the filter button backgrounds, the panel backgrounds for the currently selected dress, and the subpage showing details for the current dress. The buttons in the dress sub-pages are harder to distinguish because they are a close shade a grey compared to their background. The pop-up pages are also close shades of grey when compared with the primary window. Use of color to differentiate features will both improve the aesthetics of the website, as well as improve efficiency as users will be able to locate features more effectively.

Heuristic: (Graphic design, efficiency)

Severity: (Cosmetic)

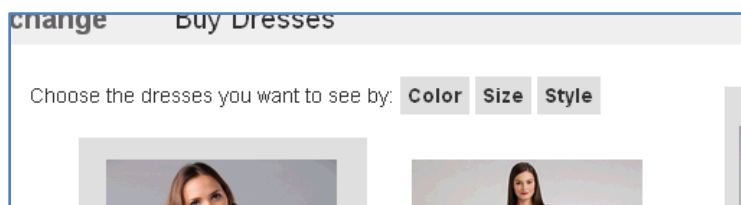


3. Users are able to filter by color, size and style, but not based on price

This seems like an important omission, because your users are trying to save money and avoid waste. They will be very interested in filtering products based on price/point information, and there doesn't seem to be an option to do so, despite the price being visible.

Heuristic: (User control & freedom)

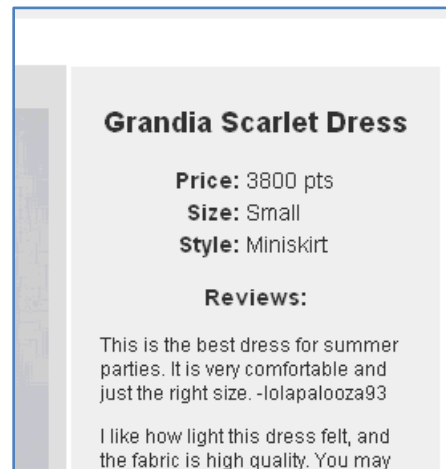
Severity: (Major)



4. Color information is not visible on the dress subpage.

Heuristic: (Color blindness)

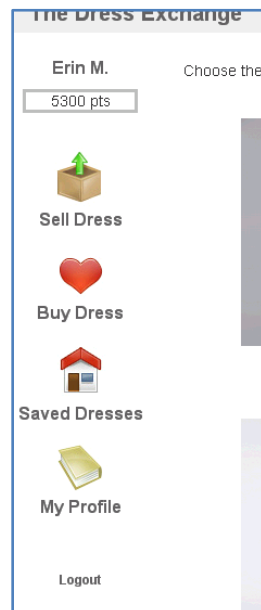
Severity: (Minor)



5. Unclear connection as to why the icon for “Sell dress” a box with arrow coming out of it. I understand why buy could be a heart, but in external applications the heart is sometimes used as a favorite/bookmark/saved option. Saving is also commonly denoted by the floppy disk icon. For profile, a headshot silhouette is commonly used to reflect your online identity. I just think the use of more externally consistent icons would improve usability.

Heuristic: (External Consistency)

Severity: (Minor)



6. When selling a dress, the user is not given options as to what price they wish to sell their dress. The cost is mentioned in the confirmation pop-up, but there doesn't seem to be a way to influence this, or pick this, or a place where the site lets you know what you will receive.

Heuristic: (Feedback, Safety)

Severity: (Major)

7. There is a lack of information on the page, and lack of help documentation or a help dialogue to assist the user in understanding what points are or how they are acquired.

Heuristic: (Documentation, Learnability)

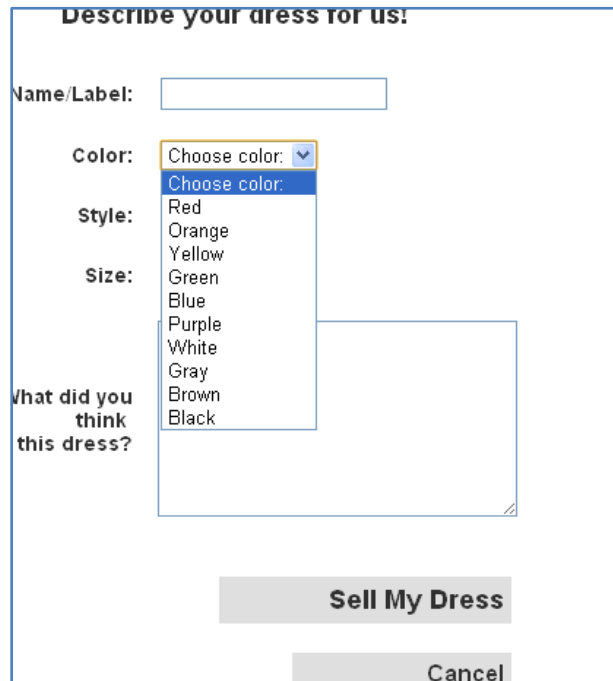
Severity: (Major)

8. Selecting from only a few colors based on their names doesn't seem to capture the color of dresses well. Very often dresses will have > 1 color, or will have a specific shade of color which is very important to a buyer. A teal dress is not blue, and will not pair well with accessories meant to pair with a royal blue dress, so a color picker dialogue and preview square, along with

options to add multiple colors would go a long way to actually satisfying the user's information need in this situation.

Heuristic: (Match the real world, flexibility)

Severity: (Major)

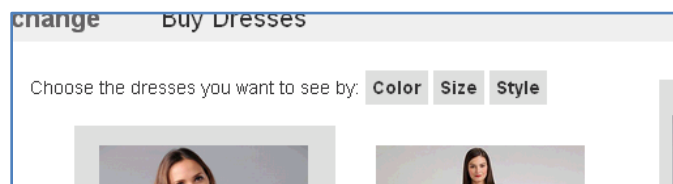


The screenshot shows a form titled "Describe your dress for us!". It contains several input fields: "Name/Label:" with a text box, "Color:" with a dropdown menu, "Style:" with a text box, and "Size:" with a text box. The dropdown menu is open, showing a list of color options: "Choose color:", "Choose color.", "Red", "Orange", "Yellow", "Green", "Blue", "Purple", "White", "Gray", "Brown", and "Black". Below the form is a "Sell My Dress" button and a "Cancel" button.

9. Add sorting options for the filtered results (for ordered characteristics like size or price especially) on the buying page. Users should be able to sort by price, or size so that they can effectively move through the results in logical order if they want to (even if this isn't turned on by default). High to low, low to high, popular would be great options to start with. Right now, the user has no sense that the results have any meaningful arrangement.

Heuristic: (User control & freedom, efficiency, External consistency)

Severity: (Major)

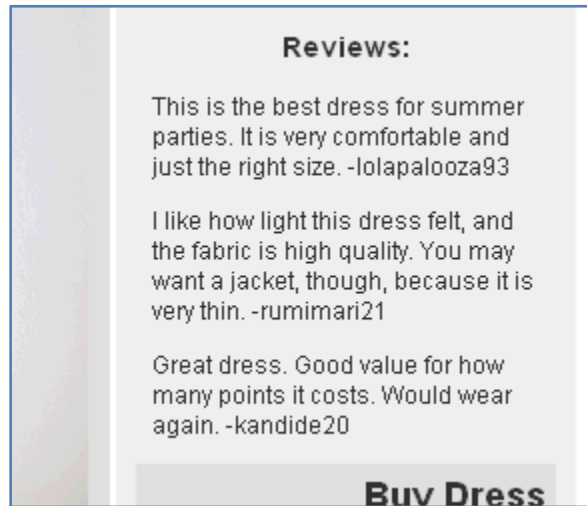


The screenshot shows a "Buy Dresses" page. At the top, there is a "change" button and the text "Buy Dresses". Below this, there is a prompt "Choose the dresses you want to see by:" followed by three buttons: "Color", "Size", and "Style". Below the buttons, there are two dress thumbnails.

10. Make other user's profiles clickable. Their usernames are mentioned in reviews, but you cannot navigate to them or find out more about them before you take them at their word.

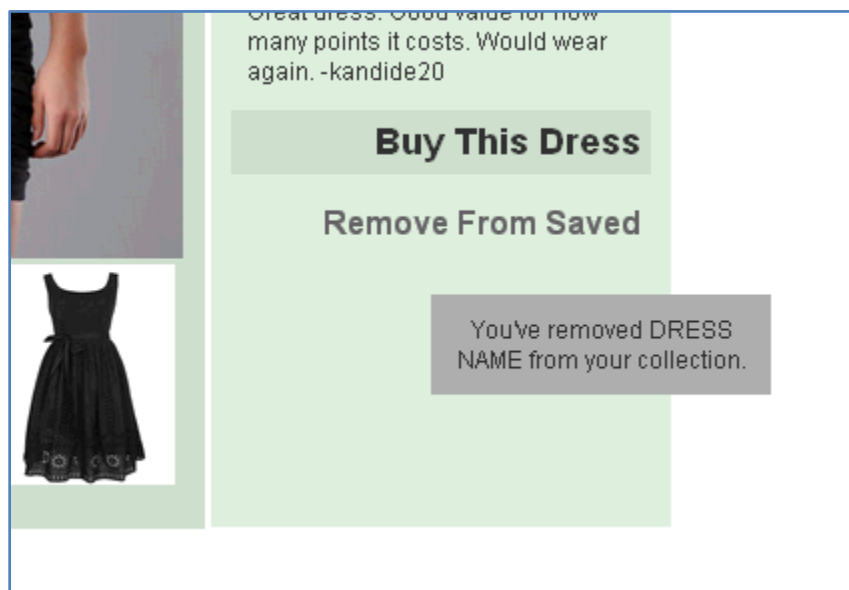
Heuristic: (External Consistency, User control)

Severity: (Minor)



11. GOOD: Overall you've done well in terms of giving feedback for most user actions. This alert for deleting a saved dress is a good example (though it could be centered like the other alerts).

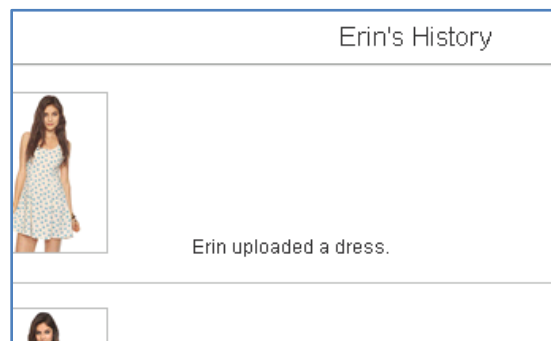
Heuristic: (Feedback)



12. On the User Profile page, there are references to the user “Uploading” a dress. Elsewhere on the site, there is mention of selling a dress, but not of uploading one, and this is a bit confusing.

Heuristic: (Consistency)

Severity: (Minor)



13. On the Sell Dress page, update the example photo when user uploads photo, so they can check that it was the one they intended. There should be two slots for both the picture of you wearing the dress and the picture of the dress, that way users make fewer errors.

Heuristic: (Safety, Error prevention)

Severity: (Minor)

Upload a picture!

Picture of you wearing the dress: DSC09700.JPG

Picture of dress: DSC09752.JPG

Because the Dress Exchange wants to make it as easy as possible for our users to choose dresses, we require that all users who s

14. Saved dresses should also have the ability to sort, particularly based on time of favorite. The only way to find something you just favorite is to flip through pages of randomly ordered results.

Heuristic: (Efficiency)

Severity: (Minor)

15. Fabric content may be very important to highlight. Some people are allergic to certain fabrics or only purchase or use fabrics of certain types, so the inability to search for this may hamper users with these allergies. Just as real world fabrics are labeled with their content, your site should provide the same information.

Heuristic: (Match the real world, flexibility)

Severity:(Cosmetic)
