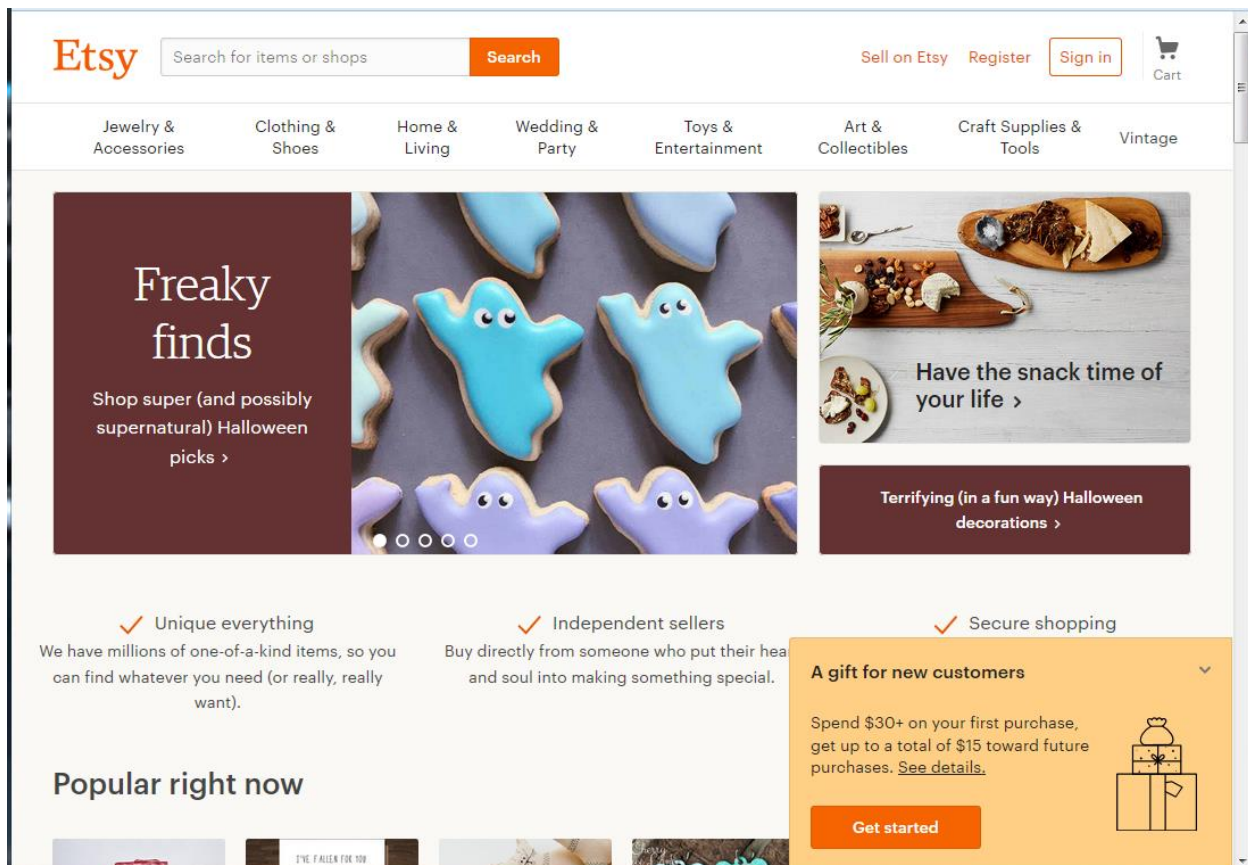


Week 6

Evaluation of random internet site. This is heuristic evaluation of Etsy.

Scoring:

- 0 – This is not a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix



Aesthetic and minimalist design

As soon as the user opens the page, a pop-up appears in the corner blocking visibility of products, must click to remove. **Rating: 2.**

Improvement:

Might be better to have on a banner near the top of the page.

Help and documentation

User needs to click another link to get instructions. **Rating: 3.**

Improvement:

Use hover to give informational help.

Aesthetic and minimalist design

Wasted space on the left side of site, need to scroll downward to see other choice and results. **Rating: 2.**

Improvement:

Realign page.

Error prevention

If model is not listed, there is no alternate choice. **Rating: 3.**

Improvement:

Allow user to select compatible models.

Aesthetic and minimalist design

The page is bombarded with ads and things to do. **Rating: 2.**

Improvement:

Have simplified form of landing page with links to other option..