

Summarization of the heuristic scores based on Nielson's Severity Scale:

Heuristic Element	Eileen	Jaylah	Ella	Final Score
1. Visibility of System Status	3	3	3	3
2. Match Between the System and the Real World	2	2	2	2
3. User Control and Freedom	3	3	2	3
4. Consistency and Standards	4	3	3	3
5. Error Prevention	3	3	3	3
6. Recognition Rather than Recall	3	3	3	3
7. Flexibility and Efficiency of Use	2	2	2	2
8. Aesthetic and Minimalist Design	4	3	2	3
9. Help Users Recognize, Diagnose, and Recover from Errors	2	2	2	2
10. Help and Documentation	3	3	3	3

1. **Visibility of System Status:** “The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time (Nielson, 1994).”
 - a. When users click onto a category through the search page, the category is not listed at the top of the screen, this could confuse users, as they might be confused if they had clicked on the right item.
 - b. Design score: 1
 - c. Severity score: 3



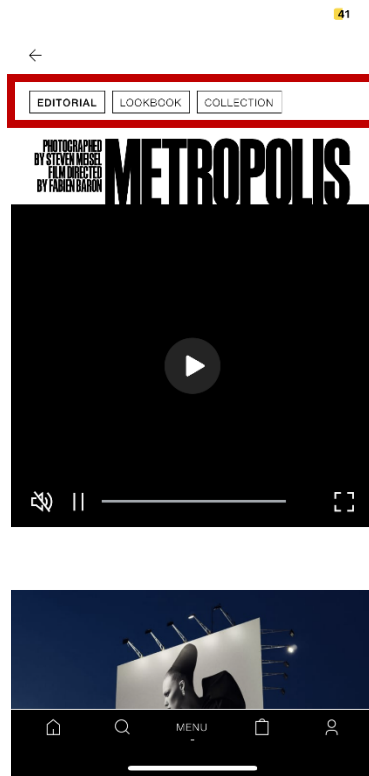
d.

Visibility of System Status:

Usually, the section you click on, or your search results would be up here, next to the back arrow. I clicked on the category “Halloween”, but you would not know that because the category is not listed up here.

2. **Match Between the System and the Real World:** “Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo (Nielson, 1994).”

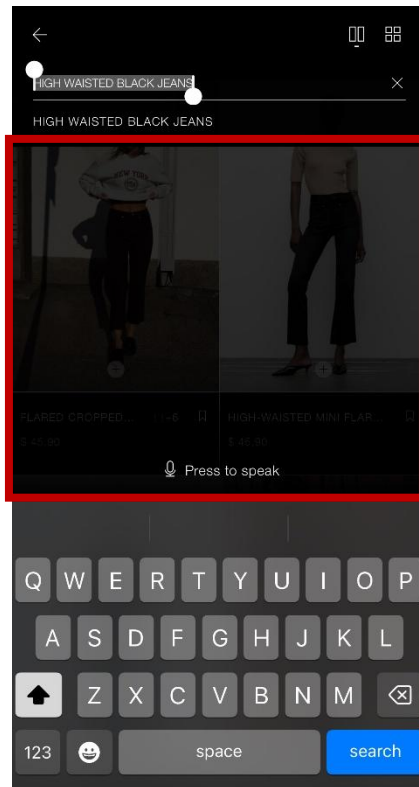
- a. The “Studio Collection” tab uses specifically fashion-based jargon/descriptors. The average shopper may not be familiar with these terms.
- b. Design Score: 2
- c. Severity Score: 2



Match Between the System and the Real World: The average customer may not understand the vocabulary being used here as they are fashion/photography industry specific terms.

d.

3. **User Control and Freedom:** “Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo (Nielson, 1994).”
 - a. When attempting to leave the “input” overlay, back up links may be activated and send users to a different page or in some cases overlay may be accidentally reopened.
 - b. Design Score: 1
 - c. Severity Score: 3



User Control and Freedom:
When trying to exit the input search overlay by tapping, the tap is often registered by the background product links instead.

4. **Consistency and Standards:** “Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions (Nielson, 1994).”

a. For mobile shopping apps, to view more pictures of a product, users usually scroll horizontally, and to view product information, users scroll vertically.

For Zara, to view more pictures users scroll vertically, and scrolling horizontally takes you to the next product.

b. Design score: 0

c. Severity score: 4



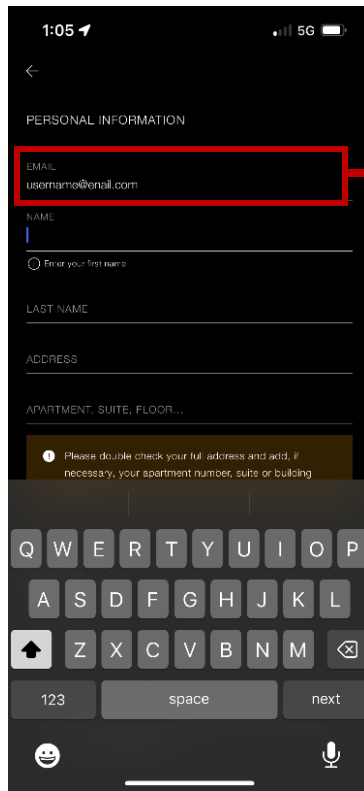
d.

Consistency and Standards:

Users scroll vertically to view more product pictures and scroll horizontally to view the next product.

5. **Error Prevention:** “Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.” (Nielsen, 1994)

- a. When users input personal information to make a purchase, such as their email, there is no prevention of error. For example, if the user accidentally types “enail” rather than “email”, nothing pops up to tell the user this is an invalid email address. Users can fully save this information to their profile without realizing or being notified that some of the content is not correct.
- b. Design score: 0
- c. Severity score: 3

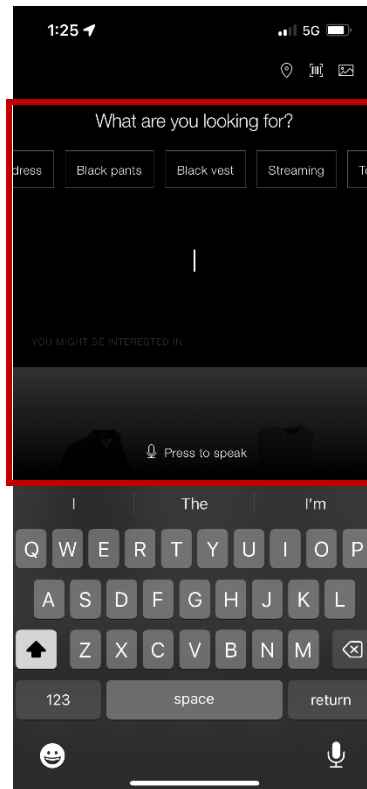


Error Prevention: the user accidentally types “enail” rather than “email”, nothing pops up to tell the user this is an invalid email address

d.

6. **Recognition Rather than Recall:** “Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.” (Nielsen, 1994)

- a. In the search area, the app does not display the user’s previous searches. Users must manually re-enter search terms. This increases the user’s cognitive load.
- b. Design score: 2
- c. Severity score: 3



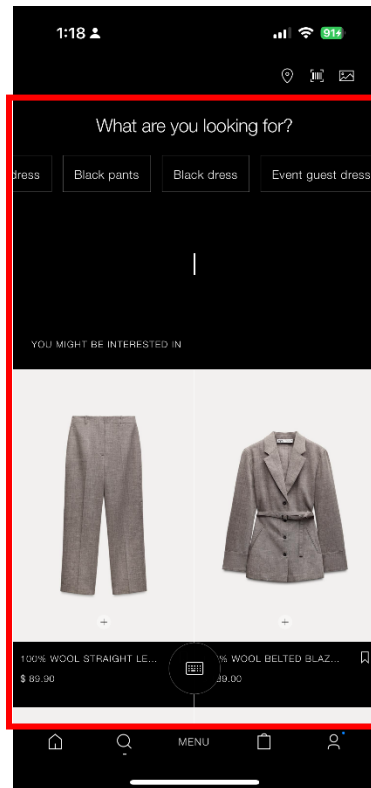
Recognition Rather than Recall:
In the search area, the app does not display the user's previous searches.

d.

7. **Flexibility and Efficiency of Use:** “Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions (Nielson, 1994).”

- a. Zara does an okay job at tailoring the app for users. On the search page, there are search recommendations, and clothing recommendations. The search recommendations are general suggestions while the clothing recommendations are based on what you last looked at. The only problem with this page is that it is not on the home page, so users can immediately look and click, instead it is on the search page, and requires an extra click.
- b. Design score: 3

c. Severity score: 2

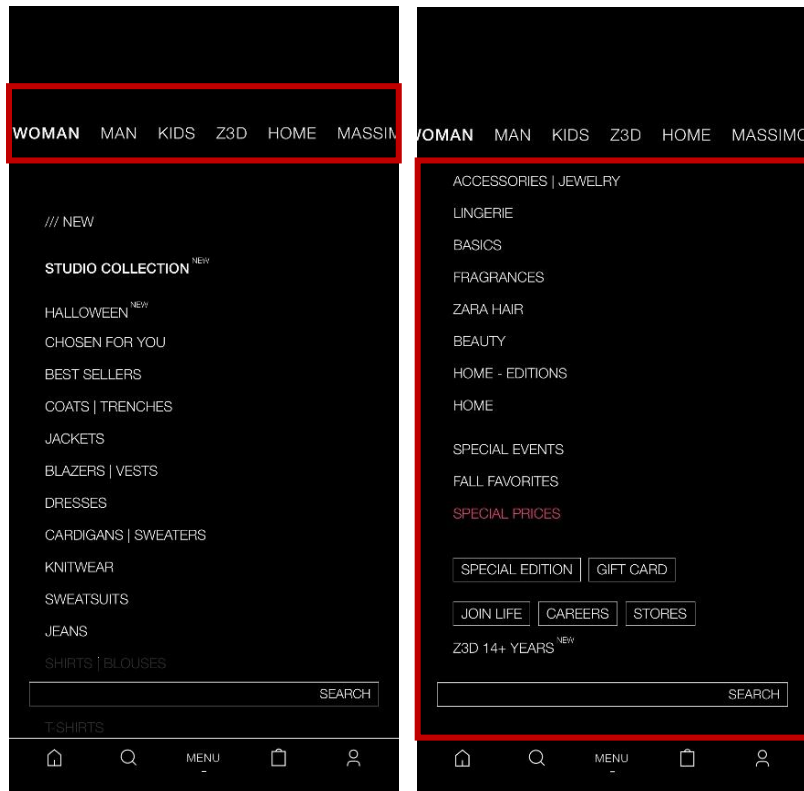


Flexibility and Efficiency of Use: On the search page, there are recommendations, and clothing recommended towards users.

d.

8. **Aesthetic and Minimalist Design:** “Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility (Nielsen, 1994).”

- a. Search page has an unnecessarily large number of categories/ links.
- b. Design Score:1
- c. Severity Score: 3

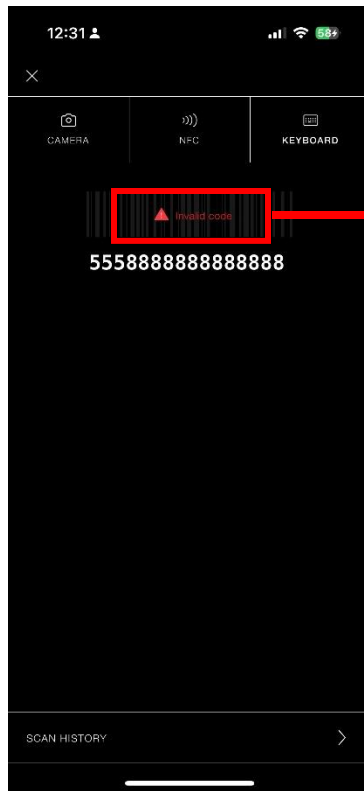


Aesthetic and Minimalist Design: There is an excessive number of different categories and page links in the menu tab.

d.

9. **Help Users Recognize, Diagnose, and Recover from Errors:** “Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution (Nielson, 1994).”

- a. Zara’s error code is appropriately colored red, letting users know that there is an error. It also tells users that it is an invalid code that they have scanned. An improvement for this would be to have text below also in red stating, “Please try to scan the code again”, this way, users know what their next steps are.
- b. Design score: 1
- c. Severity score: 2

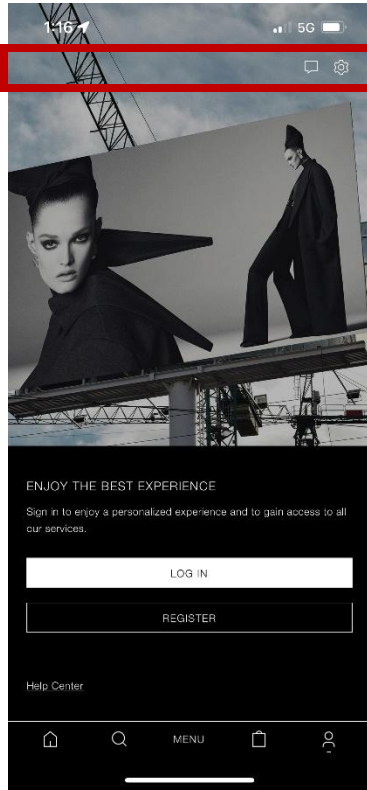


Help Users Recognize, Diagnose, and Recover from Errors: The error code in Zara is appropriately colored red.

d.

10. Help and Documentation: “It’s best if the system doesn’t need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks (Nielson, 1994).”

- a. The Zara app does not have a Help, FAQ, or Support section that is clearly visible from the home or main menu. Users can find a "Help Center" on the profile page, but the text is extremely small. When users open the Help Center, the layout makes it unclear what they should do next. This lack of easily accessible help resources can lead to frustration and confusion, especially when users need urgent guidance.
- b. Design score: 1
- c. Severity score: 3



Help and Documentation:
The Zara app does not have a Help, FAQ, or Support section that is clearly visible from the home or main

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