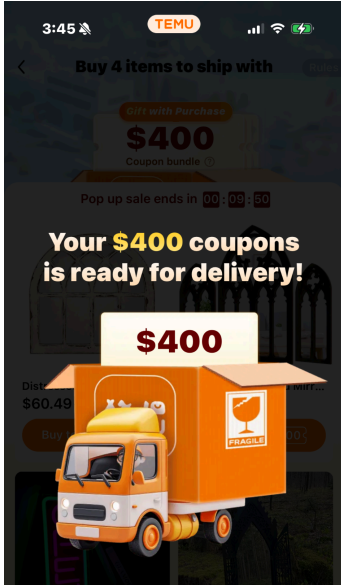
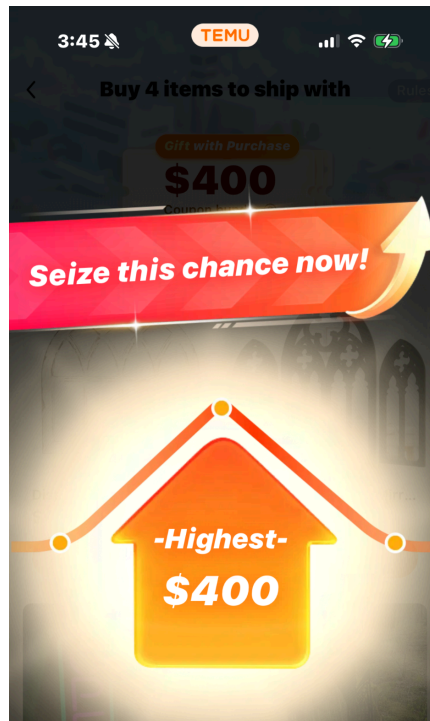
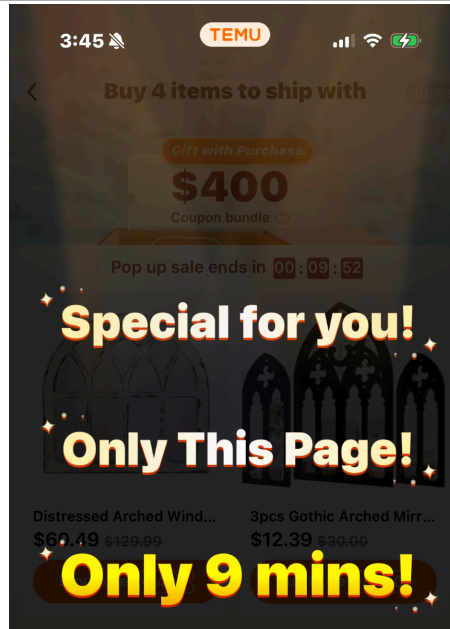


**UXD 260: P1 Project Scoping**  
**Part 2 – Heuristics Evaluation Worksheet**

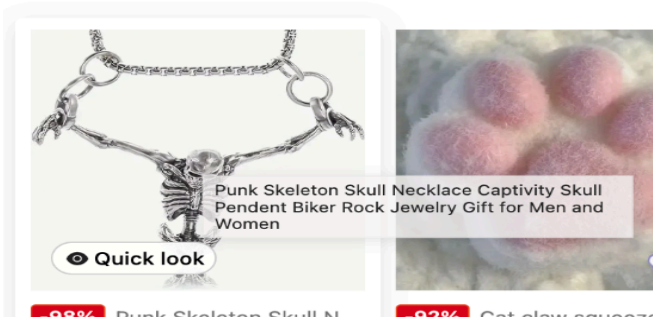
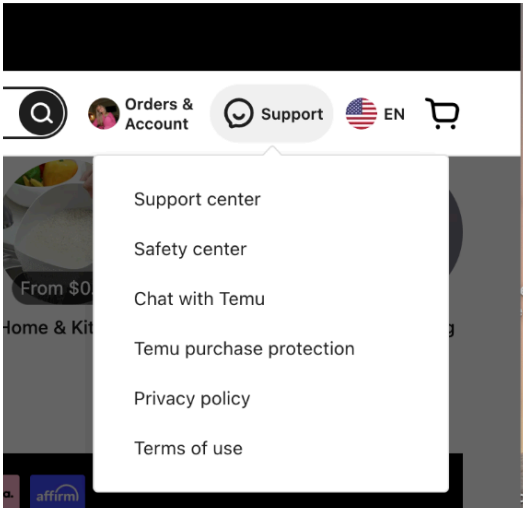
Usability Heuristic	Issues/Observations/Comments & Screenshot	Rating (0-4)
<b>Visibility of System Status.</b> The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	<ul style="list-style-type: none"><li>- Temu's algorithm effectively tailors product recommendations based on user interactions and trends.</li><li>- Bestsellers and top items are highlighted.</li><li>- Lack of responsive design leads to slower load times and inconsistent feedback.</li></ul>	2/4
<b>Match between system and the real world.</b> The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	<ul style="list-style-type: none"><li>- The products on the site always stay caught up with trends</li><li>- The names/descriptions of the products are unnecessarily long</li></ul>	2

<p><b>User control and freedom.</b> 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.</p>	<ul style="list-style-type: none"><li>- The pop-ups can be confusing and borderline predatory</li><li>- Some of the pop-ups don't give you a choice to exit out of them. And when you do exit you're greeted with text that says "Are you sure" or "last chance"</li><li>- When you click on something it brings you to a new tab so you can't hit the back button to get back to the original page you were on</li><li>- Below are screen shots of the multiple pop-ups experienced within a minute. You cannot exit until they have completed or the app is closed out.</li></ul> 	4
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- Example of spinner pop-up, notice the text at the bottom

<b>Consistency and standards.</b> Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.	<ul style="list-style-type: none"> <li>- Interface follows consistent navigation and layout standards.</li> <li>- Naming conventions for some features could use better alignment with user expectations.</li> </ul>	1
<b>Error prevention.</b> Even better than good error messages is a careful design which prevents a problem 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.	<ul style="list-style-type: none"> <li>- Clear check-out process</li> <li>- Items that can not be returned say so</li> <li>- The return policy is clearly stated as well as the shipping</li> </ul>	1
<b>Recognition rather than recall.</b> Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.	<ul style="list-style-type: none"> <li>- The platform remembers user interactions and displays recommended or recently viewed items on the homepage, so users don't need to recall past activity</li> <li>- Temu's top navigation bar provides quick access to categories like "Best Sellers," "New Arrivals," and "Deals." This reduces the need for users to memorize where specific items or sections are located.</li> </ul>	2
<b>Flexibility and efficiency of use.</b> Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	<p>Limited shortcuts or accelerators for expert users.</p> <ul style="list-style-type: none"> <li>• No quick checkout options for frequently purchased items.</li> <li>• No ability to customize the user experience (e.g., preferred layouts, saved filters).</li> </ul> <p>Bulk actions (e.g., adding multiple items to the cart or saving a group of products) are unavailable, leading to repetitive actions.</p> <ul style="list-style-type: none"> <li>- Allow users to create and save filters or categories for a more tailored experience.</li> </ul>	2

	<ul style="list-style-type: none"> <li>- Provide customizable dashboards where users can pin their favorite sections (e.g., Best Sellers, New Arrivals)</li> </ul>	
<p><b>Aesthetic and minimalist design.</b> Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.</p>	<ul style="list-style-type: none"> <li>- Good aesthetic and design</li> <li>- Pop-ups are too much</li> <li>- Descriptions of products can be too long</li> </ul> 	3
<p><b>Help users recognize, diagnose, and recover from errors.</b> Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.</p>	<ul style="list-style-type: none"> <li>- Temu provides some error-handling mechanisms that are user-friendly, such as plain language messages during checkout or when a product is unavailable. However, there are still areas where error recognition and recovery could be improved to enhance the overall user experience.</li> </ul>	0
<p><b>Help and documentation.</b> Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.</p>	<ul style="list-style-type: none"> <li>- The comprehensive help section is easy to locate and navigate.</li> <li>- Documentation is task-focused and provides actionable steps for common issues.</li> </ul> 	0

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Top Issues & Recommendations

Issue/Problem	Heuristic	Rating	Recommendation
Pop-ups	User Control & Freedom	4	Clearly label all pop-ups with "close" options. Limit the frequency and make them less intrusive.
Navigation Flow	User Control & Freedom	4	Ensure clicking on items doesn't open new tabs by default. Provide breadcrumb navigation instead.
Aesthetic Overload	Aesthetic & Minimalist Design	3	Simplify product descriptions and remove redundant information to enhance clarity.