



**SCHOOL OF COMPUTING, FACULTY OF ENGINEERING
SESSION 2020/2021 SEMESTER 2**

**SECV2113
HUMAN COMPUTER INTERACTION**

ALTERNATIVE ASSESSMENT

**HEURISTIC EVALUATION
INDIVIDUAL CASE STUDY REPORT**

CASE STUDY: << E-Commerce >>

<< ebay (<https://www.ebay.com>) >>

vs

<< Amazon (<https://www.amazon.com>) >>

PLATFORM

<< Website >>

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Introduction

Heuristic Evaluation (HE) is a usability engineering method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (Nielsen Norman Group, 1994). Thus, by using Heuristic Evaluation (HE), we can find the usability problems faced by the user by using recognized usability principles. With this, we can explain the problems of a certain interface design by facts and principles which the designers can further improve their designs. There are many related works related to heuristic evaluation. For example, to evaluate universal building design (Cigdem, 2009) and health information systems (Khajouei, 2018).

For my case study is about e-commerce which evaluating both big e-commerce company which are eBay and Amazon by using Nielsen's heuristics evaluation. E-commerce is a business model that lets firms and individuals buy and sell things over the internet (Investopedia, 2020). As pandemic of Covid-19 came across to whole world and E-commerce had become much more important than before as most of the people will rather shop online than shopping in a shopping centre or whole sales. In years to come, we will look back at 2020 as the moment that changed everything. Nowhere else has unprecedented and unforeseen growth occurred as in the digital and e-commerce sectors, which have boomed amid the COVID-19 crisis (United Nations Conference on Trade and Development, 2021). In the United States, retail and food services sales between February and April 2020 were down 7.7% compared to the same period in 2019. However, sales increased for grocery stores and non-store retailers (mostly e-commerce providers), 1 by 16% and 14.8% respectively (Organisation for Economic Co-operation and Development, 2020). The main difference between Amazon and eBay is eBay is an auction site and Amazon is a retail website. ebay mostly selling both new and used between third party sellers and buyers (Mitchell, 2019). Ebay is a global online auction and trading company launched by American entrepreneur Pierre Omidyar in 1995. eBay was one of the first companies to create and market an Internet Web site to match buyers and sellers of goods and services. Ebay is also one of the most notify e-commerce company globally. Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers. In 1994 Jeff Bezos, a former Wall Street hedge fund executive, incorporated

Amazon.com, choosing the name primarily because it began with the first letter of the alphabet and because of its association with the vast South American river.

This case study report consist of introduction, method of case study, result of 20 violations from both e-commerce website so as the suggestion of improvement. Summary of the comparison result for both websites will be listed out and finally conclusion will be made.

Method

There are 10 usability of Heuristic Evaluation guideline by Jakob Nielsen (1994) which starting with visibility of system status, match between system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose, and recover from errors and finally help and documentation. These 10 usability will be explain in the below.

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

2. Match between system and the real world

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.

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.

4. Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

5. Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place.

6. Recognition rather than recall

Make 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.

7. Flexibility and efficiency of use

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.

8. Aesthetic and minimalist design

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.

9. Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

10. Help and documentation

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.

Task 1:

After receiving the case study from the lecturer, firstly I understand the concept of the Nielsen Heuristic Evaluation which is the 10 usability of Heuristic Evaluation. These 10 usability is used to evaluate the user interface and the user experience to provide better experience to the users.

Task 2:

After understanding the 10 usability, I went to both eBay and Amazon websites to find out 10 violation which violated the Nielsen Heuristic Evaluation from both of these websites with the proof of an illustration which is a photo.

Task 3:

After list out all of the violations, I will give the severity rating for all 20 violations with elaboration of my findings. The severity rating include cosmetic issue, minor issue, major issue and catastrophic issue.

Task 4:

I will continue my case study by giving suggestions to one of the e-commerce website for improvement for each violation.

Task 5:

A summary of the comparison table result and analysis between these two websites will be made. Finally, a conclusion will be made which is about the lessons and experiences I received form this case study. Reflection about my opinion towards Nielsen Heuristic Evaluation will be made within the conclusion.

Result

The table include heuristic violation with illustration and severity rating. The severity rating I'm using for this heuristic evaluation is by severity level. The severity level include mild, medium, major and critical. The purpose of the severity rating is to rate which of the heuristic evaluation need to be fix first. The severity level is described below:

Mild	Cosmetic Issue – affects the appearance and should be fixed only if time permits.
Medium	Minor Issue – hinders the user's ability to navigate and should be fixed when possible.
Major	Major issue – frustrates or confuses users and requires repair as soon as possible.
Critical	Catastrophic issue – prohibits users from performing their given task and requires an immediate modification.

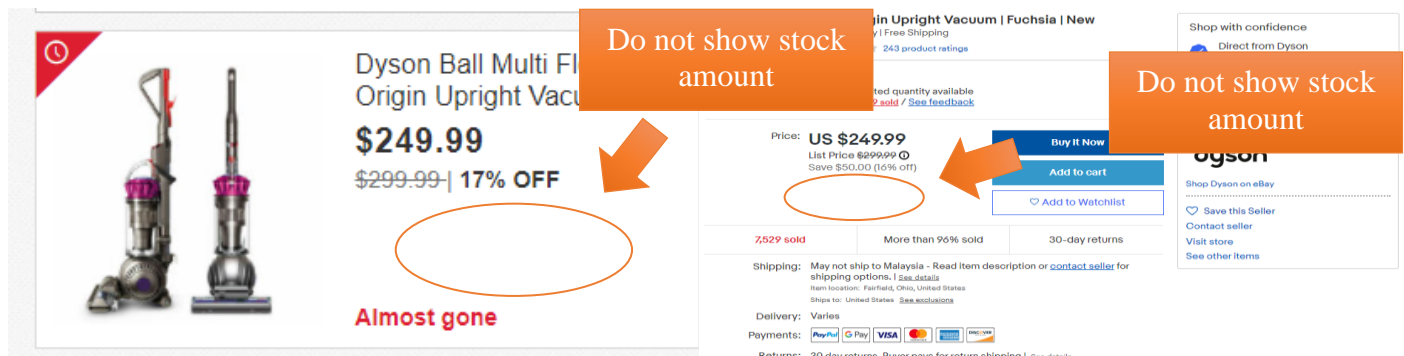
Ebay

1. Heuristic Violation – Visibility of the system status

Severity rating – Medium

Problem – Do not show how many stock left for every product.

Explanation – From the screenshot below, we know that the stock is “almost gone” and “limited quantity available” which do not provide any information about how many stock left which will confuse the consumer and might change consumer’s behaviour of buying this product. The system should keep inform users about the latest quantity selling.

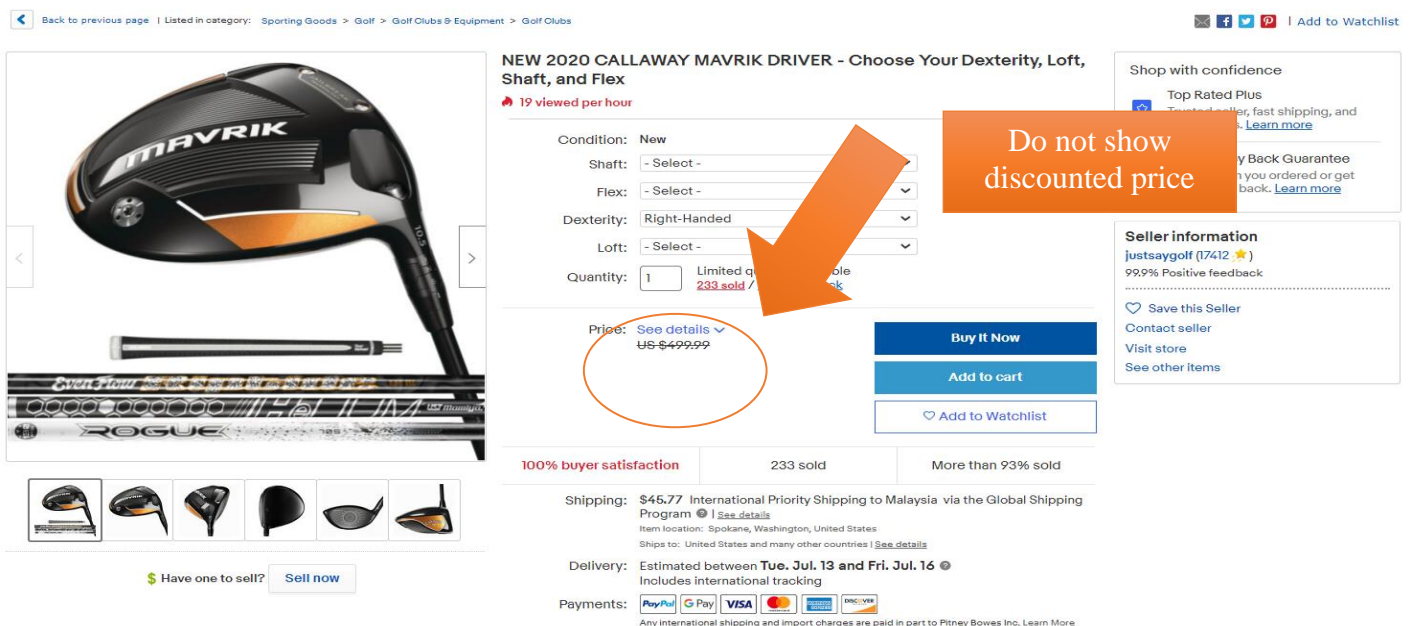


2. Heuristic violation - Visibility of the system status

Severity rating – Major

Problem - The product only show the old price which do not include the discounted price.

Explanation - The screenshot below only shows the old price of the product while the discount price do not being uploaded which will confuse the buyer decision to buy it.

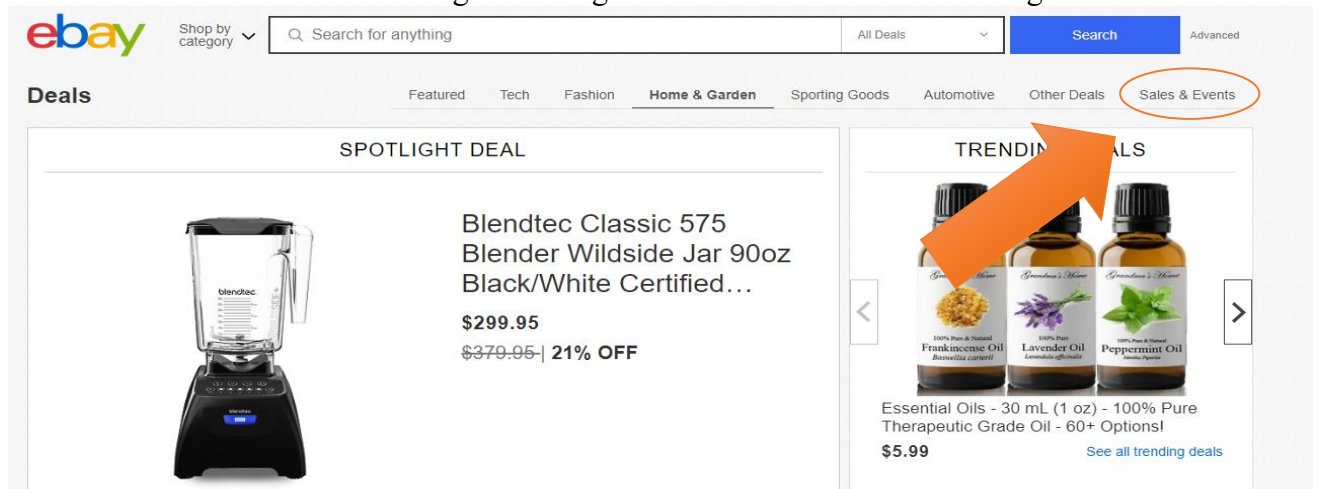


3. Heuristic violation - Match between system and the real world

Severity rating – Major

Problem - Inside the “Sales & Events” page, there is no sales and event held by ebay but the page do not inform the users that there is no sales and events.

Explanation - When a user click into “Sales and Events”, it shows nothing for any info for any sales and event. Instead of telling no sales and events, ebay system just inform the user that “Fabulous finds and great savings available now” which is nothing in sales.



eBay > Sales & Events

Sales & Events

Fabulous finds and great savings available now.

No sales and events found on this page

Looking for the hottest bargains on eBay? You've found the place! All year long, we offer a variety of sales and events to give you easy access to the best deals. See them all right here.

Seasonal sales are an excellent way to get quick, easy access to everything you need at a great price. Clothing, sports equipment, and more are just a click or two away.

Update your wardrobe with the latest style through our Fashion Events. Don't forget to grab some footwear while you're at it. Need a swimsuit for summer? We got it. Need a jacket for a ski trip in winter? You can find it here. Want some boots for a hike? Don't miss out on our deals. Personalize your outfit with the right jewelry and accessories as well.

Showcase your home by shopping our Home & Garden Events. Everything from small home appliances to backyard essentials will keep your house the envy of the neighborhood.

Get the latest sports gear when you browse our Sporting Goods Events. Don't let the next season start without stocking up on all the necessary equipment. We offer all the gear you need at some of the best prices.

Our Electronic Events give you access to fantastic bargains on the devices everyone's talking about. Smartphones, laptops, tablets, music equipment, TVs, cameras, and drones are just a few items on the list.

Save on all the equipment and supplies you need for a job well done by shopping our Business & Industrial Events. You'll find everything from commercial-grade equipment to healthcare devices to hardware, all at affordable prices.

Use our Collectibles Events to find the latest item to add to your collections. Whether you're after rare antiques or supplies for starting up a new hobby, eBay sellers have just what you need.

4. Heuristic violation - User control and freedom

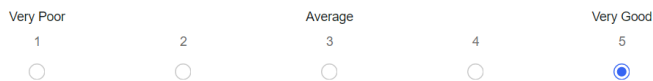
Severity rating – Medium

Problem - User can't edit or undo the search experience which had sent to ebay.

Explanation - As users had typed and reviewed the search experience to ebay, they can't undo or redo the rating and the message that had sent mistaken to ebay although the message is not complete.

Tell us about your Search experience

Please rate your search experience *



Thank you for helping to improve eBay.

Tell us how can we improve your search experience

Very good and satisfying.

While we are not able to respond directly to your comments, we will carefully review them to improve your experience with eBay!

If you need help, contact [Customer Service](#).

Copyright © 1995-2021 eBay Inc. All Rights Reserved. [Accessibility](#), [User Agreement](#), [Privacy](#), [Cookies](#).
Do not sell my personal information and [AdChoice](#)



25 / 500

*Required

Send

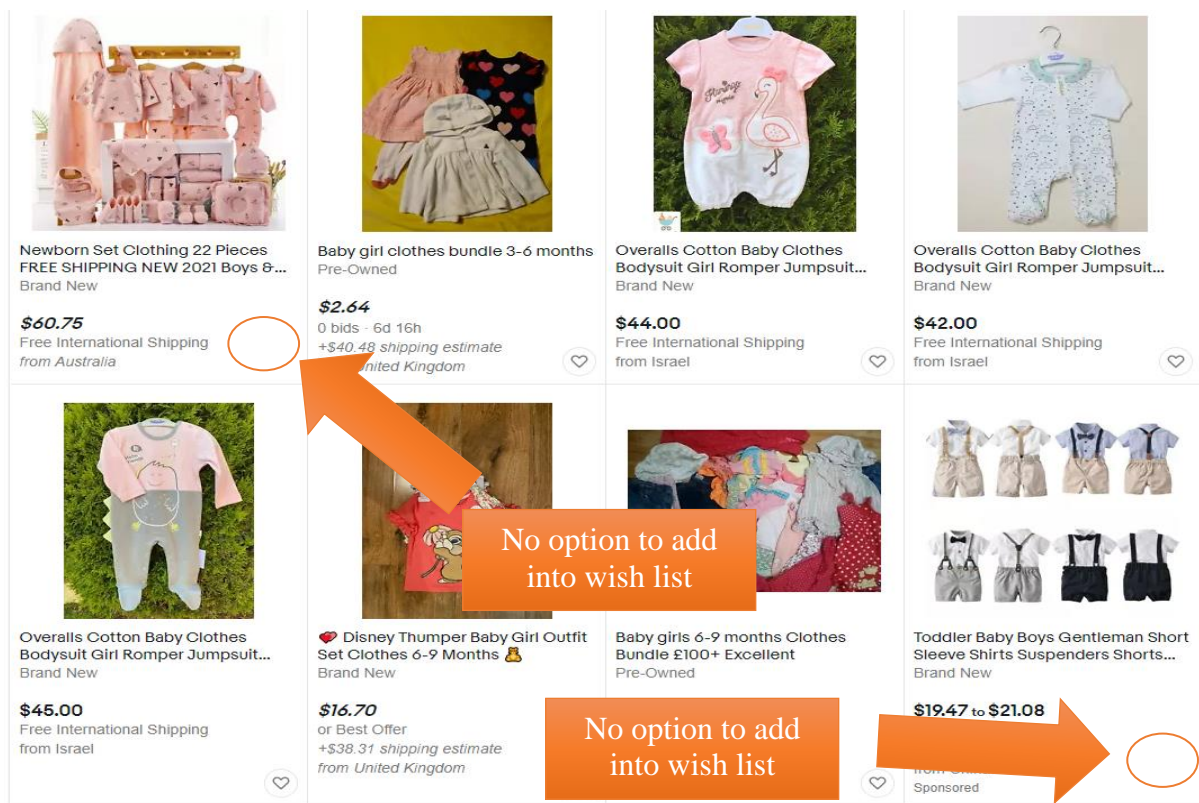
No undo or redo
option found

5. Heuristic violation - Consistency and standard

Severity rating – Mild

Problem - Not every product can be added to wish list.

Explanation - As before user want to buy something, usually user will tend to add the product to wish list. Got a small amount of product cannot be added to wish list which make the product is not consistent and standard.



6. Heuristic violation - Error prevention

Severity rating – Critical

Problem - Do not show the states of user's country for address input.

Explanation – As I'm a user from Malaysia, I can't choose my country states which just showing the states in the United States of America. As why the severity rating is critical because it will definitely stop the buyer from Malaysia from buying its product which will cause a great loss to ebay.

We noticed a problem with your address.

Enter your state

Where should we ship to?

Malaysia

No77, Jln SR 8/15, Tmn Putra

Additional Information (optional)

Seri Kembangan

State

43300

Please enter a valid state/province.

+60 1-828-58-291

I only have a landline

Go to checkout

New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia

7. Heuristic violation - Recognition rather than recall

Severity rating – Medium

Problem – User need to remember all delivery fee for specific product.

Explanation – The users should not have to remember information from one part of the dialogue to another. As all of the product have different delivery fee, thus it is necessary to put the delivery fee outside the main page of product and not only in the detail page of the product. As an example, the screenshot on the left do not show the delivery fee and only show it inside the screenshot on the right which is detail page.

Do not show delivery fee

NEW Nintendo Switch Lite Pick Color + Mario Rabbids + FREE...
\$279.99
\$299.99 | 7% OFF

Nintendo Switch MONSTER HUNTER RISE Deluxe Edition...
\$439.00
\$499.00 | 12% OFF

Price: **US \$439.00**
[\\$38 for 12 months with PayPal Credit*](#)

Buy It Now
Add to cart
Add to Watchlist

Same day shipping

Shipping: **\$67.03** International Priority Shipping to Malaysia via the Global Shipping Program [See details](#)
Item location: Sun Valley, California, United States
Ships to: United States and many other countries | [See details](#)

Delivery: Estimated between **Sat. Jul. 10** and **Tue. Jul. 27** [See details](#)
Includes international tracking


















Only shown inside the details page

8. Heuristic violation - Flexibility and efficiency of use

Severity rating – Medium

Problem – There are many products that have special featured deals but it is not categorized which much will delay the user's time to find certain featured deals product.

Explanation – The screenshot below shows many kind of product that have special deals but the products include headphone, blender, shoes, bags, chairs... ebay should categorized the product which will much more provide flexibility to the users.

FEATURED DEALS		
	Beats by Dr. Dre Solo3 Wireless On-Ear... \$109.99 \$100.00 45% OFF	 Certified Refurbished Two-year warranty included
	adidas Duramo SL Shoes Men's \$44.99 \$66.00 31% OFF	
	Ergonomic Midback Mesh Office Chair Computer... \$39.99 \$46.00 13% OFF	
	Louis Vuitton Gold Monogram Miroir Vernis... \$4,305.00 \$6,160.00 30% OFF Free shipping Authenticity Guarantee	 Certified Refurbished Two-year warranty included
	Dyson V7 Fluffy HEPA Cordless Vacuum Clean... \$199.99 \$220.00 39% OFF Almost gone	 Certified Refurbished Two-year warranty included
	Garmin Forerunner 45 GPS Heart Rate Monitor... \$99.99 \$100.00 50% OFF Certified Refurbished Two-year warranty included Almost gone	 Certified Refurbished Two-year warranty included Almost gone
	De'Longhi Pinguino 400 Sq. Ft. 115-Volt Portable... \$299.99 \$340.00 14% OFF	 Certified Refurbished Two-year warranty included
	NEW 2020 CALLAWAY MAVRIK DRIVER - ... Almost gone	 Mario Golf Super Rush - Nintendo Switch \$49.99 \$60.00 17% OFF Almost gone
	Intex Explorer K2 Kayak 2-Person Inflatable Set wit... \$144.99 \$260.00 46% OFF	

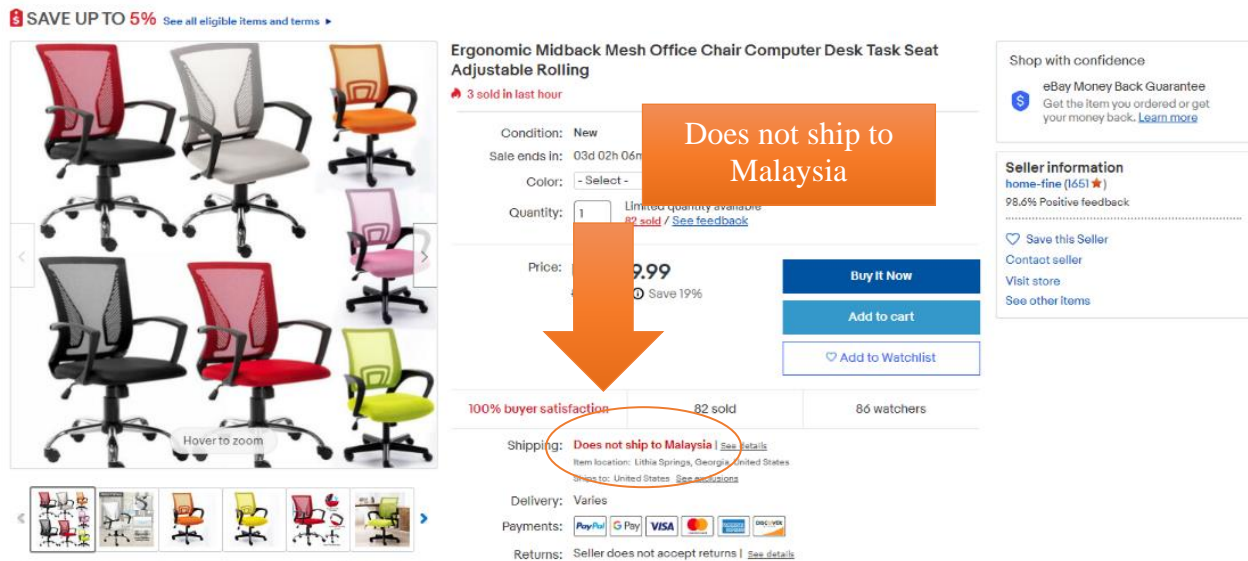
Do not categorized the product accordingly

9. Heuristic violation - Aesthetic and minimalist design

Severity rating – Major

Problem – Product out of delivery range but users still manage to see the product.

Explanation – As I'm a user from Malaysia, I still manage to see the product that can't be deliver to Malaysia which actually irrelevant to me. Ebay should provide a list of product which can deliver to Malaysia which exclude the irrelevant product.



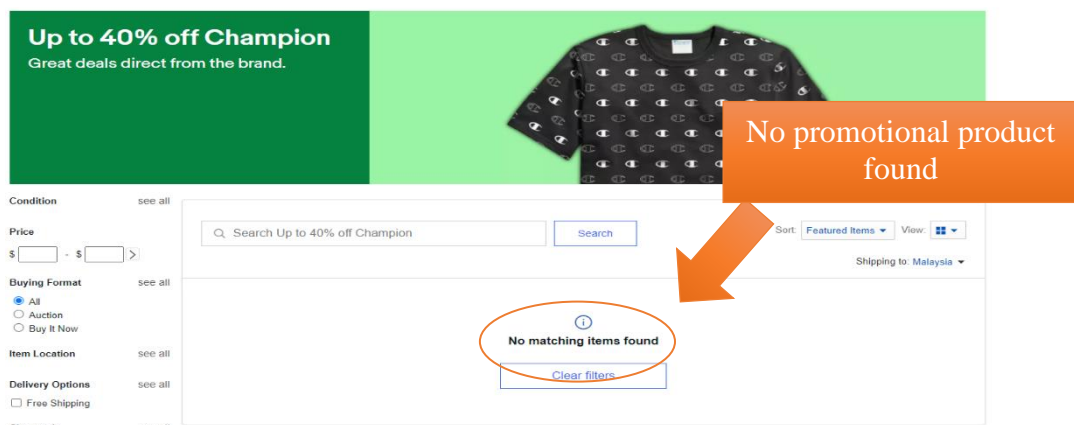
10. Heuristic violation - Aesthetic and minimalist design

Severity rating – Medium

Problem – Discount brand do not have discount product.

Explanation – There are a few brands which shows discount up to 40% and even 60% for their product but sadly there is no any product that had discount. There is no filter applied. Ebay should cancel any discount brand which don't have discount product.

Look good, feel good



11. Heuristic violation - Help users recognize, diagnose, and recover from errors

Severity rating – Medium

Problem – Only shows US shoes size which do not include EU and UK shoe size.

Explanation – As not every users know their shoes size and only know certain nation shoes size such UK shoe size. Ebay should provide an information about UK and EU shoe size to recover user's error.

SAVE UP TO 70% See all eligible items and terms

PUMA Men's CELL Fraction Training Shoes

20 sold in last 24 hours

Condition: New with box

US Shoe Size: 8.5

Color: - Select -

PUMA Color: - Select -

Quantity: 1 Limited quantity 148 sold / See feedback

Price: US \$34.99
List Price US \$80.00
Save US \$45.01 (56% off)

100% buyer satisfaction 148 sold Free shipping and returns

Shipping: FREE Economy Shipping | See details
Item location: United States, United States

Do not show other nation shoe size

12. Heuristic violation - Help and documentation

Severity rating – Major

Problem – There is no cutting info for almost all of the shirt selling in ebay.

Explanation – The screenshot below only shows the size of the shirt which do not include the cutting of the shirts. Cutting is an important documentation for every shirt selling in ebay as not all of the country have same size of cutting since ebay is an international platform.

SIG SAUER SKULL T-SHIRT UNISEX HIGH QUALITY GRAPHIC TEES

Condition: New with tags

Size: - Select -

Color: - Select -

Quantity: 1 10 available 21 sold / See feedback

Price: US \$17.50

100% buyer satisfaction 21 sold Free shipping

Shipping: FREE Standard Shipping | See details
Item location: North Richland Hills, Texas, United States
Ships to: United States and many other countries | See details

Delivery: Estimated between Thu. Jul. 08 and Mon. Jul. 12 to default

Do not show cutting of the shirt

13. Heuristic violation - Help and documentation

Severity rating – Major

Problem – There is no platform to send the sellers message in ebay.

Explanation – As asking for more information is a frequent incidents to happen when buying products, thus, ebay should setup a platform to chat with the seller to gain more information or else the user will felt insecure for the products that they had bought.

The screenshot shows an eBay seller profile for 'camiseta-locas' (1853★) with a 99.8% positive feedback rating. The profile includes a circular logo with a yellow t-shirt and the text 'www.camisetaloca.com' and '700 % Satisfaction Guaranteed'. Below the logo, there are feedback ratings for 'Item as described' (617), 'Communication' (615), 'Shipping time' (620), and 'Shipping charges' (634). To the right, there are counts for 'Positive' (708), 'Neutral' (3), and 'Negative' (1) feedback, along with a 'See all feedback' link. A specific feedback comment is visible: 'Very disappointed. Logos as pictured are backwards on the shirt. The large skull is on the front, in the pic it is in back. Pissed! Jun 28, 2021'. An orange callout box with the text 'No platform to message seller' is overlaid on the profile. The bottom of the page shows '94 Followers | 1 Review | Member since: Dec 27, 2009 | United States' and a 'Reviews (1)' section with a 'See all reviews' link.

ebay Shop by category Search for anything All Categories Search Advanced

camiseta-locas (1853★) 99.8% positive feedback

Items for sale Visit store Contact

CUSTOM T-SHIRT FACTORY

No platform to message seller

Feedback ratings

Rating	Count	Category
★★★★★	617	Item as described
★★★★★	615	Communication
★★★★★	620	Shipping time
★★★★★	634	Shipping charges

708 Positive 3 Neutral 1 Negative

See all feedback

Very disappointed. Logos as pictured are backwards on the shirt. The large skull is on the front, in the pic it is in back. Pissed! Jun 28, 2021

94 Followers | 1 Review | Member since: Dec 27, 2009 | United States

Reviews (1) See all reviews

Amazon

1. Heuristic violation - Visibility of system status

Severity rating – Medium

Problem – Do not inform users the exact location of the product shipped or produced.

Explanation – As some of the country is infamous for their production line, thus it is very important to inform the users the product is shipped or produced from. For example, all of the products in Amazon only mention the product is shipped from Amazon without the exact location.

Delux Splash Pad, Upgraded 68" Water Toys, Sprinkler for Kids- Wading Pool for Learning, Outdoor Summer Water Toys for Toddlers 1-3

[Visit the Delux Store](#)

★★★★★ 31 ratings | 5 answered questions

List Price: \$29.99 [Details](#)

With Deal: **\$9.34** + No Import Fees Deposit & \$17.89 Shipping to Malaysia

[Details](#)

You Save: **\$20.65 (69%)**

- Kid's Outdoor Water Spray Mat: Let your children play and learn in the summer pool is the key to growth, a 60-inch large splash sprinkler pad, suitable for children, toddlers, and babies, can enjoy the fun of the marine world when playing in the summer. Have fun from science.
- Material and Safety Splash Pad: Our sprinkling spray game pad is made of high-quality, 0.77mm durable PVC material, which is resistant to ultraviolet rays, and is safe for children to play, and is tested by American to ensure safety.
- Children's Favorite Water Spray Pad: The marine theme is definitely popular in summer. The perfect outdoor splash fountain toy for the backyard, beach, and lawn. Suitable for boys and girls 2-10 years old. Promote communication and the relationship between children and families. The best gift for kids.
- Simple Installation and Storage: First connect it to the garden hose, and adjust the water pressure to reduce or increase the height of the water spray, flexible filling, and drainage. Easy to store without taking up space.
- High-Quality Products and Services: If you encounter any problems on the watering splash pad, or are not satisfied with the watering pad, please contact us. We will provide you with quality customer service.

Ships from Amazon

\$9.34

+ No Import Fees Deposit &

\$17.89 Shipping to Malaysia

[Details](#)

Arrives: **Tuesday, July 13**


📍 Deliver to Malaysia

In Stock.

Qty: 1





 **Secure transaction**

Ships from **Amazon**

Sold by **HongTengBe**

Return policy: **This item is**

returnable

☐ Add a gift receipt for easy returns

[Add to List](#)

Share    

Have one to sell?

Smart Deadbolt, SMONET Fingerprint Electronic Deadbolt Door Lock with Keypad-Bluetooth Keyless Entry Keypad Smart Deadbolt App Control, Ekeys Sharing, App Monitoring Auto Lock for Homes and Hotel

[Visit the SMONET Store](#)

★★★★★ 455 ratings

List Price: \$399.99

With Deal: **\$127.99** + No Import Fees Deposit & \$23.53 Shipping to Malaysia [Details](#)

You Save: **\$272.00 (68%)**

Brand SMONET
Color Silver
Material Zinc
Item Dimensions LxWxH 6.54 x 2.56 x 1.57 inches
Lock Type Keypad

About this item

- Keyless Entry Door Lock- SMONET Smart Lock can recognize your fingerprint in just 0.5 seconds, and unlock your door in 1 second. It's faster than fumbling for your keys. (In the meantime, it supports Wi-Fi connectivity or remotely control. Wi-Fi Gateway Sold Separately)
- Smart Bluetooth Keypad Lock- Not only bring you security and trust, but also bring you a brand-new smart home. Five ways to unlock your door - APP, Keypad, Fingerprint, IC Card and Mechanical Keys.
- Customize Management - Sign in APP of Bluetooth Locks for Front Door, you could check the records about unlocking and wrong passcode in real time. Code Door Lock allow setting generate Timed, Permanent, One-time or Customized passcode for guests, friends, housekeepers or employees.
- Safer High Quality & Solid - Intuitive OLED display, Zinc Alloy body, Long Battery Life, 4pcs AA batteries can provide 5000 openings (approx. 6 months), For security reason, it will automatically lock for 5 minutes when enter the password incorrectly more than 5 times.
- Customer Service Warranty- 1-year warranty and free life-time technical support. Any question such as installation or App problems(or for more gateway information) please feel free to contact us.

Ships from Amazon

\$127.99

+ No Import Fees Deposit &

\$23.53 Shipping to Malaysia

[Details](#)

Arrives: **July 1 - 23**

📍 Deliver to Malaysia


In stock soon.

Order it now.

Qty: 1





 **Secure transaction**

Ships from **Amazon**

Sold by **BerryColo**

Return policy: **This item is**

returnable

Support: **Free Amazon tech**

support included

☐ Add a gift receipt for easy returns

[Add to List](#)

Share    

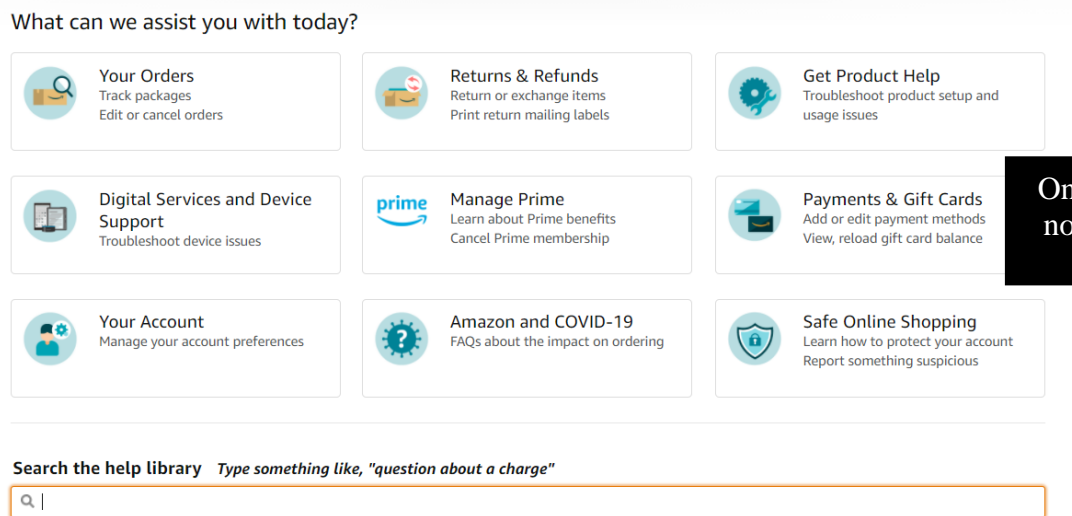
Have one to sell?

2. Heuristic violation - Match between system and the real world

Severity rating – Major

Problem – There is no platform for the user to contact the customer service agent.

Explanation – As some users may be an illiterate (buta huruf) users who do not know how to write and read, this kind of users surely need a live call to the customer service but inside the customer service only have tons of word.



Only words and
no sign for call

3. Heuristic violation - User control and freedom

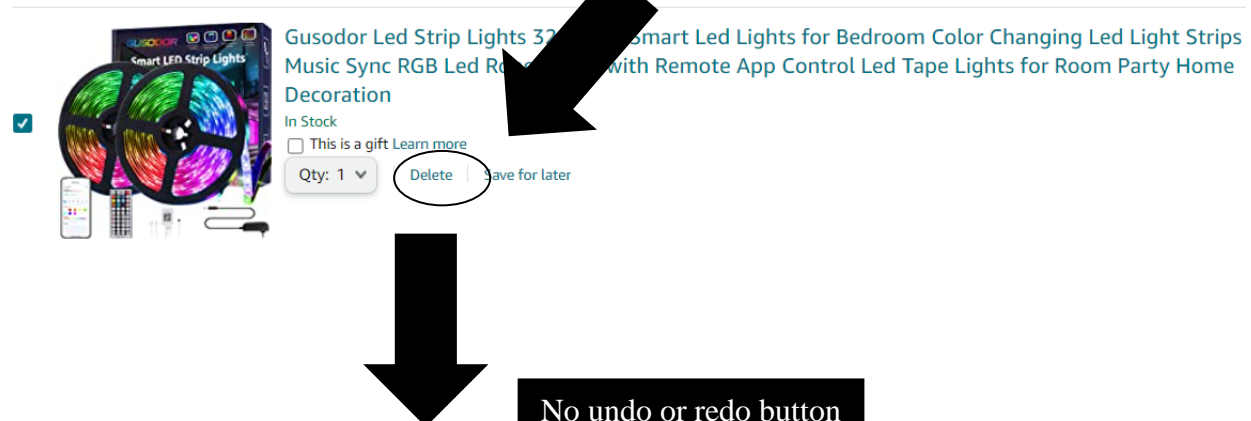
Severity rating – Medium

Problem – User can't undo or redo for deleted products from the cart.

Explanation – If a user accidentally deleted a product inside the cart, there is no undo button which the user only can search back the deleted product to add in the cart again.

Shopping Cart

[Deselect all items](#)



Your Amazon Cart is empty.

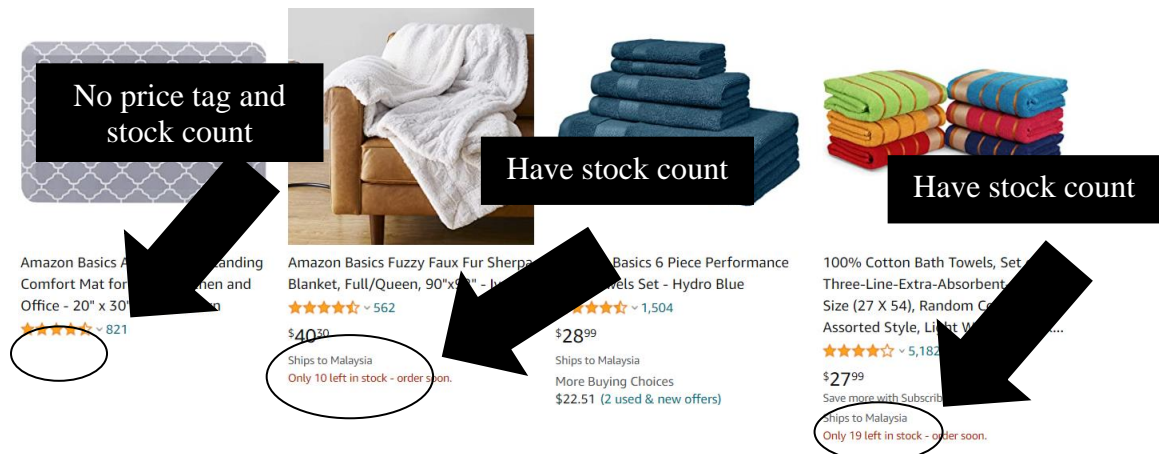
Your Shopping Cart lives to serve. Give it purpose — fill it with groceries, clothing, household supplies, electronics, and more. Continue shopping on the [Amazon.com homepage](#), learn about [today's deals](#), or visit your [Wish List](#).

4. Heuristic violation – Consistency and standards

Severity rating – Major

Problem – Certain product only do not show the price as others product.

Explanation – From the screenshot below, we can see that the first product in the screenshot do not have any price tag and only a few products show available stock while others product do not show left over stock.

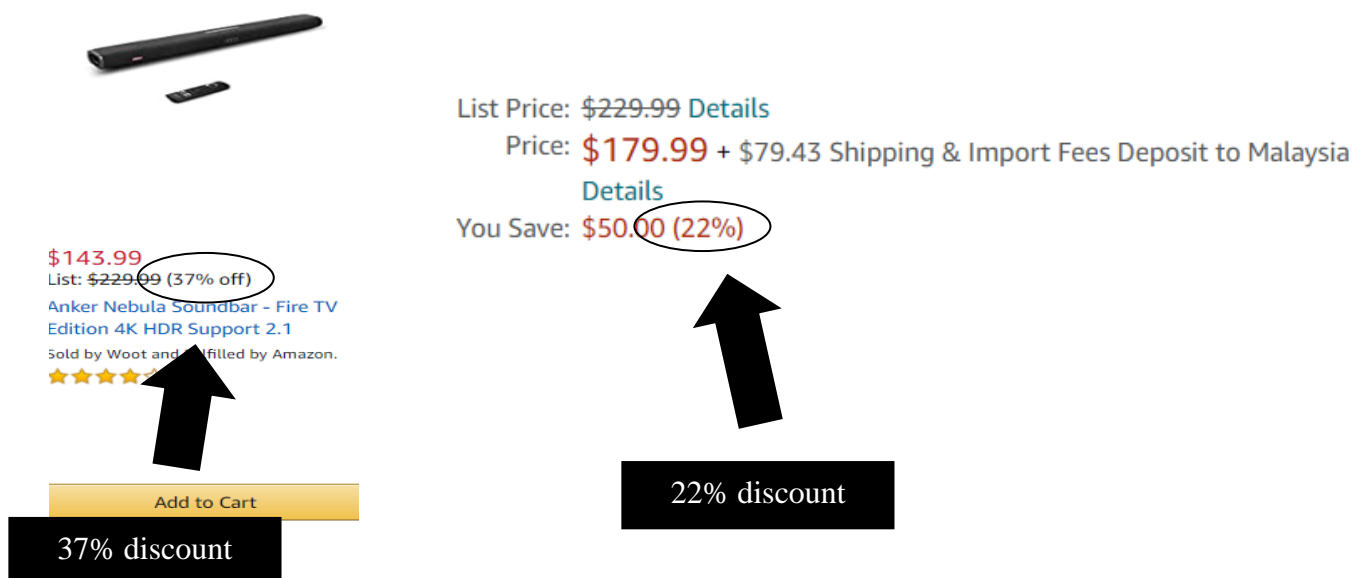


5. Heuristic violation – Consistency and standards

Severity rating – Critical

Problem – Product discount in product page is different with detail page.

Explanation – The product discount in the screenshot below is different which will cause a big confusing matters to the users. The screenshot on the left side is 37% while the screenshot on the right side is 22%.



6. Heuristic violation - Error prevention

Severity rating – Major

Problem – Searched product is not compatible with the product that user searched.

Explanation – I had searched 5 meter wire but instead of giving me 5 meter wire, Amazon system also give me 3 meter and 2 meter wire as option which will confuse me as the user.

Product with 3 meter wire

Searched 5 meter wire

Product with 2 meter wire

7. Heuristic violation - Recognition rather than recall

Severity rating – Medium

Problem – Same product with different delivery fee.

Explanation – As a user, we need to always compare and recall the delivery fee for the same product. Thus, Amazon system should implement their delivery fee not just detail page but also products page for user to recognise the delivery price. The first screenshot is product page while the second screenshot is details page.

Only show delivery fee inside product page

Bundle	Price
Amazing Bundle	\$399.00
Exclusive Bundle	\$429.00
Stunning Bundle	\$409.00

Brand: KWALICABLE

Hard Disk Description: SSD

CPU Manufacturer: AMD

Graphics Coprocessor: 3

Hard Disk Interface: Serial ATA-300

Price: \$409.00 + \$59.90 Shipping & Import Fees Deposit to Malaysia Details

Style: Stunning Bundle

Arrives: Tuesday, July 13

Deliver to Malaysia

Only 3 left in stock - order soon.

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by HALF TIME

Return policy: This item is non-returnable

8. Heuristic violation - Flexibility and efficiency of use

Severity rating – Medium

Problem – The price of the product and the delivery fee should be added together.

Explanation – As a user, we often sum up all the product price and delivery fee only we decide which product is cheaper. Thus, Amazon system should add up both product price and delivery fee together for user's flexibility and efficiency of use. The screenshot below shows that the shipping and import fees deposit is a lot more expensive than the product.

Product price

Product price with delivery fee

List Price: \$299.99 Details
With Deal: **\$249.99** + \$364.56 Shipping & Import Fees Deposit to Malaysia Details
You Save: **\$50.00 (17%)**

\$249.99
List: \$299.99 (17% off)
Bissell ProHeat 2X Revolution Max Clean Pet Pro Full-Size Carpet Cl...
Ships from and sold by Amazon.com.
★★★★☆ 16224

9. Heuristic violation - Aesthetic and minimalist design

Severity rating – Major

Problem – Non-promotional product is inside the promotional web page.

Explanation – As users will always search for promotional product inside the promotion page. There should be no non-promotional products inside as Amazon should minimize the space for promotional products.

Deals and Promotions

Shop Today's Deals, Lightning Deals, and limited-time discounts

Showing 1-32 of 1000 results for 3 Availability Options x

Department

- ☐ Amazon Devices
- ☐ Arts, Crafts & Sewing
- ☐ Automotive & Motorcycle
- ☐ Baby
- ☐ Baby Clothing & Accessories
- ☐ Beauty
- ☐ Books
- ☐ Boys' Fashion
- ☐ Camera & Photo
- ☐ Cell Phones & Accessories
- ☐ Computers & Accessories
- ☐ Costumes & Accessories
- [See more Department](#)

Deal Type

- [Deal of the Day](#)
- [Lightning Deals](#)
- [Savings & Sales](#)

No promotion

DEAL OF THE DAY
\$14.39 - \$31.99
Ends in 22:56:42
Up to 21% off Drinkware from Host, Viski, Twine, and more
★★★★☆ 2849

DEAL OF THE DAY
\$13.59 - \$18.39
Ends in 22:51:43
Parlovable Women's Cross Band Slippers
★★★★☆ 12808

\$249.99
List: \$299.99 (17% off)
Bissell ProHeat 2X Revolution Max Clean Pet Pro Full-Size Carpet Cl...
Ships from and sold by Amazon.com.
★★★★☆ 16223

No promotion

\$89.99
List: \$99.99 (10% off)
Save on LEVOIT Air Purifier for Home Allergies and Pets Hair Smo
Ships from and sold by Amazon.com.
★★★★☆ 35751

\$399.99
List: \$499.99 (20% off)
Up to 20% off Select Margaritaville Blenders
★★★★☆ 929

\$6.79 - \$16.19
Save on Belkin Power Products
★★★★☆ 4360

10. Heuristic violation - Help users recognize, diagnose, and recover from errors

Severity rating – Medium

Problem – Do not have phone recognition process.

Explanation – As user might enter the wrong the phone number, thus, Amazon.com should send a verification code before the user successfully change their mobile number. The screenshot below is the proof where there is no phone recognition in Amazon.com. Amazon.com should send a message to verify the phone number.

Add a new address

 [Or find an Amazon pickup location near you >](#)

Country/Region

Malaysia

Full name (First and Last name)

Low Junyi

Street address

No77, Jln SR 8/15, Tmn Putra Indah

Apartment, suite, unit, building, floor, etc.

City

Seri Kembangan

State / Province / Region

Selangor

Zip Code

43300

Phone number

0182858291

May be used to assist delivery

Add address

No phone recognition











11. Heuristic violation - Help and documentation

Severity rating – Medium

Problem – Do not have new user guide.

Explanation – As not all people is well practised with the system and tools inside the Amazon.com, thus Amazon.com should provide a new user guideline on the menu which will help the new users a lot.

Your Account

 Your Orders Track, return, or buy things again	 Login & security Edit login, name, and mobile number	 Prime View benefits and payment settings
 Gift cards View balance, redeem, or reload cards	 Your Payments Manage payment methods and settings, view all transactions	 Your Profiles Manage, add, or remove user profiles for personalized experiences
 Your devices and content Manage your Amazon devices and digital content	 Your Messages View messages to and from Amazon, sellers, and buyers	 Archived orders View and manage your archived orders
 Your Lists View, modify, and share your lists, or create new ones	No new user guide	

Discussion

Suggestion for improvement for Amazon website

Problem 1 Improvement for visibility of system status

Smart Deadbolt, SMONET Fingerprint Electronic Deadbolt Door Lock with Keypad-Bluetooth Keyless Entry Keypad Smart Deadbolt App Control, Ekeys Sharing, App Monitoring Auto Lock for Homes and Hotel

Visit the SMONET Store
★★★★★ 455 ratings

List Price: \$399.99
With Deal: **\$127.99** + No Import Fees Deposit & \$23.53 Shipping to Malaysia Details
You Save: **\$272.00 (68%)**

Brand	SMONET
Color	Silver
Material	Zinc
Item Dimensions LxWxH	6.54 x 2.56 x 1.57 inches
Lock Type	Keypad Lock

About this item

- Keyless Entry Door Lock- SMONET Smart Lock can recognize your fingerprint in just 0.5 seconds, and unlock your door in 1 second. It's faster than fumbling for your keys. (In the meantime, it supports Wi-Fi connectivity or remotely control. Wi-Fi Gateway Sold Separately)
- Smart Bluetooth Keypad Lock- Not only bring you security and trust, but also bring you a brand-new smart home. Five ways to unlock your door - APP, Keypad, Fingerprint, IC Card and Mechanical Keys.
- Customize Management - Sign in APP of Bluetooth Locks for Front Door, you could check the records about unlocking and wrong passcode in real time. Code Door Lock allow setting generate Timed, Permanent, One-time or Customized passcode for guests, friends, housekeepers or employees.
- Safer High Quality & Solid - Intuitive OLED display, Zinc Alloy body, Long Battery Life, 4pcs AA batteries can provide 5000 openings (approx. 6 months), For security reason, it will automatically lock for 5 minutes when enter the password incorrectly more than 5 times.
- Customer Service Warranty- 1-year warranty and free life-time technical support. Any question such as installation or App problems(or for more gateway information) please feel free to contact us.

\$127.99

+ No Import Fees Deposit & \$23.53 Shipping to Malaysia
Details

Arrives: **July 1 - 23**

Deliver to Malaysia

In stock soon.
Order it now.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from
Sold by

Miami, US

Return policy: **This item is returnable**

Support: **Free Amazon tech support included**

☐ Add a gift receipt for easy returns

Add to List

Share

Have one to sell?

The figure above shows that there is an exact location ships from. Amazon.com should specify the exact location delivered by the seller. Or else the users will be worried with the product that they bought and loss confidence with the seller which will much affect seller's e-business.

Problem 2 Improvement for match between system and the real world

What can we assist you with today?



Your Orders
Track packages
Edit or cancel orders



Returns & Refunds
Return or exchange items
Print return mailing labels



Get Product Help
Troubleshoot product setup and usage issues



Digital Services and Device Support
Troubleshoot device issues



Manage Prime
Learn about Prime benefits
Cancel Prime membership



Payments & Gift Cards
Add or edit payment methods
View, reload gift card balance



Your Account
Manage your account preferences



Amazon and COVID-19
FAQs about the impact on ordering



Safe Online Shopping
Learn how to protect your account
Report something suspicious

Search the help library Type something like, "question about a charge"

Q |



Customer service real agent

With the presence of phone call customer service real agent, the people who face trouble in reading can solve their problems via this phone call service.

Problem 3 Improvement for user control and freedom

Shopping Cart

[Deselect all items](#)



Gusodor Led Strip Lights 32.8 Feet Smart Led Lights for Bedroom Color Changing Led Light Strips Music Sync RGB Led Rope Lights with Remote App Control Led Tape Lights for Room Party Home Decoration

In Stock

☐ This is a gift [Learn more](#)

Qty: 1

[Delete](#)

[Save for later](#)

Confirm delete?

Yes

No

Amazon.com should implement confirmation button. With the presence of confirmation button, user can undo the deleted product. Thus, user don't have to waste more time spending to find the product again.

Problem 4 Improvement for consistency and standards



Amazon Basics Anti-Fatigue Standing Comfort Mat for Home Kitchen and Office - 20" x 30", Gray Pattern
★★★★☆ ~ 821

\$29.99

Left 10 stock



Amazon Basics Fuzzy Faux Fur Sherpa Blanket, Full/Queen, 90"x92" - Ivory
★★★★☆ ~ 562

\$40³⁰

Ships to Malaysia

Only 10 left in stock - order soon.



Amazon Basics 6 Piece Performance Bath Towels Set - Hydro Blue
★★★★☆ ~ 1,504

\$28⁹⁹

Ships to Malaysia

More Buying Choices

\$22.51 (2 used & new offers)

Left 5 stock



100% Cotton Bath Towels, Set of 6, Three-Line-Extra-Absorbent-Cotton, Size (27 X 54), Random Color Assorted Style, Light Weight, Quick...
★★★★☆ ~ 5,182

\$27⁹⁹

Save more with Subscribe & Save

Ships to Malaysia

Only 19 left in stock - order soon.

Amazon.com should update the latest price so as the stock for each product from time to time. With the newly implemented system, users will not confuse anymore about the price and the quantity of the stock anymore.

Problem 5 Improvement for consistency and standards

\$143.99

List: ~~\$229.99~~ (37% off)

Anker Nebula Soundbar - Fire TV
Edition 4K HDR Support 2.1

Sold by Woot and Fulfilled by Amazon.

★★★★☆ 563

List Price: ~~\$229.99~~ Details

Price: **\$143.99** + **\$79.43** Shipping

Details

You Save: **\$86.00** (37%)

Add to Cart


Amazon.com should standardise their products and maintain it well. Any changes of the price or discount will be update immediately without error. By standardise the discount percentage and the price of the product, the user will not confuse with the price of the product again.

Problem 6 Improvement for error prevention

The screenshot shows the Amazon Malaysia homepage with a search bar containing 'wire 5 meter'. Below the search bar, there are four product listings. Each listing includes a product image, a title, a price, a rating, and a '5 meter' label. The products are: 1. Dericam Universal 10ft Power Extension Cable, DC 12 Volt Power Adapter Extension Cord, Extend Additional \$8.29, 5 stars, 563 reviews. 2. Kenuco 1U 19" Installation Full Metal Cable Manager \$14.99, 5 stars, 9 reviews. 3. DaFuRui dc Voltage Display, 6pcs Mini Digital Voltmeter 0.28 Inch Three-Wire DC DC 0-100V Digital Voltmeter Voltage Tester Reverse... \$13.99, 5 stars, 114 reviews. 4. 5 meter Gauge 3 Prong Heavy Duty Power Cord, UL Listed, 15 Amp 240 Volt Power Cable for Digital Ballast Yodotek (Set of 2) \$21.88, 5 stars, 73 reviews. All products are marked 'Ships to Malaysia'.

Amazon.com also need to be more attention with the length and the weight of the product. As user search for 5 meter length of a product, the system should only give the correct information requested by the user or else user might buy the wrong product.

Problem 7 Improvement for recognition rather than recall



Sponsored ⓘ


Nintendo Switch Animal Crossing: New Horizons Edition 32GB Console Bundle, Pastel Green and Blue Joy-Con, 6.2" Touchscreen LCD Display, Family and Holiday Gift, W/ GM 14-in-1 Supper Kit Case
by Nintendo

★★★★★ ~ 939

Nintendo Switch

\$409⁹⁹ + Delivery fee \$52.40

Ships to Malaysia
Only 1 left in stock - order soon.



Sponsored ⓘ


Nintendo Switch Exclusive Mario Bundle | Includes: Nintendo Switch with Neon Blue and Neon Red Joy-Con, Mario + Rabbids Kingdom Battle, 32GB Kwalicable Micro SD Card and Microfiber Cleaning Cloth

\$409⁰⁰ + Delivery fee \$75.40

Ships to Malaysia
Only 3 left in stock - order soon.

Amazon should implement the delivery fee in product page. With this, user can easily recognise the price of the delivery fee which allow user to make the best decision. Or else the user need to click in the product details page only can see the delivery fee.

Problem 8 Improvement for flexibility and efficiency of use



\$249.99
List: \$299.99 (17% off)

Bissell ProHeat 2X Revolution Max
Clean Pet Pro Full-Size Carpet Cl...

Ships from and sold by Amazon.com.

★★★★★ 16224

\$614.55 included delivery fee

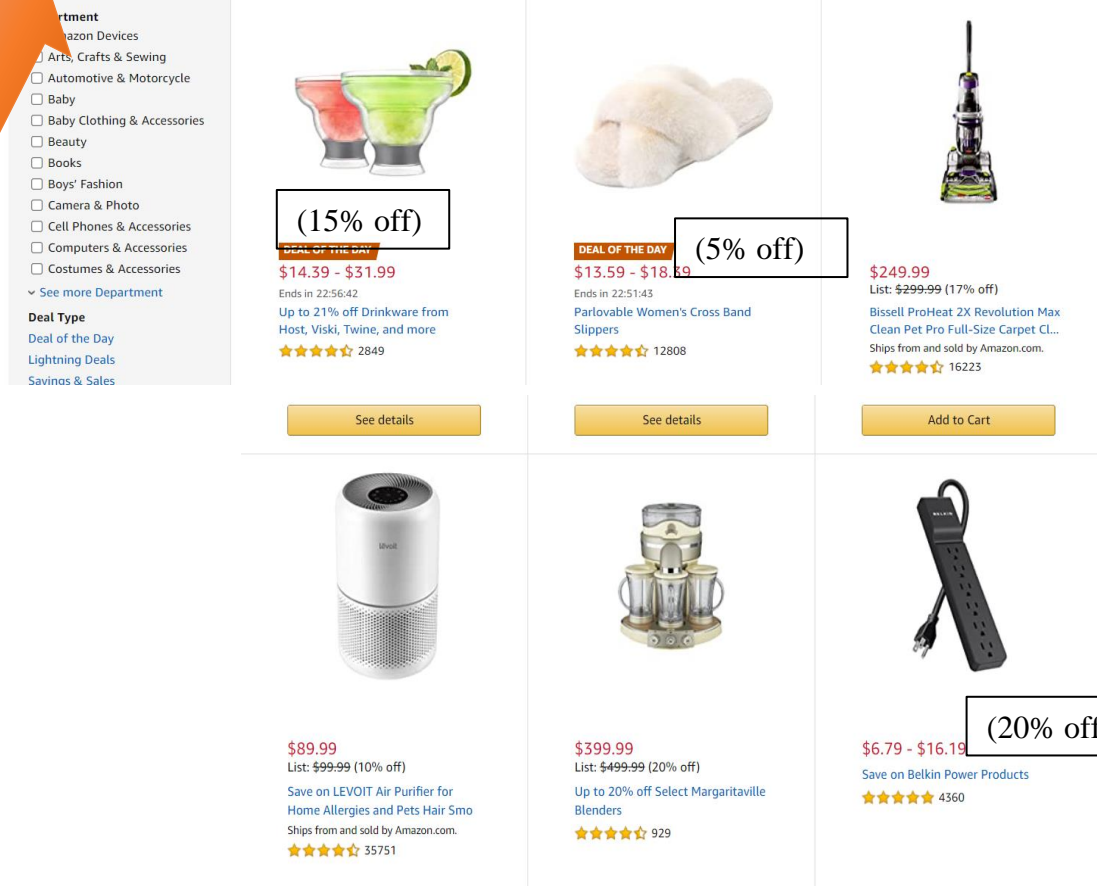
Amazon.com should implement a total price of delivery and product inside which allow user to know the final sum of the product which included delivery fee. As some of the seller tend to increase the delivery fee and decrease the product price to attract more customer.

Problem 9 Improvement for aesthetic and minimalist design

Deals and Promotions

Shop Today's Deals, Lightning Deals, and limited-time discounts

Showing 1-32 of 1000 results for 3 Availability Options x



The screenshot shows the Amazon 'Deals and Promotions' page. An orange arrow points to the 'Deals and Promotions' header. The page displays a grid of product deals. Each deal card includes a product image, a discount label (e.g., '(15% off)', '(5% off)', '(20% off)'), the current price, the list price, the percentage off, the product name, the number of reviews, and a 'See details' or 'Add to Cart' button.

Product	Discount	Current Price	List Price	Percentage Off	Product Name	Reviews	Action
Two glasses of cocktail	(15% off)	\$14.39	\$31.99	55%	Up to 21% off Drinkware from Host, Viski, Twine, and more	2849	See details
White slippers	(5% off)	\$13.59	\$18.89	28%	Parlovable Women's Cross Band Slippers	12808	See details
Bissell ProHeat 2X vacuum		\$249.99	\$299.99	17%	Bissell ProHeat 2X Revolution Max Clean Pet Pro Full-Size Carpet CL...	16223	Add to Cart
LEVOIT Air Purifier		\$89.99	\$99.99	10%	Save on LEVOIT Air Purifier for Home Allergies and Pets Hair Smo	35751	
Margaritaville Blenders		\$399.99	\$499.99	20%	Up to 20% off Select Margaritaville Blenders	929	
Belkin Power Products	(20% off)	\$6.79	\$16.19	58%	Save on Belkin Power Products	4360	

Amazon.com should make sure all the product inside the “Deals and Promotions” have promotion. This is because if the promotion product mixed with non- promotional product, the whole “Deals and Promotions” will confuse the users which will give a negative mindset and impact to the users about the “Deals and Promotions”.

Problem 10 Improvement for help users recognize, diagnose, and recover from errors

Phone number

0182858291











Phone number verified

May be used to assist delivery

Amazon.com should verify any of the user’s phone number. This is because if the user had enter the wrong phone number, Amazon.com cannot contact the user immediately about their package condition which will cause a lot of unwanted trouble.

Problem 11 Improvement for help and documentation

Your Account

 Your Orders Track, return, or buy things again	 Login & security Edit login, name, and mobile number	 Prime View benefits and payment settings
 Gift cards View balance, redeem, or reload cards	 Your Payments Manage payment methods and settings, view all transactions	 Your Profiles Manage, add, or remove user profiles for personalized experiences
 Your devices and content Manage your Amazon devices and digital content	 Your Messages View messages to and from Amazon, sellers, and buyers	 Archived orders View and manage your archived orders
 Your Lists View, modify, and share your lists, or create new ones	<div>New User guide menu</div>	

By implementing the new user guide menu, new user can avoid many of the unwanted trouble such as tracking the parcel so as the return and refund problems. This not only benefit to users but also Amazon.com customer service which produce win-win situation.

Comparison Table between ebay and Amazon

Violation

Usability Heuristics	ebay	Amazon
Visibility of system status	Do not show how many stock left for every product	Do not inform users the exact location of the product shipped or produced
Match between system and the real world	Inside the “Sales & Events” page, there is no sales and event held by ebay but the page do not inform the users that there is no sales and events	There is no platform for the user to contact the customer service agent
User control and freedom	User can’t edit or undo the search experience which had sent to ebay	User can’t undo or redo for deleted products from the cart
Consistency and standards	Not every product can be added to wish list	Certain product only do not show the price as others product
Error prevention	Do not show the states of user’s country for address input	Searched product is not compatible with the product that user searched
Recognition rather than recall	User need to remember all delivery fee for specific product	Same product with different delivery fee
Flexibility and efficiency of use	There are many products that have special featured deals but it is not categorized which much will delay the user’s time to find certain featured deals product	The price of the product and the delivery fee should be added together
Aesthetic and minimalist design	Discount brand do not have discount product	Non-promotional product is inside the promotional web page

Help users recognize, diagnose, and recover from errors	Only shows US shoes size which do not include EU and UK shoe size	Do not have phone recognition process
Help and documentation	There is no platform to send the sellers message in ebay	Do not have new user guide

Compliance

Usability Heuristics	ebay	Amazon
Visibility of system status	Both ebay and Amazon have rating and user's review which allow us to understand some of the users' experience.	
Flexibility and efficiency of use	Almost all of the product is being categorized well such as electronic, clothes and jewellery.	
Recognition rather than recall	The home button for both ebay and Amazon is the same which is their logo.	

Conclusion

After this individual case study, I found out that it is difficult to work alone but I still manage to overcome it although I don't have a team or mate. In this case study, I also learned 10 Usability Heuristic from Jakob Nielsen. He is a very great mentor for evaluating. I also know that how big and how huge is a company is, there is still flaw or incomplete system as we as a human and user are not a robot which perfect at everything. We need evaluation system to produce a better and more effective system. Heuristic evaluation is one of the successful example of an evaluation system. From the experience that I truly received from this case study is that all system will have a hole, only evaluation system can make the hole smaller.

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