

Label	Heuristic	Problem	Explanation	Severity ⁱ	Mean ⁱⁱ	Finders
Global problems						
1	Help and documentation	No help	There is no help available to a user who doesn't know what they're doing.	2	2.73	11
2	Visibility of system status	Where in shopping process?	It would be nice for the user to know where in the shopping process they are (e.g., what steps are left, etc.).	2	2.67	6
3	Consistency and standards	Link color	Link color is inconsistent -- sometimes red, sometimes blue, sometimes black.	2	1.89	9
4	Aesthetic and minimalist design	Click here, Please read, Note:	"Click here" doesn't convey any new content, unnecessary, clutters screen.	1	1.50	4
5	Consistency and standards	Link labels	Hyperlinks are sometimes labeled "Click here", sometimes don't, and sometimes include additional information.	1	1.50	6
6	Aesthetic and minimalist design	Page is cluttered	There is a lot of information on the page, and it is difficult to tell what to focus on.	3	2.59	11
7	Aesthetic and minimalist design	Font on buttons small	Can be hard for user to read text on button.	1	2.00	3
8	Aesthetic and minimalist design	Too much white space around icon	Bad balance between figure (shopping cart icon) and ground (surrounding sea of white space)	1	1.33	3
9	Aesthetic and minimalist design	Unaligned text boxes and buttons	Alignment of text boxes and buttons make them hard to scan, and appear unattractive.	2	1.17	6
"There is a problem" / Out of Stock						
10	Help users recognize, diagnose, and recover from errors	There is a problem with your order.	The page does not make obvious what the problem with the order is (listed as just a parenthetical).	4	3.54	35
11	Error prevention	Allowed to put out of stock item in cart	The user was allowed to place something in the cart that can't be purchased.	3	3.20	11

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12	Help users recognize, diagnose, and recover from errors	How to fix out of stock item in cart?	It is not clear what the user should do about the out of stock item in the cart.	4	3.00	1
13	Consistency and standards	Does Quantity = 0 also remove?	With so much emphasis placed on the "Remove" option, it is not clear if setting the quantity to 0 would remove the item from cart.	2	2.00	1
14	Visibility of system status	Quantity = 1 is false for out-of-stock item	The quantity box for the memory says 1, but the user really has 0 in cart because it is out of stock.	3		0
15	Visibility of system status	"Out of stock" not clearly displayed	Tends to disappear into product description	3	3.14	7
Removing						
16	Consistency and standards	Remove checkbox vs. button.	Two ways to remove -- using a checkbox or using a button -- could confuse the user as to which is appropriate.	1	2.63	35
17	Help and documentation	Remove checkbox needs instructions	Instructions for how to use the checkbox to remove are necessary because there is the non-obvious step after checking the box of clicking "Recalculate".	3	2.75	4
18	Help and documentation	Instructions aren't nearby	The directions as to how to remove an item is not placed near the items, where the user wants to remove, and thus might be missed.	2		0
19	Visibility of system status Error prevention	Out of sync if you don't Recalculate	The quantity boxes and the remove checkbox can become out of sync with underlying system if the user doesn't click "Recalculate".	3	2.67	3
20	Help users recognize, diagnose, and recover from errors	Retrieving removed items	Once an item is removed, can it be re-added easily, or is it lost forever? If cart is cleared, can it be brought back? Otherwise, items will be lost.	3		0

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21	Consistency and standards	Press Recalculate [button]	Help text doesn't specify that the Recalculate button should be pressed, not just the word Recalculate	2	2.00	1
Red, asterisks						
22	Match between system and the real world	* used for emphasis	It is common for asterisks to be used to footnote, but are used for emphasis.	1	1.71	7
23	Consistency and standards Aesthetic and minimalist design	Red used inconsistently & too often	Red is sometimes used to indicate an error, and sometimes for emphasis. Hard to tell which red warnings to focus attention on, as no single one calls attention because of overuse.	2	1.95	22
Cart contents						
24	Aesthetic and minimalist design	Black text on blue	Very difficult to read the dark black text on the dark blue background.	2	1.62	22
25	Match between system and the real world	ExtPrice, UnitPrice	Not obvious what this means. Use common terminology.	2	1.65	17
26	Aesthetic and minimalist design	Order number displayed	The user probably does not care about the order number, and yet it is displayed with the product description.	1	1.88	4
27	Aesthetic and minimalist design	Too many lines	Lines are used instead of white space to segment the page.	1	1.00	1
28	Visibility of system status	Tax & shipping not added in	Shows a subtotal, but not a total with tax & shipping.	3	3.10	5
29	Error prevention	Quantity not restricted to number	User could enter a non-number in the text box, when the quantity can only be a number.	2	1.00	1
30	Match between system and the real world	Product descriptions not clear	Description is a bunch of keywords, not well summarized; only the pictures tell what it is.	2	2.50	2

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Clear Cart						
31	Error prevention	Clear Cart near Recalculate	When a user intends to press "Recalculate", might accidentally click "Clear Cart", a very different action! (And vice versa.)	3	2.71	7
32	Consistency and standards	"Clear Cart" inconsistent with "Remove"	Use "Remove All Items" instead.	2	3.00	1
Check Out button						
33	Consistency and standards Check out button looks different		The "Check out" button does not look like the other buttons, and it is not even obvious it can be clicked on.	2	1.67	6
34	User control and freedom	No way to continue shopping	Not clear how the user can continue on their task of shopping if they don't want to check out.	3	3.06	16
35	Visibility of system status Error prevention	User can't really check out	There is a check out button that implies the user can check out, but this isn't true until the error is corrected.	3	3.40	5
Tax						
36	Aesthetic and minimalist design Consistency and standards	For more information about tax	Tax information not mentioned, not relevant.	1	1.90	10
Discount/Coupon						
37	Visibility of system status Discount applied during checkout		Discount not displayed with shopping cart, no way to know what the discount is, user doesn't know what's going on.	3	2.00	8
38	Consistency and standards	"Apply" button vs. "applied during checkout"	Button says "Apply", but text says it will be applied at checkout.	2	2.80	10

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Saved shopping carts						
39	Recognition rather than recall	Must remember Cart Name	Not prompted for previously used cart names. Might forget previous carts and lose that data.	3	2.94	27
40	Match between system and the real world Aesthetic and minimalist design Consistency and standards	Saving cart between price information	The section to save a cart is in between shipping and discount information, and is not easy to distinguish as separate. Not grouped with cart information.	1	2.50	4
41	Consistency and standards	Cart Title v. Cart Name	If you store a card under a "Cart Title", you should be able to retrieve it as such. Might not even know "Cart Name" means the same thing.	2	1.62	13
42	Match between system and the real world	Cart metaphor	The metaphor of a shopping cart isn't perfect -- if a cart is stored, items can become unavailable, unlike in the real world. Can add out of stock items to cart. Icon empty even when items are in cart.	2	2.00	4
43	Error prevention	Load Cart might destroy current cart	Not clear what will happen when a cart is loaded. If loading a saved cart causes data to be lost, that should be prevented.	3	2.00	2
44	Flexibility and efficiency of use	Can't return quickly to old cart	Should be easy to return to previous carts quickly. Might be cumbersome for a regular user to always type in cart names.	2	3.00	1
45	Error prevention	Restrictions on cart name	Restrictions on cart name not specified. For example, characters should only alpha-numeric, and the name must not be an already used.	2	2.00	3

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Shipping						
46	Consistency and standards	Shipping Calculator below	"Shipping Calculator" referred to falls under a different name, and is not labeled in a way that implies it will calculate charge (although button is).	2	1.83	6
47	User control and freedom Visibility of system status	Shipping calculator method	No way in the Shipping Calculator to specify what type of shipping to calculate.	3	2.71	7
48	Consistency and standards	Shipping table ordering	The items in the shipping table aren't organized in a coherent manner (such as by service provider or speed of delivery).	1	2.00	2
49	Consistency and standards	Shipping information not grouped together	"Shipping Calculator" referred to above, Zip code entry in the middle, and shipping time below.	2	2.46	12
50	Recognition rather than recall	Shipping table can't be memorized	Difficult for user if required to remember shipping information from table when, at a later point, it will be useful.	2	2.33	3
51	Aesthetic and minimalist design	Shipping table not relevant	The information is not relevant to the task at hand, and further could be presented more concisely.	1	2.44	19
52	Consistency and standards Match between system and the real world	Free 2nd Day	What does Free 2nd Day refer to? Does shipping apply to an item, or a whole order?	2	2.43	7
53	Match between system and the real world	AK/HI	People might not know state abbreviations.	2	1.80	5
54	Match between system and the real world	"Processing time" is jargon	"Processing time" not a standard term	2	1.50	2

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55	Aesthetic and minimalist design	Processing time mentioned repeatedly	Processing time is included in all shipping options, so why keep mentioning it? Just include it.	2	2.00	2
56	Flexibility and efficiency of use	Zip code	A frequent shopper like Ben Bitdddle could be helped by having their zip code remembered between uses.	2		0
Secure Mode/SSL Mode						
57	Consistency and standards	Secure Mode v. SSL Mode v. Secure Server	Three ways to describe that the transaction is secure, and this could cause difficulties connecting them.	2	1.79	14
58	Match between system and the real world	SSL Mode	"SSL Mode" is a technical term that is not necessarily meaningful to the user.	2	2.17	18
59	Visibility of system status	May take several minutes	Feedback about length of task provided too early. This information will be useful to the user, instead, when entering SSL mode.	3	3.33	6
60	User control and freedom Error prevention	"Don't back up" is a trap	Once the user clicks on the button, it appears they have no way to back out, at least for several minutes.	3	2.95	11
61	Help and documentation Error prevention	Warning should be more obvious	This important warning should be more obvious, or better explained.	2	2.55	22
62	Flexibility and efficiency of use	Check out process slow	No quick process for an experienced user to check out.	2	2.13	4
63	Consistency and standards	"back up" vs. Back, or "Reload" vs. Refresh	Use the same names that common browsers do	2	2.17	6

ⁱ **Severity** is the suggested severity.

ⁱⁱ **Mean** is the mean severity reported by those who found the problem.