

HEURISTIC EVALUATION

Evaluator Name: Khadijah Ingawa
Device / Browser: Macbook Pro 13" / Chrome 131.0
Website: https://www.nordstromrack.com/

SEVERITY RATING

- 0** I don't agree that this is a usability problem at all
- 1** Cosmetic problem only: fix if time is available
- 2** Minor usability problem: fixing this should be given low priority
- 3** Major usability problem: important to fix, given high priority
- 4** Usability catastrophe: fix this before product can be released

HEURISTICS	OBSERVATIONS	RECOMMENDATION	SEVERITY
1. Visibility of system status <i>Always keep users informed about what is going on, through appropriate feedback within reasonable time.</i>	<ul style="list-style-type: none">When users select an item that is not available at their selected store for pickup, the site displays "Free pickup at [selected store]" with a prohibited symbol. This wording creates confusion for users, as it is unclear whether the item is available for pickup or not.	<ul style="list-style-type: none">Replace the conflicting message with "This item is not available for pickup at [selected store]". Ensure this message is displayed on the product page, rather than waiting until the user attempts to add the item to their cart to display this message.	2
2. Match between system and the real world <i>Follow real-world conventions, making information appear in a natural and logical order.</i>	<ul style="list-style-type: none">Pickup-only items could be better represented to users. Some users might not understand that "pickup only" means they must physically go to a store to retrieve the item.	<ul style="list-style-type: none">Change the wording to "In-store pick-up only" to provide a more familiar term, ensuring users understand what is required.	1
3. User control and freedom <i>Users should leave the unwanted state without having to go through an extended dialogue. undo and redo.</i>	<ul style="list-style-type: none">Users can add an available item at their selected store to their cart for pickup. However, if the user changes the store in the header to a location where the item is unavailable, the item still remains in the cart for pickup at the first store. This could confuse users or lead to unintentional errors during checkout.	<ul style="list-style-type: none">Ensure that the cart updates to match the user's selected store. If an item becomes unavailable at the newly selected store, prompt users with a clear message explaining the change and offer options, such as keeping the item at the original store or removing it from the cart.	3
4. Consistency and standards <i>Users should not have to wonder whether different words, situations, or actions mean the same thing.</i>	<ul style="list-style-type: none">Unavailable items are still displayed with the wording "Free pickup at [selected store]," even though the item is not available. This inconsistency can mislead users into thinking the item is available for pickup.	<ul style="list-style-type: none">Replace "Free pickup at [selected store]" with "Not available at [selected store]" for items that are unavailable.	2
5. Error prevention <i>Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.</i>	<ul style="list-style-type: none">For clothing items, users are able to select sizes that are unavailable at their selected store, leading to potential frustration when trying to complete a pickup order.If users accidentally add a pickup-only item to their bag, clicking the "In Your Bag" button takes them directly to checkout without an option to view or remove the item.	<ul style="list-style-type: none">Allow users to see all sizes, but clearly indicate "Not available at [selected store]" next to unavailable sizes to help them avoid selecting unavailable options.Change the "In Your Bag" button so it takes users to their bag overview instead of directly to checkout, giving them an opportunity to review and modify their cart.	3
6. Recognition rather than recall <i>Minimize the user's memory load by making objects, actions, and options visible.</i>	<ul style="list-style-type: none">Under the shipping option, for pickup only items the site says "Shipping not available" and "This item is only available in store".	<ul style="list-style-type: none">Keep this to maintain clarity that this is an item that cannot be shipped.	0
7. Flexibility and efficiency of use <i>Accelerators. Allow users to tailor frequent actions.</i>	<ul style="list-style-type: none">Users are able to filter pickup only items using the "available today" option.	<ul style="list-style-type: none">Introduce a separate filter for pickup only items.	2
8. Aesthetic and minimalist design <i>Dialogues should not contain information which is irrelevant or rarely needed.</i>	<ul style="list-style-type: none">The flow does not include unnecessary information.		0
9. Help users recognize, diagnose, and recover from errors <i>Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.</i>	<ul style="list-style-type: none">When users attempt to add a pickup only item to their cart that is unavailable at their selected store, the system clearly prompts the user that this action cannot be done.	<ul style="list-style-type: none">Keep the use of this clear language, as it helps users immediately recognize the issue and prevents them from continuing with a frustrating or incorrect action.	0
10. Help and documentation <i>Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.</i>	<ul style="list-style-type: none">Users who are unfamiliar with the pickup-only option might not know what the entire process entails, which could lead to confusion or frustration during the purchase process.	<ul style="list-style-type: none">Include a section or link where users can learn more about what the pickup-only option means, how the process works, and how they can retrieve items once purchased.	2