

# HEURISTICS EVALUATION

for

**ASOS.COM**

by

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*User Experience Evaluation*

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# *Table of Contents*

*click to view*

**3** Introduction & Methodology

**10** Positive Findings

**13** Negative Findings

**22** Recommendations Summary



# INTRODUCTION

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Evaluation method, value & premise.

## Client Overview

# ABOUT ASOS

“So you know us and love us as ASOS. But people often ask where our name comes from (usually straight after they ask us how to pronounce it - it’s ACE-OSS, by the way).

The idea of ASOS started in 1999 when founders Quentin Griffiths and Nick Robertson (who’s still Non-Executive Director) had the idea of starting an internet business where people could find clothes or accessories they had seen celebs wearing.

Almost immediately, the business was referred to internally as ‘ASOS’, an abbreviation of AsSeenOnScreen. That led the directors and staff to realise that the website name needed shortening too...” <http://www.asos.com/about/>

TEAM MEETING

Evaluators met up to align tasks to investigate, agree upon best method of evaluation, determine timeline and schedules. Each evaluator would perform set task in a quiet environment on their personal laptop/computer and then send a report to Shilpa for compilation of data.

Jan 24, 2018

USER TESTING

Evaluators had 48 hours to complete assessment of website and provide their evaluations through email.

Jan 27, 2018

FINAL REPORT

The final report was compiled through systematically gathering assessment details and user experiences. Each design issue was touched examined and rated in severity. Potential solutions were then suggested to remedy design problems.

Jan 28, 2018

Evaluation Overview

PROCESS TIMELINE

## Evaluation Overview

# TASKS

*The tasks evaluated were as follows:*



To browse the website asos.com



Checkout using the ASOS student program which provides students 10% discount.



Observe delivery process and follow up.

# NIELSEN'S USABILITY HEURISTICS

### **01 Visibility of system status**

Always keep users informed about what is going on. Provide appropriate feedback within reasonable time.

**02 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.

**03 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.

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

**05 Error Prevention** 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.

# NIELSEN'S USABILITY HEURISTICS

### **07 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.

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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.

### **08 Aesthetic & 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.

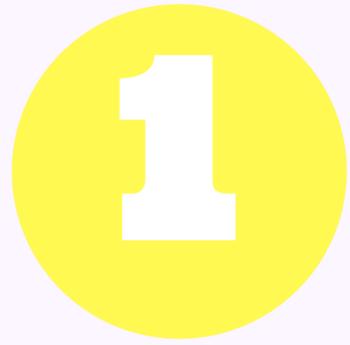
### **09 Recognize, Diagnose & Recover from Error**

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

### **10 Help & 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.





Cosmetic  
Problem  
Only

Violates heuristic, Not a usability problem



Minor  
Usability  
Problem

Should fix, Low priority



Major  
Usability  
Problem

Must fix, higher priority



Severe  
Usability  
Problem

Usability Emergency,  
Seriously impairs user  
experience, Must fix

# SEVERITY RANKINGS

# FINDINGS

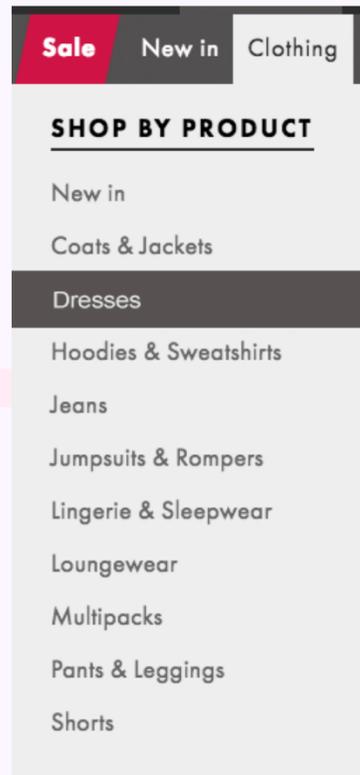
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Results of the Heuristics Evaluation

# ASOS

**POSITIVE FINDINGS**

# POSITIVE FINDINGS

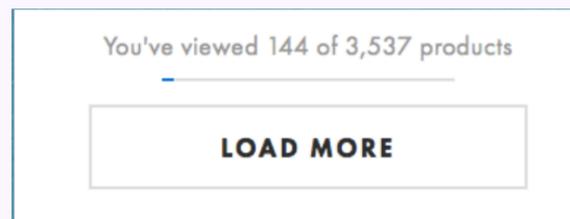


ASOS has a casual and cavalier vibe to their language, which appeals to their demographic. Their UK origins is readily apparent when they intersperse British vernacular.

**02 MATCH  
BETWEEN SYSTEM  
& REAL WORLD**

ASOS employs a taxonomical or a hierarchy based model developed through categorization of clothing items, styles or whats happening in the fashion world. The website is very easy to understand and navigate through. Filters are clearly applied to provided streamlined navigation for specific viewers who search for items in a specific way.

**04 CONSISTENCY  
& STANDARDS**

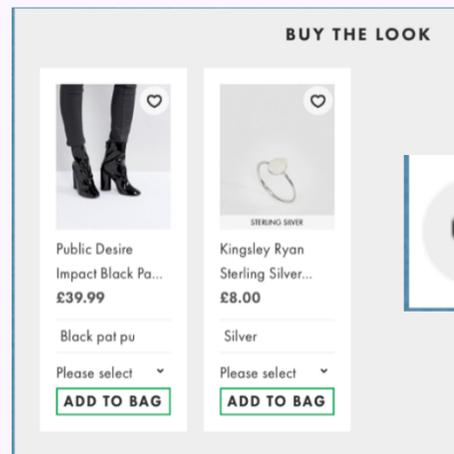


At no point in the website is there any need to recall complex information. Information is also disclosed progressively to avoid over stimulation. (For example, even though the website employs one long page scrollable format, it asks you to “load more” to continue scrolling. This not only keeps you focused on the task but also gives you easy click-points for easy reflection.)

**06 RECOGNITION  
RATHER THAN  
RECALL**

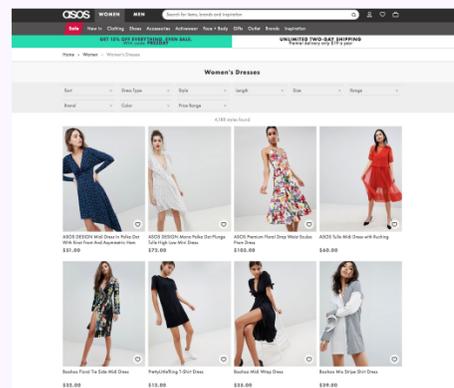
## Heuristic Findings

# POSITIVE FINDINGS



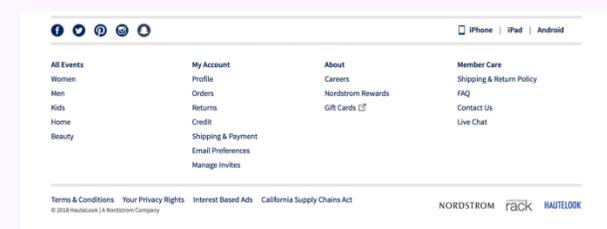
ASOS allows its users to scroll through hundreds of styles, “heart them”, curate and style them. Upon constant use, ASOS auto-populates their user’s feed with style-relevant suggestions. With the use of an account, a user can employ a one-click-checkout through their preferred form of payment. ASOS has a casual and cavalier vibe to their language, which appeals to their demographic. Their UK origins is readily apparent when they intersperse British vernacular.

**07 FLEXIBILITY & EFFICIENCY OF USE**



One of the most impressive propositions about ASOS is its “look book” type design that allows users to find inspiration through eye-catching curated images, styled for persuasion. The use of white space and minimal text allows the users to focus on the look rather than text.

**08 AESTHETIC & MINIMALIST DESIGN**



There is a persistent footer at the bottom of every page that assists the viewer at all times. the help page is very thorough with a search bar and questions segmented in overarching categories that are easy to navigate.

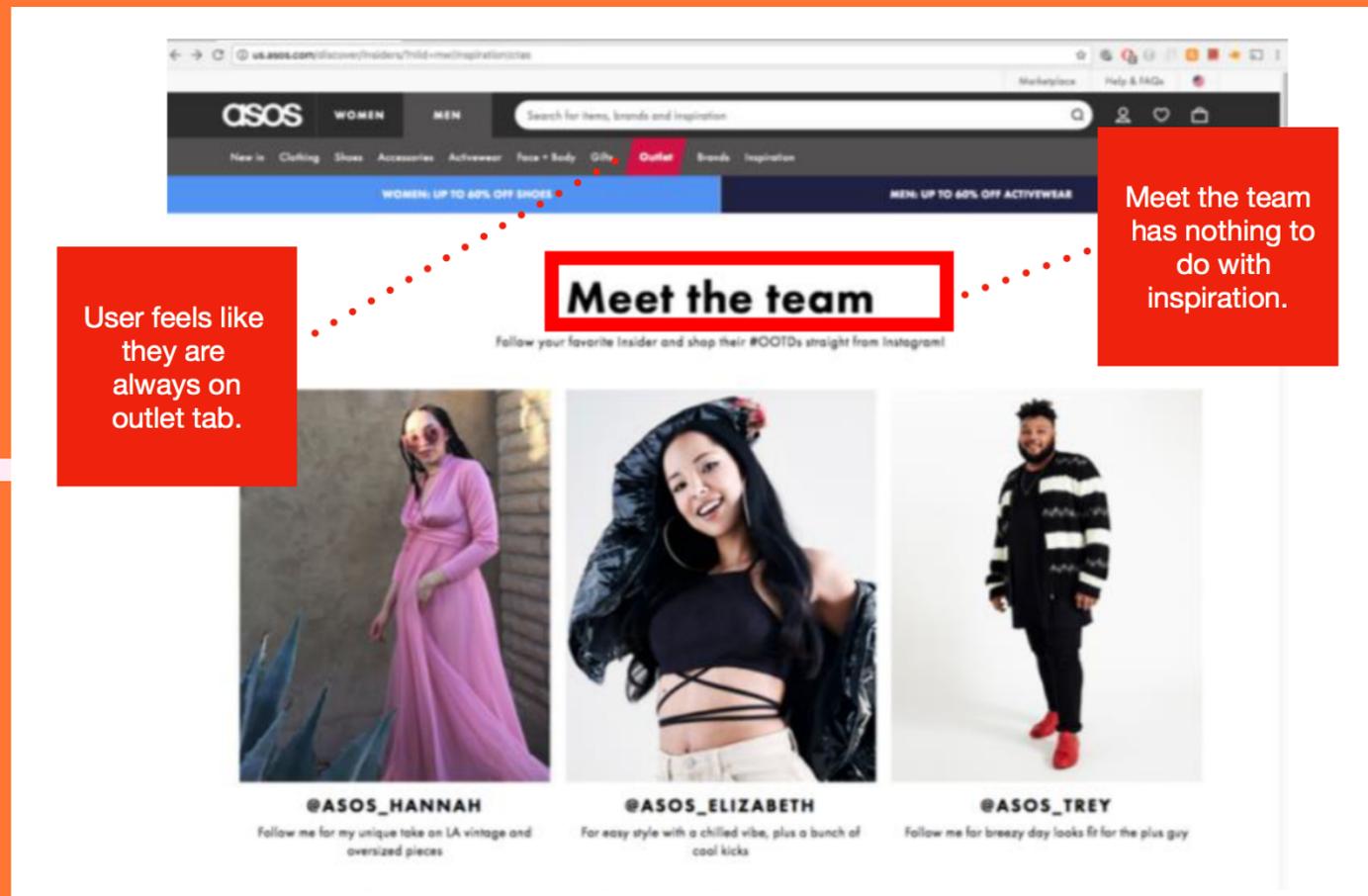
**10 HELP & DOCUMENTATION**

# ASOS

**NEGATIVE FINDINGS**

## Negative Findings

# 01 VISIBILITY OF SYSTEM STATUS



The red Outlet tab creates confusion because I feel like it is the current tab, misleading page title visibility. When I closed the site, and tried to find the previous items I looked at, I instinctively went to the Outlet tab as I had assumed that was the last tab I had searched when I closed the site.

3

Major Usability Problem

Must fix, higher priority

When selecting the Inspiration tab, and navigate to the ASOS Insiders, I am taken to a page titled "Meet the team". The title does not match what I've selected, if I try to remember how I got here, I may not easily recall.

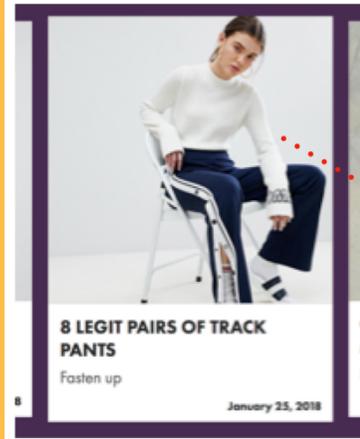
3

Major Usability Problem

Must fix, higher priority

# Negative Findings

## 01 VISIBILITY OF SYSTEM STATUS



A different view upon hover could really improve readability of style.

Upon hover, a style card zooms out and expands ever so slight but visibly to indicate that it is clickable. While the clickable large images and banners on the website don't need to expand their dimensions on hover quite like this example which might shift the layout of the site, it would be nice if perhaps the picture zoomed in within frame or maybe showed a different view or options within by cycling through pictures within the same category upon hover.

2

Minor Usability Problem

Should fix, Low priority



Progress is shown in 3 stages...

If the site doesn't like your data, it takes you here at which point you need assistance. At this point, you are stuck and it could take you a lot of time to verify student status (it took me 45 minutes).

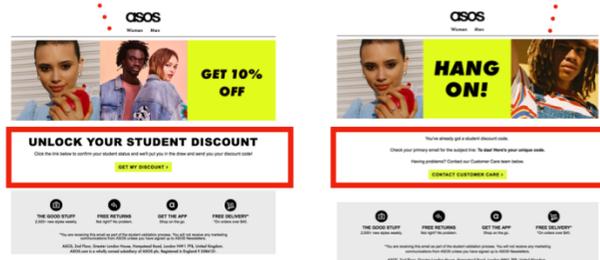
4th step is email confirmation...

Add steps to the progress bar (Refer Image 3) for students discount to communicate user's progress since there is email feedback required twice.

1

Cosmetic Problem Only

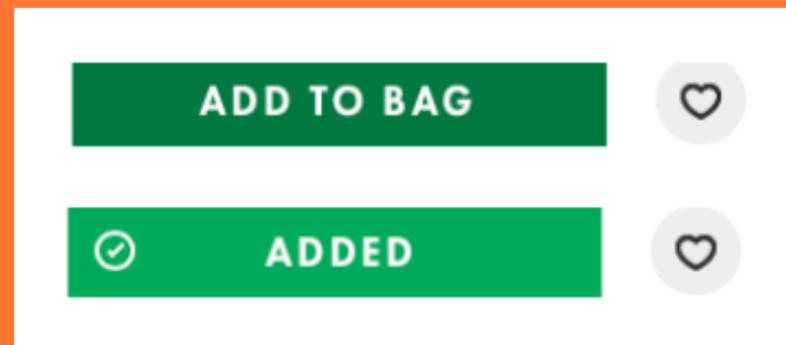
Violates heuristic, Not a usability problem





## Negative Findings

# 03 USER CONTROL & FREEDOM

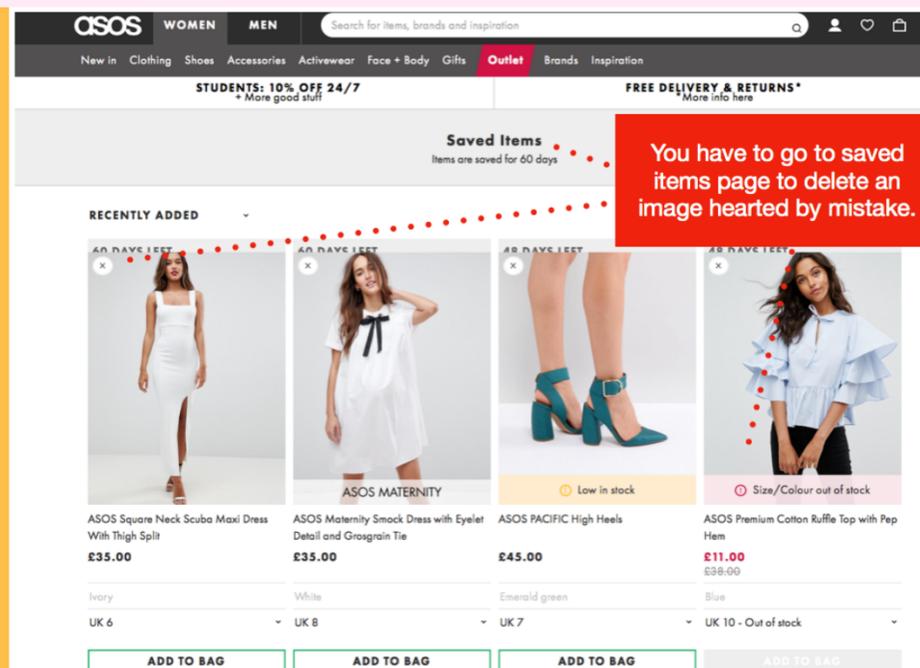


The “add to cart” button needs animation to celebrate the action. Currently, it feels stealthy, which makes you wonder if you added something to cart. This would add user gratification. The “add to cart” button becomes a check mark when it is pressed and a product is added to the cart. I thought tapping it again would remove that item from the cart but it added it again, increasing the quantity.

3

Major Usability Problem

Must fix, higher priority



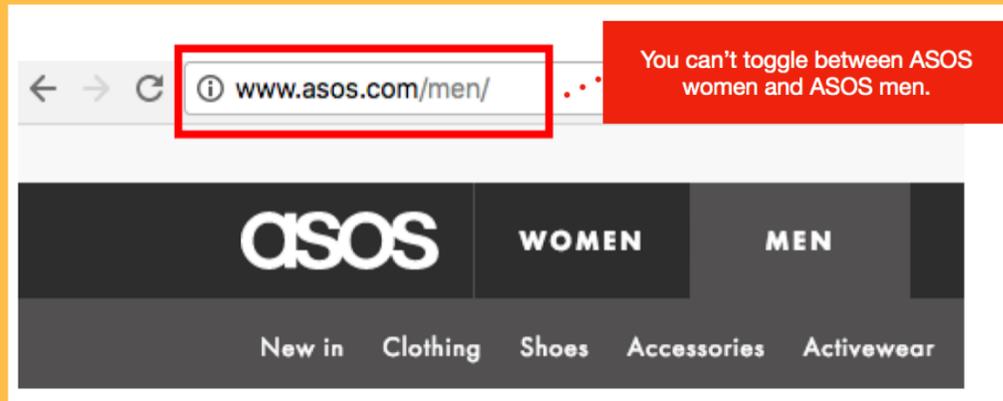
Users who accidentally hit the heart icon to add an item to their saved items cannot unselect while browsing. To remove the item, users must go to the Saved Items page and select the X to remove the item. By going to another page to correct the mistake, users may lose interest in what they were browsing at earlier.

2

Minor Usability Problem

Should fix, Low priority

## 03 USER CONTROL & FREEDOM



Users who select between the women and men category from the main page will automatically be taken to the respective area of the site. It causes confusion as the main homepage is no longer available, even if the logo is selected, or the /men is removed from the web address. Users feel like important information may have been overlooked in the homepage and it's no longer available.

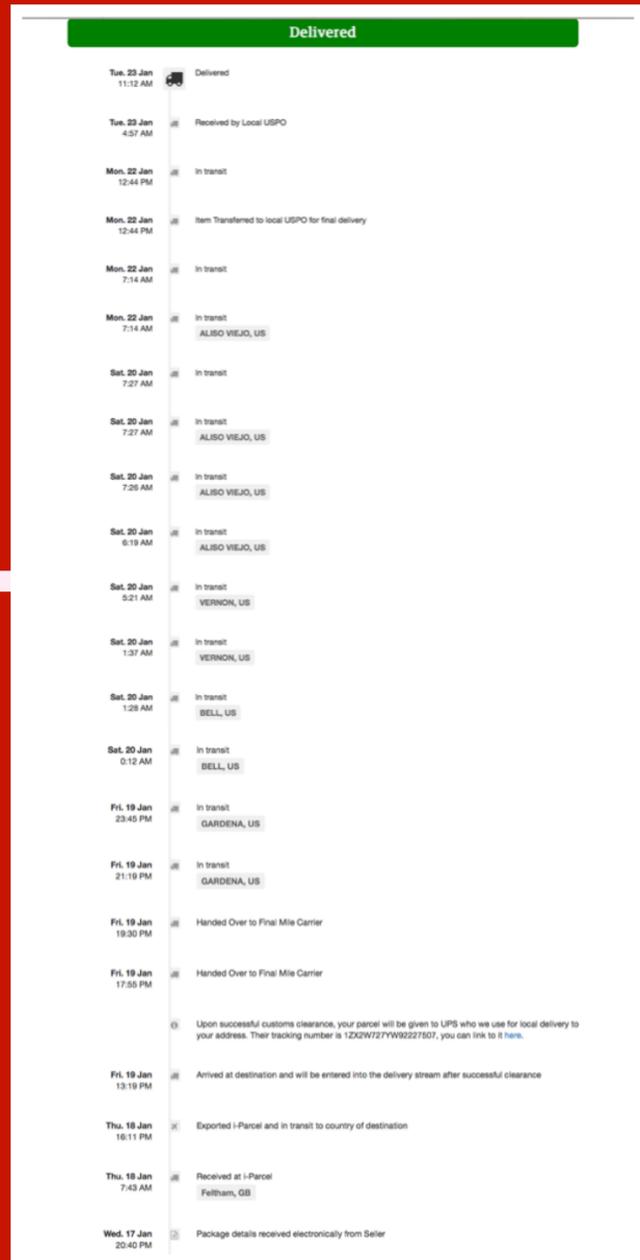


Minor  
Usability  
Problem

Should fix. Low priority

# Negative Findings

## 05 ERROR PREVENTION



 STUDENTS: 10% OFF 24/7  
+ MORE GOOD STUFF

When trying to get a student discount, if you are unable to submit an ID with an expiration date, you will not be provided with a discount code. However, this could be over-ridden by using an external website such as Unidays that has a much better identification mechanism.



Severe  
Usability  
Problem

Usability Emergency,  
Seriously impairs user  
experience, Must fix

After I placed an order, iUPS sent me 26 status updates regarding my package. Excessive status updates are redundant and defeat the purpose of status updates.



Severe  
Usability  
Problem

Usability Emergency,  
Seriously impairs user  
experience, Must fix

## Negative Findings

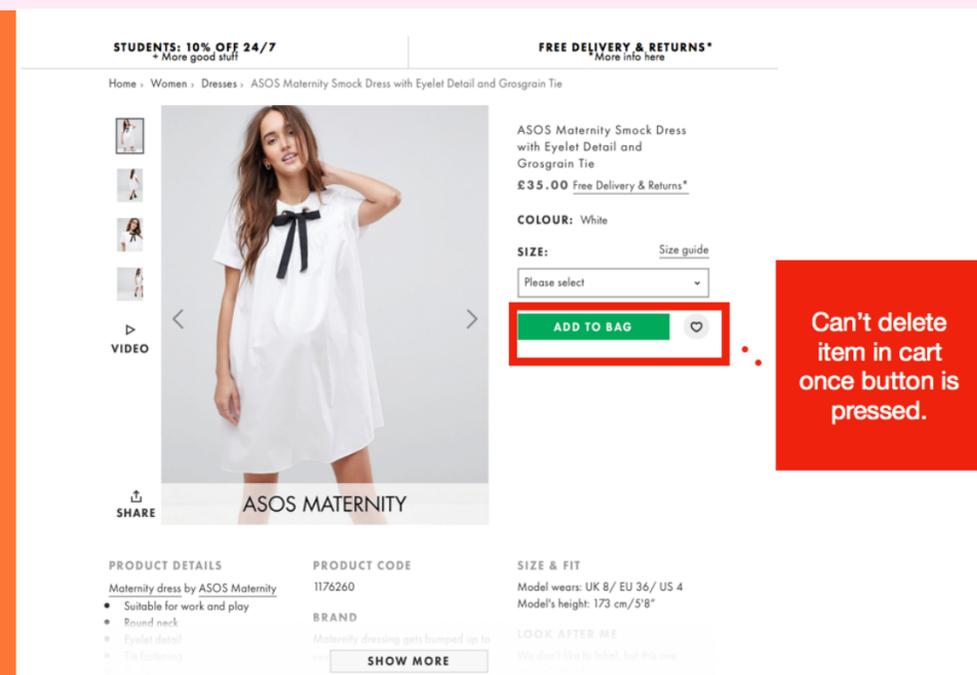
# 05 ERROR PREVENTION

Users should have confidence that their product will have a guarantee delivery date, especially if it's coming from overseas. If there is no guarantee, the site should provide links with information from the customer and borders agency. In addition, the site should do a better job to advertise that some of the products are available from their American warehouse. (Maybe a quick note: “available near you” or “to be shipped overseas”)

3

Major  
Usability  
Problem

Must fix, higher priority



There's no way to remove an item from one's cart from the product page. One has to go to into the cart from the top right corner of the page before one could edit any items that were accidentally added.

3

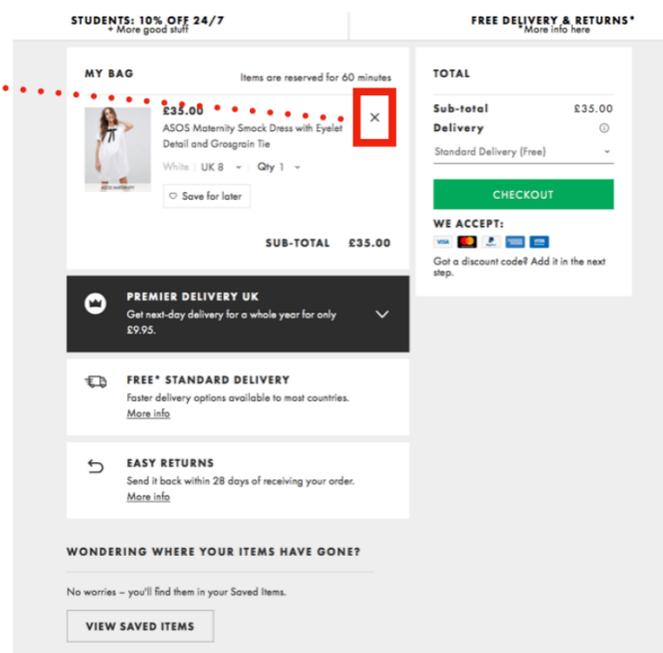
Major  
Usability  
Problem

Must fix, higher priority

## Negative Findings

# 05 ERROR PREVENTION

Once pressed, this action cannot be undone.



Deleting an item from the cart though is permanent, so there's no way to undo that option besides having to go back to the product page and adding it back to the cart. Accidentally deleting an item that has several quantities added through the X icon removes all instances of them, not just one.

3

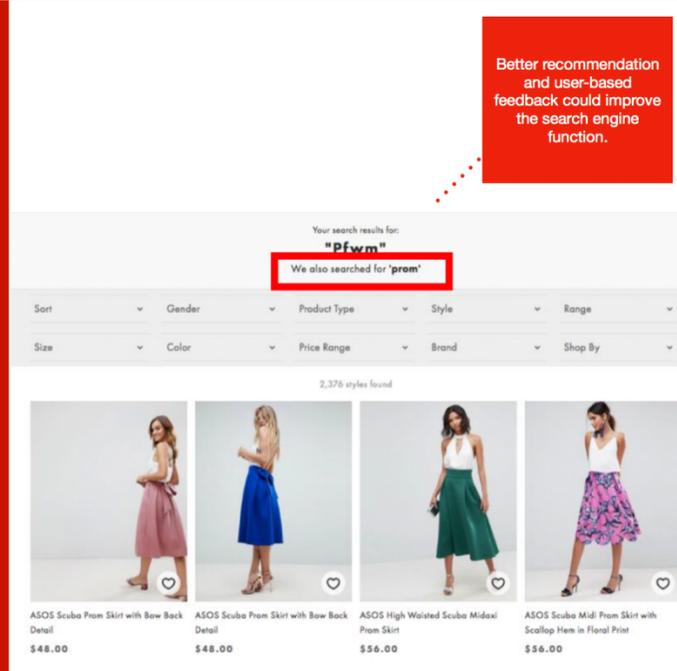
Major  
Usability  
Problem

Must fix, higher priority

**NOTE:** As a great error prevention strategy, when checking out, ASOS requires all forms fields to be completed before placing an order disabling their “submit” button.

## Negative Findings

# 09 HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS



Users do not know if problem has occurred in the search bar there is not feedback to indicate if the search results were negative.

The search bar offers a solution, but it is based on spelling, not on user's profile. I was in the men's site, and the search result offered prom dresses for me when it could not understand what I wanted.

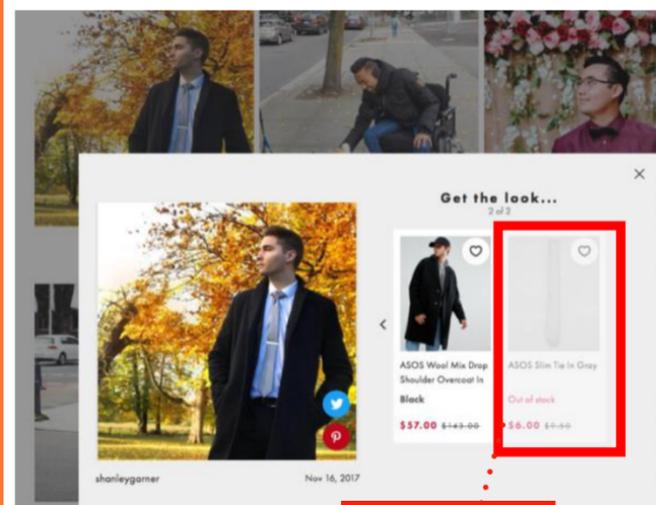
4

Severe

Usability

Problem

Usability Emergency, Seriously impairs user experience, Must fix



When an item is out of stock, users don't know if that product will ever be restocked. There are not alternates to the product that will produce a similar result.

3

Major

Usability

Problem

Must fix, higher priority

# **RECOMMENDATIONS SUMMARY**

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Closing points on website, opportunities, and recommendations

# RECOMMENDATIONS

## Opportunity

ASOS is already a well-oiled machine when it comes to interface design. However, a few changes can make it a more enjoyable and an effective user experience. These changes can be categorized into better browsing and cart experience, improved error recovery and feedback, and a less intrusive shipping experience along with better third-category integration.

## Evaluator's Recommendations

Improvements in website interaction consist of making the red "outlet" tab stand out less as it confuses the user regarding their placement on the site, a more structured way of presenting inspiration and team information, better hover animation for the catalogue to improve the consumer's comprehension of the item at a glance and an improved search function relevant to ASOS's diverse user group.

Improved error recovery and feedback consist of an opportunity for the developers to communicate more efficiently with users. The first recommendation is to "over-communicate" product availability, inventory and condition. This is very important as the customer is buying items "blindly", which means



# RECOMMENDATIONS

## Evaluator's Recommendations

that they haven't physically interacted with the item yet. The "add to cart" button needs to provide a harder-to-miss and a more gratuitous feedback along with opportunities for reversal of action. The same goes for the "heart" icon. Lastly, users would benefit from being able to toggle between "men" and "women" shopping databases, assuming females tend to shop for males often and this could result in a possible deterrent for customer motivation.

Changes in shipping and delivery interactions can lead to better customer retention as it allows for a more enjoyable extension of the buying process. This starts with providing the customer a more comprehensive overview of the shipping process (including item location, customs data and shipping time from location) as ASOS is based in the UK and has warehouses everywhere. The second pain point that can be improved is the inundation of item location emails from iUPS during delivery progress. This can occur by revising the system-user communication points via email.

Lastly, the "student discount" should be integrated through Unidays, a third-party website that ASOS is already partnered with. Unidays has unique country-specific algorithm on student verification which is more effective than ASOS's native verification system. This would make it a less cumbersome process.



## Website

## Interaction

Final

Recommendations

Checklist

The red outlet tab should be made homogeneous. Perhaps attention can be drawn to it with all caps, a prompt or an animation.

The inspiration tab should provide style guidance and fashion influencers.

The team should be in a tab called team, not under inspiration.

Hover animation could provide an alternate view of the garment to be more effective. It could also provide “quick view” with a light-box style overview of the item.

Search function should be improved to present user-relevant results along with improved recommendations if the search returns without results.



## Error Recovery & Feedback

Final  
Recommendations  
Checklist

When an item is out of stock either it should disappear off the site or restocking information must be provided.

The “add to cart” button should provide better action animation along with reversal of action both on item page and cart.

Users should be able to toggle between men and women section.

The heart icon should also be reversible within product page.



## Shipping & Third-Party Integration

Final  
Recommendations  
Checklist

Shipping information should be revised to present:

- (1) location of item
- (2) approximation of shipping time
- (3) relevant customs information.

iUPS should be instructed by ASOS to provide only salient highlights on status updates (only provide precise information when within customer's location).

Student discount process needs to be improved overall. The progress bar should include every step. Perhaps ASOS can collaborate with services like Unidays to provide seamless student identification process.

**THANK  
YOU**