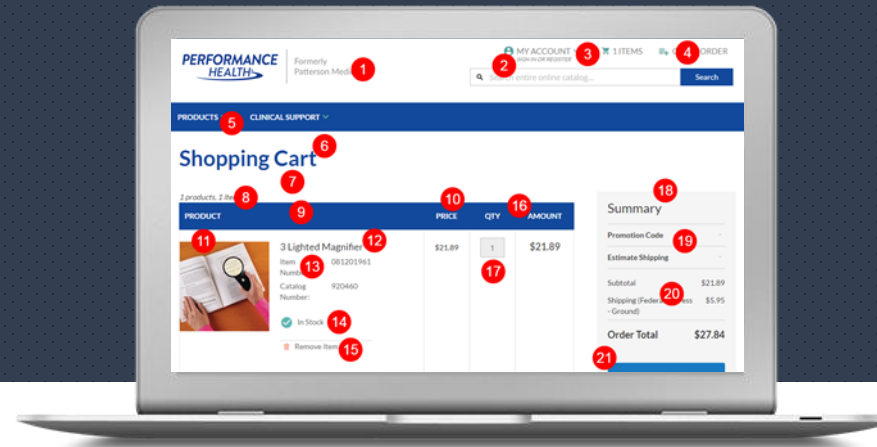


Performance Health Heuristic Evaluation

Cart and Checkout (B2C Desktop Inflection)



Purpose of the Heuristic Evaluation (7% complete)

105
ISSUES
& COUNTING...

The purpose of this Heuristic Evaluation is to expose the extensive UX opportunities to increase conversion, customer acquisition, user satisfaction, and the overall Performance Health digital experience

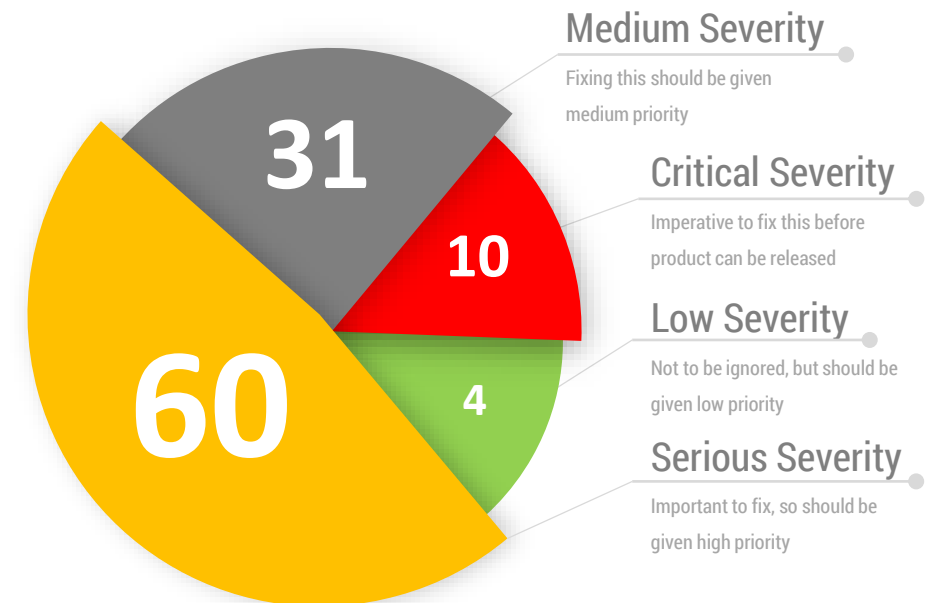
Severity Examples

Critical: No guest checkout option exists. No payment security

Serious: Inadequate form field usage, instructions, and validations

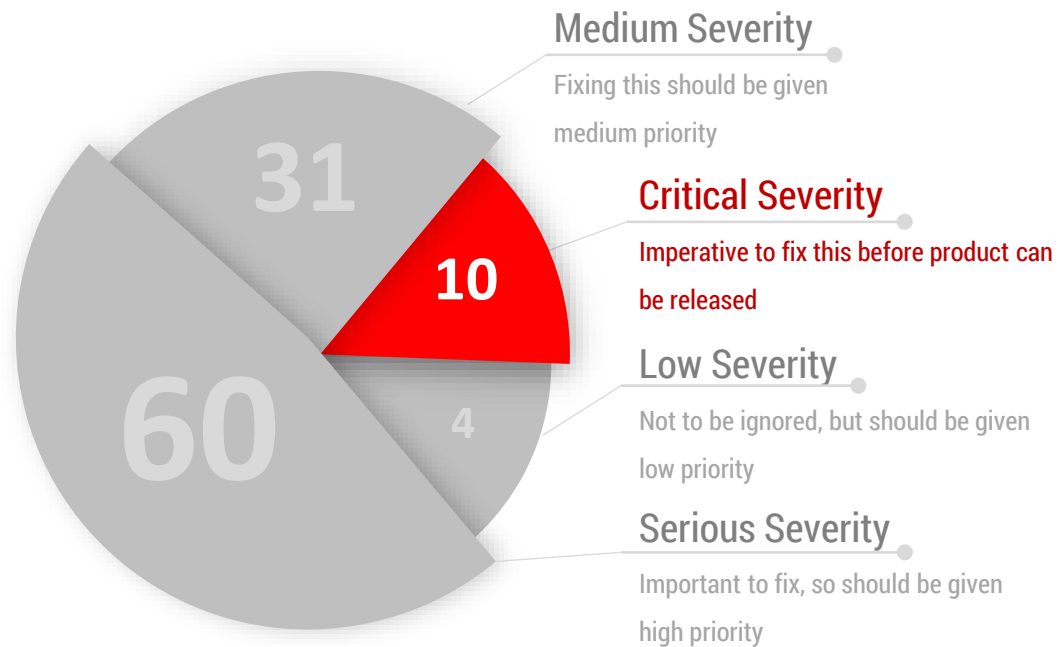
Medium: Inconsistent voice, naming conventions, and visual treatments

Low: Unnecessary copy and imagery. Page element layout



Performance Health **Heuristic Evaluation**

Cart & Checkout (B2C Desktop Inflection)



3 TOP ISSUES

- 1** Forcing users to create an account in order to checkout is both unexpected and high frustration point
This is the #2 cause for cart abandonment *
- 2** Confusing, long, and UX issue riddled checkout process
This is the #3 cause for cart abandonment *
- 3** Lack of trust on payment page (no visual or textual indicators that this process is secure and/or protected)
This is the #6 cause for cart abandonment *

* Baymard Institute Study on Cart Abandonment - <https://baymard.com/blog/checkout-flow-average-form-fields>

CART – NEW / LOGGED OUT CUSTOMER

1.

Issue: Unnecessary copy increases cognitive load

Recommendation: The term “Cart” is sufficient

Severity: Low
2.

Issue: Too much white space removes affordance

Recommendation: Reduce white space by moving product module up

Severity: Low
3.

Issue: Redundant, unclear, and incorrect copy confuses users

Recommendation: Remove copy

Severity: Med
4.

Issue: Incorrect grammar and sub optimal word choice

Recommendation: Use “Description”

Severity: Low
5.

Issue: The bar’s visual hierarchy is poor

Recommendation: Reduce saturation

Severity: Serious
6.

Issue: Term is unclear and confusing

Recommendation: Use “Total” instead or remove entirely

Severity: Med
7.

Issue: No indication that image is clickable

Recommendation: Provide message/CTA to user

Severity: Med
8.

Issue: No indication that text is clickable

Recommendation: Provide a clear site wide pattern for text links

Severity: Serious
9.

Issue: Are either numbers useful or relevant to the user here?

Recommendation: Remove, if not

Severity: Med

Issue: Scan-ability is poor; unnecessary copy

Recommendation: Remove “Number” and better align data values

Severity: Med
10.

Issue: Some items reflect check icon but no copy

Recommendation: Provide clarity to user

Severity: Serious
11.

Issue: Unnecessary copy

Recommendation: Remove “item”

Severity: Low

Issue: No option for user to save an item to their list

Recommendation: Provide add to list functionality

Severity: Serious

Shopping Cart

1 products, 1 items

PRODUCT	PRICE	QTY	AMOUNT
<div><div><div><div><div></div><div>3 Lighted Magnifier</div><div>Item Number: 081201961</div><div>Catalog Number: 720460</div><div><div><div>In Stock</div></div></div><div><div><div>Remove item</div></div></div></div></div></div></div>	\$21.89	1	\$21.89

Update Shopping Cart

Summary

Promotion Code

Estimate Shipping

Subtotal

\$21.89

Shipping (Federal Express - Ground)

\$5.95

Order Total

\$27.84

Proceed to Checkout

CART – NEW / LOGGED OUT CUSTOMER (Cont.)

12. **Issue:** No option for user to save an item to their list

Recommendation: Provide *add to list/save for later* functionality

Severity: Serious
13. **Issue:** Too much friction for user to update quantity; location not optimal

Recommendation: Provide a stepper or other responsive design pattern; swap location with price column

Severity: Med
14. **Issue:** Action is not grouped with function

Recommendation: Also provide update option near QTY field

Severity: Med
15. **Issue:** Insufficient details

Recommendation: Update to read “Order Summary”

Severity: Med
16. **Issue:** Insufficient CTA and unclear copy

Recommendation: Improve link CTA and text voice

Severity: Serious
17. **Issue:** Font treatment provides poor visual hierarchy

Recommendation: Improve entire Summary module IA/VD

Severity: Med
- Issue:** Unnecessary and insufficient copy

Recommendation: Provide a user centric term and include days to arrival

Severity: Med
18. **Issue:** Insufficient CTA and location

Recommendation: Move this to the top of the visual hierarchy; duplicate button at top of page; change to “Checkout Now”

Severity: Serious

Shopping Cart 1

2

3

1 products, 1 items

4

5

6

PRODUCT	PRICE	QTY	AMOUNT
<div><div>7</div><div><div>3 Lighted Magnifier</div><div>Item 081201961</div><div>Number:</div><div>Catalog 920460</div><div>Number:</div><div><div>10</div><div>In Stock</div></div><div><div>11</div><div>Remove item</div></div></div></div>	\$21.89	<div>1</div> <div>12</div>	\$21.89

13

Update Shopping Cart

14

Summary

15

Promotion Code

15

Estimate Shipping

16

Subtotal

\$21.89

Shipping (Federal Express - Ground)

\$5.95

Order Total

\$27.84

17

Proceed to Checkout

CART / Expanded Promotion Code & Estimate Shipping

- 1. **Issue:** Copy is not directive
Recommendation: Update to read “Apply Discount” or “Apply Promo Code”
Severity: Med
- 2. **Issue:** Redundant copy; inconsistent copy
Recommendation: Use label or helper text (with float label) not both
Severity: Med
- 3. **Issue:** Inconsistent naming convention
Recommendation: Use one term consistently (e.g., Discount)
Severity: Med
- 4. **Issue:** Insufficient direction to user
Recommendation: Update to read “...Shipping Cost”
Severity: Med
- 5. **Issue:** Form element is unnecessary, as there is one option
Recommendation: Remove entirely, or surface “United States” as read only
Severity: Serious
- 6. **Issue:** Too much user friction for action
Recommendation: Ask for zip only; remove state and country
Severity: Serious
- 7. **Issue:** Entire section is superfluous
Recommendation: User has no option for other shipping method, so remove it. Surfacing under subtotal is sufficient
Severity: Serious

Summary

Promotion Code

1

2

Enter discount code

3

Enter discount code

4

Apply Discount

Estimate Shipping

5

Country

United States

United States

State/Province

Please select a region, state

6

Zip/Postal Code

7

Federal Express

Ground \$5.95

Subtotal

\$33.25

Shipping (Federal Express - Ground)

\$5.95

Order Total

\$39.20

Proceed to Checkout

CHECKOUT – NEW / LOGGED OUT CUSTOMER (Step 1)

- Issue:** Forcing users to create an account is the #1 cause for loss of conversion and a way to alienate users
Recommendation: Allow guest checkout
Severity: Critical

Issue: Unexpected results after selecting checkout button
Recommendation: Place users in the checkout flow immediately; suggest account creation post order
Severity: Critical
- Issue:** Not allowing user to enter data on this page to move forward; removing user from checkout flow
Recommendation: Surface the minimum requirements (i.e., email/password) within this modal
Severity: Critical
- Issue:** Unnecessary information that is business not user centric. User was expecting to buy a product and not asking for account creation benefits
Recommendation: Remove
Severity: Serious
- Issue:** Unexpected, unclear, and unrequested CTA
Recommendation: Remove
Severity: Critical
- Issue:** Excessive and unnecessary copy
Recommendation: Update copy to read "Sign in to checkout"
Severity: Serious
- Issue:** Unnecessary copy
Recommendation: Update copy to read "Email"
Severity: Serious
- Issue:** Unclear usage of red asterisks
Recommendation: Change to read "Required" or offer clarity to user
Severity: Serious
- Issue:** Inconsistent CTA and button pattern
Recommendation: Arrive at a button pattern that is consistent
Severity: Serious

The screenshot shows a checkout modal for a new customer. The modal is titled "Checkout out as a new customer" (1) and "Checkout out using your account" (5). It features a "Create an Account" button (4) and a "Sign In" button (8). The modal includes a list of benefits for creating an account (2, 3) and input fields for email address (6) and password (7). A "Forgot Your Password?" link is also present. The background shows a product page for "PERFORMANCE HEALTH" with a search bar and a product list.

PERFORMANCE HEALTH Formerly SIGN IN OR REGISTER

Search

PRODUCTS

Shopp

1 products, 1 items

PRODUCT

Item Number: 081496959

Catalog Number: 561582

Diameter: 18 in.

Packaging: Retail Box

Enter discount code

Apply Discount

1 Checkout out as a new customer

2 Creating an account has many benefits:

3 See order and shipping status

4 Create an Account

5 Checkout out using your account

6 Email Address *

7 Password *

8 Sign In

OR

Forgot Your Password?

CHECKOUT – NEW CUSTOMER (Step 2)

- Issue:** User frustration occurs when forced down a path they did not choose
Recommendation: Frame this as part of checkout
Severity: Critical
- Issue:** Unnecessary labels increase cognitive load
Recommendation: Remove label and combine with other fields
Severity: Serious
- Issue:** Unclear usage of red asterisks
Recommendation: Change to read “Required” or offer clarity to user by stating that all items are required
Severity: Serious
- Issue:** Unnecessary items in the flow affect conversion
Recommendation: Move newsletter sign up to order submit page
Severity: Serious
- Issue:** Unnecessary labels increase cognitive load
Recommendation: Remove label and combine with other fields
Severity: Serious
- Issue:** No fail safe if user enters incorrect email address
Recommendation: Introduce a confirm email address field
Severity: Serious
- See [Password Slide](#)
- Issue:** Forcing user to complete unnecessary fields
Recommendation: Remove field
Severity: Serious
- Issue:** User frustration occurs when forced down a path they did not choose
Recommendation: Integrate this process within the checkout flow or, at minimum, frame this as part of checkout by updating the button copy
Severity: Serious

Create New Customer Account

Personal Information

First Name *

Last Name *

☐ Sign Up for Newsletter

Sign-in Information

Email *

Password *

Password Strength: No Password

Confirm Password *

Create an Account

CHECKOUT – PASSWORD MODULE

1. **Issue:** Provides no direction to user only tells them they failed
Recommendation: Surface password requirements
Severity: Serious
2. **Issue:** Copy is unnecessarily long and tech speak causing cognitive load
Recommendation: Write in natural language and be brief
Severity: Serious
3. **Issue:** Password requirements change after meeting initial requirements causing confusion and frustration
Recommendation: Surface all password requirements upfront. This is not the place for progressive disclosure
Severity: Critical
4. **Issue:** No indication that confirm password was entered successfully; no option for user to show password increases error frequency and frustration
Recommendation: Provide visual/textual feedback when user enters the correct matching password
Severity: Critical

Password *

1

Password Strength: No Password

Password *

2

Password Strength: Weak

Minimum length of this field must be equal or greater than 8 symbols. Leading and trailing spaces will be ignored.

Password *

3

Password Strength: Weak

Minimum of different classes of characters in password is 3. Classes of characters: Lower Case, Upper Case, Digits, Special Characters.

Confirm Password *

4

Please enter the same value again.

CHECKOUT – NEW CUSTOMER (Step 3)

- 1. **Issue:** Checkmark communicates a completed task and orange is associated with an error/warning thus adding confusion
Recommendation: It's step one, so use a one; change color
Severity: Serious
 - 2. **Issue:** The order of words and grammar are incorrect; passive voice
Recommendation: Update copy to read "Payment and Order Review" or the like
Severity: Med
 - 3. **Issue:** The bar's visual hierarchy is poor
Recommendation: Reduce saturation or modify visuals entirely
Severity: Serious
 - 4. **Issue:** Surfacing options that are not used by all users adds cognitive load; location of items are non optimal
Recommendation: If 80% of users are not leveraging all these options, do not surface by default. PO Box should simply be entered in the address field. The system should define it an address is residential
Severity: Serious
 - 5. **Issue:** Unclear usage of red asterisks
Recommendation: Change to read "Required" or offer clarity to user by stating that all items are required
Severity: Serious
 - 6. **Issue:** No indication to user what should be entered on line one or two; is line two optional?
Recommendation: Provide instructional details to users; only surface line two when a user needs it. Leverage an address completion API (e.g., Google Address Lookup API)
Severity: Serious
 - 7. **Issue:** User is forced to enter data that the system could complete; increase of friction. If only country is United States then remove entirely or simply default it / make read only
Recommendation: Place zip code field first and auto populate city / state.
Severity: Serious
 - 8. **Issue:** Same length form fields provide no insight to user around the requested data; translates into more work for user
Recommendation: Change form field lengths to reflect the data that will reside within
Severity: Med
- Issue:** Company field is required even if I select residential address
Recommendation: Remove this requirement
Severity: Serious

✓

2

1 Shipping

Review & Payments

2

Shipping Address

☐ This location is truck accessible

☐ A lift gate is required

☐ This location is a P.O. Box

☐ This is a residential address

Company *

Inc

Street Address *

123 Main St

City *

Wheaton

State/Province *

Illinois

Zip/Postal Code *

60187

Country *

United States

Phone Number *

555-555-5555

?

For delivery questions.

Please enter more or equal than 7 symbols.

Order Summary

Promotion Code

1 Item in Cart

Shipping Methods

☒ \$5.95

Ground

Federal Express

Next

CHECKOUT – NEW CUSTOMER (Step 3) (Cont.)

9. **Issue:** Error/alert message is unclear and tech speak
Recommendation: Write in natural language and be clear
Severity: Serious
10. **Issue:** Hiding pertinent information provides no value to user
Recommendation: Surface this information following the form label or under the field
Severity: Med
11. **Issue:** The bar's visual hierarchy is poor
Recommendation: Reduce saturation or modify visuals entirely
Severity: Serious
12. **Issue:** Entire module has no functional use to the user; Serious chance for confusion
Recommendation: If the user has no options, do not use form elements. Make read only; update visual treatment
Severity: Serious
13. **Issue:** Unclear messaging increases cognitive load
Recommendation: Change to read "Continue to Payment and Order Review".
Severity: Serious
14. **Issue:** Module appears broken, as there is no summary displayed. Also cart page has "Summary" and here it says "Order Summary" causing confusion
Recommendation: Surface order summary items or a clear CTA for a user to access it. Be consistent with copy
Severity: Serious
15. **Issue:** Promotion code interaction is not clear; looks like a label for "1 Item in Cart"
Recommendation: Improve the layout, structure, and visual elements
Severity: Serious
16. **Issue:** Empty boxes make site look broken and erode user trust
Recommendation: Remove
Severity: Med

Progress: 1 Shipping (checked) 2 Review & Payments

Shipping Address

- ☐ This location is truck accessible
- ☐ A lift gate is required
- ☐ This location is a P.O. Box
- ☐ This is a residential address

Company *
Inc

Street Address *
123 Main St

City *
Wheaton

State/Province *
Illinois

Zip/Postal Code *
60187

Country *
United States

Phone Number *
555-555-5555

Please enter more or equal than 7 symbols.

Order Summary

Promotion Code

1 Item in Cart

Shipping Methods

- ☒ \$5.95 Ground
- ☐ Federal Express

Next

CHECKOUT – NEW CUSTOMER (Step 4)

- Issue:** No option for user to make edits to shipping; no clear link
Recommendation: Provide a back or edit option for user
Severity: Serious

Issue: Checkmark communicates a completed task and orange is associated with an error/warning thus adding confusion
Recommendation: It's step one, so use a one; change color
Severity: Serious
- Issue:** The bar's visual hierarchy is poor
Recommendation: Reduce saturation or modify visuals entirely
Severity: Serious
- Issue:** Label is disconnected from content and provides no information or direction to user; font treatment is non optimal
Recommendation: Improve layout and structure of this entire module to provide direction and segmentation to user
Severity: Serious
- Issue:** Unnecessary, redundant, and unclear copy
Recommendation: Remove entire line
Severity: Med
- Issue:** Unnecessarily long copy; page location non optimal. Identify what data points NEED to be captured (i.e., is name or street address needed?)
Recommendation: Use "Use for Billing" checkbox on shipping page. If collecting zip code is enough (akin to when using a credit card to purchase fuel at a station), then ask for that only. Should also leverage an address auto lookup via Google API or the like
Severity: Med
- Issue:** What value does this copy provide to the user? Does it assist them in placing the order? The visual treatment is non optimal; no whitespace; no grouping
Recommendation: Only surface when user selects it or only display name and zip code by default. Increase whitespace around this segment and provide a label or visual separator
Severity: Med
- Issue:** Unclear usage of red asterisks
Recommendation: Change to read "Required" or offer clarity to user by stating that all items are required
Severity: Serious

Progress bar: Shipping (1) Review & Payments (2)

Payment Method: (2)

Credit Card (3)

Please ensure that the billing address selected here matches the one associated with your card. (4)

☒ My billing and shipping address are the same (5)

Ezio Magarotto (6)
123 Main St, (5)
Wheaton, Illinois 60187
United States
555-555-5555 (7)

Credit Card Type (7) --Please Select-- (8)

Credit Card Number (9)

Expiration Date (9) Month Year

Card Verification Number (9)

PO Number (10)

Place Order

Order Summary

Promotion Code

Cart Subtotal \$21.89

Shipping \$5.95
Federal Express - Ground

Estimated Tax \$2.28

Order Total \$30.12

1 Item in Cart

Ship To: (12)

Inc (13)
123 Main St,
Wheaton, Illinois 60187
United States
555-555-5555 (14)

Shipping Method: (14)

Federal Express - Ground (15)

CHECKOUT – NEW CUSTOMER (Step 4) (Cont.)

8. **Issue:** Forcing user to complete tasks the system can easily perform; drop down does not provide sufficient direction; extraneous hyphens used
Recommendation: Remove drop down entirely. Have system check and display an icon of the card based on the number entered (this is an easy JavaScript fix). Consider using an input mask for credit card capture
Severity: Serious

Issue: No visual or textual indicators that this process is secure and/or protected. This miss has a significant influence on user trust and conversion loss
Recommendation: At minimum provide both textual and visual elements which speak to both protecting and securing the user's payment details and transaction
Severity: Critical

Issue: No option for user to save credit card for future use
Recommendation: Provide an option (e.g., checkbox) to save payment information
Severity: Serious

Issue: System does not auto format credit card numbers (e.g., hyphens not stripped on entry) thus throwing an error
Recommendation: System should strip out and format credit card number entry
Severity: Serious
9. **Issue:** Non optimal or standard copy choice
Recommendation: Change to read "CVV Code"
Severity: Medium
10. **Issue:** Is this field leveraged by the majority of users? If not, it forces users to 1) Think about and 2) Wonder if they should have one
Recommendation: Change to be a text link such as "Add a PO#", that surfaces the field when selected by the user
Severity: Serious
11. **Issue:** Estimated tax on review page makes user wonder what they'll actually be charged versus trusting that Performance Health correctly knows
Recommendation: Change to read "Tax" only
Severity: Serious
12. **Issue:** Location, size, and function of icon is neither ideal nor clear
Recommendation: Simply update to read "Edit"
Severity: Serious

Progress bar: Shipping (1) Review & Payments (2)

Payment Method: (2)

Credit Card (3)

Please ensure that the billing address selected here matches the one associated with your card.

☒ My billing and shipping address are the same (4)

Ezio Magarotto (6)
123 Main St, (5)
Wheaton, Illinois 60187
United States
555-555-5555 (7)

Credit Card Type (7) --Please Select-- (8)

Credit Card Number (8)

Expiration Date (8)
Month (8) Year (8)

Card Verification Number (9) (9)

PO Number (10)

Order Summary

Promotion Code

Cart Subtotal \$21.89
Shipping \$5.95
Federal Express - Ground
Estimated Tax \$2.28
Order Total \$30.12

1 Item in Cart

Ship To: (12)

Inc (13)
123 Main St,
Wheaton, Illinois 60187
United States
555-555-5555 (14)

Shipping Method: (14)
Federal Express - Ground (15)

Place Order

CHECKOUT – NEW CUSTOMER (Step 4) (Cont.)

13. **Issue:** Font treatment and layout is non optimal; unnecessary content surfaced
Recommendation: Increase font size and contrast, tighten spacing, and remove phone number
Severity: Med
14. **Issue:** Location, size, and function of icon is neither ideal nor clear
Recommendation: Simply update to read “Edit”
Severity: Serious
15. **Issue:** This content is redundant and forces user to read and compare with what is already listed in the order summary
Recommendation: Remove label and value
Severity: Med

Progress bar: Shipping (1) Review & Payments (2)

Payment Method: (2)

Credit Card (3)

Please ensure that the billing address selected here matches the one associated with your card.

☒ My billing and shipping address are the same (4)

Ezio Magarotto (6)
123 Main St, (5)
Wheaton, Illinois 60187
United States
555-555-5555 (7)

Credit Card Type (7)
--Please Select-- (8)

Credit Card Number *

Expiration Date *
Month Year

Card Verification Number * (9)
?

PO Number (10)

Place Order

Order Summary

Promotion Code

Cart Subtotal \$21.89
Shipping \$5.95
Federal Express - Ground
Estimated Tax \$2.28
Order Total \$30.12

1 Item in Cart

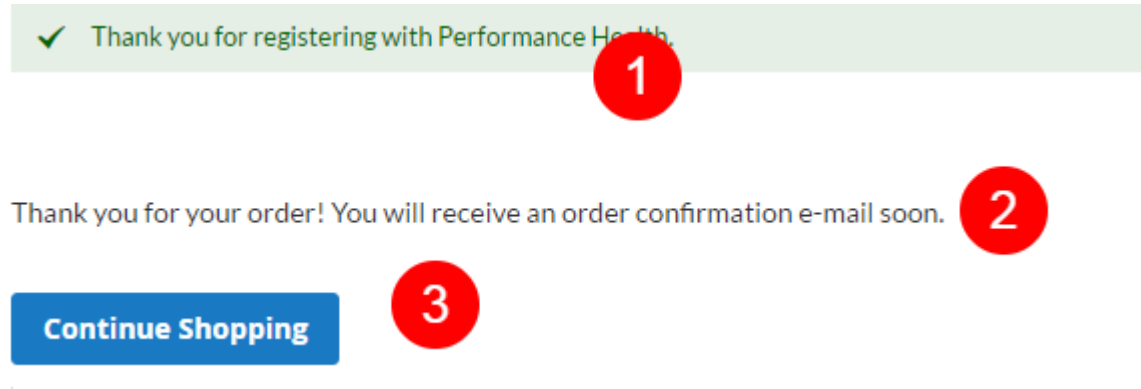
Ship To: (12)

Inc (13)
123 Main St,
Wheaton, Illinois 60187
United States
555-555-5555 (14)

Shipping Method: (15)
Federal Express - Ground

CHECKOUT – NEW CUSTOMER (Step 5)

- Issue:** Thanking the user for doing something they had no choice in has the potential to simply remind them of earlier frustration
Recommendation: Simply state they are registered and list the benefits of such
Severity: Med
- Issue:** No order details (products, costs, ship address, etc.) provided to user leaving them to wonder if everything is correct
Recommendation: Provide order details to user; leverage this area for promotions, review requests, customer's like you bought..., etc.
Severity: Med
- Issue:** No option to view my newly created account or recent order
Recommendation: Provide an avenue for the user to access their account or order view
Severity: Med




CART – REGISTERED CUSTOMER

See **CART – NEW / LOGGED OUT CUSTOMER** [Slide 2](#) & [Slide 3](#) for general issues

- 1. **Issue:** The icon offers no indication to its meaning
Recommendation: Provide a text description
Severity: Serious
- 2. **Issue:** Inconsistent terminology causes user confusion are erodes trust in organization
Recommendation: Leverage the exact terminology used on the product detail page
Severity: Serious

Shopping Cart

1 products, 1 items

PRODUCT		PRICE	QTY	AMOUNT
	<u>Button Hooks with Zipper Pull</u>	\$15.20	1	\$15.20
	Item Number: 081007301			
	Catalog Number: 2038			
	Diameter: 1"			
	Option: Plastic Handle w/Zipper Pull			
<div><div>✓</div><div>1</div></div>				
<div><div>Move to Supply List</div><div>Remove item</div></div> <div>2</div>				

Update Shopping Cart

Summary

Promotion Code	
Estimate Shipping	
Subtotal	\$15.20
Shipping (Federal Express - Ground)	\$5.95
Order Total	\$21.15

Proceed to Checkout

CHECKOUT – NEW / LOGGED OUT CUSTOMER (Step 1)

This is a repeat of **CHECKOUT – NEW CUSTOMER (Step 1)** but placed here to simply illustrate user flow

- Issue:** Forcing users to create an account is the #1 cause for loss of conversion and a way to alienate users
Recommendation: Allow guest checkout
Severity: Critical

Issue: Unexpected results after selecting checkout button
Recommendation: Place users in the checkout flow immediately; suggest account creation post order
Severity: Critical
- Issue:** Not allowing user to enter data on this page to move forward; removing user from checkout flow
Recommendation: Surface the minimum requirements (i.e., email/password) within this modal
Severity: Critical
- Issue:** Unnecessary information that is business not user centric. User was expecting to buy a product and not asking for account creation benefits
Recommendation: Remove
Severity: Serious
- Issue:** Unexpected, unclear, and unrequested CTA
Recommendation: Remove
Severity: Critical
- Issue:** Excessive and unnecessary copy
Recommendation: Update copy to read “Sign in to checkout”
Severity: Serious
- Issue:** Unnecessary copy
Recommendation: Update copy to read “Email”
Severity: Serious
- Issue:** Unclear usage of red asterisks
Recommendation: Change to read “Required” or offer clarity to user
Severity: Serious
- Issue:** Inconsistent CTA and button pattern
Recommendation: Arrive at a button pattern that is consistent
Severity: Serious

The screenshot shows a checkout modal titled "Checkout out as a new customer" (annotated with a red circle 1). The modal is divided into two sections by a vertical line with an "OR" label in the center. The left section, "Checkout out as a new customer" (annotated with a red circle 2), lists benefits of creating an account: "See order and shipping status" (annotated with a red circle 3), "Track order history" (annotated with a red circle 3), and "Check out faster" (annotated with a red circle 3). At the bottom of this section is a blue button labeled "Create an Account" (annotated with a red circle 4). The right section, "Checkout out using your account" (annotated with a red circle 5), contains an "Email Address *" field (annotated with a red circle 6), a "Password *" field (annotated with a red circle 7), a "Forgot Your Password?" link, and a "Sign In" button (annotated with a red circle 8). The background shows a product page for "PERFORMANCE HEALTH" with a search bar, product details, and a discount code field.

CHECKOUT – REGISTERED CUSTOMER (Step 2)

See **CHECKOUT – NEW CUSTOMER (Step 3)** for general issues

- Issue:** The bar's visual hierarchy is poor
Recommendation: Reduce saturation or modify visuals entirely
Severity: Serious
- Issue:** Secondary search field on page which provides no direction to user around it's purpose
Recommendation: Provide a label or copy which details the function
Severity: Serious
- Issue:** Site appears broken, resulting in poor use and erosion of user trust
Recommendation: Improve spacing and/or improve sorting functionality
Severity: Serious
- Issue:** Color used is typical for error or alert. Icon meaning is unclear and confusing
Recommendation: Is this mean selected? If so, use typical indication for selected such as radio button or simply text
Severity: Serious
- Issue:** Selecting Ship Here button does not appear to do anything; usage is unclear as is the redundant line
Recommendation: Update with normal UX pattern for address selection
Severity: Critical
- Issue:** Entire shipping module is confusing and far removed from the mental model users see on other eCommerce Web sites
Recommendation: Leverage a standard UX pattern for the shipping module section
Severity: Serious
- Issue:** Displaying pagination when there is no need forces user to think why it is there, if something is broken, what occurs when I select previous or next
Recommendation: Only display pagination elements when there are pages to be accessed
Severity: Med

Progress bar: Shipping (1) | Review & Payments (2)

Shipping Address

Search:

COMPANY OR NAME	STREET	CITY	STATE	ZIP	
Inc	123 N Main St	Wheaton	Illinois	60187-5326	<input checked="" type="radio"/>
Inc	123 N Main St	Wheaton	Illinois	60187-5326	<input type="radio"/>

Showing 1 to 2 of 2 entries

Previous 1 Next

+ New Address

Shipping Methods

☒ \$5.95 Ground ☐ Federal Express

Next

Order Summary

Promotion Code

1 Item in Cart

CHECKOUT – REGISTERED CUSTOMER (Step 2)

See **CHECKOUT – NEW CUSTOMER** ([Step 3](#)) for general issues

8. **Issue:** Location of add address button is not grouped near the address selection module and may be overlooked
Recommendation: Improve placement of this option as part of creating a proper UX pattern for the shipping address module
Severity: Med
9. **Issue:** The bar's visual hierarchy is poor
Recommendation: Reduce saturation or modify visuals entirely
Severity: Serious
10. **Issue:** Entire module has no functional use to the user; Serious chance for confusion
Recommendation: If the user has no options, do not use form elements. Make read only; update visual treatment
Severity: Serious
11. **Issue:** Module appears broken, as there is no summary displayed. Also cart page has "Summary" and here it says "Order Summary" causing confusion
Recommendation: Surface order summary items or a clear CTA for a user to access it. Be consistent with copy
Severity: Serious
12. **Issue:** Promotion code interaction is not clear; looks like a label for "1 Item in Cart"
Recommendation: Improve the layout, structure, and visual elements
Severity: Serious
13. **Issue:** Empty boxes make site look broken and erode user trust
Recommendation: Remove
Severity: Med

Progress bar: Shipping (1) | Review & Payments (2)

Shipping Address

Search:

COMPANY OR NAME	STREET	CITY	STATE	ZIP
Inc	123 N Main St	Wheaton	Illinois	60187-5326
Inc	123 N Main St	Wheaton	Illinois	60187-5326

Showing 1 to 2 of 2 entries

+ New Address

Shipping Methods

☒ \$5.95 Ground ☐ Federal Express

Next

Order Summary

Promotion Code

1 Item in Cart

CHECKOUT – REGISTERED CUSTOMER (Step 3)

See CHECKOUT – NEW CUSTOMER (Step 4) for general issues

- 1. **Issue:** Credit card was saved without user consent; no way to remove/edit credit card
Recommendation: Only save credit card if user agrees to the option (must first provide option); allow add new credit card functionality
Severity: Critical



Payment Method:

Credit Card

Please ensure that the billing address selected here matches the one associated with your card.

☒ My billing and shipping address are the same

Ezio Magarotto
123 N Main St
Wheaton, Illinois 60187-5326
United States
555-555-5555

Select From Saved Card

XXXX-1111, Ezio Magarotto

1

Card Verification Number *

PO Number

Place Order

Order Summary

Promotion Code

Cart Subtotal \$15.20

Shipping \$5.95
Federal Express - Ground

Estimated Tax \$1.73

Order Total \$22.88

1 Item in Cart

Ship To:

Inc
123 N Main St
Wheaton, Illinois 60187-5326
United States
555-555-5555

Shipping Method:

Federal Express - Ground

CHECKOUT – REGISTERED CUSTOMER (Step 4)

1. **Issue:** No order details (products, costs, ship address, etc.) provided to user leaving them to wonder if everything is correct
Recommendation: Provide order details to user; leverage this area for promotions, review requests, customer's like you bought..., etc.
Severity: Med

Thank you for your order! You will receive an order confirmation e-mail soon.

Continue Shopping

1

GENERAL SITEWIDE ISSUES (PRIMARY)

1. Visual & Structure architecture (grouping, layout, color palate, etc.)
2. Inconsistent UX/UI patterns (form elements, headers, links, etc.)
3. Inconsistent font treatment (size, weight, & color)
4. Poor form design (labeling, structure, & width)
5. Poor form validation (handling & language)
6. Inconsistent and/or improper voice (passive & active)
7. Page elements move around on pages
8. ADA Web Accessibility concerns