

Heuristic Evaluation - Report

MEETING: 05.05.2023

- DANIEL SCHARF
- ALFRED SEBERNIG
- MARIO KNEZEVIC
- VIOLA BROD

Where are we now?

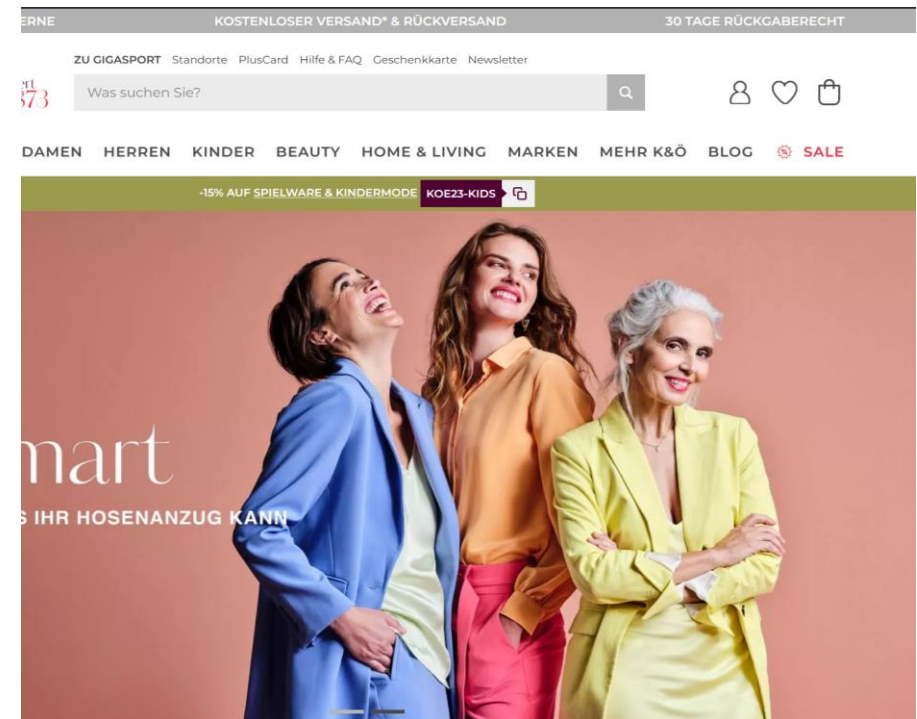
- ▶ Heuristic Evaluation Plan **DONE**
- ▶ First Kick-Off Meeting **DONE**

- ▶ Individual Evaluation **DONE**
- ▶ Heuristic Evaluation Report **DONE**

- ▶ Heuristic Evaluation Meeting **ONGOING**

Recap: What have we done yet?

- ▶ Evaluation of the website [kastner.oehler.at](https://www.kastner-oehler.at)
 - ▶ Online shop from Kastner & Öhler
 - ▶ Focus on clothing and fashion
 - ▶ User group:
 - ▶ Interested in buying new clothes
 - ▶ Certain degree of fashion understanding



<https://www.kastner-oehler.at/>

Evaluation Team & Environment

- ▶ Evaluation team:

- ▶ Viola Brod
- ▶ Alfred Sebernig
- ▶ Daniel Scharf
- ▶ Mario Knezevic

- ▶ Different devices & setups for individual evaluations

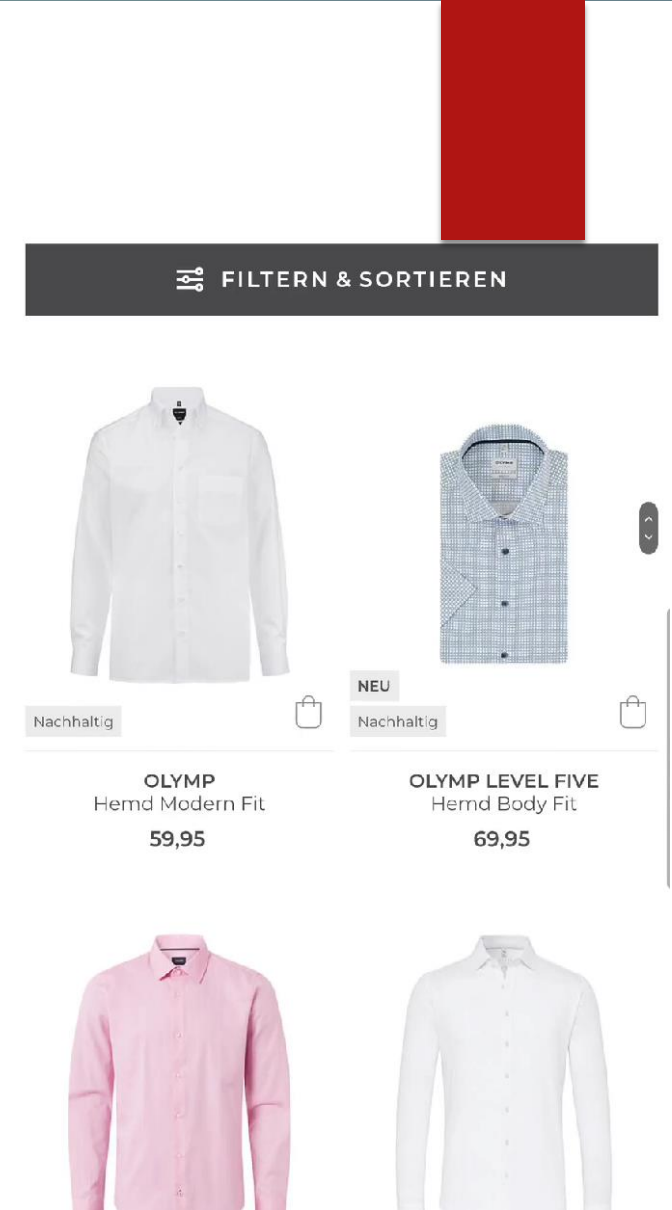
- ▶ 2 mobile devices / 2 laptops
- ▶ With and without ad-blocker
- ▶ Different browsers: Safari, Firefox, Google Chrome & Samsung Internet Browser



Positive
Findings

P01. Filter options stays while scrolling

- ▶ “Filtern & Sortieren” option always stays on top
- ▶ Does not disappear, even when scrolling
- ▶ Improvement for the user experience



P02. Extensive FAQ

- ▶ Wide-ranging selection of frequently asked questions
- ▶ Easy to find answers
- ▶ Good support alternatives

🏠 / FAQ

Hilfe und häufige Fragen

Wir sind bemüht Ihre Anfragen rasch zu beantworten. Sollten Sie noch weitere Fragen haben, können Sie sich gerne an unseren [Kundenservice](#) wenden. Um die Bearbeitungsdauer nicht unnötig zu verlängern, bitten wir Sie **NICHT** parallel unterschiedliche Kanäle (Email, Chat, ...) zum selben Anliegen zu nutzen.

In dringenden Fällen bzw. bei konkreten Produktberatungen kontaktieren Sie uns bevorzugt bitte immer telefonisch unter: + 43 316 / 870-0

VERSAND & LIEFERUNG	>	GESCHENKKARTE	>
BEZAHLUNG & ZAHLARTEN	>	CLICK & COLLECT	>
RETOUREN & REKLAMATIONEN	>	CLICK & RESERVE	>
BESTELLUNG	>	PLUSCARD KUNDENKARTE	>
WIDERRUFSRECHT	>	RABATTCODE EINLÖSEBEDINGUNGEN	>
MEIN KONTO	>		

Sie haben noch Fragen?

Tel.: +43 316 / 870 0
E-Mail: kontakt@kastner-oebler.at

Mehr über Standorte

Alles über unsere zahlreichen Standorte. Finden Sie Ihren Lieblingsstandort in Ihrer Nähe.

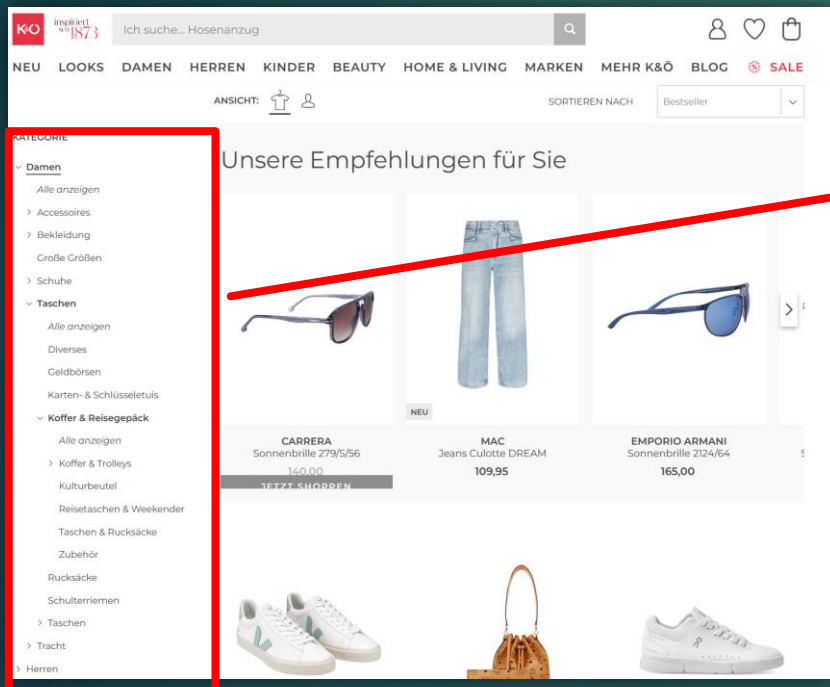
[ZUR STANDORTÜBERSICHT](#)

Übersicht Größentabellen

Die richtige Größe finden – Hier finden sie eine Übersicht aller Größentabellen.

P03. Drop down menu

- ▶ Easy to navigate through website
- ▶ clear design that fits on one screen



KATEGORIE

▼ Damen

Alle anzeigen

› Accessoires

› Bekleidung

Große Größen

› Schuhe

▼ Taschen

Alle anzeigen

Diverses

Geldbörsen

Karten- & Schlüsseletuis

▼ Koffer & Reisegepäck

Alle anzeigen

› Koffer & Trolleys

Kulturbeutel

Reisetaschen & Weekender

Taschen & Rucksäcke

Zubehör

Rucksäcke

Schulterriemen

› Taschen

› Tracht

› Herren

P04. Shopping Card Feedback

- ▶ Immediate response for the action
- ▶ Constant reminder for shopping card



The screenshot shows the K&O website interface. At the top left is the K&O logo with the tagline "inspiriert seit 1873". To the right of the logo is a search bar with the placeholder text "Was suchen Sie?". Further right are icons for user profile, heart, and shopping cart. The shopping cart icon is circled in red. Below the navigation bar, a notification banner is displayed, also circled in red. The notification text reads: "Der Artikel AMI PARIS Kapuzensweater - Hoodie AMI DE COEUR wurde zum Warenkorb hinzugefügt." Below the text is a red button labeled "ZUR KASSE" with a right-pointing arrow. To the right of the notification is a section titled "ANDERE KUNDEN KAUFTEN AUCH" (Other customers also bought). This section displays four product cards: 1. AMI PARIS Sweater Ami De Coeur, price 189,00. 2. AMI PARIS Rollkragenpullover, price 379,00. 3. CALVIN KLEIN Pants 3-er Pkg. schwarz bund, price 26,99 (original price 39,90). 4. AMI PARIS Socken 3-er Pkg. off white, price 89,00. A vertical scrollbar is visible on the right side of the product recommendations.

P05. Support chat window

- ▶ Good design
 - ▶ textual and symbolic representation
- ▶ Easy to handle



ihause



Guten Tag! Wie können wir Ihnen behilflich sein?

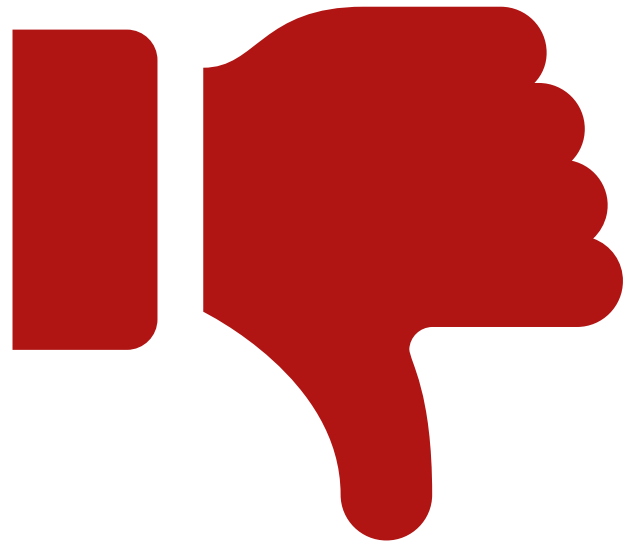
Kontaktdetails

oder melden Sie sich an mit 

Nachricht

Chat beginnen

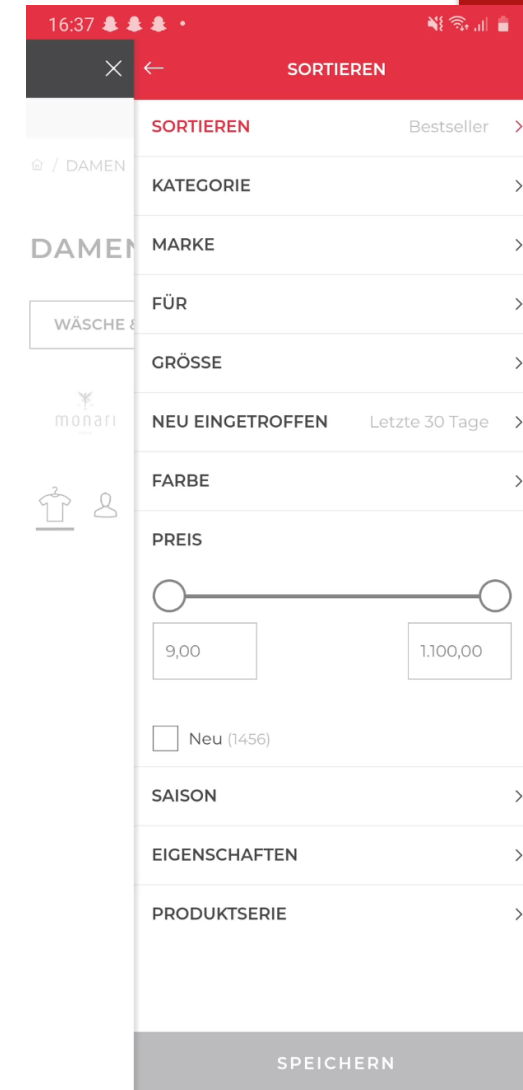
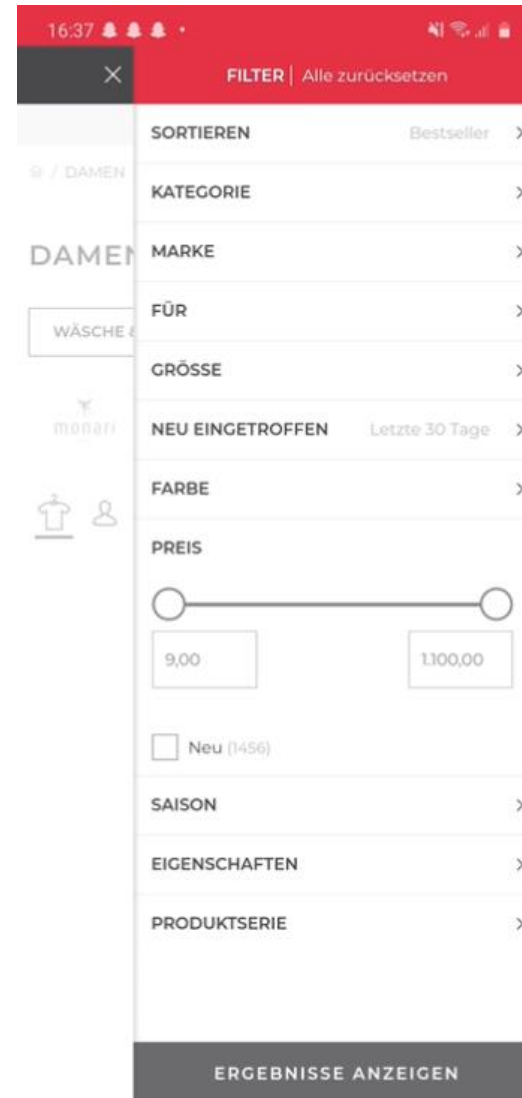
zendesk



Negative Findings

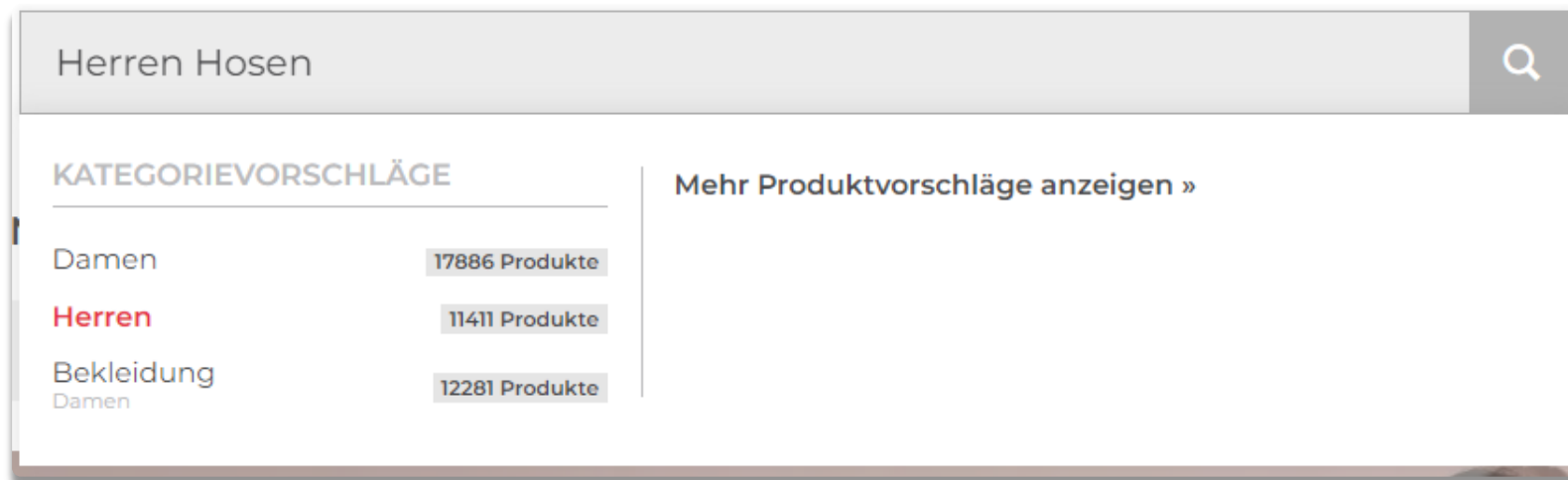
N01. Filter Options do not load properly every time

- ▶ Sometimes filter option does not load
- ▶ Non-visible filter sub-menu
- ▶ „Speichern“-Button cannot be clicked anymore



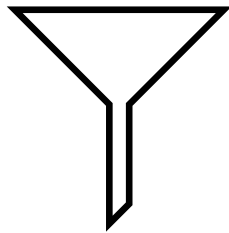
N02. Can't find common categories in the search function

- ▶ Search function doesn't find some of the categories
- ▶ Annoying for unexperienced users



N03. Filter changes another filter

- ▶ The filter „Herren“ minimizes the findings for „Damen“
- ▶ May confuse the user



- ARTDECO (12)
- ASA SELECTION (10)
- AUBADE (1)
- AVEDA (1)
- BALENCIAGA (8)
- BETTER RICH (2)
- ...

FÜR

× Filter zurücksetzen

DAMEN (1766)

HERREN (355)

- AD HOC (2)
- ADE GERMANY (10)
- ALESSI (1)
- ALFI (3)
- ASA SELECTION (10)
- BALENCIAGA (2)
- BIEDERLACK (8)

FÜR

× Filter zurücksetzen

DAMEN (355)

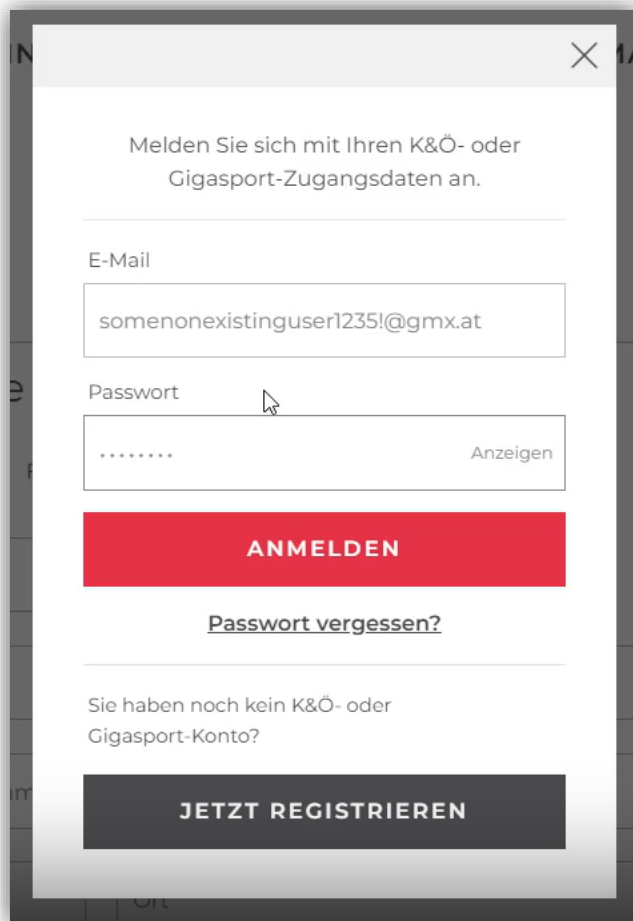
HERREN (355)

N04. Button doesn't work

- ▶ Sometimes „Fragen zum Online Shop?“ button does not work
- ▶ Error was seen on iPad

The screenshot displays the homepage of the K&O online shop. At the top, there is a search bar with the text "Ich suche... Rich & Royal" and a search icon. To the right of the search bar are icons for user profile, heart, and shopping bag. Below the search bar is a navigation menu with the following items: NEU, LOOKS, DAMEN, HERREN, KINDER, BEAUTY, HOME & LIVING, MARKEN, MEHR K&Ö, BLOG, and SALE. The main content area is titled "Top Kategorien" and features a horizontal carousel of category buttons: DAMEN (with a woman's face), HERREN (with a man's face), KINDER (with a woman's face), BEAUTY (with a perfume bottle), HOME (with a pot), SPIELZEUG (with a toy), SALE % (with a yellow circle and slash), and NEUHEITEN (with a red circle and "Neu" text). To the right of the carousel is a chat button labeled "Fragen zum Online Shop?" which is circled in red and has a red arrow pointing to it. Below the carousel is a section titled "Unsere Markenempfehlungen für Sie" featuring logos for MCM, TOMMY HILFINGER, ARMEDANGELS, monari, Marc O'Polo, VEJA, and KAPT.

N05. Failed login - no feedback



Melden Sie sich mit Ihren K&Ö- oder Gigasport-Zugangsdaten an.

E-Mail
somenonexistinguser1235!@gmx.at

Passwort
..... Anzeigen

ANMELDEN

[Passwort vergessen?](#)

Sie haben noch kein K&Ö- oder Gigasport-Konto?

JETZT REGISTRIEREN

Neues Kundenkonto erstellen

Sichern Sie sich alle Vorteile mit einem Kundenkonto bei Kastner & Ohler und Gigasport.

JETZT REGISTRIEREN >

Kontoinformationen

E-Mail-Adresse

somenonexistinguser1235!@gmx.at

Passwort

Anzeigen

BlueCard

- ▶ No failed login feedback message
- ▶ Instead the registration page opens

N06. Errors in filter function

- ▶ Confirm every filter
- ▶ Cannot confirm once for all
- ▶ site always has to reload



54	56	75	80
85	90	95	100
105	70A	70B	75A
75B	75C	75D	80A
80B	80C	80D	85A
85B	85C	85D	90B

Mehr anzeigen ▾

FILTERN

NEU EINGETROFFEN

- Letzte 7 Tage (371)
- Letzte 14 Tage (633)
- Letzte 30 Tage (1339)

FILTERN

N07. Registration issues

- ▶ birth year and postal code are not checked if valid
- ▶ birth year could be in the future
- ▶ postal code is just checked if there are 4 numbers
- ▶ no feedback if account was created successfully



The screenshot shows a registration form with the following fields and values:

Straße und Hausnummer *	Sankt Johanner Straße 9a		
PLZ und Ort *	0000 ✓	Wolfsberg ✓	
Land *	Österreich ▼		
Geburtsdatum	15	Juli ▼	2050

N08. No links - but appears to be links

- ▶ underlined words are no links in FAQ section
- ▶ email address in press section also no links
- ▶ on the rest of the website underlined words and emails are links

Kastner & Öhler
Mode

Alena Hotter

Mobil: +43 664 8864 2479

alena.hotter@kastner-oehler.at

» / FAQ

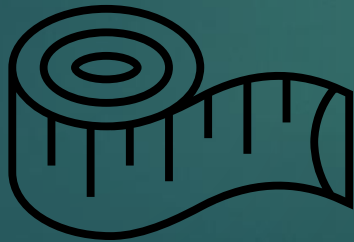
Hilfe und häufige Fragen

Wir sind bemüht Ihre Anfragen rasch zu beantworten. Sollten Sie noch weitere Fragen haben, können Sie sich gerne an unseren Kundenservice wenden. Um die Bearbeitungsdauer nicht unnötig zu verlängern, bitten wir Sie **NICHT** parallel unterschiedliche Kanäle (Email, Chat, ...) zum selben Anliegen zu nutzen.

In dringenden Fällen bzw. bei konkreten Produktberatungen kontaktieren Sie uns bevorzugt bitte immer telefonisch unter: + 43 316 / 870-0

N09. Big size selector

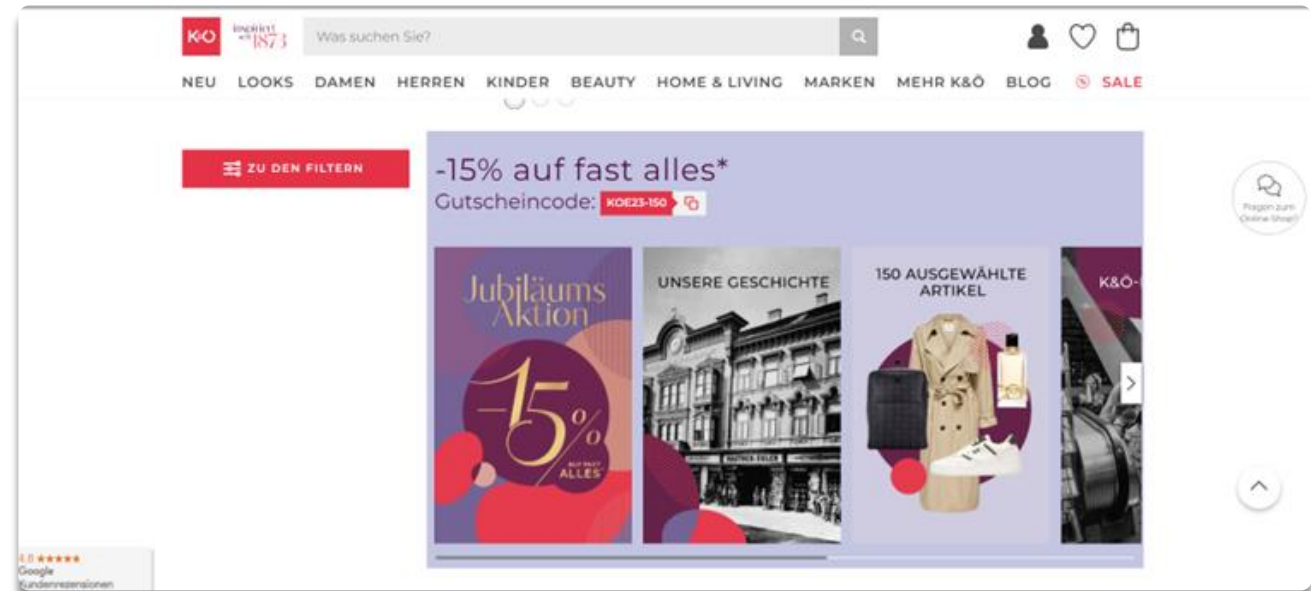
- ▶ size selector shows too much sizes
- ▶ just available sizes should be enough



XXS	XS	S	M
L	XL	XXL	XXXL
4XL	5XL	6XL	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
54	56	58	60
62	65	68	74
75	80	85	15X7X9
19X10X13	86	90	92
95	98	100	104
105	110	116	122
128	134	140	146

N10. Huge advertisement banner everywhere

- ▶ On almost every page huge advertisement
- ▶ For example: in the middle of "Damen" category



End result

- ▶ Page is very good structured
- ▶ Very few “real errors”
- ▶ Filter-option and registration as main sources for problems





Thanks for your
attention!