



target

heuristic evaluation report

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2/15/2022

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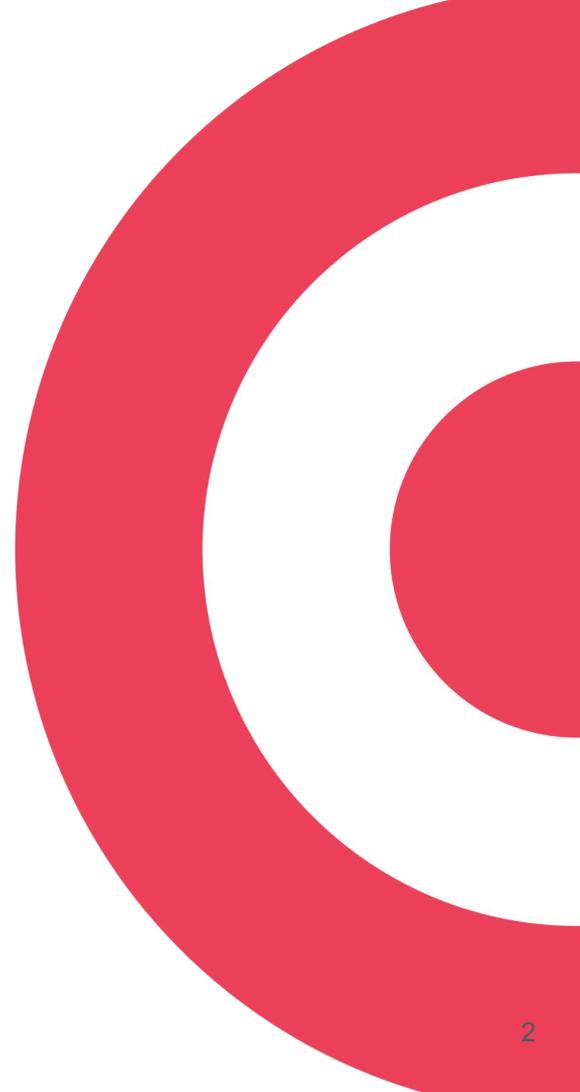
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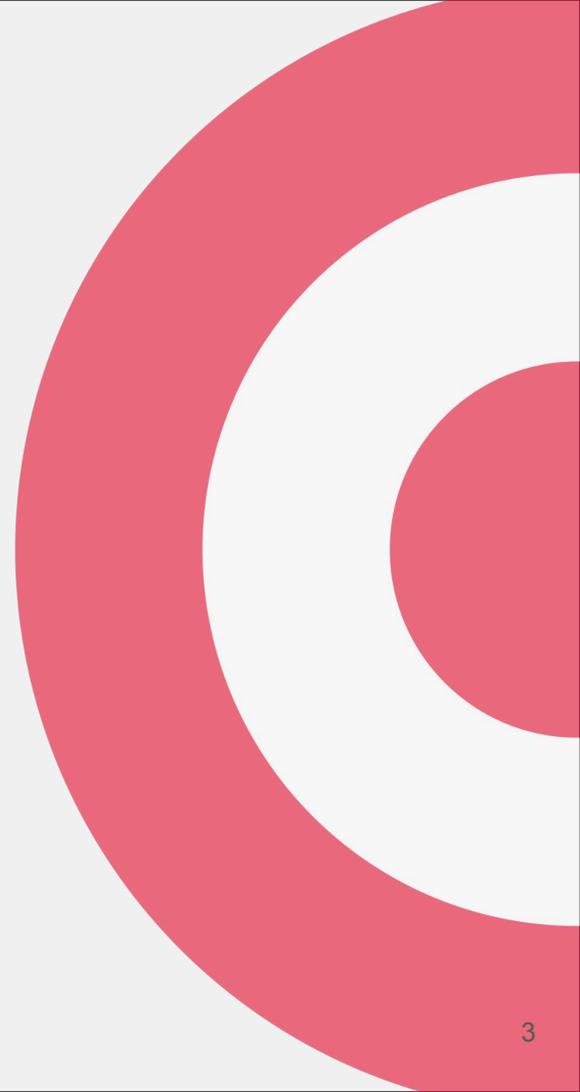
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- executive summary -
overview





purpose

using Nielsen's heuristic evaluation principles to:

1. identify usability issues about the target mobile application (target app), and
2. propose recommendations

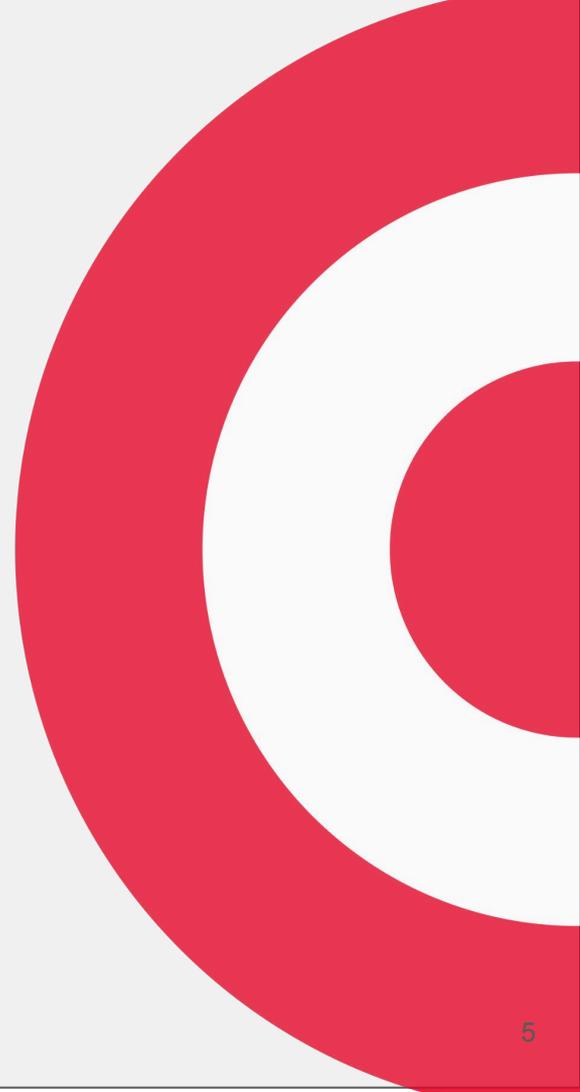
takeaways

found:

- 5 positive, and
- 6 negative

to which, these negative characteristics of the target app that could potentially impact customer retention rate

- motivation -





the new tool of modern shopping

technology (e.g., the Internet, mobile app) has become essential for daily errands, especially after a pandemic breakout, but **not everyone is tech-savvy**

this concern motivated our team to evaluate the usability of the Target app, a popular online retailer, **that allows customers to:**

- Look up inventory at a nearby store
- check out (pick up/delivery)

- methodology -





heuristic evaluation

why?

- discover usability problems and its impact on UX
- provide quick and inexpensive feedback
- see improvements in important business metrics, such as user engagement



heuristic evaluation

why?

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Nielsen's heuristic evaluation

- N1.** visibility of system status
- N2.** match between system and the real world
- N3.** user control and freedom
- N4.** consistency and standards
- N5.** error prevention
- N6.** recognition rather than recall
- N7.** flexibility and efficiency of use
- N8.** aesthetic and minimalist design
- N9.** help users recognize, diagnose, and recover from errors
- N10.** help and documentation



scenarios

the tasks list below is the central focus of the evaluation:

- **log in:** provides a personalized experience to the user and helps save information for a faster checkout process
- **browse items:** look through product offerings and categories to see what kinds of items the store carry
- **inventory accessibility:** check whether an item of interest is in-store/available online
- **item search & view:** find the item of interest and look at it's specifications
- **check out:** give users the freedom to edit items in the cart, recall the cost of the item, and buy them

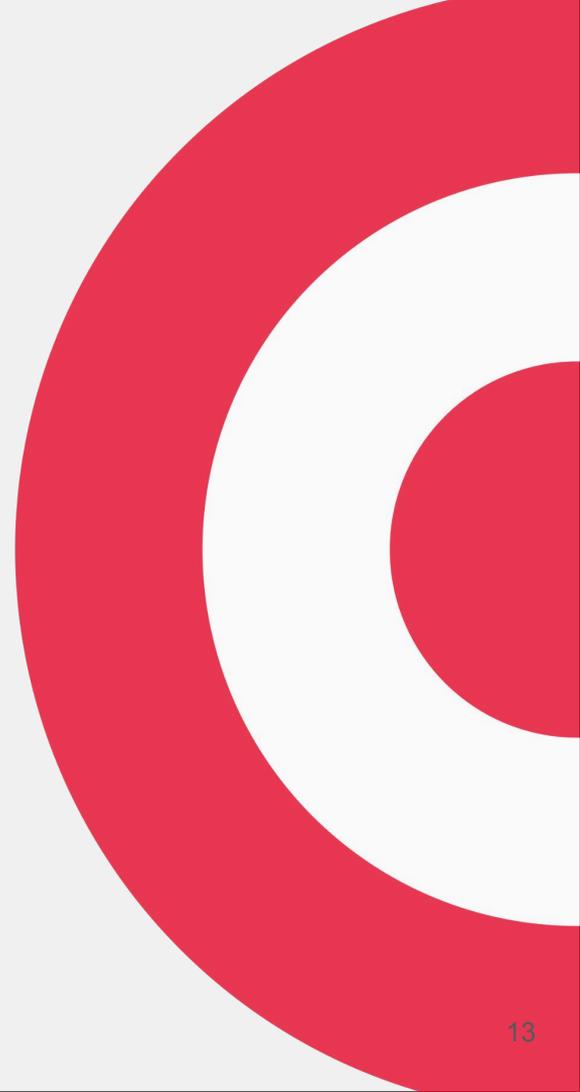


severity scale

the degree of severity in usability issues that needs improvement (SS):

- 0** = no problem
- 1** = cosmetic
- 2** = minor
- 3** = major
- 4** = catastrophic

- findings & recommendations -



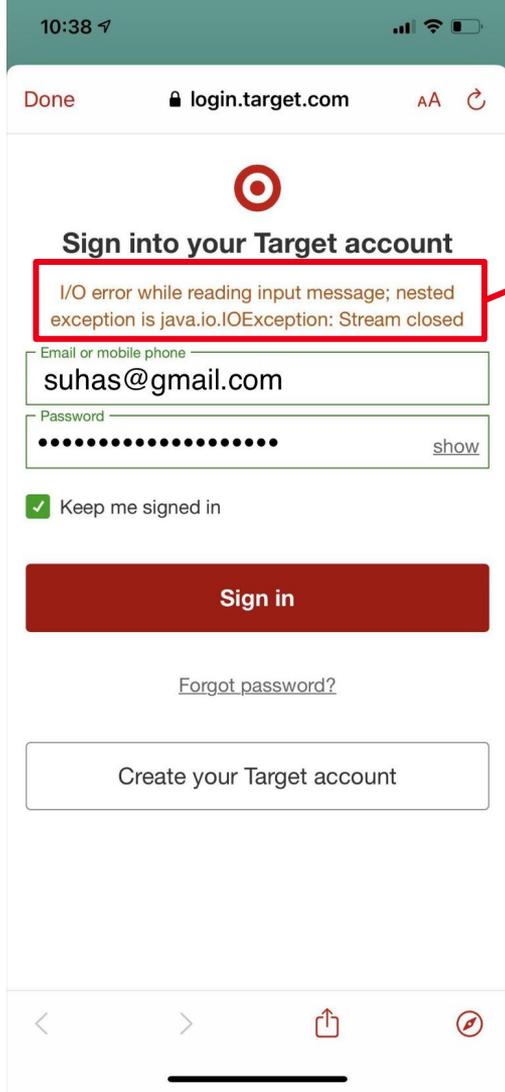


findings summary

our team's evaluation discovered

5 positive and **6** negative

noticeable characteristics about the **target app** that is critical to the customers' user experience



negative 1: log-in

SS: 4

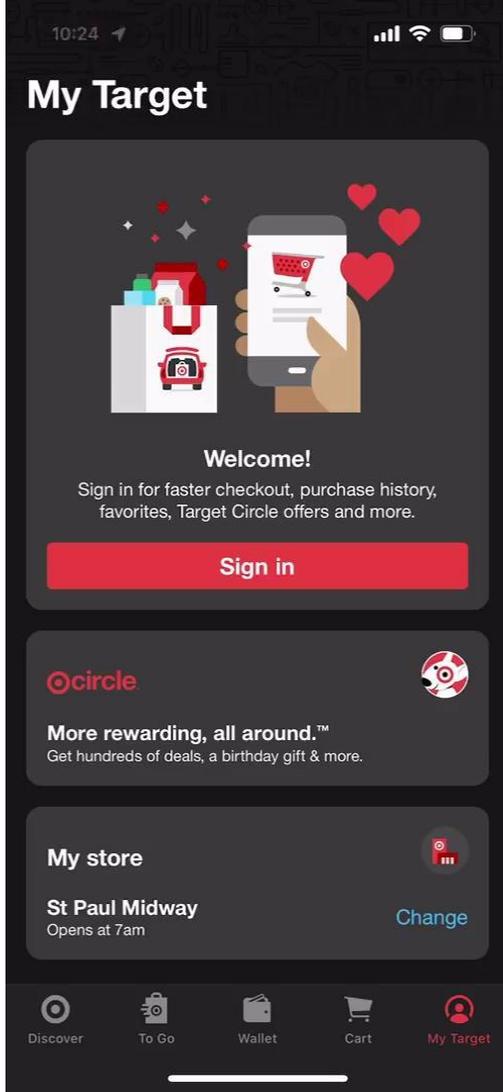
(-) help users recognize, diagnose, and recover from errors



negative #1: (cont.)

recommendation:

- a) create messages that is easily understood by target's customer
- b) have a backup option



negative 2: log-in enabling cookies

SS: 4

(-) error prevention

(-) match between system & real world

a) can all users resolve such errors?

b) elderly person: chocolate chip cookies?



negative #2: (cont.)

recommendation:

- a) create an ecosystem that does not depend on browser data
- b) focus on users who may not have technical knowledge
- c) ensure privacy of the user



69



 r/adhdwomen · Posted by u/bea_m_sassafras 14 days ago

Target App...The Stuff of Nightmares!

Funny Story

I'm in the parking lot of my local Target becoming completely overwhelmed by the Target shopping app...Circle! Deals! Favorites! Lists! It's a complete nightmare for my ADHD brain.

Like, I love me some Target but there has to be an easier, more streamlined way to snag some savings than this app from ADHD hell!

(This is admittedly mostly just a vent. Proceed with your day! 😊😄)

 15 Comments  Award  Share  Save ...

Sort By: Best ▾



DazzlingAnalysiss · 14 days ago

Agree! When they switched to Circle I basically quit using the app.

 25   Reply  Give Award  Share  Report  Save  Follow



negative #3: too much information

SS: 3

(-) visibility of system status

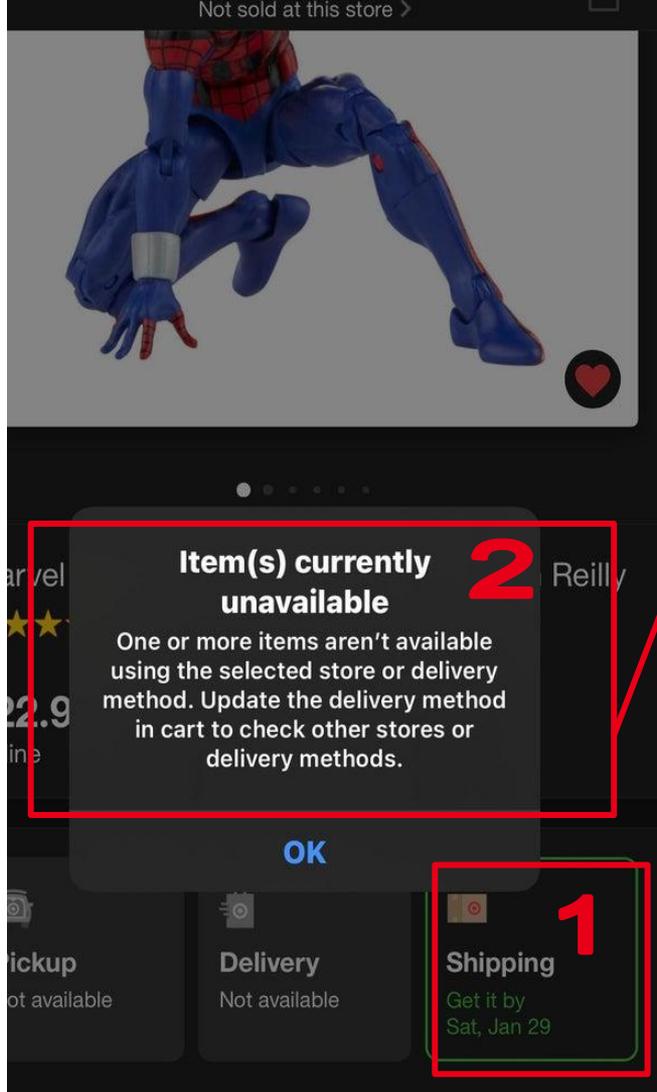
“Too much information is distracting.” - so just let users know about the key pieces of information.^[1]



negative #3: (cont.)

recommendation:

- a) categorize target circle offers for easier navigation - this ensures inclusivity of all - **5% of adult population & 9.4% of children have ADHD^[2]**



negative #4: item availability system mismatch

SS: 4

(-) visibility of system status ^[1,3]



1 first search query

A screenshot of a mobile app search results page for 'chocolate'. The search bar at the top contains the text 'chocolate'. Below the search bar are filter buttons for 'Filter', 'Pickup', 'Delivery', and 'Shipping'. The results list two items: 'Dove Valentine's Milk Chocolate Hearts - 8.87oz' priced at \$4.29, and 'M&M's Valentine's Cupid's Mix Milk Chocolate Candies - 10...' priced at \$3.59. Both items are marked as 'at Lawrenceville'. The first item has a 5-star rating from 81 reviews and a note about a \$4 discount with same-day order services. The second item has a 5-star rating from 1077 reviews. A red box highlights the first two items, and a red arrow points from the text '1 first search query' to the search bar.

A screenshot of the product details page for 'Dove Valentine's Milk Chocolate Hearts - 8.87oz'. The page shows the product name, price of \$4.29, and location 'at Lawrenceville'. It features a 5-star rating from 81 reviews and a note about a \$4 discount with same-day order services. Below the product information, there is a section for 'Available offers' which includes the same \$4 discount with same-day order services. At the bottom, there are three buttons for 'Pickup', 'Delivery', and 'Shipping', all of which are marked as 'Not available'. A red box highlights these three buttons, and a red arrow points from the text '2 not in stock' to the 'Pickup' button.

negative #4: (cont.)

products not in stock are shown at the top of the search query

2 not in stock



negative #4: (cont.)

recommendation:

- a) have a single source of information which can resolve such conflicts
- b) default to “In stock” for all search terms



negative #5: gift register loop

SS: 4

(-) user control and freedom

potentially affect customer satisfaction ratings when they are not able to use gift registers for important occasions



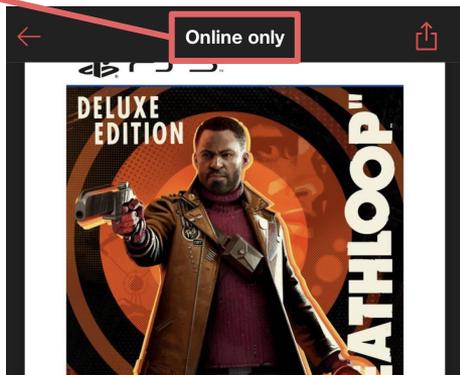
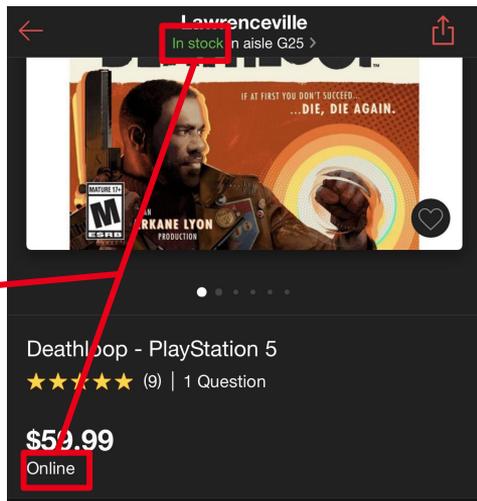
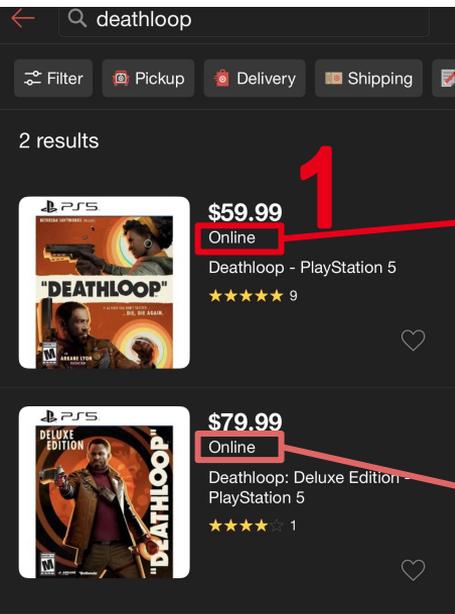
negative #5: (cont.)

recommendation:

- a) set a timeout when certain actions repeat and return to the previous screen and display an error message
- b) report such errors back to the developers



2 event #1: inconsistent



negative #6: unclear labels

SS: 2

(-) consistency and standards

online inventory tag is ambiguous

3 event 2: consistent



negative #6: (cont.)

recommendation:

- a) display “Online Only” and “In-store” below the product name in search



event #1



positive #1: event based recommendation

(+) aesthetic and minimalist design

(+) user control and freedom

event #2





←

Filter Pickup Delivery Shipping

Buy it again

Show all



\$2.39

at State College

Frozen Mixed Berries - 12oz -
Good & Gather™

★★★★☆ 34



253 results



\$12.99

at State College

Triple Berry Frozen Fruit Blend -
48oz - Good & Gather™

★★★★☆ 67



\$13.99

at State College

Organic Frozen Triple Berry Blend



Discover



To Go



Wallet



Cart

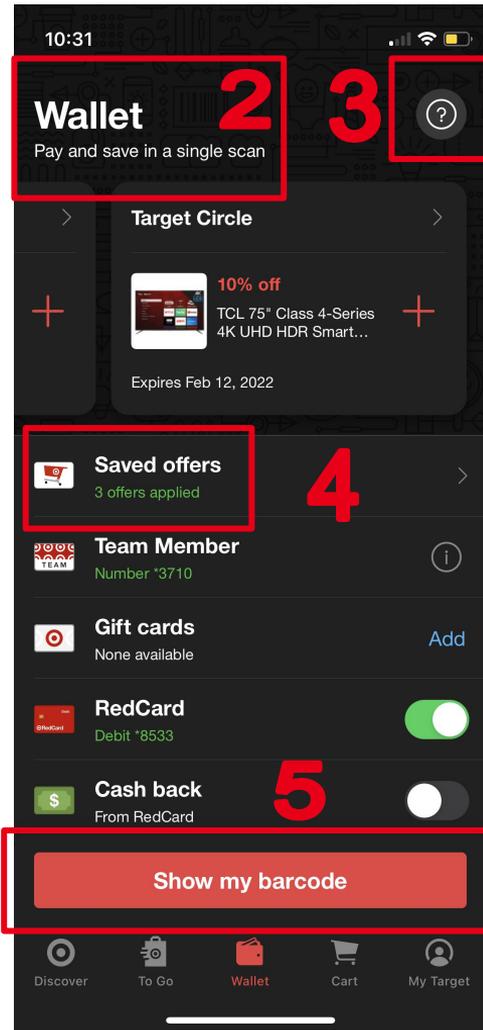
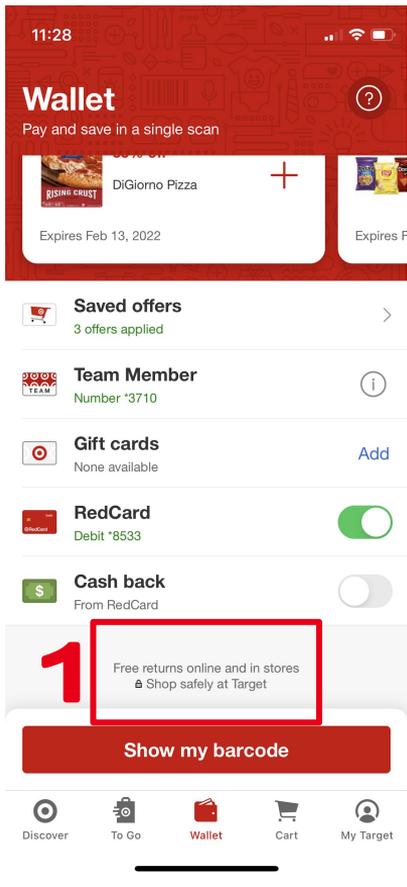


My Target

positive #2: buying your favorites

(+) offers us the option to buy our favorites

question: are recommendations a good thing from a privacy perspective?

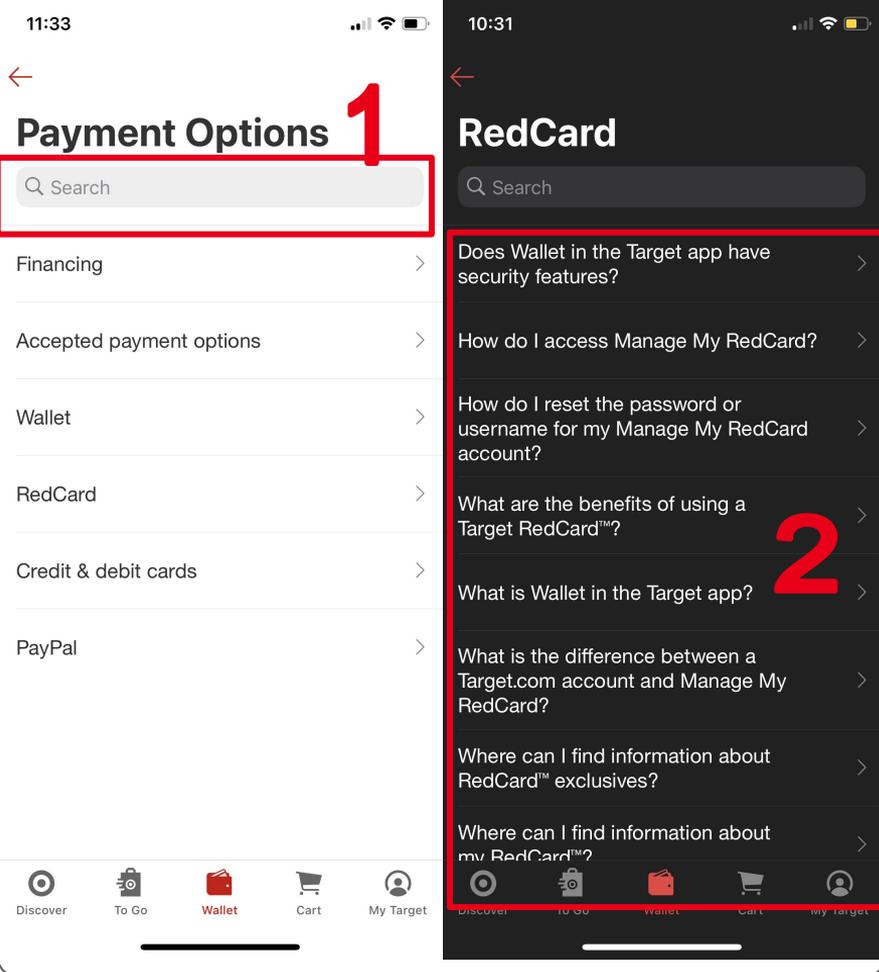


positive #3: checkout

(+) match between system and the real world (1,2,4,5)

(+) help and documentation (3) (next slide)

(+) aesthetic and minimalist design



positive #3: checkout (cont.)

(+) help and documentation

(1) search feature

(2) frequently asked questions

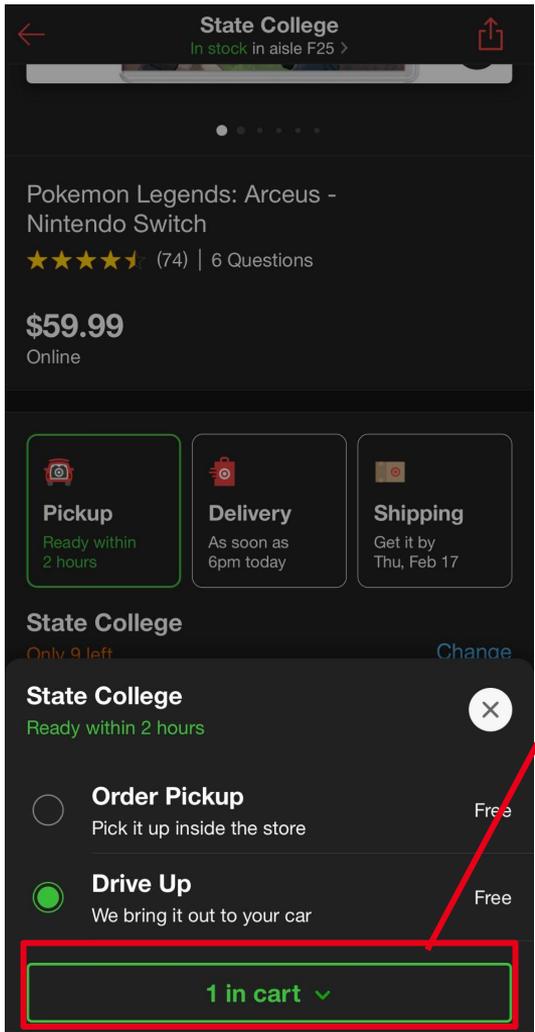
(3) display changes according to the time



positive #4: checkout

(+) user control and freedom

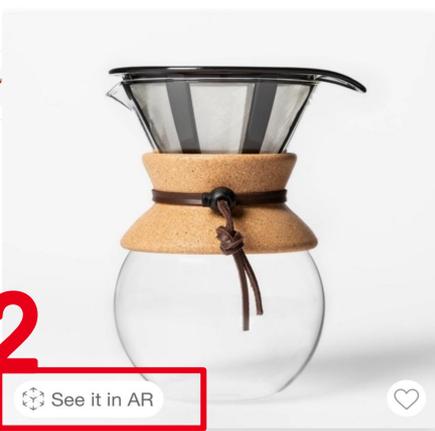
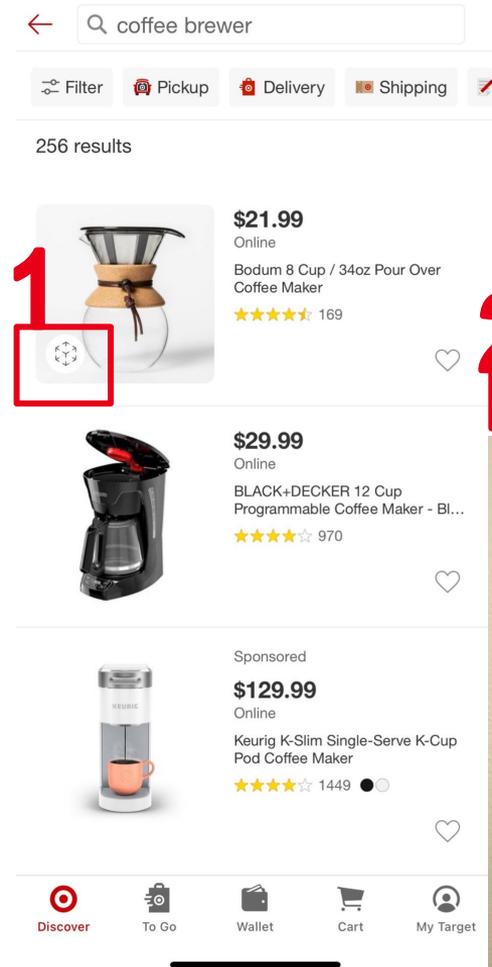
adding an item to cart immediately allows you to modify the quantity or remove it if done out of mistake



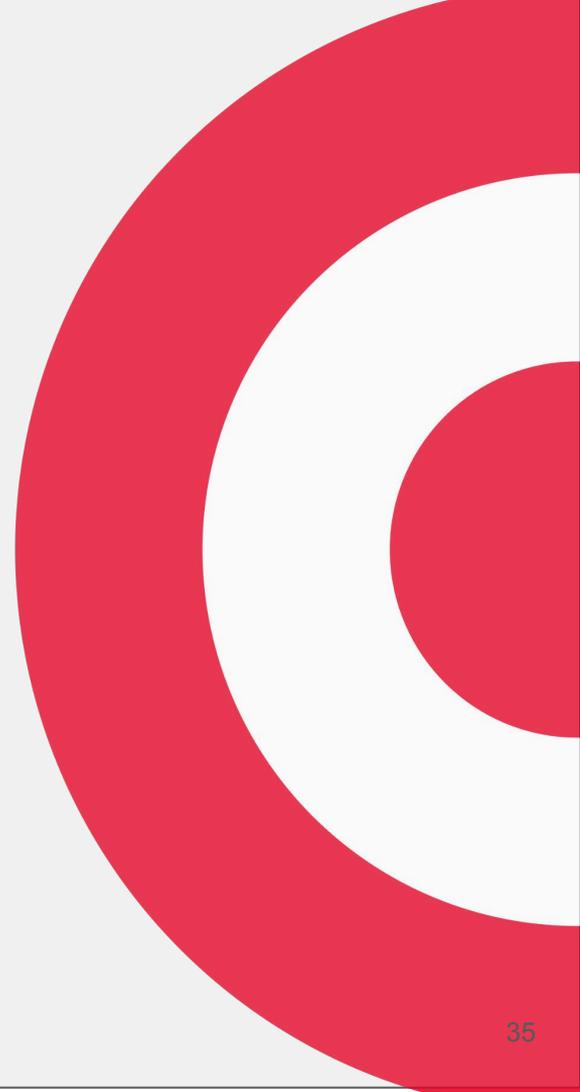


positive #5: item
spatial preview

(+) user control and
freedom

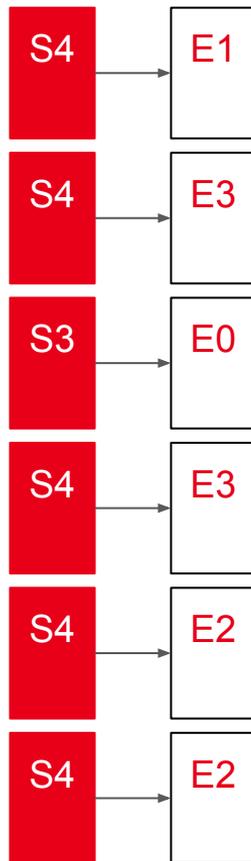
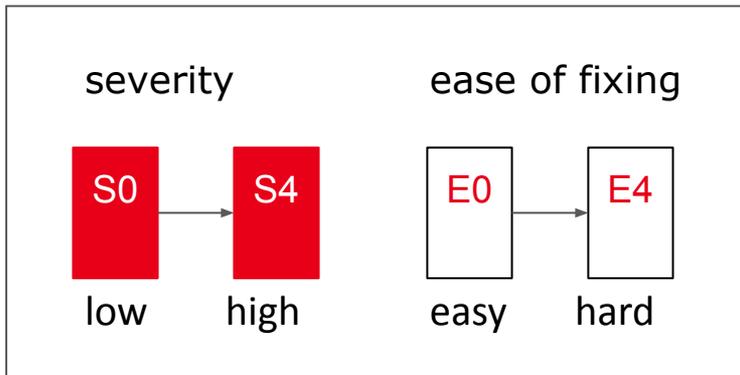


- findings & recommendations summary -





fixing the flaws



login I/O error

login enabling cookies

target circle offers

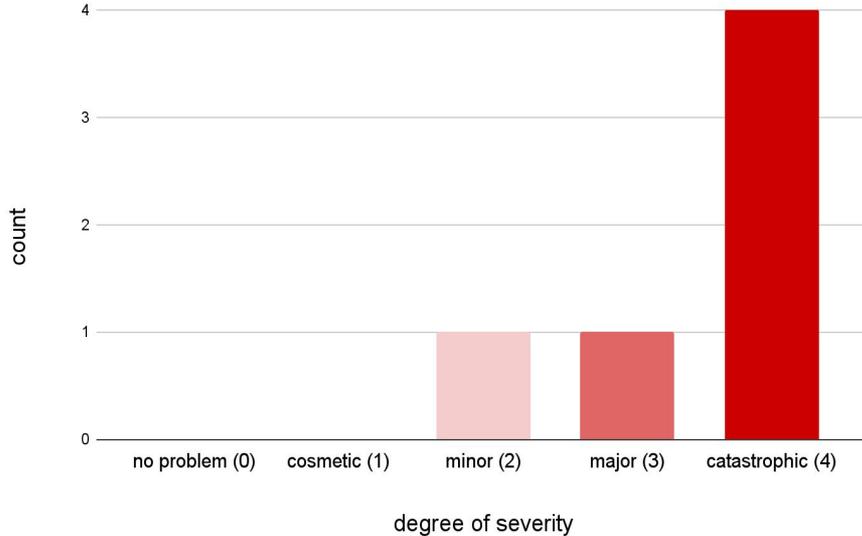
item availability
mismatch

gift register loop

unclear labels

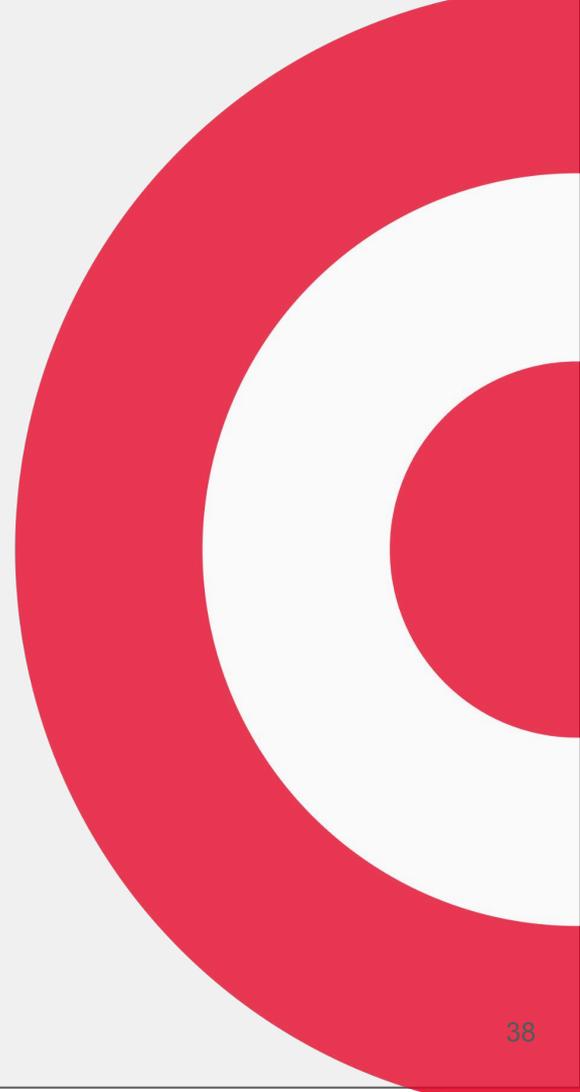


re-cap



- well designed app but there are MAJOR design flaws in usability
- information overload
- easily fixable but requires immediate attention

- conclusion -



- thank you! -

questions/comments/suggestions?

reference

[1] Rahdan, Atefe. "Jakob Nielsen's 10 Heuristics for User Interface Design." Medium, UX Collective, 9 June 2020, <https://uxdesign.cc/jakob-nielsens-10-heuristics-for-user-interface-design-3fe09af5fd99>.

[2] "Data and Statistics about ADHD." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 23 Sept. 2021, <https://www.cdc.gov/ncbddd/adhd/data.html>.

[3] Harley, Aurora. "Visibility of System Status." Nielsen Norman Group, <https://www.nngroup.com/articles/visibility-system-status/>.