

CENTRAL

Heuristics Evaluation

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Disclaimer: This UX/UI audit is based on Usability best practices and our experience in Usability/User Experience for ecommerce domain. It is highly recommended that the suggestion/propositions should be evaluated with intended users prior to product release.



Heuristics Analysis

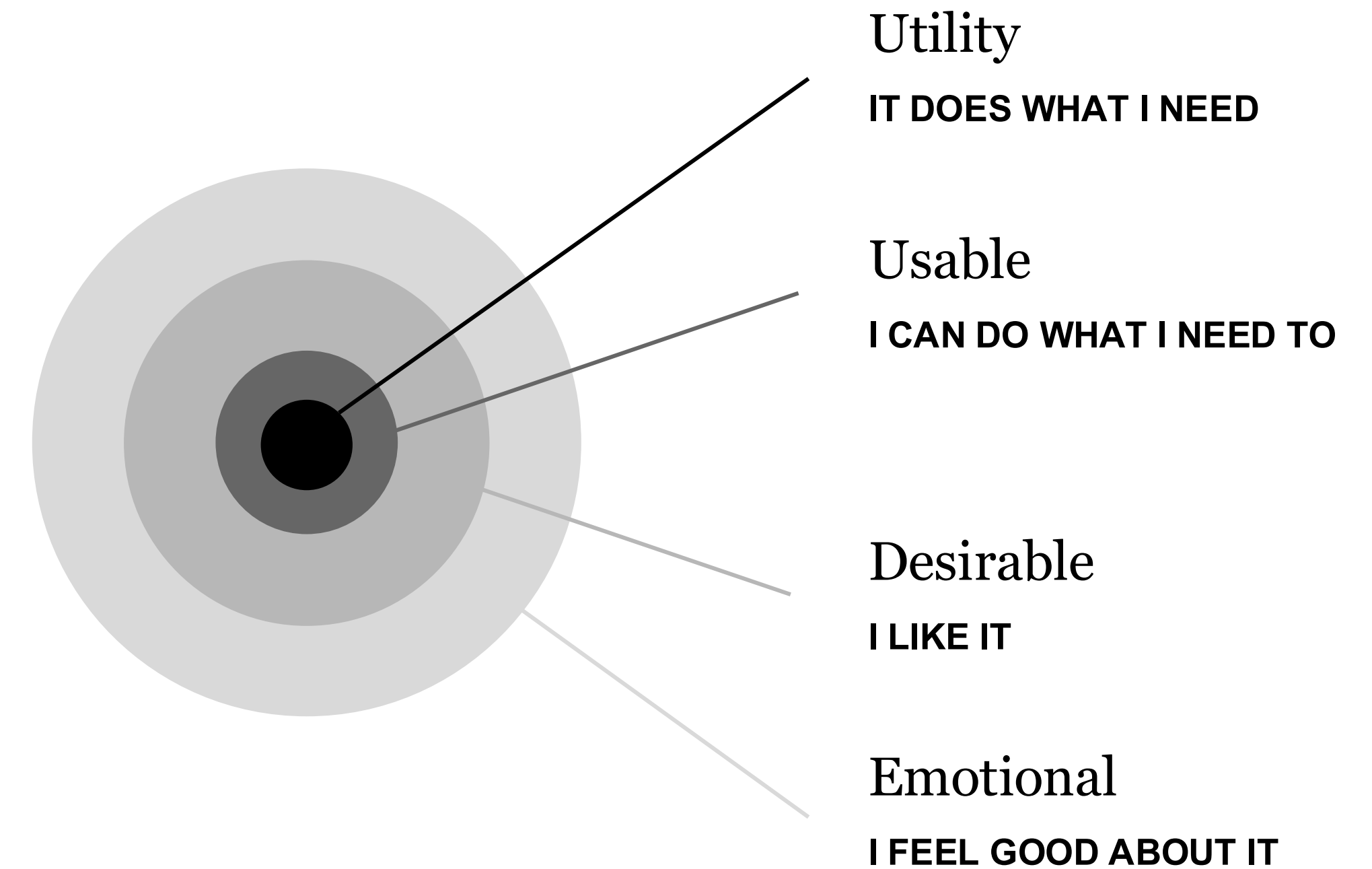
Heuristic Analysis

WHAT IS IT?

A usability inspection method in which we analyse the experience for compliance with usability principles and report issues. Then improvements are recommended to test and fix the issues. This is a top - level report covering the key templates; Homepage, Navigation, Search, Listing Page, Product Page, Account, Checkout, Login/Register & Content Pages.

WHY DO WE DO IT?

To develop experience insights based on a set of industry heuristics for the five types of ecommerce shoppers, in order to propose recommendations for improvement, we have labelled them as  ,  & .



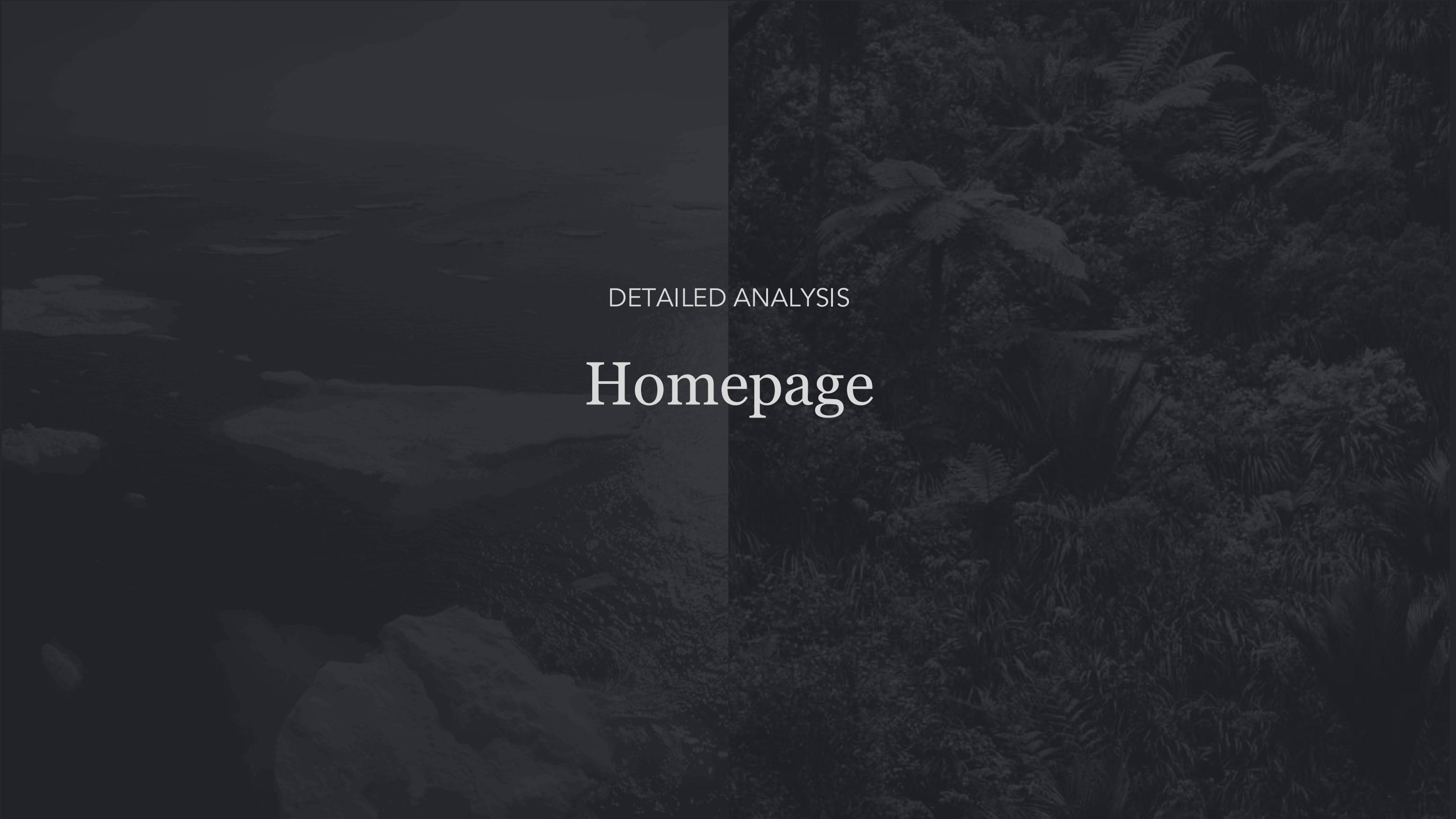
WHO ARE THE 5 TYPES OF ECOMMERCE SHOPPERS?

- Product focused
- Browsers
- Researchers
- Bargain Hunters
- One Time Shoppers

10 Usability Heuristics for User Interface Design

1. Visibility of System Status
2. Match between System and the Real World
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention
6. Recognition rather than Recall
7. Flexibility and Efficiency of Use
8. Aesthetic and Minimalist Design
9. Help users Recognise, Diagnose, and Recover from Errors
10. Help and Documentation

NN/g



DETAILED ANALYSIS

Homepage

Homepage Best Practices

1. Display Your Unique Value Proposition
2. Have an Eye-Catching Sale Section
3. Demonstrate Site Security
4. Make Your Search Bar Stand Out
5. Add Product Images to Categories
6. Feature Your Best Products
7. Display Key Information First and Foremost
8. Place Further Information in the Footer
9. Personalize Your Homepage
10. Keep Your Design Simple
11. Have a Simple Navigational Structure
12. Design for Mobile First
13. Make Sure Your Homepage Loads Quickly

“ 42% of mobile e-commerce sites do not have a homepage design that enable users to accurately infer the type of site they’ve landed on.”

[Source](#)

Homepage Review

POOR

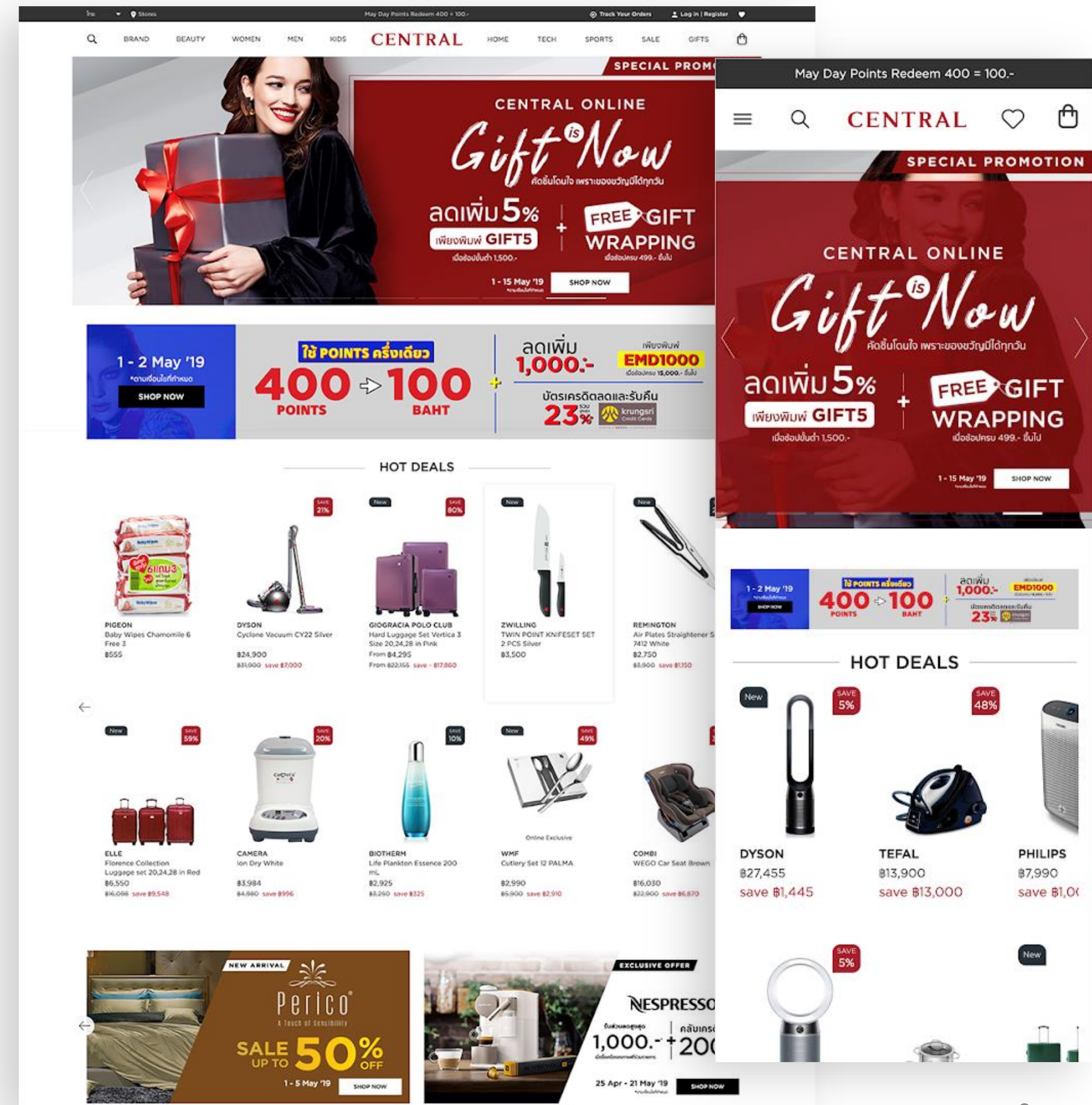
VISIBILITY OF SYSTEM STATUS

- The CTA on the hero banner is unclear and does not stand out.
- Carousel in hero banners have been proven to be ineffective as users rarely scroll past the first banner.
- There is no action upon hovering the bag icon.
- It is a good e-commerce practice to show the summary of your purchase upon hovering the bag icon.
- There is no feedback when adding a product to wishlist.

FAIR

MATCH BETWEEN SYSTEM & THE REAL WORLD

- The label 'Home' for Home Appliances is misleading as users will misunderstand it as a label leading back to the homepage.



Homepage Review

POOR

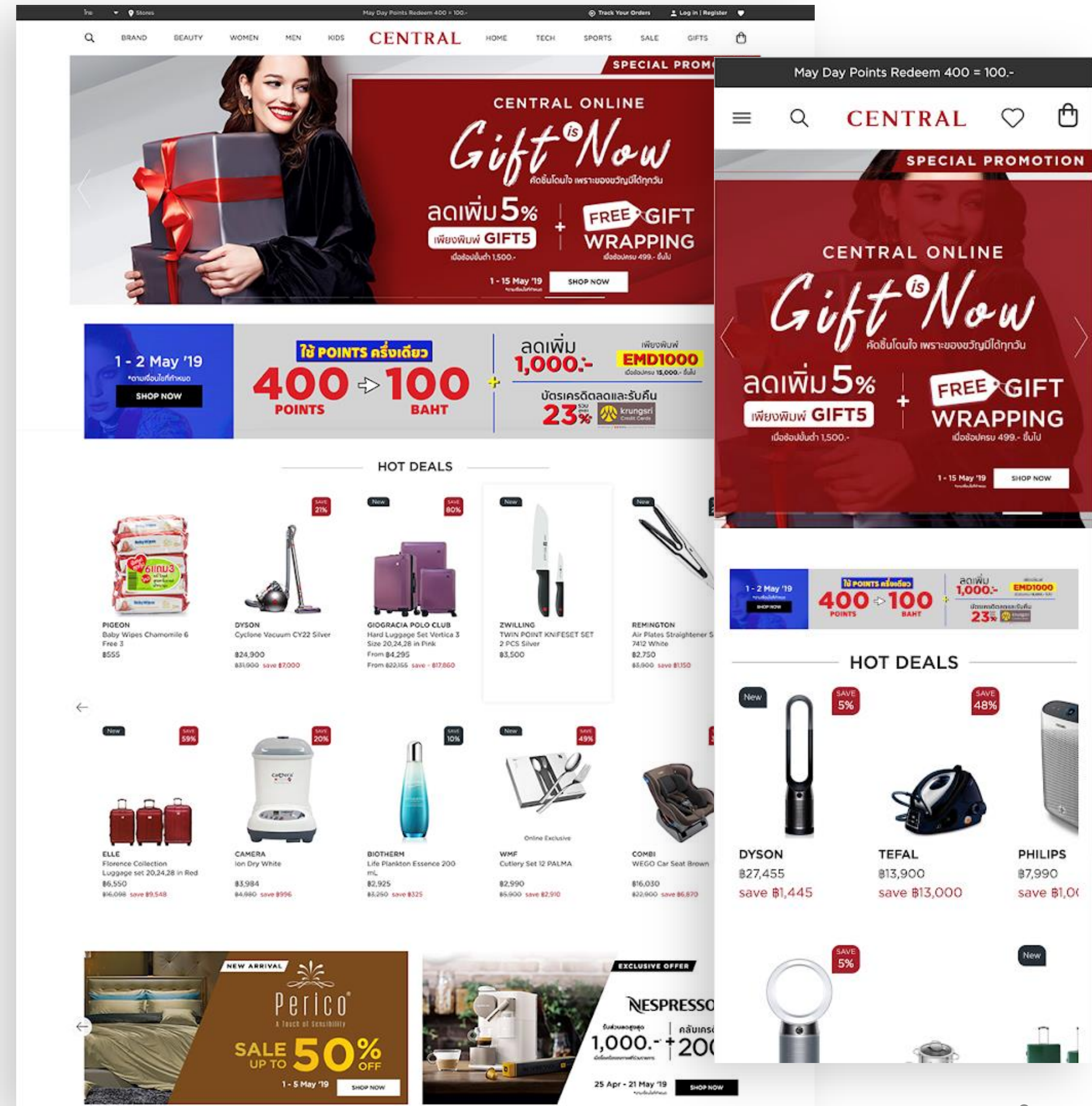
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Homepage Review

POOR

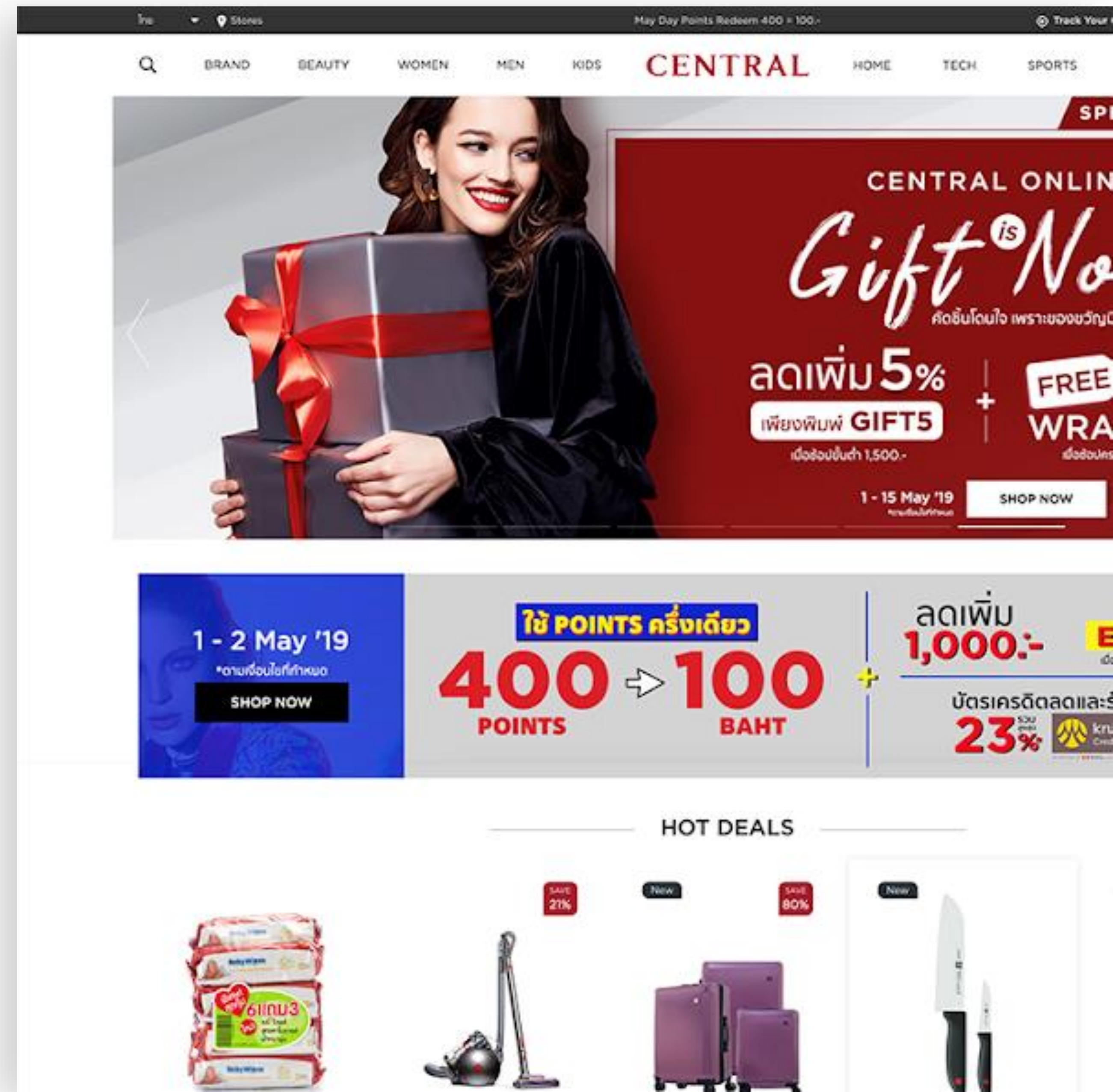
FLEXIBLE & EFFICIENCY OF USE

- The Banners and Product Widgets are displaying the incorrect text when the user change the site language from Thai to English. This will affect the user's browsing experience.
- The title for the page doesn't change with language. The page will fail in the SEO ranking.

GOOD

USER CONTROL & FREEDOM

- Possible mistakes that a user could make on the homepage includes 'to click on a wrong link / to be taken to a page that wasn't intended'. These errors can be rectified by using the navigation or coming back to the homepage via the logo.

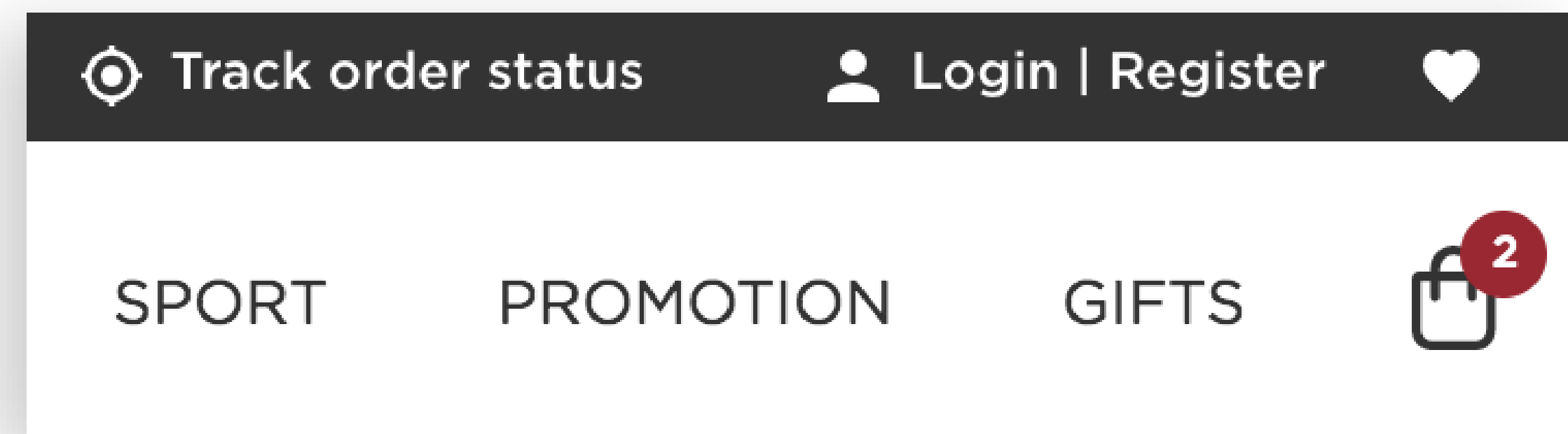
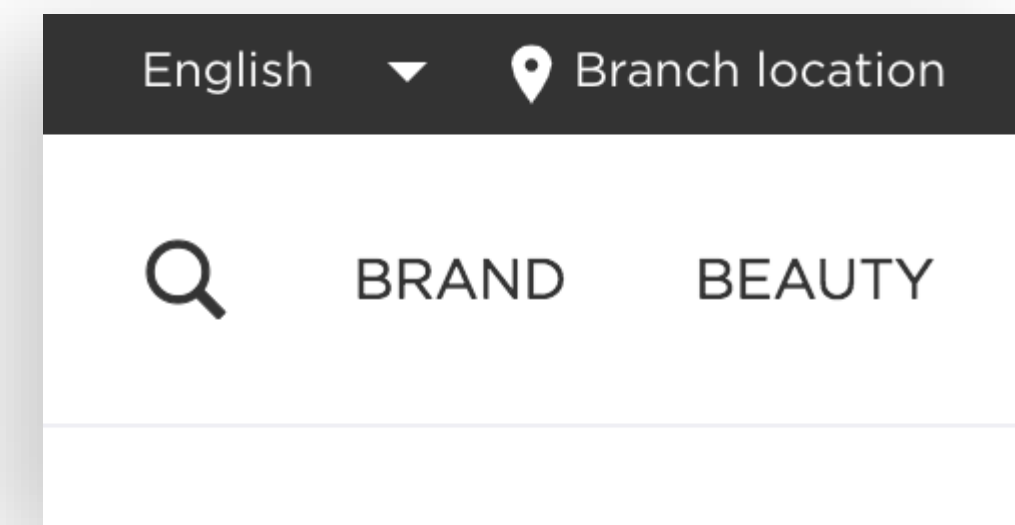


Homepage Review

POOR

RECOGNITION RATHER THAN RECALL

- Group global elements in the header in one place so that the user recognises them when they revisit the site. The icons such as wishlist, bag, account & search should be placed together.
- Personalisation of content would help the user to continue the journey when they revisit. For e.g., a component that shows recently viewed products or product abandoned in the cart can entice the user to complete the purchase.



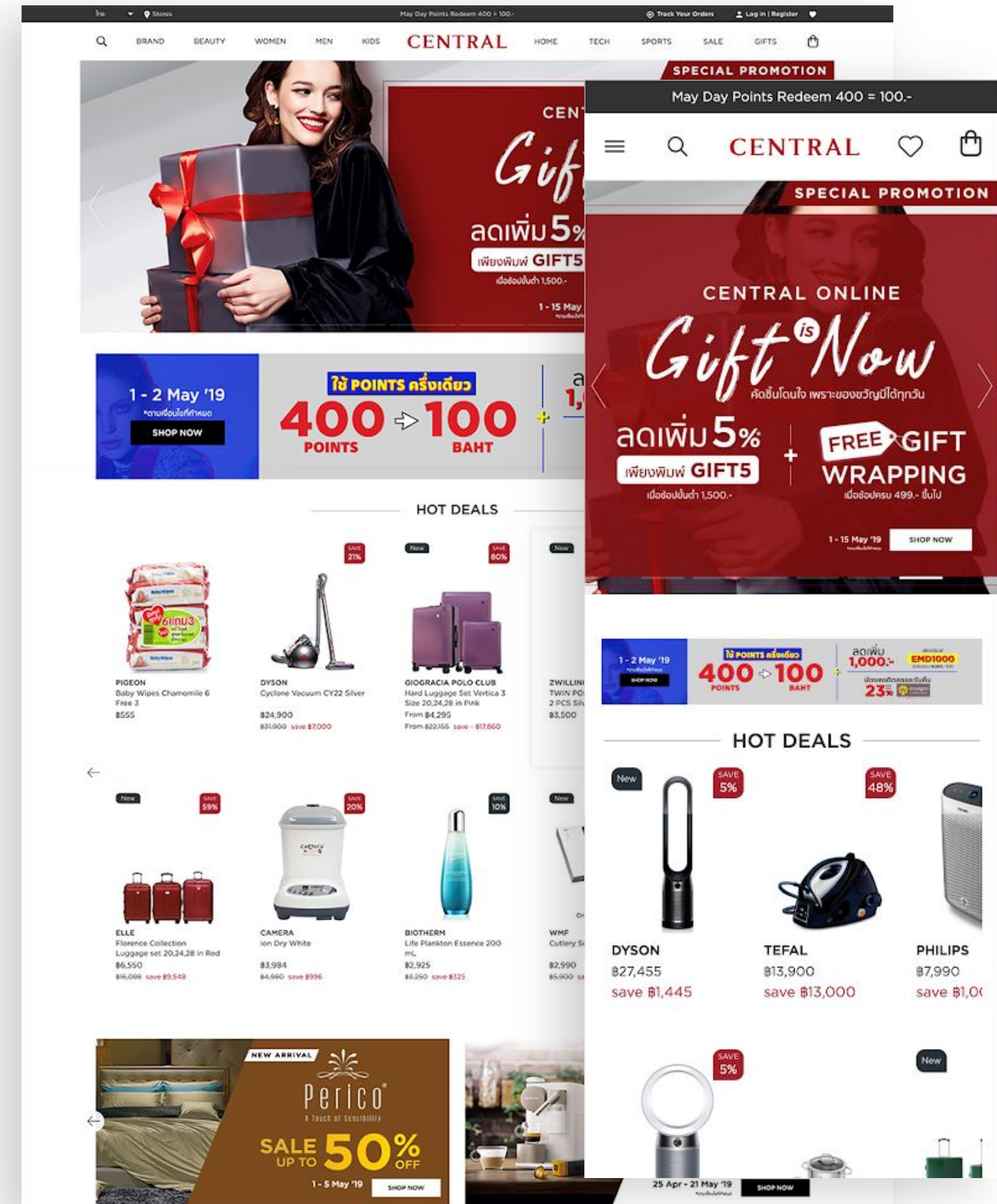
Homepage Review

POOR

AESTHETIC & MINIMALIST DESIGN

First Impression Matters

- Homepage above the fold showcases multiple font type usage and colours which will be overwhelming for first time users as everything is shouting for attention.
- Look and feel does not feel elegant or classy that reflects the brand positioning of Central Group. (e.g., opportunity to use high-quality lifestyle images)
- More obvious key sections on homepage, currently it looks cluttered due to the tight spacing between each key sections.
- Interface needs to be cleaned off with unnecessary components. The elements in the page has to be prioritised accordingly.
- Frequent usage of promotional pop up banners throughout the site will increase the drop off rate as users might get distracted.
- Too much animation/movement on the key section listing can be distracting to users, leading to higher fall off rate.



Homepage Review

POOR

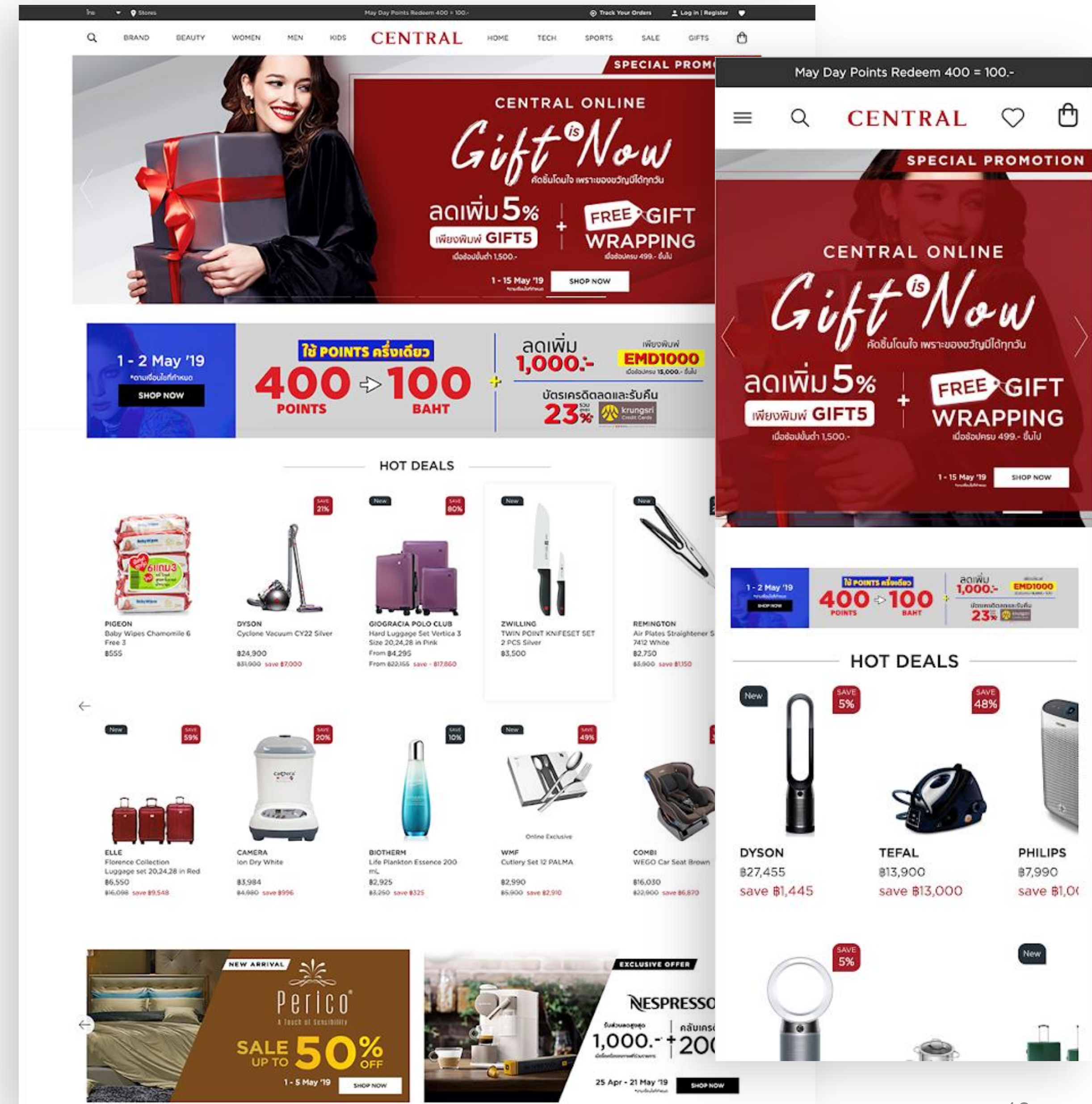
CONSISTENCY & STANDARDS

- Fonts and colours across the entire site pages should maintain consistency and in line with Central Group brand template to ensure consistent customer experience throughout the purchase journey.
- Inconsistent CTAs are a deterrent for users to perform the intended action as they might get confused.

FAIR

HELP & DOCUMENTATION

- Displaying the USP of the site helps the user to understand the features of the website which will be helpful during the purchase journey. But avoid having content in a new window.
- Displaying different payment methods.
- Displaying Trust badges to build confidence and sense of security.



Homepage Recommendations

- ✓ Consider avoiding popup ads that annoys user when browsing.
- ✓ Consider avoiding hero banner carousel.
- ✓ Consider showing recently viewed or recommended products that entice users to buy.
- ✓ Consider showing security badges that would build trust shopping in the site.
- ✓ Consider showing payment methods so that the users are aware of them.
- ✓ Consider making the homepage clutter free.
- ✓ Consider grouping global icons together.
- ✓ Consider making an appropriate designs for CTAs like primary & secondary buttons/links .
- ✓ Consider giving feedback for user actions.

“40% of the benchmarked e-commerce sites unfortunately fall victim to the allure of having highly graphical ad blocks in prime content locations on their homepage.

[Source](#)



DETAILED ANALYSIS

Navigation

Navigation Best Practices

1. Have a flat navigation through a clear, easy-to-digest menu without too many levels.
2. Have Breadcrumbs for all the pages for the users to navigate and know where they came from.
3. Mega-menus offers context and links to extra content.
4. Have consistent and logical menu levels.
5. Have a category landing page for all the categories of the main navigation.
6. Use label 'Menu' rather than using hamburger icon for menu in mobile.
7. Have labels for all the icons wherever the icons are not universal.
8. Make footer navigation with important links.

“ Navigation exists to help users, not to be a puzzle in its own right. Users should be able to understand it immediately, and apply that understanding throughout the site.

[Source](#)

Navigation Review

FAIR

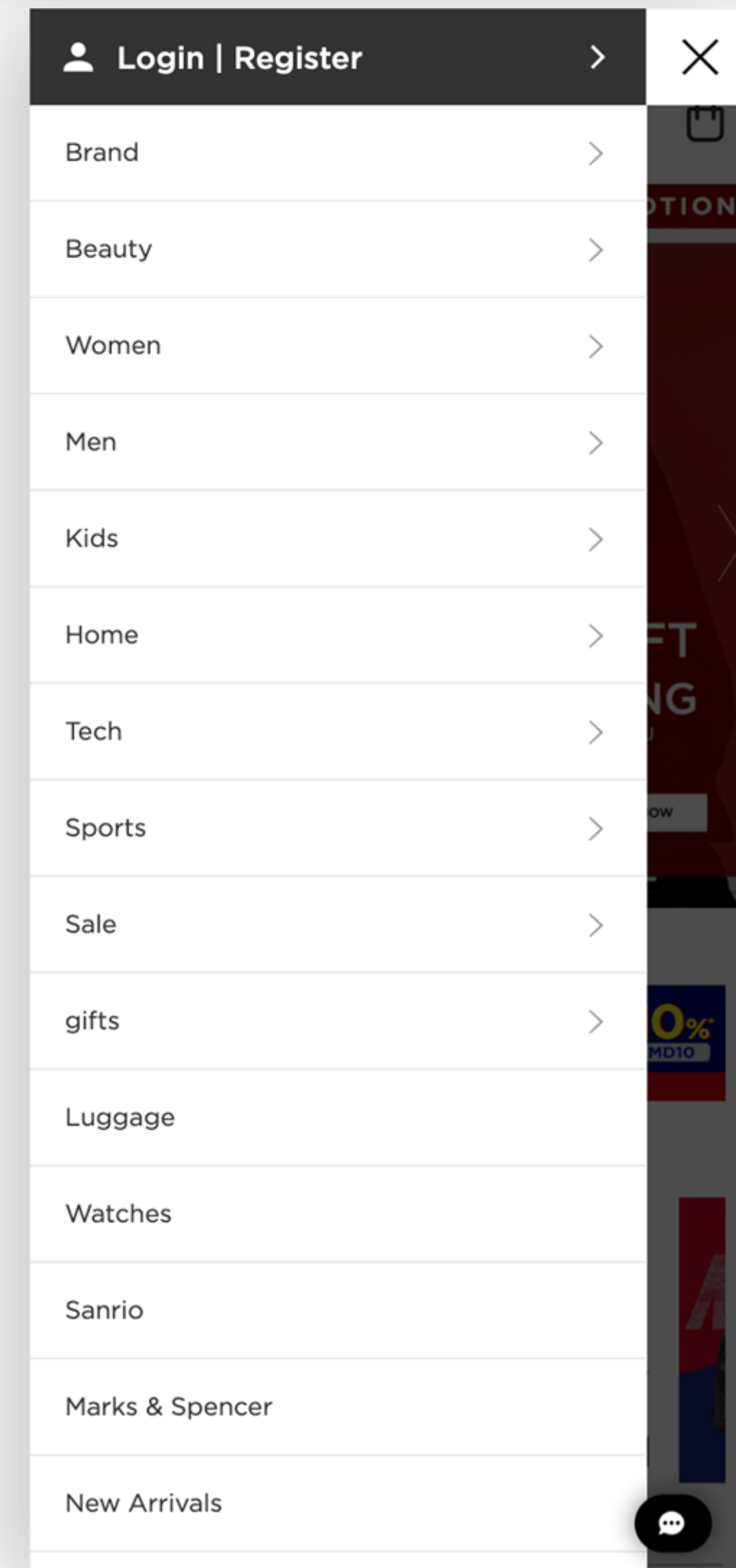
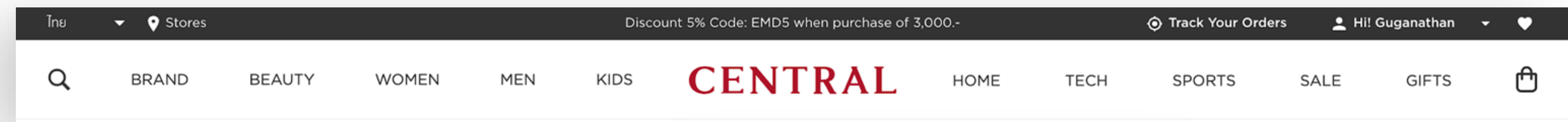
RECOGNITION RATHER THAN RECALL

- Consider keeping the logo on the left as menu items can be placed next to it. According to Serial Position Effect, users will always remember the first item easily and sees it first. Hence it is important for the logo to be placed on the left as it serves as a quick return to the homepage.

FAIR

CONSISTENCY & STANDARDS

- The information architecture and grouping is fairly good. Every menu item has a landing page which helps in SEO.
- Footer containing direct links to Return Policy & Shipping Info is good.
- The menu items can be organised by the order of importance, relevance and popularity.
- Avoid duplication of the same labels. Home Appliances is placed under both Home and Tech.
- Menu items should be the same for desktop and mobile.



Navigation Review

FAIR

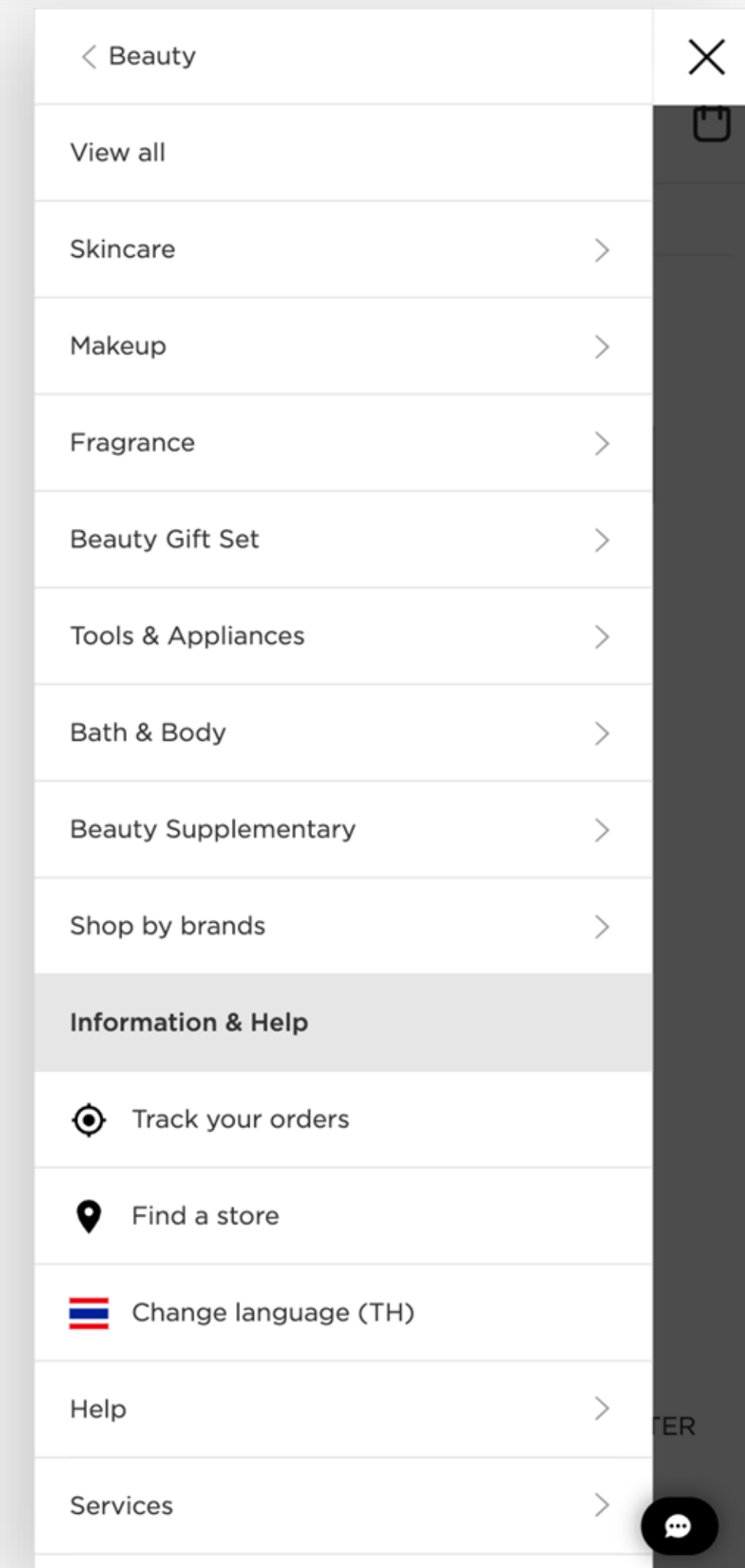
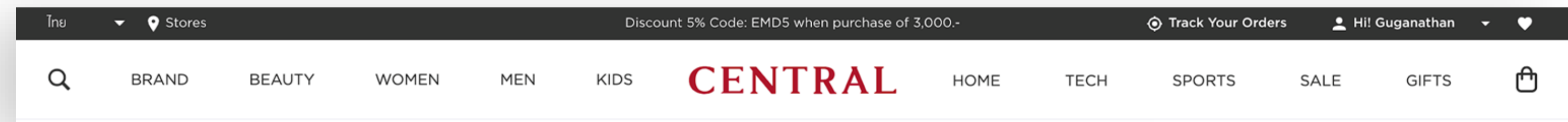
VISIBILITY OF SYSTEM STATUS

- When users tap on any first level link, second level links such as Information and Help should not show up as that becomes a distraction to the user's shopping experience.
- There is not a 'View All' link that will lead the user to a landing page with all brands listed out.

GOOD

USER CONTROL AND FREEDOM

- Opening and closing the menu on both desktop and mobile is clear and easy to operate. Understanding where the user is on the system is clear. There is also a constant view of the current page in the background so the user understands that they have not left the page.

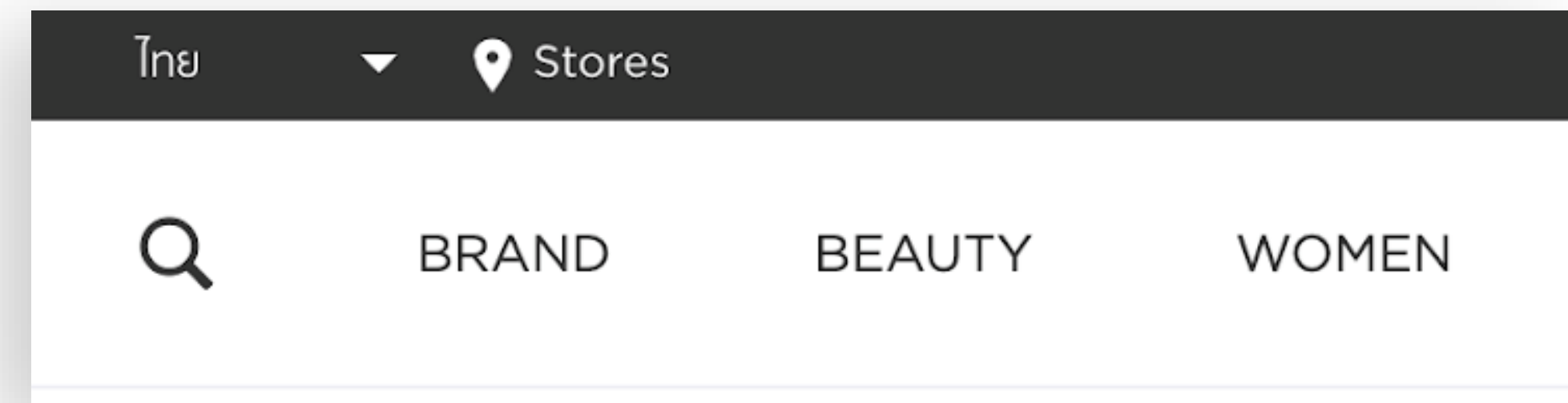


Navigation Review

FAIR

AESTHETIC & MINIMALIST DESIGN

- 'Language', 'Stores' & 'Track Your Order' option can be moved to the footer. This will help to prevent too much clutter at the top and also gives importance to the footer navigation links.
- The label names and icons should have improved affordance.
- Good to have a different font weight or colour to represent a different state when hovering on key elements.

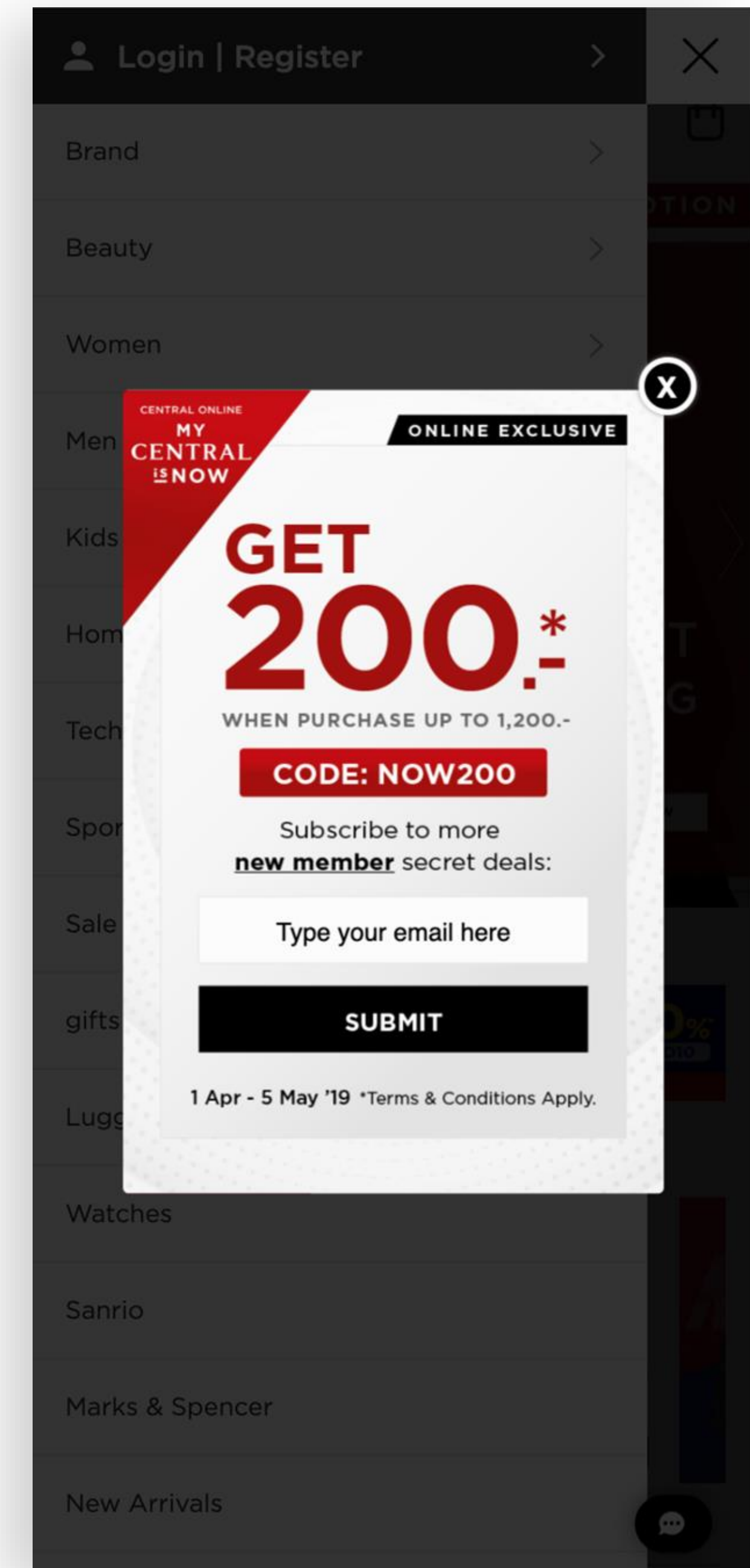


Navigation Review

POOR

ERROR PREVENTION

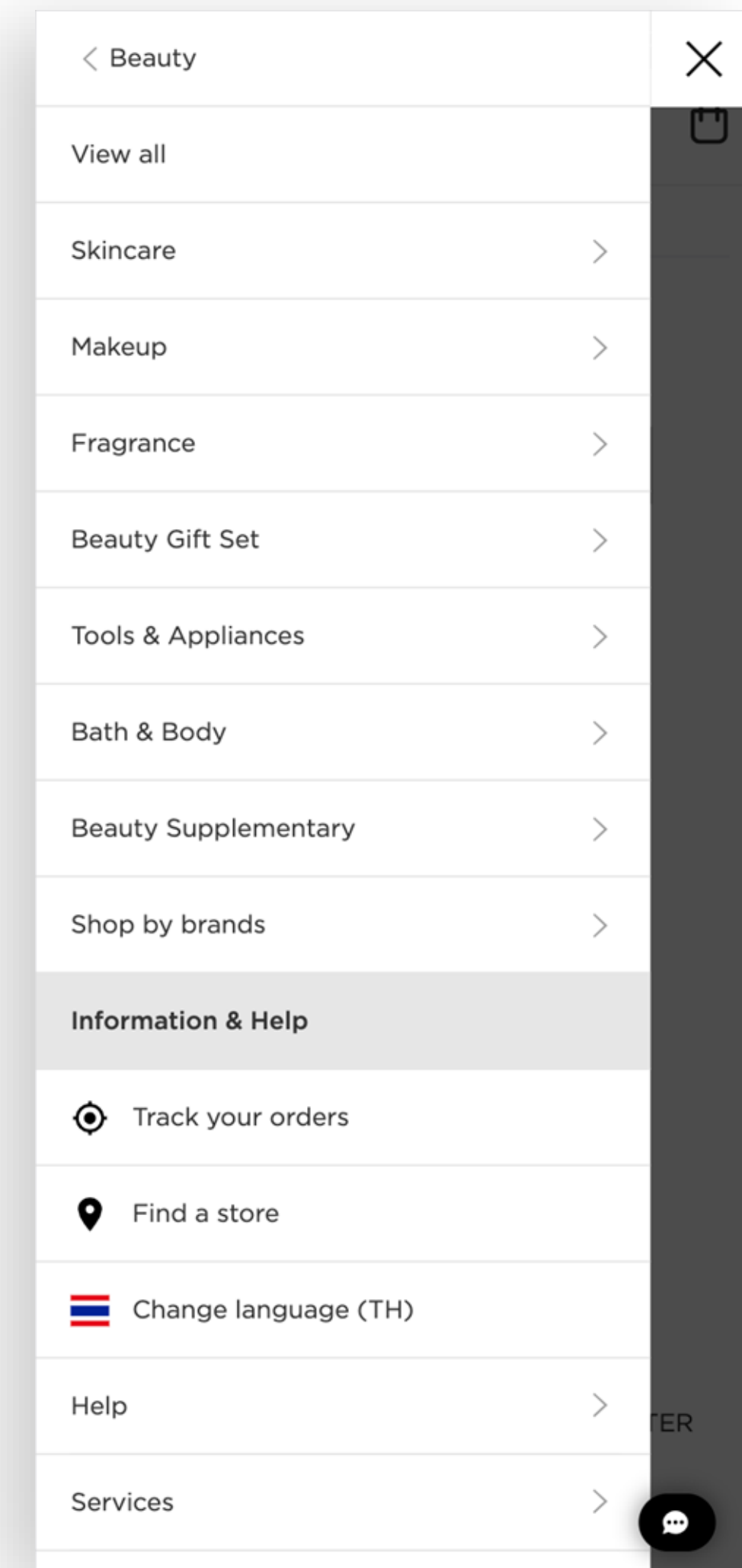
→ When the user activates the navigation menu, displaying a popup promotion banner should be avoided to prevent the user from clicking on it incorrectly. This is a distraction to the user's browsing experience.



Navigation Review

GOOD HELP USERS RECOGNISE, DIAGNOSE & RECOVER FROM ERROR

→ If the user has clicked on a wrong link, the title at the top helps them to return to the previous page. The user will not be lost on committing to an action.

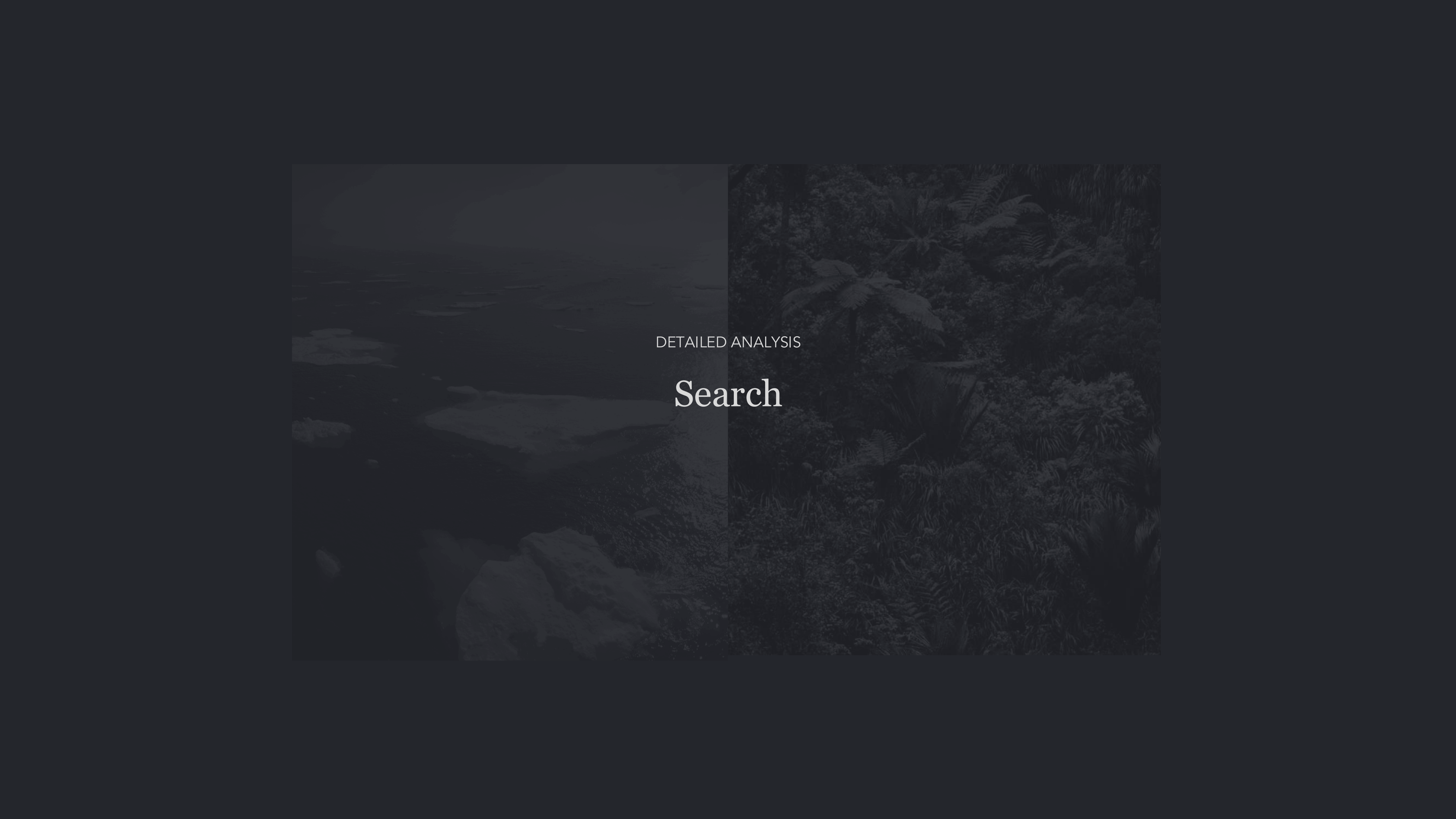


Navigation Recommendations

- ✓ Consider listing all the brands with a 'view more' option if all the brands cannot not be shown.
- ✓ Consider avoiding Pop-ups when the menu is opened.
- ✓ Consider having a consistent style for all the mega menus.
- ✓ Consider having L2 menus group with similar items.
- ✓ Consider having CTA using bank promotion than just giving information.
- ✓ Consider having the menu organised by removing the redundant links of Home Appliances
- ✓ Consider having rarely used links like stores, language and track my order to the footer. Have the same in mobile as well for consistency.
- ✓ Consider having blog as a separate link in the navigation so that the users can read the articles posted and navigate back to PLP/PDP for the products shown.

*“ If They Can’t Find It,
They Can’t Buy It.*

Source



DETAILED ANALYSIS

Search

Search Best Practices

1. Make sure the search bar is visible on all devices.
2. Use auto-complete for quicker search.
3. Ensure misspellings still produce results.
4. Provide synonym results.
5. Provide faceted sorting & filter in search results.
6. Natural Language Processing.
7. Show non-product results.
8. Show the search query on the results page.

“70% require users to search by the exact jargon for the product type that the website uses, failing to return relevant products.”

[Source](#)

Search Review

POOR

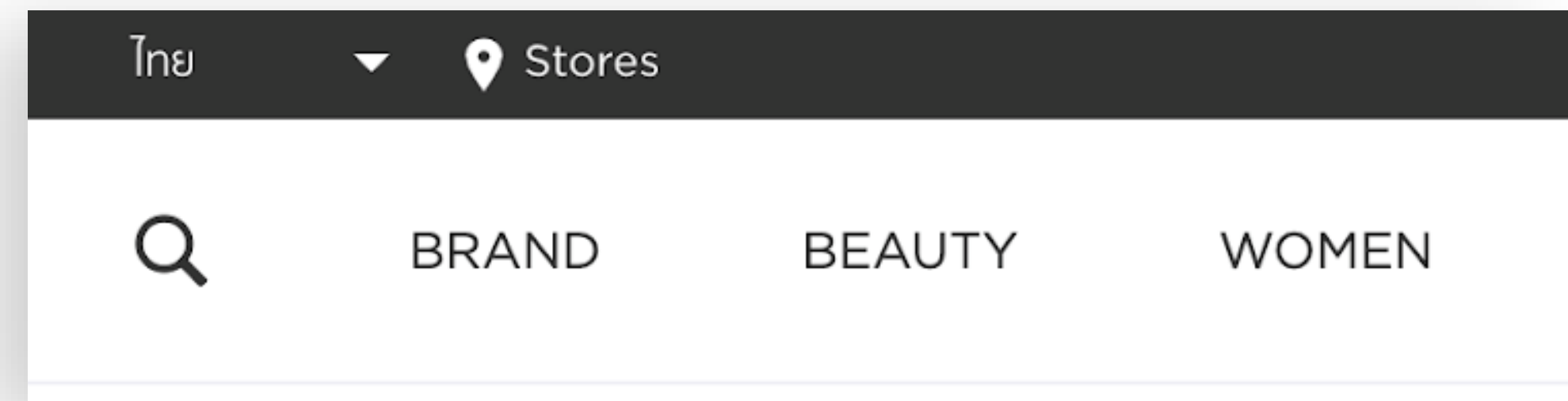
CONSISTENCY & STANDARDS

- Positioning of the search bar is not prominent. It is important for the search box / field to be visible for an e-commerce site with a wide variety of products.

GOOD

HELP USERS RECOGNISE, DIAGNOSE & RECOVER FROM ERROR

- When there are no results, the site shows a smart response which gives the opportunity for the user to try different search keyword.



Search Review

POOR

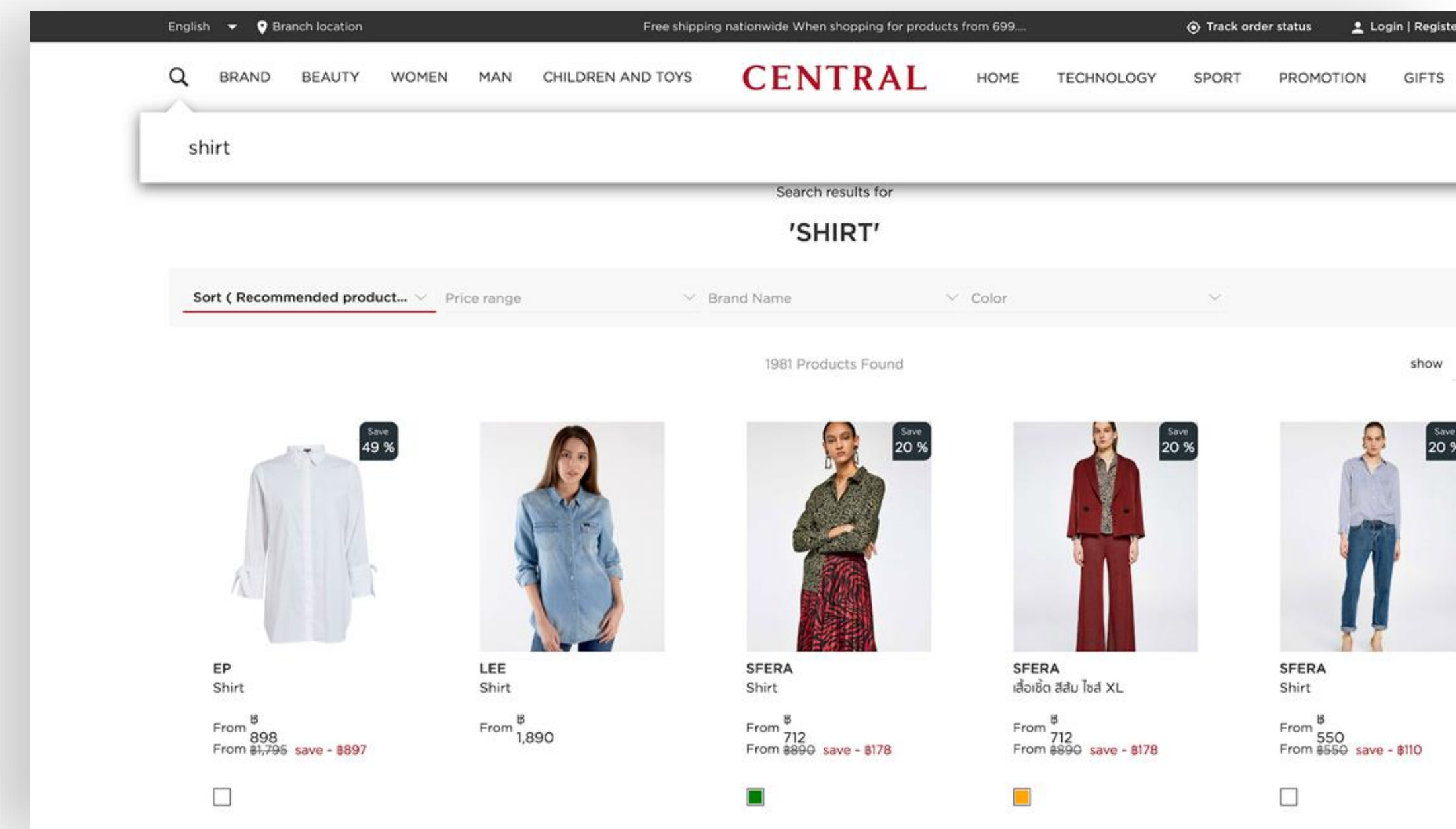
HELP & DOCUMENTATION

- Search function does not support non-product search. The search results for a keyword such as 'return' returned a product list which is not relevant. The keyword 'return policy' showed no results. The user would expect to be shown the return policy page.

GOOD

USER CONTROL & FREEDOM

- The number of products is clearly listed on the search results page.
- There is faceted sorting for the search results page, however the 'filter by category' function is not consistent in showing appropriate category for all products. For example., the search for 'shirt' displays relevant products but does not allow the user to filter by gender type.



Search Review

POOR

ERROR PREVENTION

- Misspelled keywords are not corrected and relevant products are not shown. It is common for users to input incorrect keywords, however the search should show relevant content.
- The site shows no relevant results when a related keyword is searched. An example: Searching the word 'Mats' does not return any results. It should ideally return a list of results related to 'Rugs'.

FAIR

FLEXIBILITY & EFFICIENCY OF USE

- It is a good practice to list out 'Trending' & 'Recent Search'. However, predictive search is not available. Hence, users will need to input the entire keyword.

92014 items found for "ovan"
Did you mean [oven](#), [oval](#)?

mayer
SINGAPORE
Sold and Fulfilled by
Official Store



LazMall

Candy 20L Microwave with Grill
Function CMXG20DR

\$108.00

~~\$168.00~~ -36%

★★★★★ (11)

Singapore

KENWOOD



LazMall

Kenwood Electric Oven 32L (Stainless
Steel) - MOM880BS

\$249.00

~~\$399.00~~ -38% 

★★★★★ (6)

Singapore

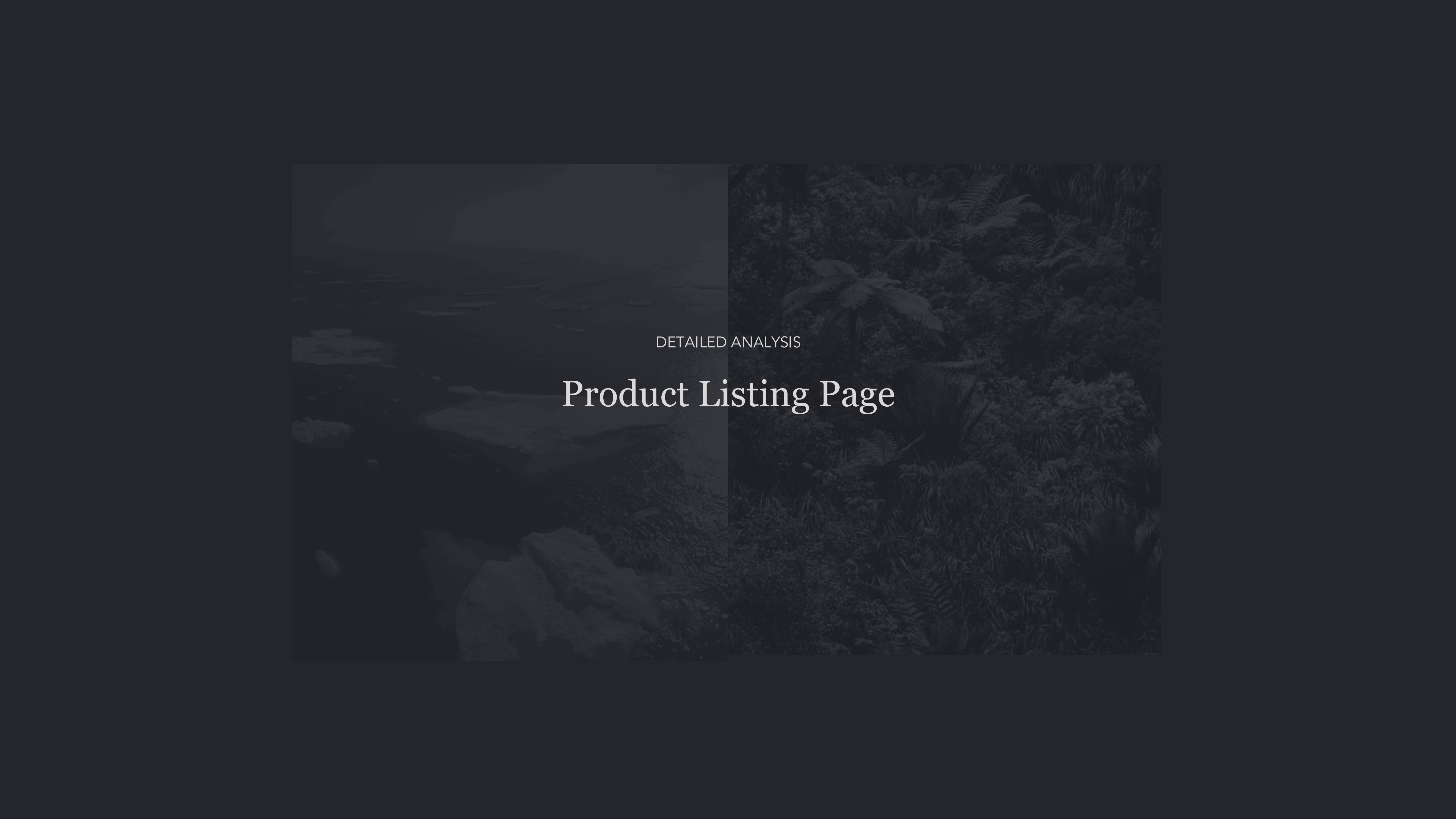
→ Example Screenshot from Lazada

Search Recommendations

- ✓ Consider placing the search bar along with the global icons towards to the right starting with open search bar, account & cart in that sequence.
- ✓ Consider having autocomplete/type ahead in search bar.
- ✓ Consider the filter to be appropriate for the searched keyword.
- ✓ Consider giving suggestions to misspelled keywords...“Did you mean Coolers instead of Colers”
- ✓ Consider having non-product search for keywords like return policy, etc., activated so the user doesn't feel lost when searching for keywords other than products.

“ 34% of the sites don't return useful results when users search for a model number or misspell just a single character in the product title

[Source](#)



DETAILED ANALYSIS

Product Listing Page

Listing Page Best Practices

1. The introduction should be brief, to the point and answer the questions: “What is the page about? Why should I care?”.
2. Provide good quality product images with multiple views to support purchase decision.
3. Allow users to sort/filter large number of products easily.
4. Provide user ratings to help decision making.
5. Present sufficient product specific information (e.g. colours/sizes) .
6. Show as much information as necessary to move the user to the product page.

“ 46% of those sites suffer from displaying too little or poorly chosen content in the product listing page.”

[Source](#)

Listing Page Review

FAIR

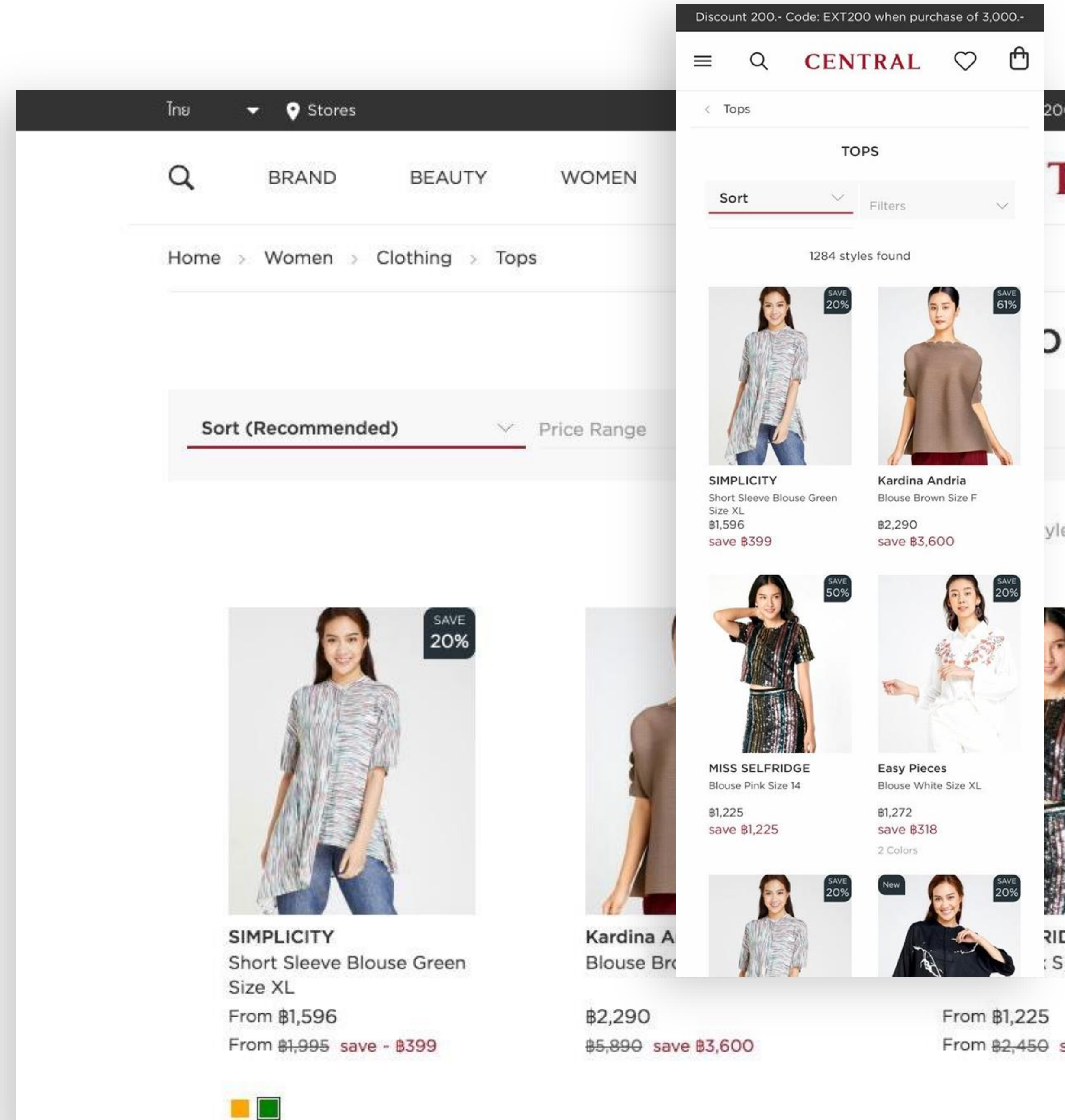
VISIBILITY OF SYSTEM STATUS

- There is a filter and sort function on the page. But there is no clear distinction between them. Filter has to be more comprehensive for the product shown in the page.
- The 'Number of Products Found' is listed incorrectly as 'Number of Styles Found' on some PLP pages.

POOR

CONSISTENCY & STANDARDS

- There is no consistency in the colours availability of each product. Only some products with colour thumbnails shown.



Listing Page Review

POOR

RECOGNITION RATHER THAN RECALL

- Upon hovering the user is shown 2 CTAs with the same prominence namely 'Wishlist' and 'Quick buy'. That increases the user's cognitive load to decide on which action they should perform.
- Clicking the 'Quick buy' button activates the widget to flip and display the product's attributes and 'Add to bag' CTA. It would be good to show the product image as well to entice the user.

FAIR

FLEXIBILITY & EFFICIENCY OF USE

- Having the filter option visible at all times allows the user to change the parameters at ease.
- User has to close the widget manually. It should automatically flip back to its original state when the user hovers over another product.

New



GARMIN
Instinct Smartwatch
Sunburst
฿11,500



WISHLIST



QUICK BUY

Listing Page Review

FAIR

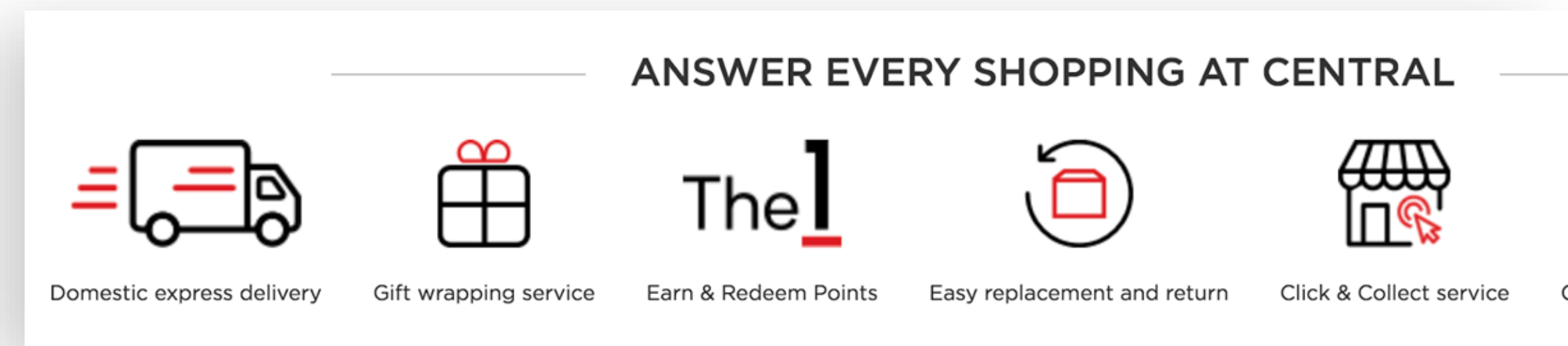
AESTHETIC & MINIMALIST DESIGN

- The product information on the PLP page should be consistent to achieve a clean and uniform look.
- Providing attributes on demand would help user to look into what they are interested so that listing looks clutterfree.

FAIR

HELP & DOCUMENTATION

- The value proposition of the site is displayed to boost the user's confidence and trust.
- It will be helpful to include features like star ratings to help the user make quick decisions on the PLP.
- Having a short description of the category under the page title will give the user a quick summary of the page and it helps to enhance SEO performance.



Listing Page Recommendations

- ✓ Consider giving appropriate attributes like size, color across all products.
- ✓ Consider having distinctive sort and filter option. With filter option more intuitive to the product line listed.
- ✓ Consider having user rating as it helps the user to decide by looking at the ratings and reviews.
- ✓ Consider having one primary action on the widget and distinguish others as secondary actions.
- ✓ Consider lazy loading of products on scrolling and make sure the products loads faster.
- ✓ Consider having short description of the listing page with accompanying visual.
- ✓ Consider avoiding home appliances listed in 2 categories.

“ 76% of sites neglect the principles of progressive disclosure, and always display the same amount of information for all product list items, instead of progressively showing extra information for items the user has shown an interest in.

Source



DETAILED ANALYSIS

Product Detail Page

Detail Page Best Practices

1. Display product details info (*price, sizes, colours options, short description of product and CTA*) above the fold on product pages.
2. Provide size guide details for applicable products.
3. Allow multiple product images.
4. All products need at least One 'In Scale' Image.
5. Provide shipping & return information.
6. Have reviews and ratings of the product.

“ 82% of e-commerce has an overall poor-to-mediocre Product Page user experience.”

[Source](#)

Detail Page Review

FAIR

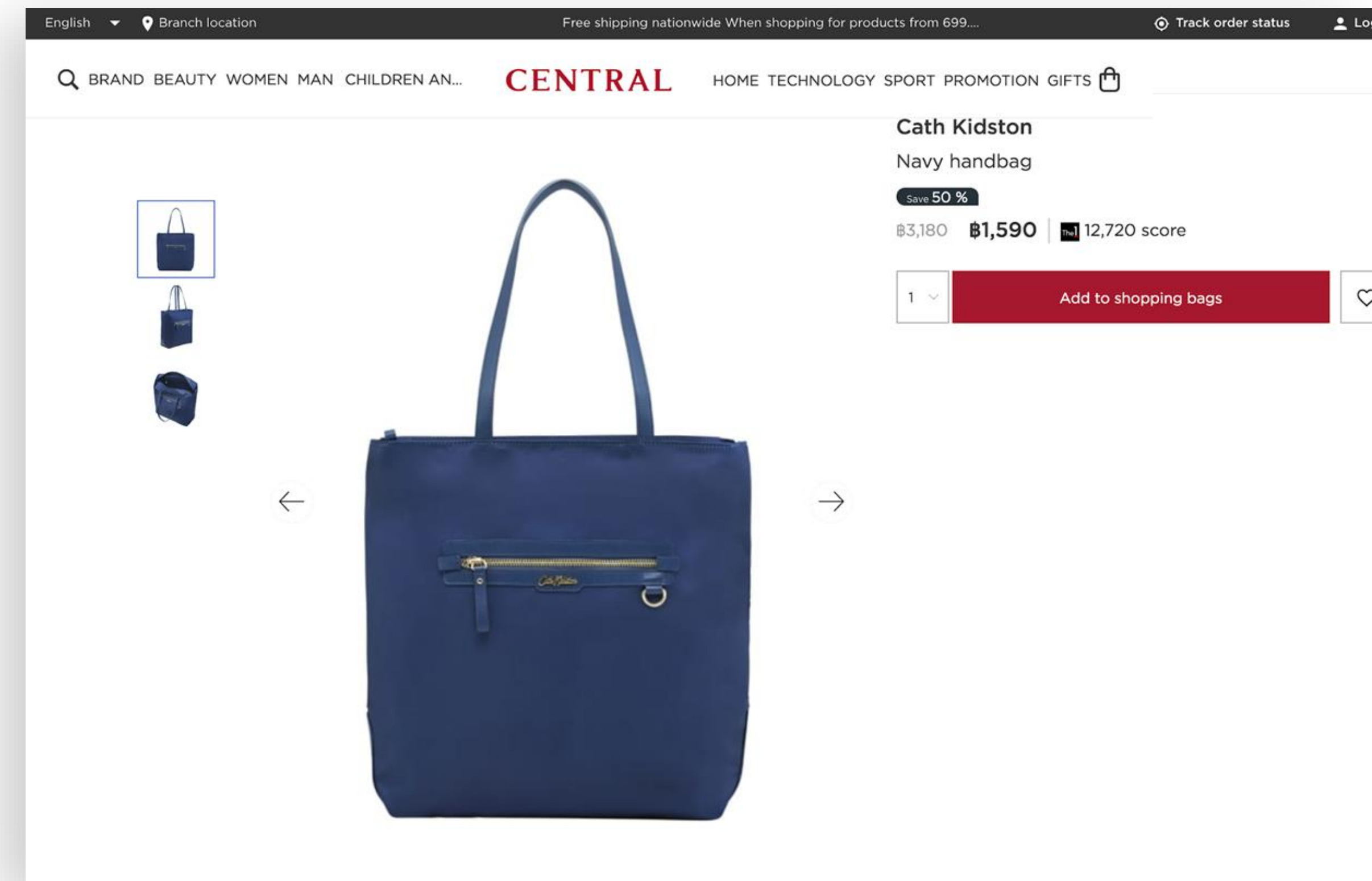
CONSISTENCY & STANDARDS

- Product images are good in most of the categories. However, there is no image showing the dimensions. For example: A handbag has great product shots but it should have one with the dimensions clearly listed.
- There is fair bit of up-selling options provided in the page for the users to check other products. But could avoid automatic carousel.
- The quantity component is not shown in the mobile site. It should be consistent across all devices.

POOR

ERROR PREVENTION

- There is no size guide for clothing. Size guide is essential for users to purchase the correct fit, without a size guide the conversion rate will decrease.



Detail Page Review

POOR

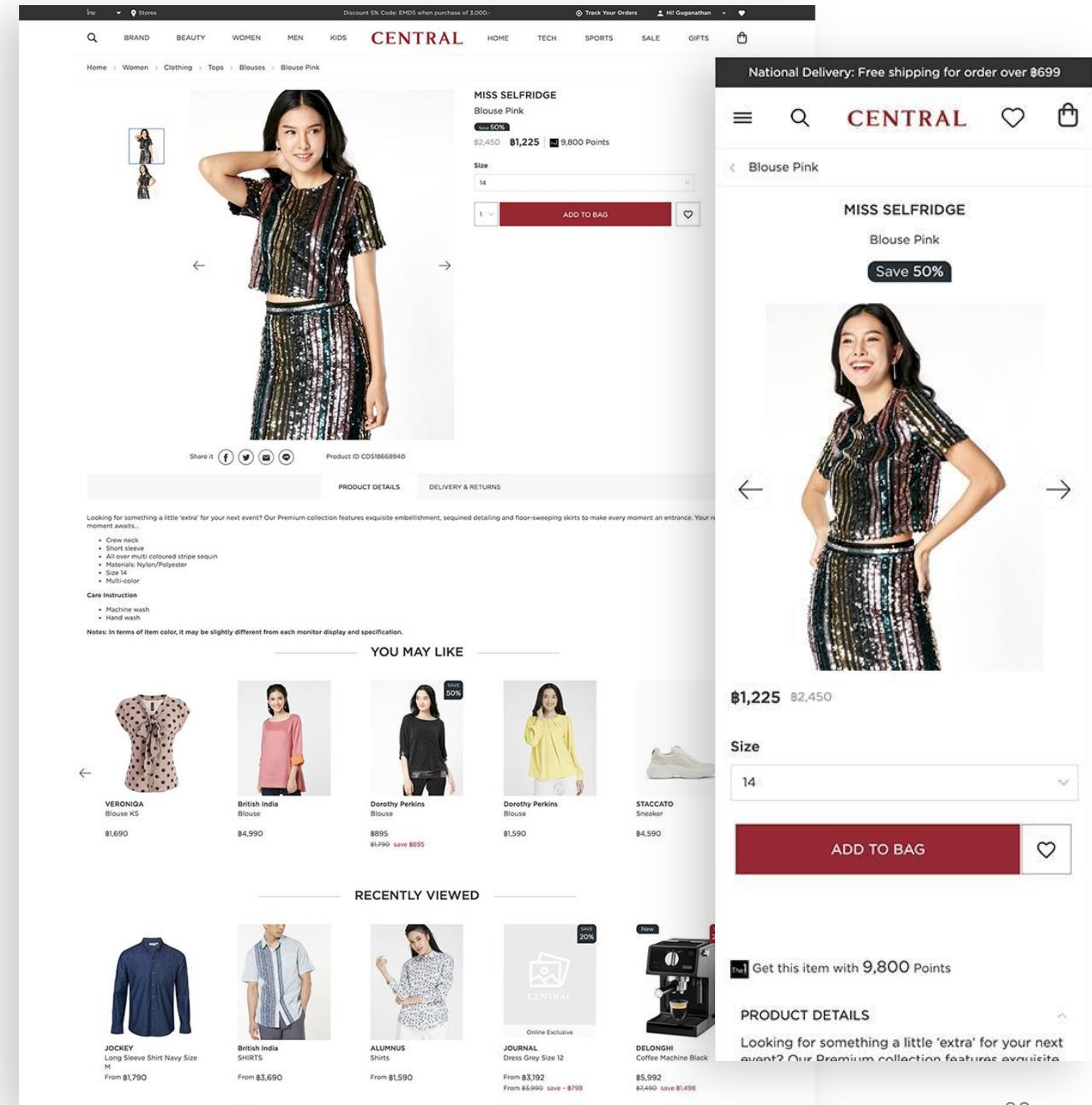
FLEXIBILITY & EFFICIENCY OF USE

- There are no zoomed-in images for inspection of the material.
- Product details provided are not easy to consume as they are not properly grouped. Some of the information are not relevant.
- Add to Bag CTA should be visible in the first fold on mobile.

POOR

AESTHETIC & MINIMALIST DESIGN

- The product image should take the entire width of the available screen space in mobile. The arrows can be replaced with pagination visual cues at the bottom.



Detail Page Review

POOR

VISIBILITY OF SYSTEM STATUS

- Products added to the wishlist is not visually shown to the user. They are not aware that the product has been added to the wishlist.
- When there is discounted price, it would be good to show the original price slashed and visible enough for the user to compare.

Cath Kidston

Navy handbag

Save 50 %

฿3,180 **฿1,590** |  12,720 score

1 ▾

Add to shopping bags



Detail Page Recommendations

- ✓ Consider multiple views of the products.
- ✓ Consider displaying videos along with product images.
- ✓ Providing size guide for clothing and dimensions to appropriate products to increase conversions and reduce abandonment.
- ✓ Consider detailed product specification that would help users in decision making.
- ✓ Consider having a waiting list or notification options for out of stock products.

“68% of sites poorly handle temporarily out of stock products

[Source](#)



DETAILED ANALYSIS

Cart & Checkout

Cart & Checkout Best Practices

1. Allow editing of the products in the cart page.
2. Allow guest checkout.
3. Replace or minimise the header and footer of unnecessary elements to avoid distractions.
4. Keep the checkout process and interface simple and easy.
5. Add description for field labels in payment section.
6. Provide quick data validation.
7. Display trust badges throughout the checkout process.
8. Show Order summary in all the checkout process
9. Allow different payment methods.

“ *Your customers are here to shop, not fill out forms.* ”

[Source](#)

Cart & Checkout Review

POOR

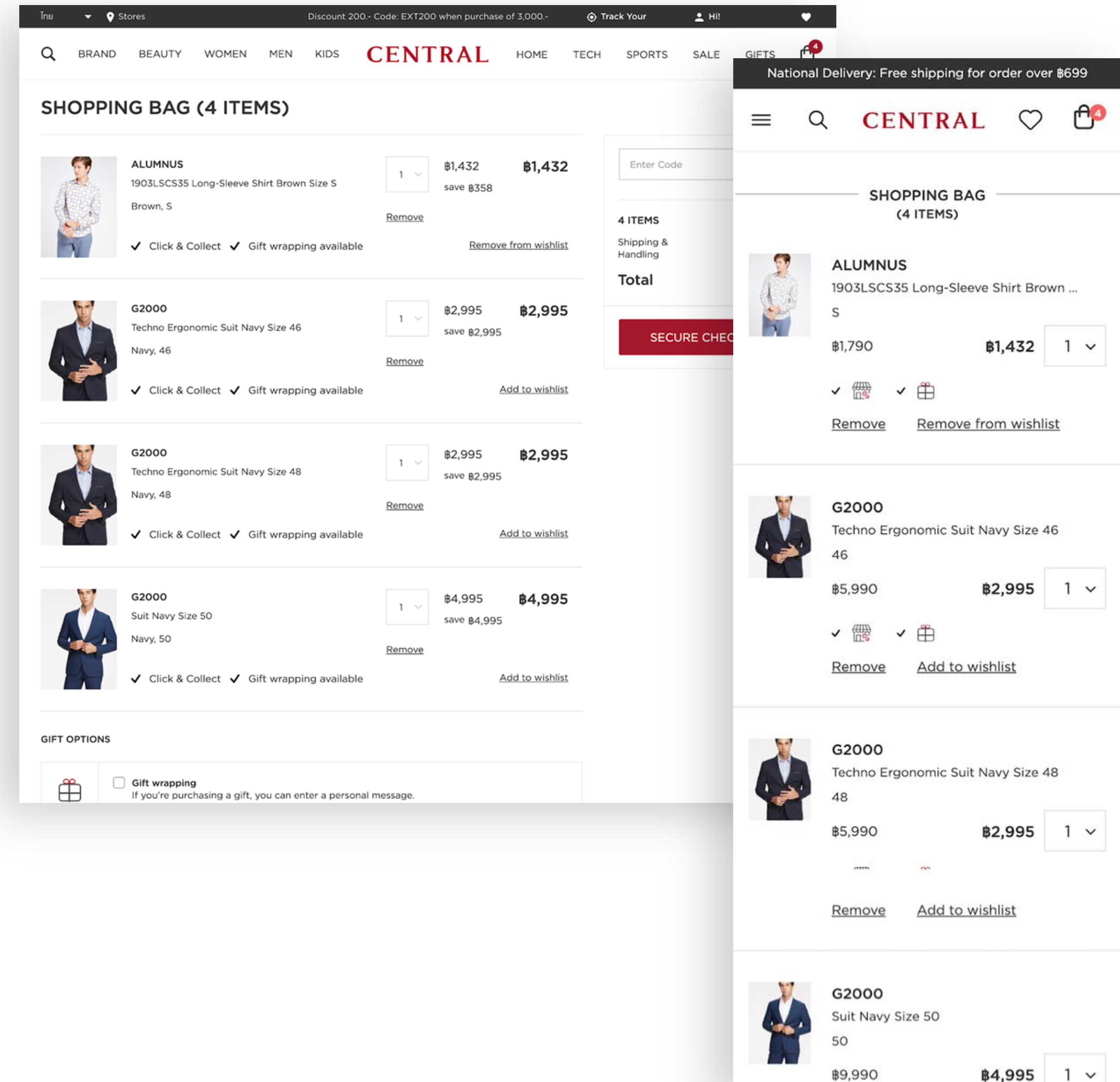
FLEXIBILITY & EFFICIENCY OF USE

- The user does not have the flexibility of updating the product details. E.g., changing the clothing size. In order to edit the item attributes, users have to remove the product from cart and repeat the step of adding the item back from PDP instead. Additionally, the user could not click through or view the PDP once the product is in the cart.
- In Checkout - Delivery Details section, selecting “Pickup at Store” doesn’t display an effective way of showcasing pickup points on maps.

FAIR

ERROR PREVENTION

- The affordance for links and icons are very small on mobile site. The user may tap the wrong link and get confused.



Cart & Checkout Review

FAIR

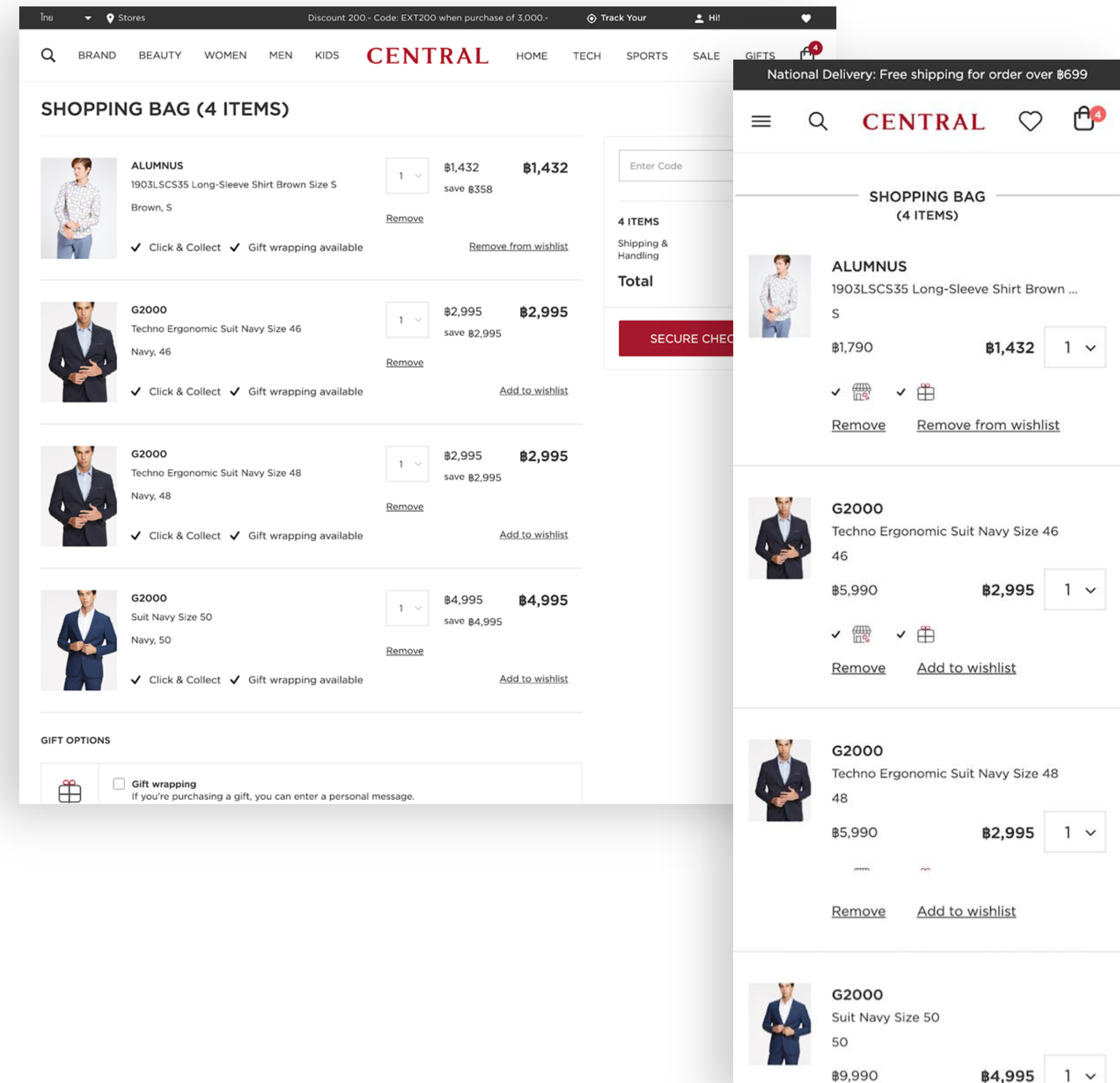
CONSISTENCY & STANDARDS

→ The visual treatment for component differs from desktop to mobile. The user may find it difficult to know that some icons in mobile is clickable as it is not clearly distinguished.

POOR

VISIBILITY OF SYSTEM STATUS

- There is no visual indicator of discounted price. Users will be confused with the actual and discounted price as there are no indicator or labels.
- The discounted price featured on desktop shows irrelevant and repetitive price as unit price.
- The discounted price on mobile is not reflecting the same information as desktop version.
- In shopping cart, when users update the quantity to more than 3, the subtotal amount in order summary does not reflect accurately.



Cart & Checkout Review

POOR

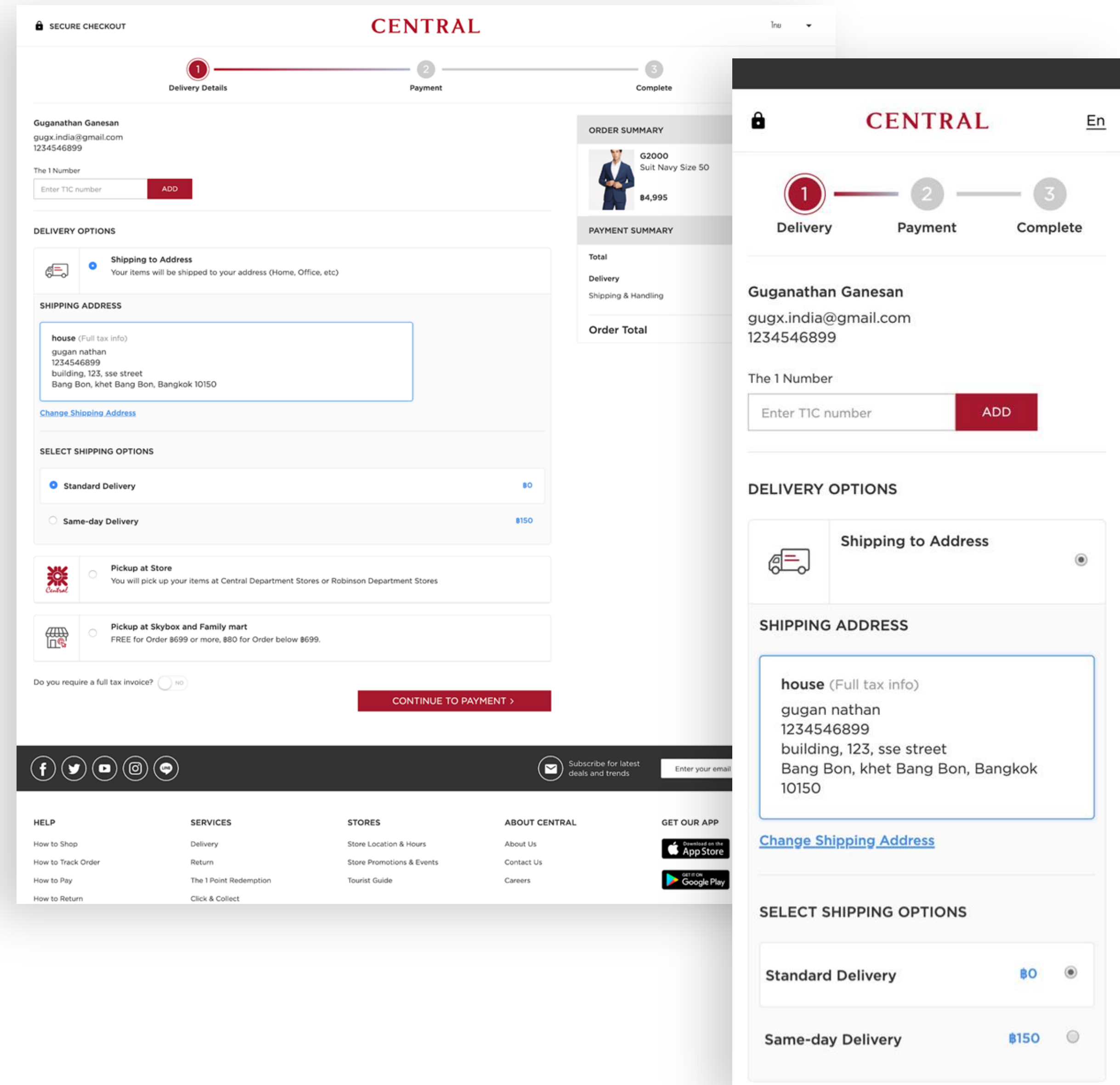
VISIBILITY OF SYSTEM STATUS

→ Order summary is missing in the mobile site. The user would not see the order details in mobile which might be a deterrent for user to continue checking out.

FAIR

HELP USERS RECOGNISE, DIAGNOSE AND RECOVER FROM ERROR

→ Once the user proceeds to the Payment section, they do not have the flexibility to return to Delivery Details section to view / edit their delivery options. The user should be given an option to review their choice.



Cart & Checkout Recommendations

- ✓ Consider giving options to edit more product attributes (size, colour) in the cart page.
- ✓ Help information should be prominent on all checkout pages with customer service number or live chat option displayed.
- ✓ Clarity on pricing.
- ✓ Simple and clear to change payment and delivery methods.
- ✓ Consider saving the payment methods for faster checkout on returning.
- ✓ Consider having security badges to build trust.

*“ Everyone makes mistakes.
Allow Your Customers To
Easily Modify The Order.*

Source



DETAILED ANALYSIS

Account Page

Account Best Practices

1. Make personal details available/auto fill when user is checking out or returning.
2. Clear visibility of My Orders status types – Returned, Cancelled, Delivered etc. Users can track or re-order their orders accordingly.
3. To complete the omni-channel, recommend to have in-store return option.
4. Provide option to share wishlist via email or social media channels.
5. Store payment methods information so when returning users checkout, it is simple and effortless.
6. Have subscription option to subscribe or unsubscribe newsletter easily along with account details.

“ *The account pages are critical for success because they offer a place for customers to do many important actions.*

Source

Account Review

GOOD

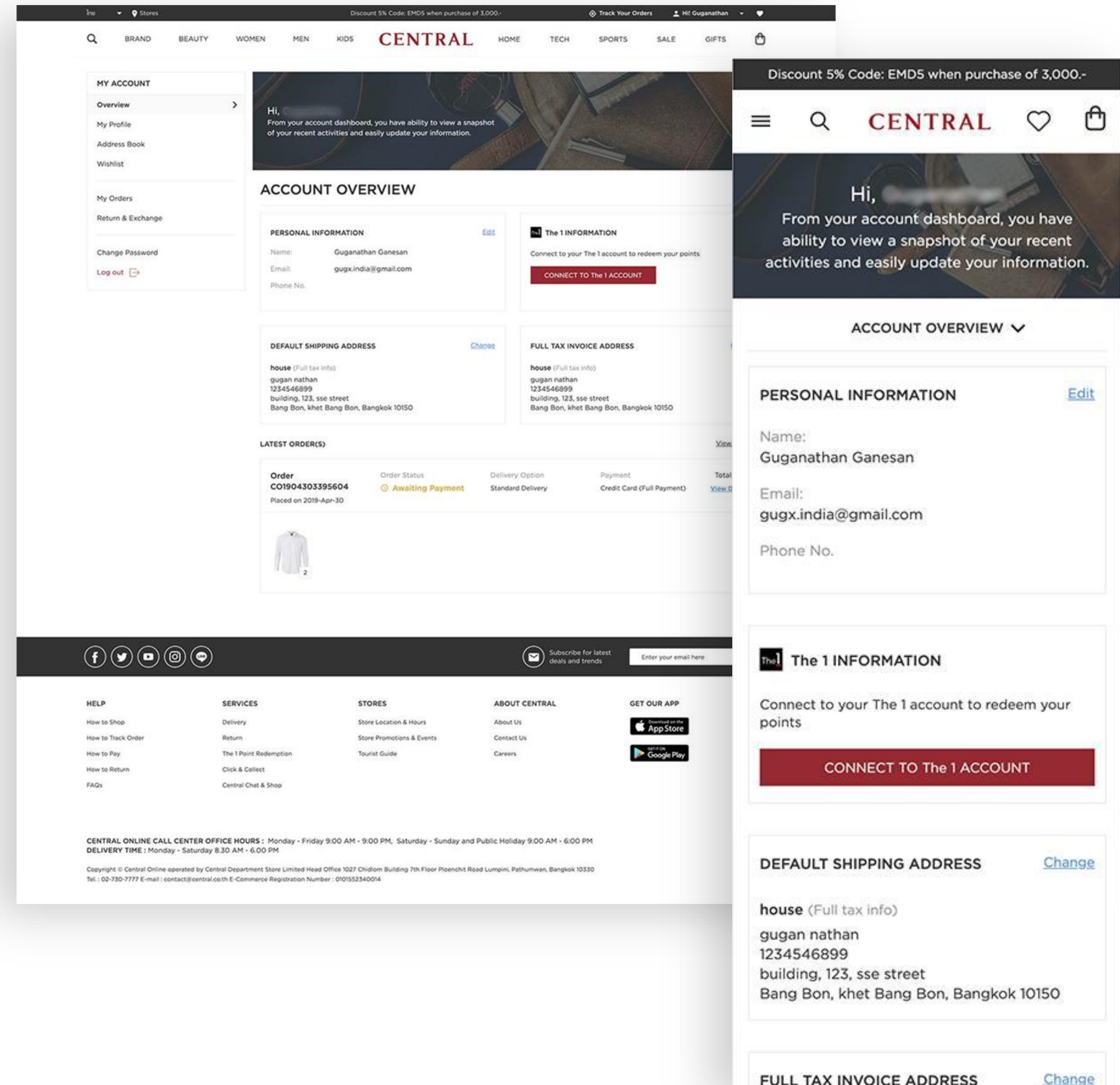
CONSISTENCY & STANDARDS

- The overview page has all the required information of the user.
The left navigation allows the user to select other account details. The links in the widgets allows the user to edit and there is consistency in mobile as well.

FAIR

FLEXIBILITY & EFFICIENCY OF USE

- The affordance of the left navigation has room for improvement.
The user may find it difficult to tap on the menu.
- The affordance of all the buttons in the forms are small in mobile site.



Account Review

GOOD

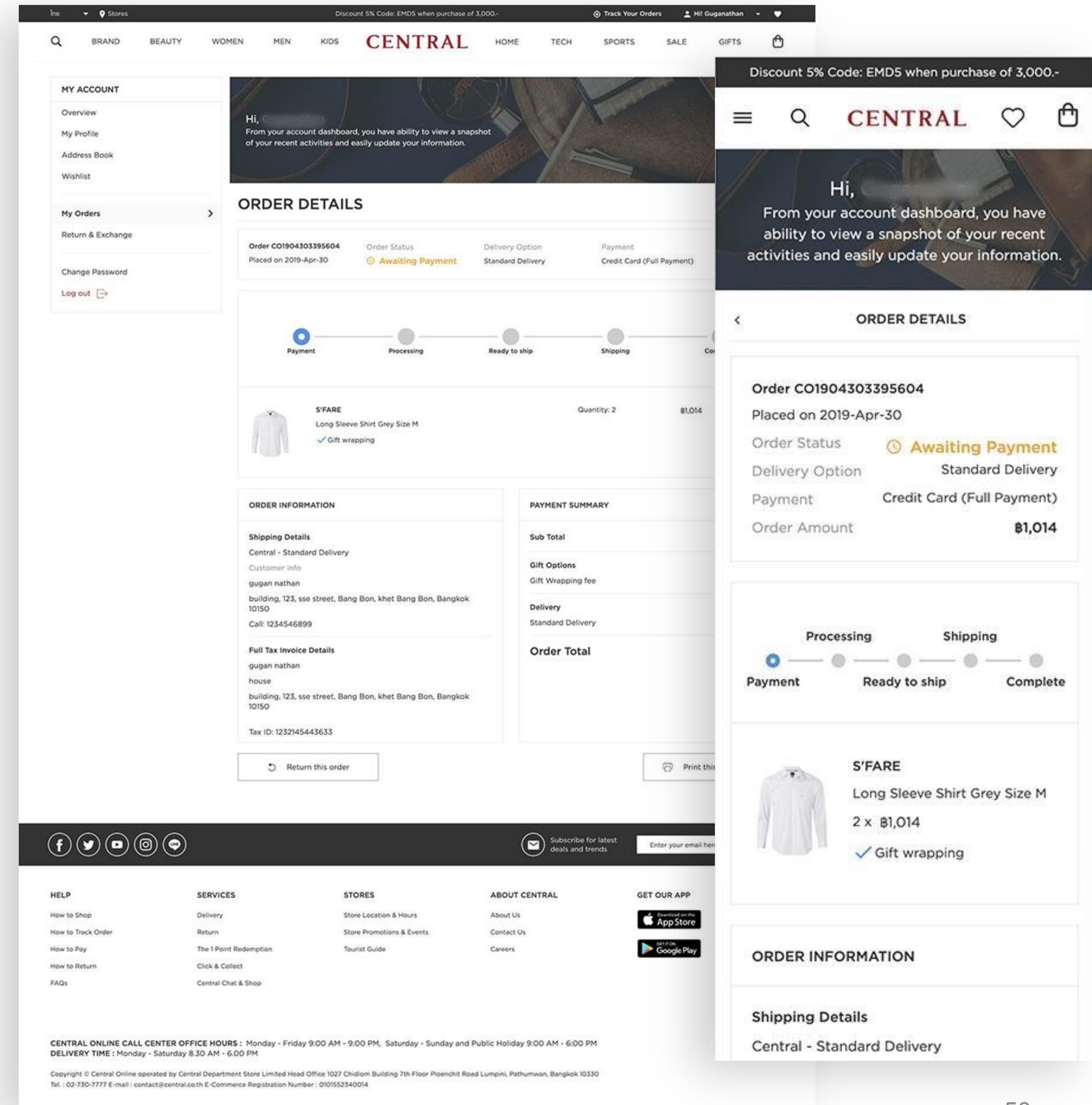
HELP USERS RECOGNISE, DIAGNOSE & RECOVER FROM ERROR

→ Purchases which are not completed are listed as 'Awaiting Payment'. This serves as a reminder to the user to complete the purchase.

GOOD

AESTHETIC & MINIMALIST DESIGN

→ Clean, straight forward and uncluttered layout that is hassle free when user needs to adjust any personal information or to review their orders.



Account Recommendations

- ✓ Consider having one column forms in all devices.
- ✓ Consider share option for wishlist as the users generally share them with others for feedback.



DETAILED ANALYSIS

Login / Registration

Login / Register Best Practices

1. Login/Registration should be available on all the pages for easy user access.
2. Social media login/registration should be available on the website.
3. Ensure secured logins and registrations with Captcha tools.
4. Display specific error messages which lets users know whether the username or the password is incorrect.

“ *The best login screens are the ones so quick and painless that we barely notice them.* ”

[Source](#)

Login & Register Review

FAIR

VISIBILITY OF SYSTEM STATUS

- Any incorrect input by the user is highlighted appropriately with error messages. It will be helpful if the error message can be accompanied by graphical representations (Cross Icon etc).

GOOD

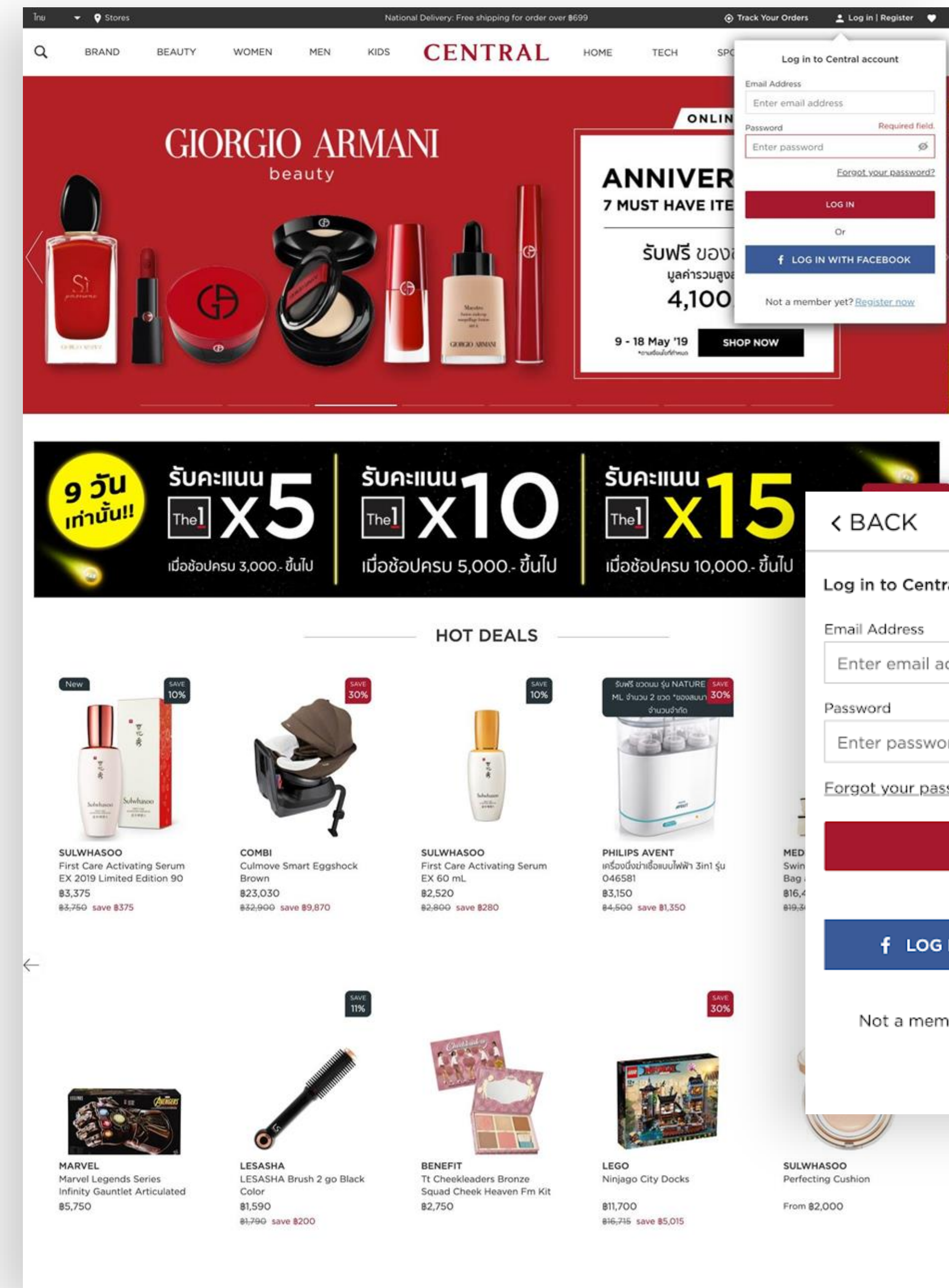
FLEXIBLE & EASE OF USE

- Users have the option to login using social media. This will provide great convenience and ease for a quicker login.

GOOD

HELP & DOCUMENTATION

- Users have the option to recover their password if they have forgotten it. They can reset their password by clicking on the 'Forget Password' link.



Login & Register Review

FAIR

ERROR PREVENTION

- The hint text in the registration form would help the user to enter the expected format of the password. There can be another field for password confirmation so that the user enter the password again to avoid any error.

FAIR

AESTHETIC & MINIMALIST DESIGN

- Login dropdown is straightforward and does not take up any real estate space. Creating an account page could be treated in more visually appealing manner by using lifestyle images.

The screenshot displays the Central website's account creation interface. At the top, a navigation bar includes links for 'Inu', 'Stores', 'National Delivery: Free shipping for order over \$699', 'Track Your', and 'Log in'. Below this, a search bar and category links (BRAND, BEAUTY, WOMEN, MEN, KIDS, CENTRAL, HOME, TECH, SPORTS, SALE, GIFTS) are visible. The main content area is titled 'CREATE AN ACCOUNT' and is divided into two columns. The left column, 'REGISTER FOR SPECIAL PROMOTION', offers free vouchers from 'The 1 Card' and includes a registration form with fields for Name (First Name, Last Name), Email, and Password. A 'REGISTER' button is at the bottom. The right column, 'REGISTERED CUSTOMER?', provides a 'Log in to Central account' section with fields for Email Address and Password, a 'LOG IN' button, and a 'LOG IN WITH FACEBOOK' button. A banner at the top right states '9 Days Only! Get The 1 points x5 when purchase of 3,00...'. The footer contains a grid of links for HELP, SERVICES, STORES, ABOUT CENTRAL, and GET OUR APP, along with contact information and office hours.

Login & Register Recommendations

- ✓ Consider providing graphical representation (icons) of the error.
- ✓ Consider having the confirmation of password field while registering.



DETAILED ANALYSIS

Content Pages

Contact Us / About Us

Contact Us / About Us Best Practices

1. Have visually clear contact details to reach the customer service.
2. Have the option to track orders by providing the customer service contact number or email.
3. Offer more one or more ways to contact the customer service.
4. Have a contact form with multiple categories of services for selection.
5. Build a content rich About Us page for SEO optimization.
6. Include the brand story in the About us page.

“ *Amazing things will
happen when you
listen to the customer.*

[Source](#)

Contact Us / About Us Review

FAIR

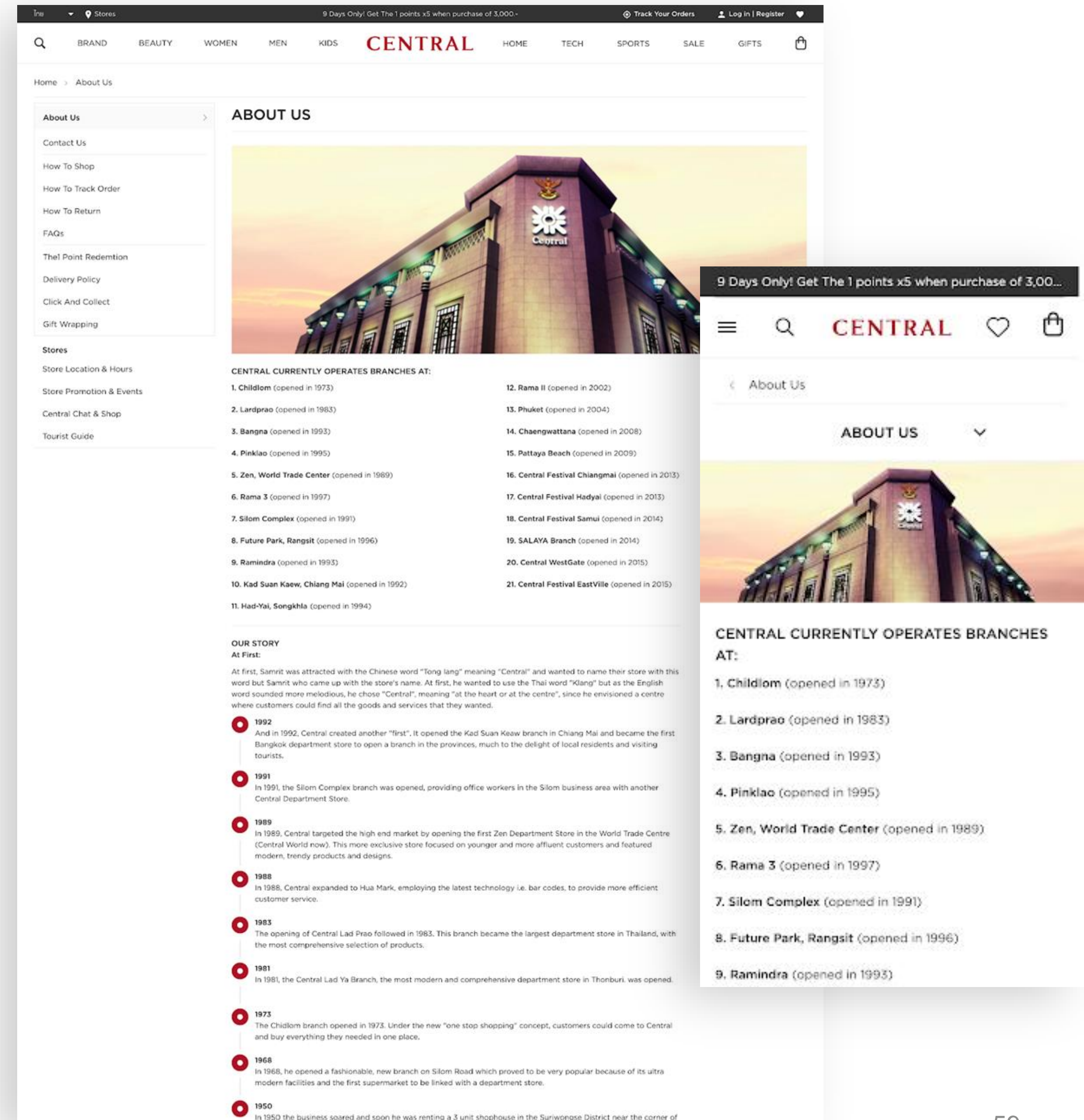
AESTHETIC & MINIMALIST DESIGN

- The About us page has content that would help users understand the history of the organisation. It will be helpful if we have brand information that would help provide trust and reliability.
- High resolution images of the stores / company history will help to elevate the page's aesthetic and strengthen the branding.

FAIR

HELP & DOCUMENTATION

- The value proposition in the About Us page will help users understand the mission and values of the company. A hyperlink to the career page will assist job seekers in their journey.



Contact Us / About Us Review

FAIR

FLEXIBLE & EASE OF USE

→ The form helps users to reach the site by providing the relevant contact information. It will be more helpful if there are pre-selected categories in the contact form.

POOR

USER CONTROL & FREEDOM

→ There can be other ways to connect to the organisation. Links to social media is a good method to highlight that there are multiple ways to connect with them.

The image displays two versions of the Central website's 'Contact Us' page. The desktop version on the left features a top navigation bar with categories like BRAND, BEAUTY, WOMEN, MEN, KIDS, and CENTRAL. A left sidebar lists various links including 'About Us', 'Contact Us', 'How To Shop', 'How To Track Order', 'How To Return', 'FAQs', 'The1 Point Redemption', 'Delivery Policy', 'Click And Collect', and 'Gift Wrapping'. The main content area is titled 'CONTACT US' and includes a 'Welcome!' banner, contact details for the 'CENTRAL ONLINE CONTACT CENTER' and 'CENTRAL DEPARTMENT STORE CONTACT CENTER', a 'SEND US A MESSAGE' form with fields for Name, Email, Phone No., Subject, and Message, a CAPTCHA, and a 'SUBMIT' button. Below the form is a 'WHY SHOP WITH US' section with icons for Express Delivery, Gift Wrapping Services, Earn & Redeem Points, Easy Return & Exchange, Click & Collect, and Genuine Warranty. The footer contains social media links, a newsletter sign-up, and a comprehensive list of links under 'HELP', 'SERVICES', 'STORES', 'ABOUT CENTRAL', and 'GET OUR APP'.

The mobile version on the right shows a simplified layout with a top navigation bar, a 'Contact Us' breadcrumb, a 'CONTACT US' dropdown menu, a 'Welcome!' banner, and contact details for the 'CENTRAL ONLINE CONTACT CENTER' and 'CENTRAL DEPARTMENT STORE CONTACT CENTER'. It also includes a 'SEND US A MESSAGE' form with fields for Name and Email, and a 'GET OUR APP' section with links to the App Store and Google Play.

Contact Us / About Us Recommendations

- ✓ The contact form should have pre-selected categories for users to choose from.
- ✓ Contact us page should have links or information on Order Tracking.
- ✓ Include links to different social media channels.

Page Loading Speed

The speed score is based on the lab data analyzed by Lighthouse.
The pages needs optimization from code and content perspective.



Homepage

First Contentful Paint - 1.8s
First Input Delay - 3,580ms



PLP

First Contentful Paint - 0.9s
First Meaningful Paint - 9.3s



PDP

First Contentful Paint - 0.9s
First Meaningful Paint - 8.3s

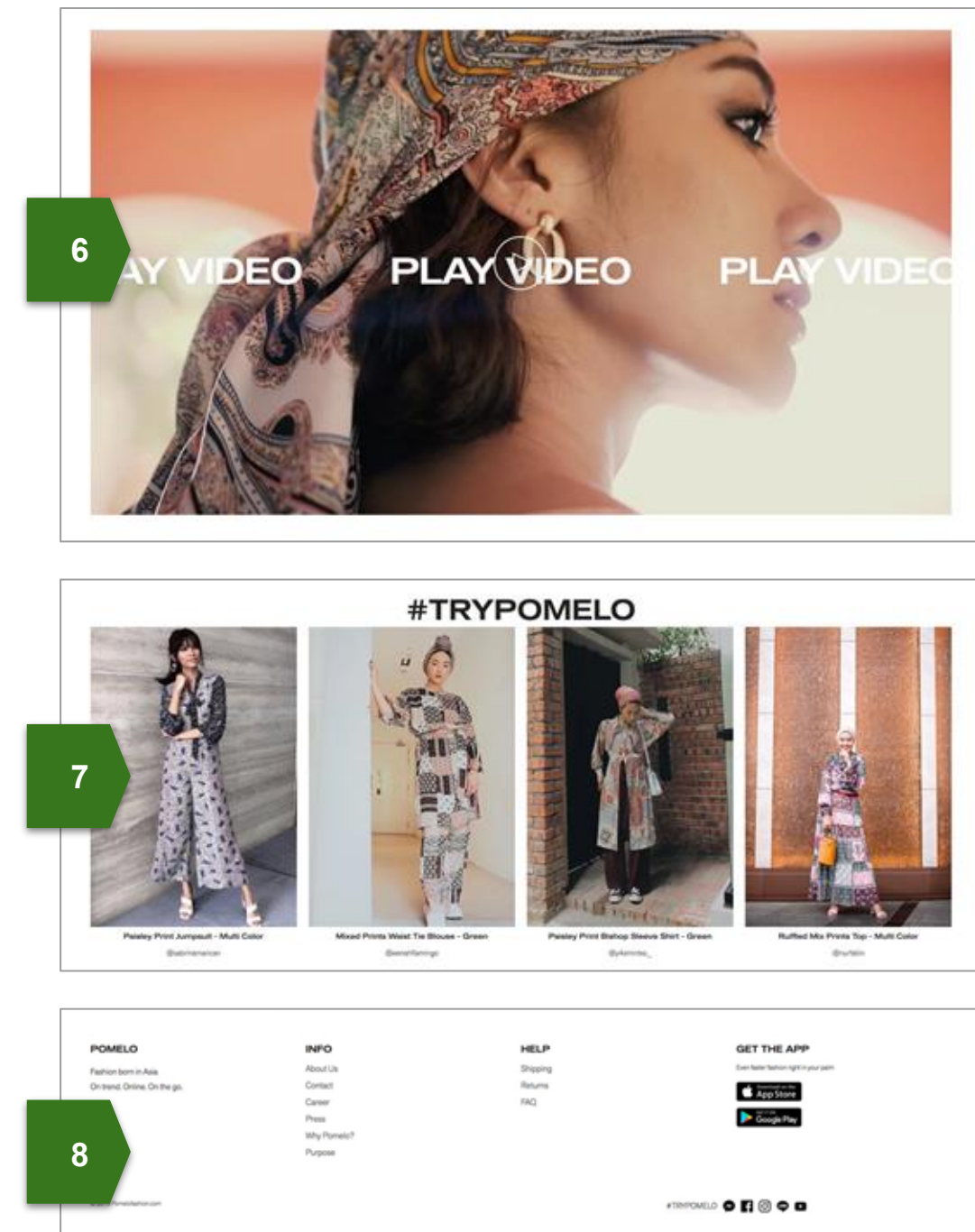
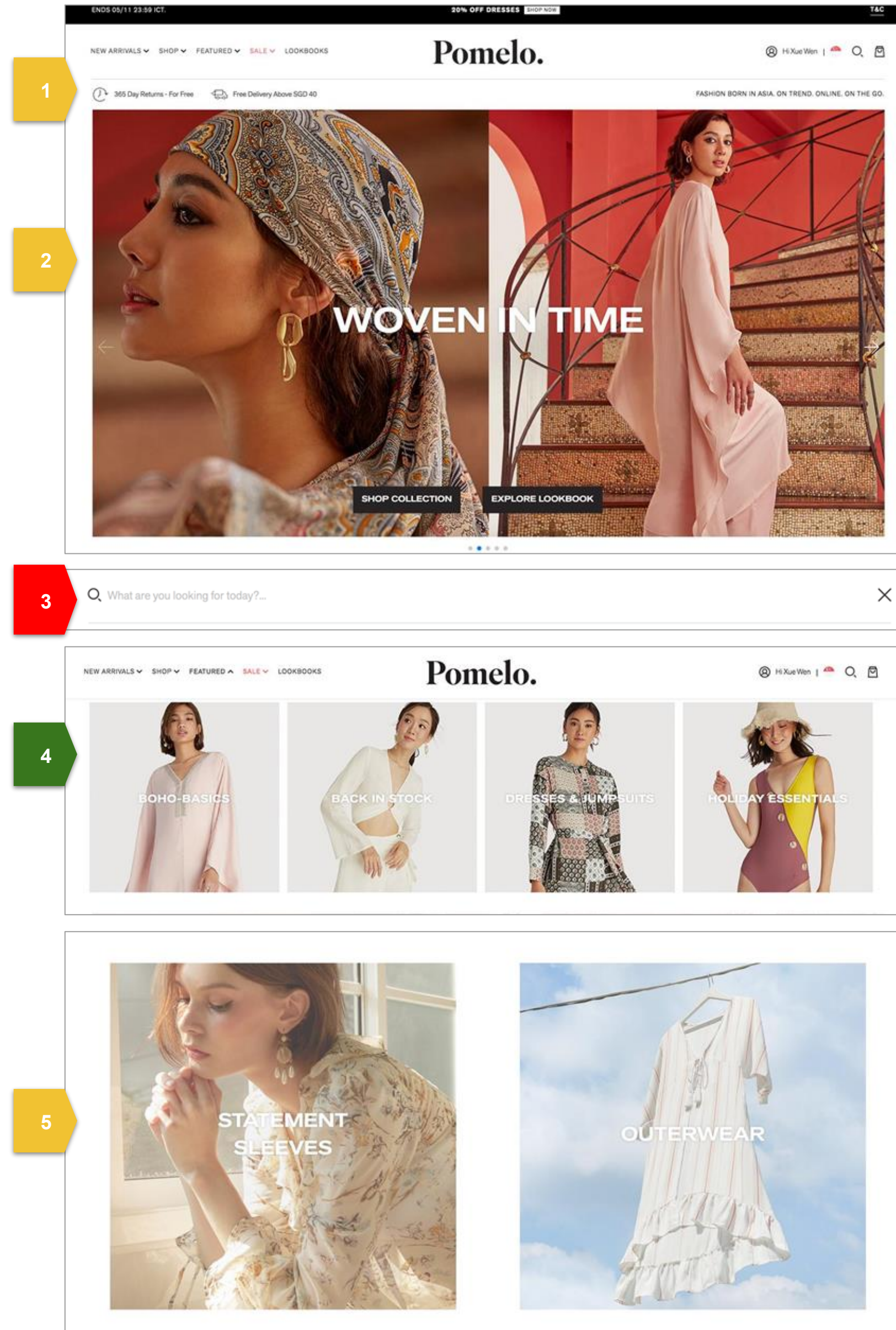


COMPETITOR ANALYSIS

Pomelo Fashion

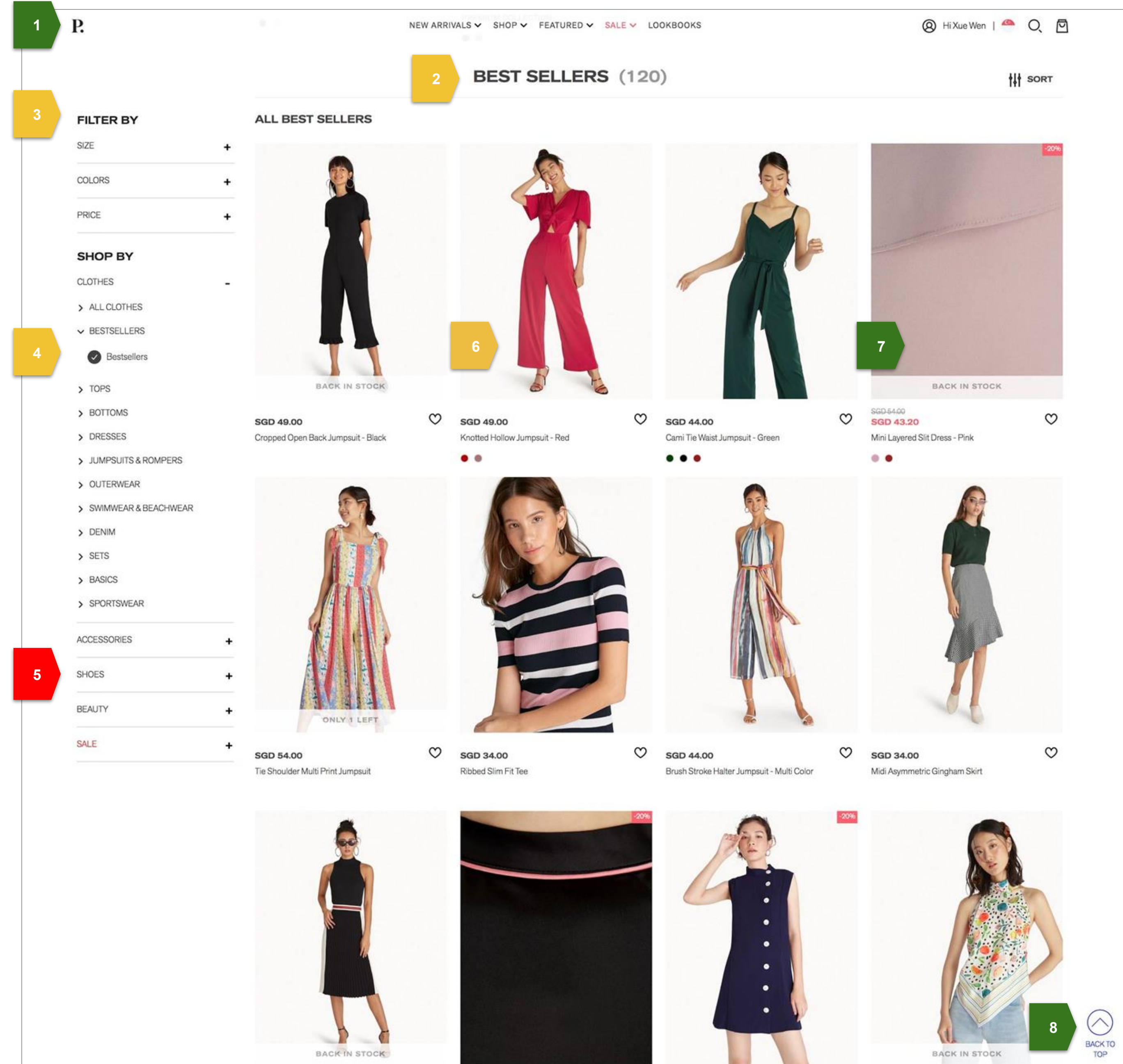
Homepage Review

- 1 Clickable USP and strong brand positioning statement promoted prominently above the fold but might take up real estate space for content above the fold.
- 2 Full breadth width hero banner uses relevant high quality lifestyle/product images with clear CTAs. All imagery used throughout is also high-quality and not fuzzy.
- 3 No guided search & preview of input keywords. Location of search icon not prominent enough.
- 4 Mega menu dropdown uses images to showcase featured categories to entice users.
- 5 Prominent banners to promote key product categories using high-quality images and content is based on personalisation.
- 6 Latest brand/campaign video can inject Brand Essence as well as to drive potential conversion of sales.
- 7 Curated social feed by real users can encourage brand advocates.
- 8 Link to customer service and help is clearly visible.



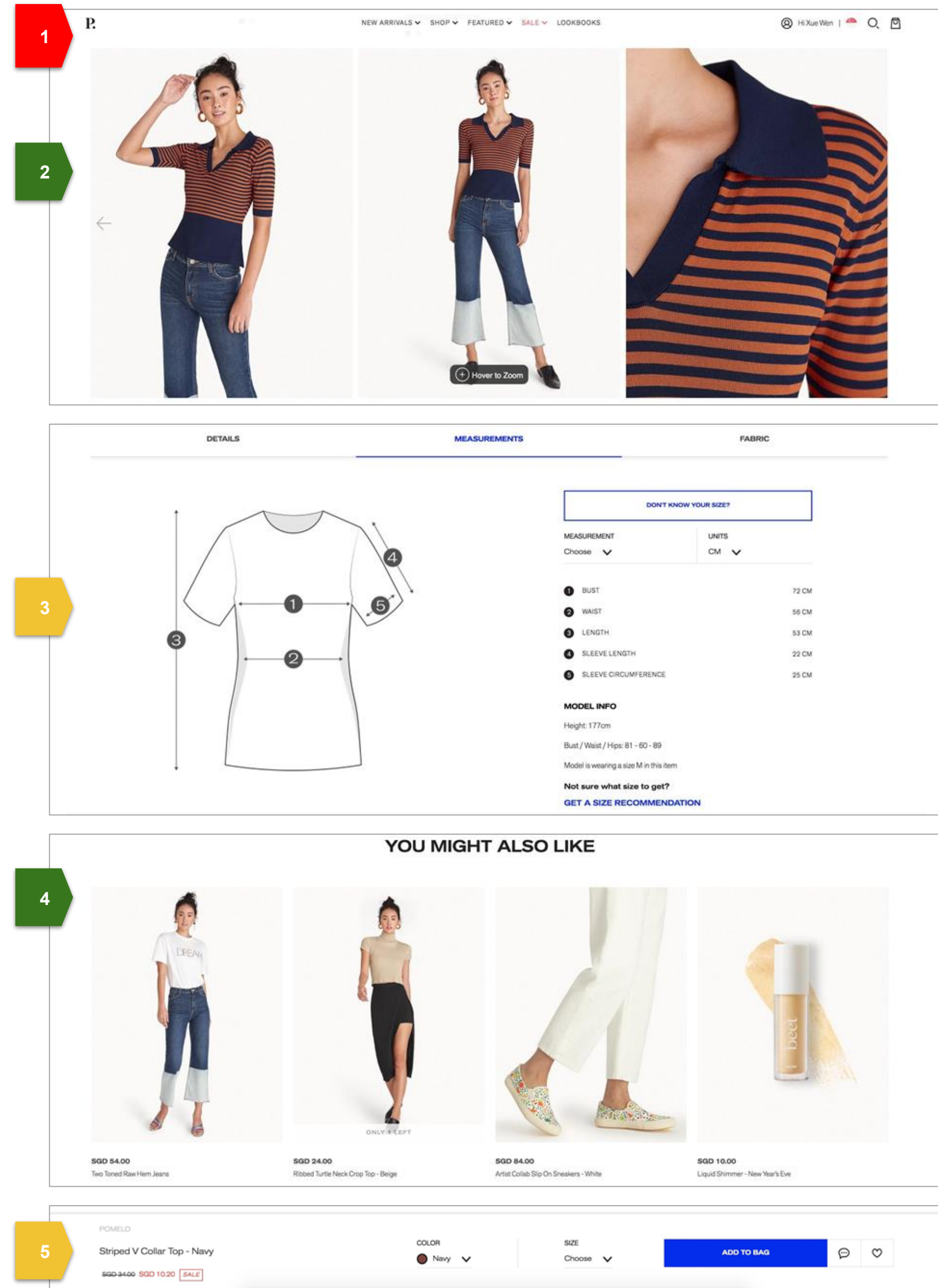
Listing Page Review

- 1 Concise and shorter height of the sticky Global Navigation that will allow more real estate space for content as users scroll while retaining important links for easy access.
- 2 Clearly indicates the section the user is at and shows number of results for the page.
- 3 Sticky filter section which allows users to filter and narrow down their selection as users scroll down.
- 4 Easy to add / remove filter options. Not easy to clear all applied filters.
- 5 Users are able to select irrelevant filter options, same set of results repeatedly displayed across all listing pages.
- 6 High quality product images with colour swatches options all listed out. Users can add to wishlist easily. But no quick add button, useful for users who already know what they want.
- 7 Product with additional view upon hover can assist with purchase decision. Price that states clearly the before and after discounted price. Labels that clearly distinguish products that is on Sales or Low in Stock etc.
- 8 Sticky scroll to top button.



Detail Page Review

- 1 No detailed breadcrumbs to allow users to find similar products or trace back their path easily.
 - 2 Provides multiple views of product images with high level of details.
 - 3 Leveraging on tabs to group and give detailed information of product (e.g. after care, size guide) in bird eye view without much scrolling. Product description detail could be more inspiring.
 - 4 Cross-sell / Upsell relevant products to offer inspirations and encourage purchase.
 - 5 There is a sticky panel of important product details that will help to drive conversions. There is also a clear "Add to Bag" CTA which is always in sight. However, the height of the sticky tab can be reduced to provide more real estate as there is also a sticky top global navigation.
- Inform users of attributes availability (size and colours) and clear label status.
- Allows user to find help easily through the chatbot.
- Allow users to add to wishlist easily.



Detail Page Review

6 Zoom functionality is easy to use and stays in the same window.

7 Useful size calculator to assist users if they are unsure of their own measurements.

8 Detailed information about product guided with illustrations to offer advice to support and empower users to transact with confidence.

Care instructions and ratings could be treated with improved visual appeal to entice users to continue reading.

9 Adding product to cart is intuitive and obvious. Users can easily continue shopping after adding items to bag.



7

Find The Size That Fits

Just enter your height, weight, and bra size. We'll do the rest.

Height CM FT

- 160 cm +

Weight KG LB

- 50 kg +

Bra Size

UK Band Cup

TELL ME MY SIZE!

8

FABRIC	RAYON 63% NYLON 37%
LINING	No
TRANSPARENCY	● ○ ○ ○ ○
THICKNESS	● ● ● ● ○
STRETCH	● ● ● ● ●

SILHOUETTE

Fitted

CARE INSTRUCTIONS

WASHING	Machine Wash Cold With Like Colors
BLEACHING	Do Not Bleach
DRYING	Drip Dry
IRON	Iron With Low Heat
DRY CLEAN	Do Not Dry Clean

9

ITEM ADDED TO BAG

Striped V Collar Top - Navy **SGD 34.00**
SGD 10.20

SUB TOTAL **SGD 24.70**

EVEN MORE TO LOVE...

SGD 84.00 Artist Collab Slip On Sneakers - White

SGD 10.00 Liquid Shimmer - New Year's Eve

SGD 10.00 Liquid Lipstick

SUMMER COLLECTION

VIEW MY SHOPPING BAG

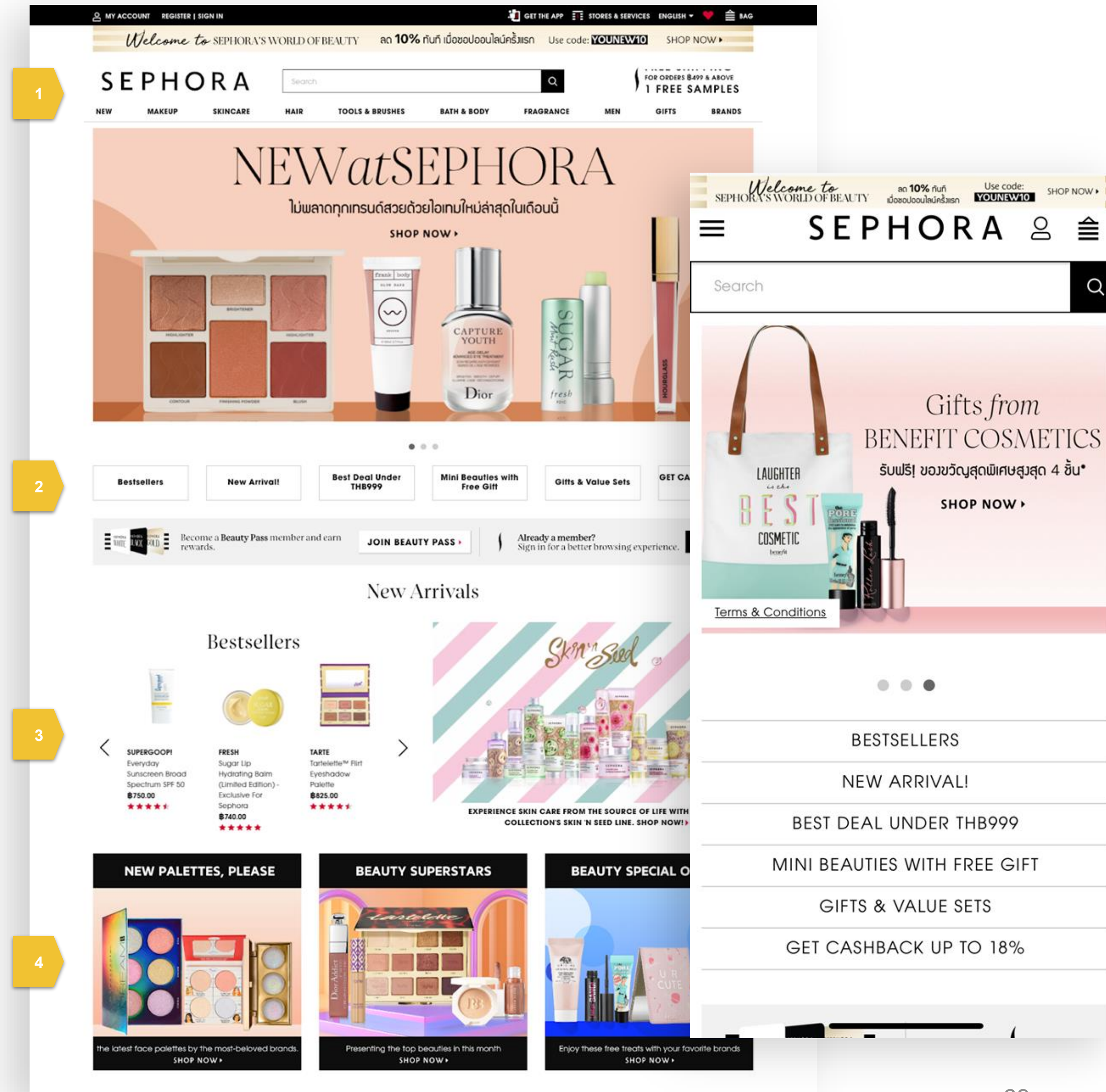


COMPETITOR ANALYSIS

Sephora

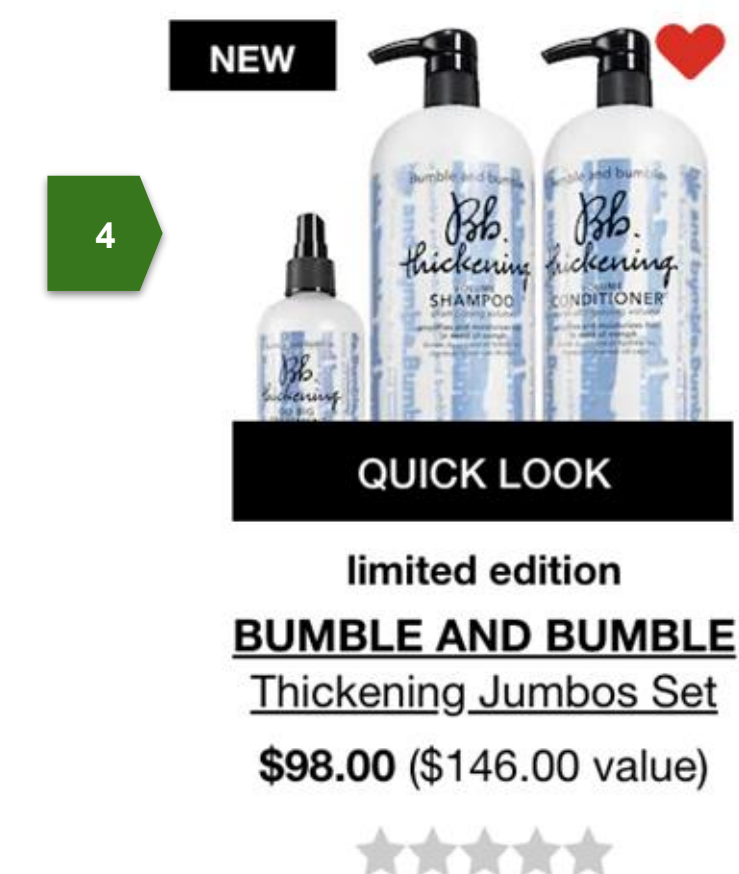
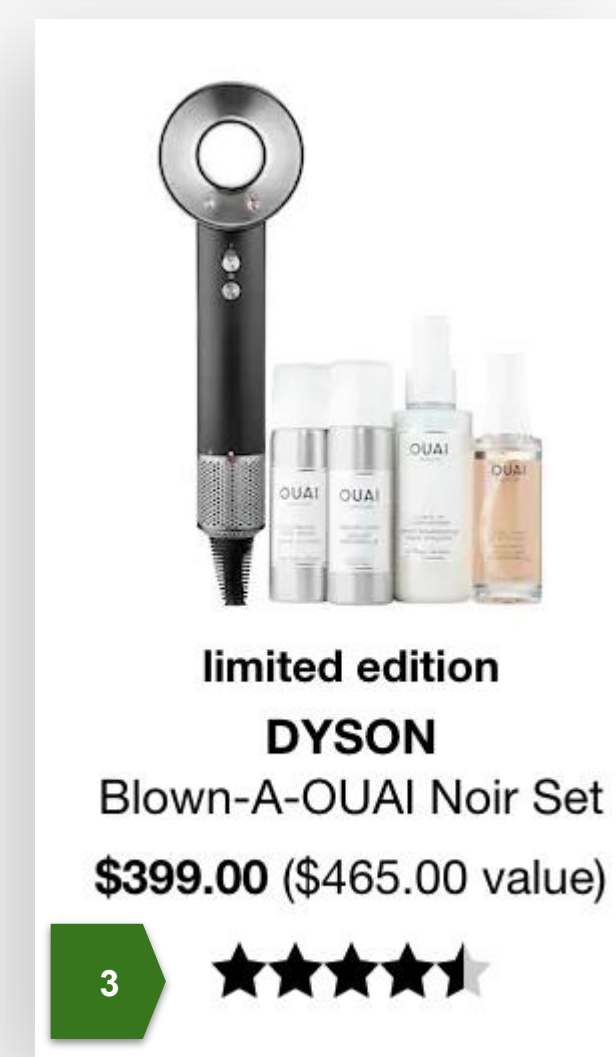
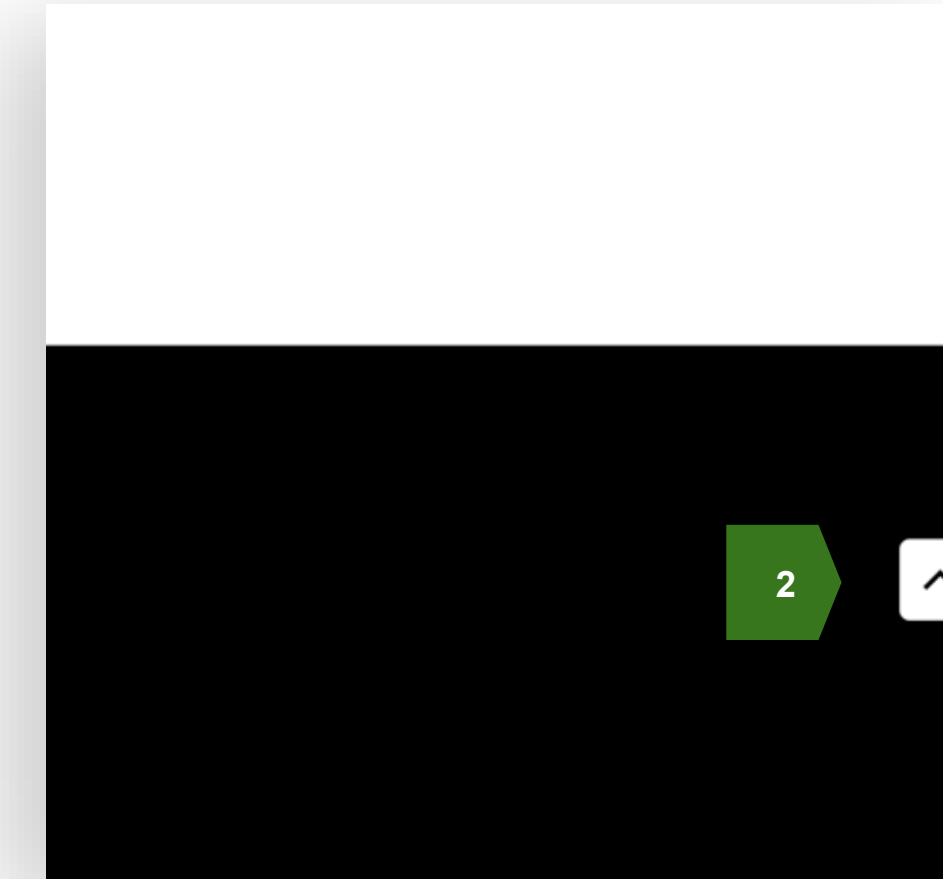
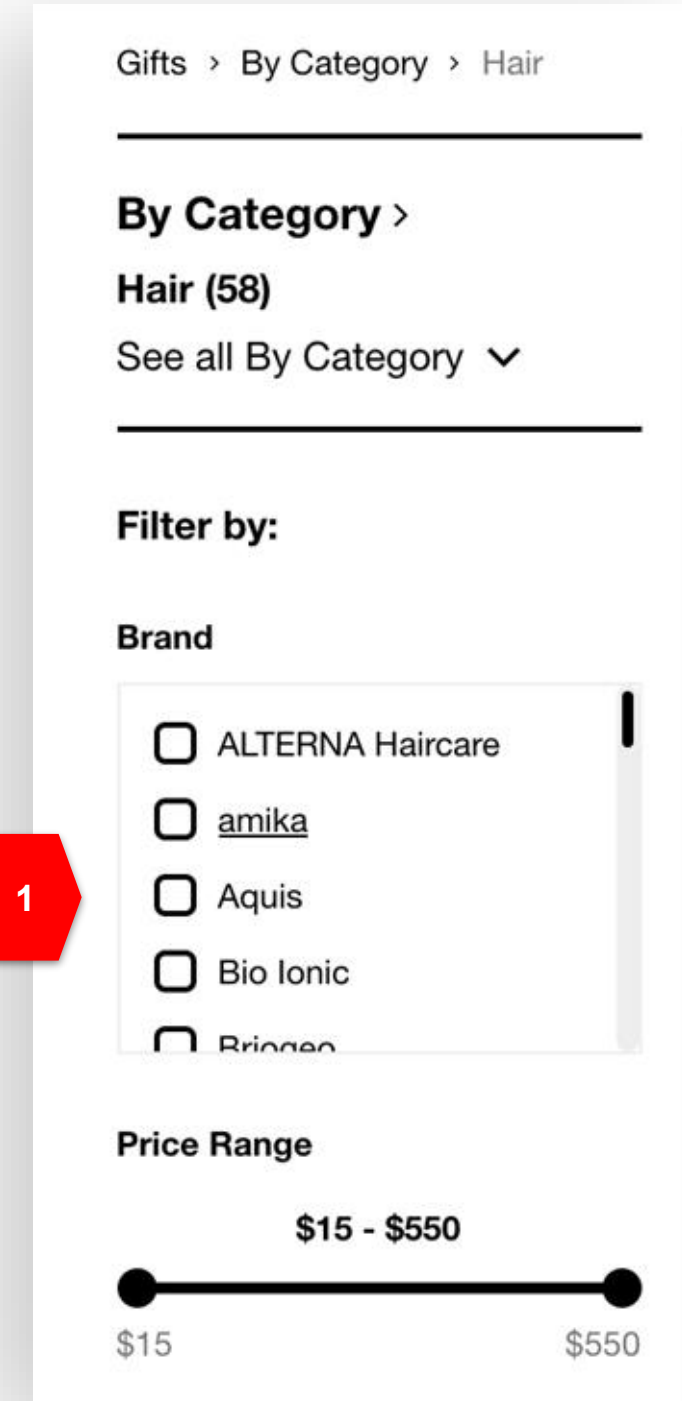
Homepage Review

- 1 Search bar and USP being shown upfront. Important links and promotions are being featured on first fold.
Consistent font treatment and brand colour used throughout the site.
Will be good if featured banner have more breathing spaces and have consistent CTA.
- 2 Quick links for various popular categories being called out for convenience.
- 3 Leverage on video content to provide different type on content to entice the users. However the categorizing for "Bestsellers" under "New Arrivals" is confusing.
- 4 Stylized consistent treatment for featured banner.



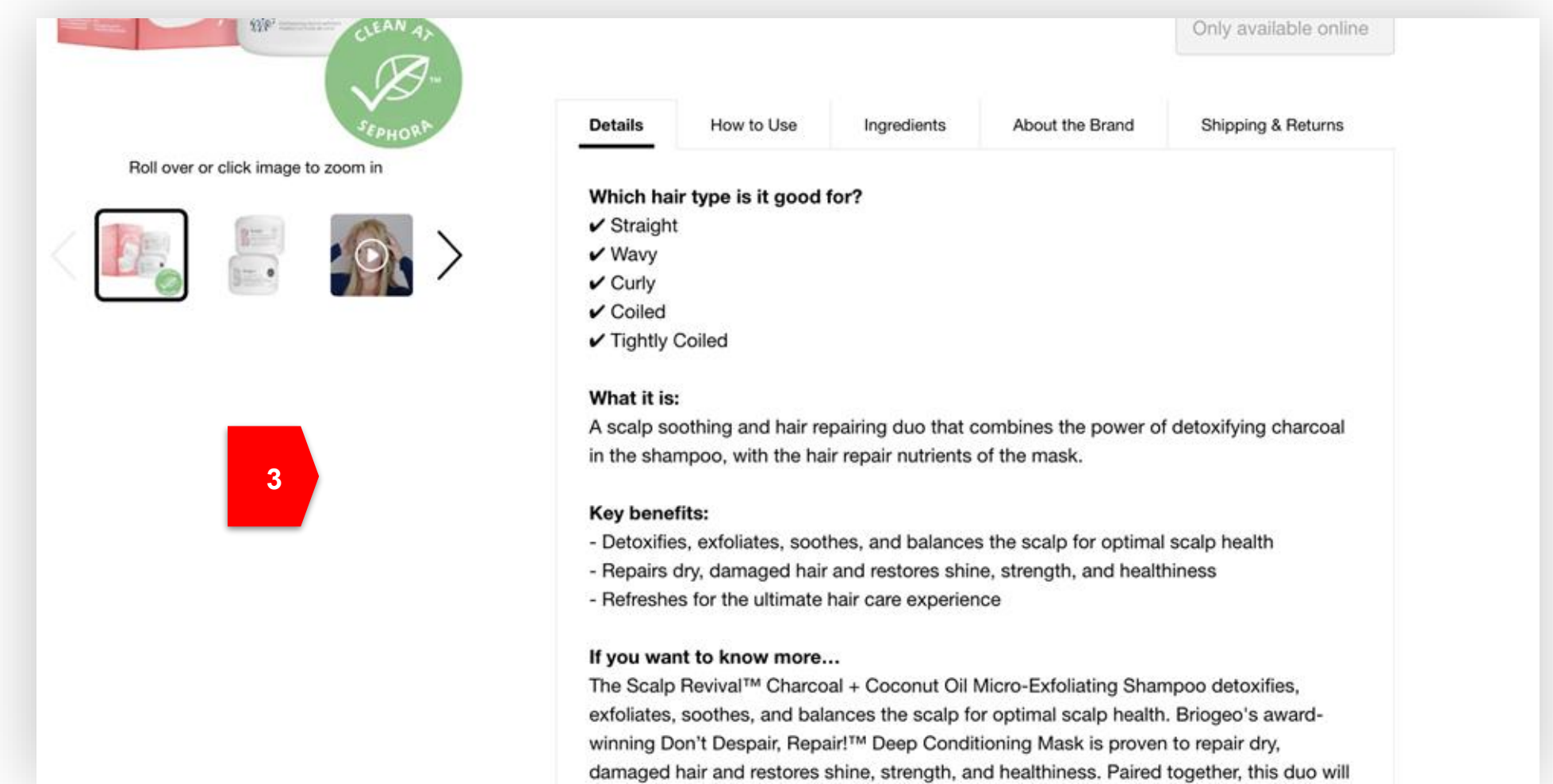
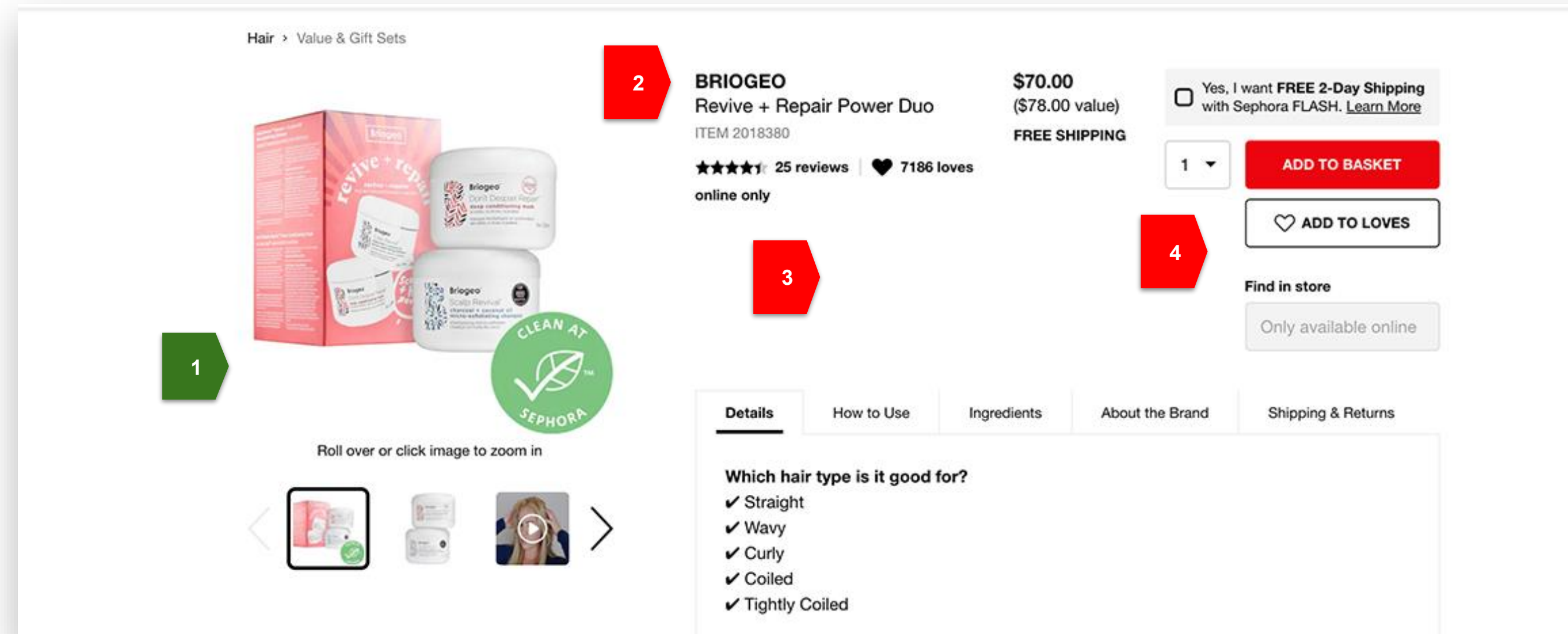
Listing Page Review

- 1 Brand filter is enclosed in a small area which requires the user to scroll.
- 2 Sticky scroll to top button.
- 3 Product ratings helps with decision making.
- 4 Add to wishlist function on PLP.



Detail Page Review

- 1 Zoomed in function for the user to inspect the product upclose.
- 2 The title of the product is lost in a sea of information.
- 3 Inefficient use of real estate, with plenty of wasted space.
- 4 The hierarchy of information is confusing to the user.



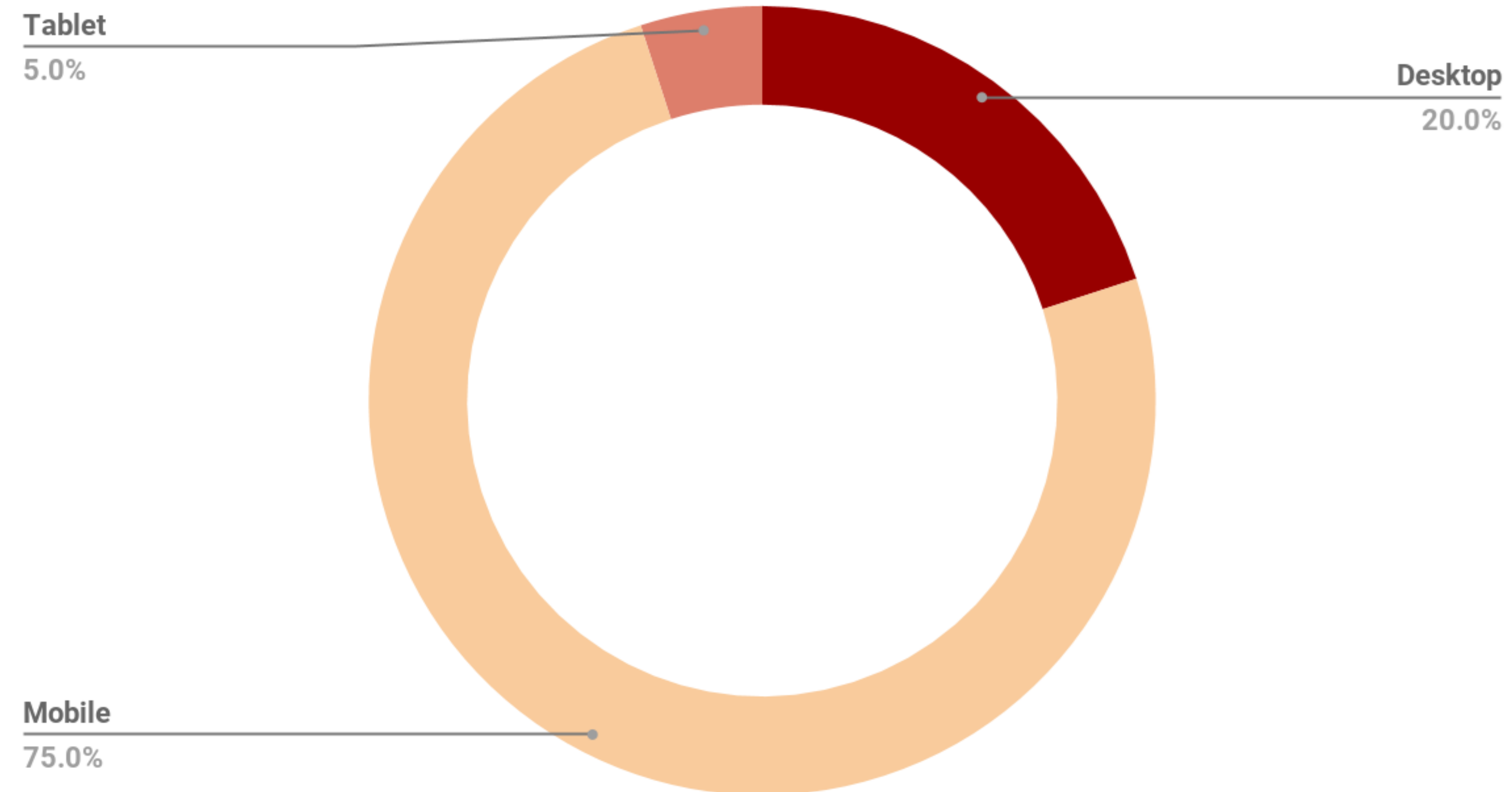


ANALYTICAL DATA

Google

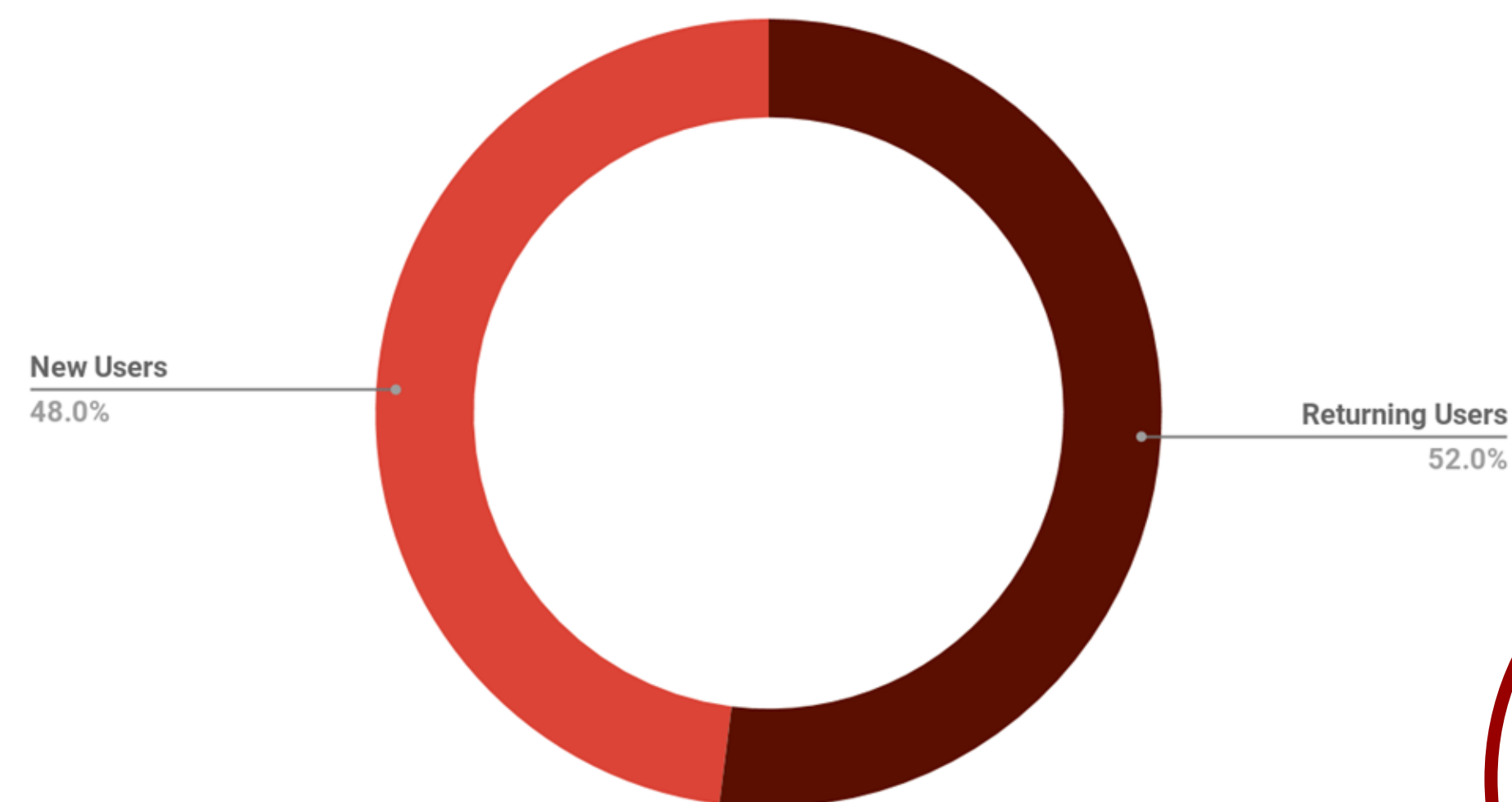
Devices Used

Users by Device

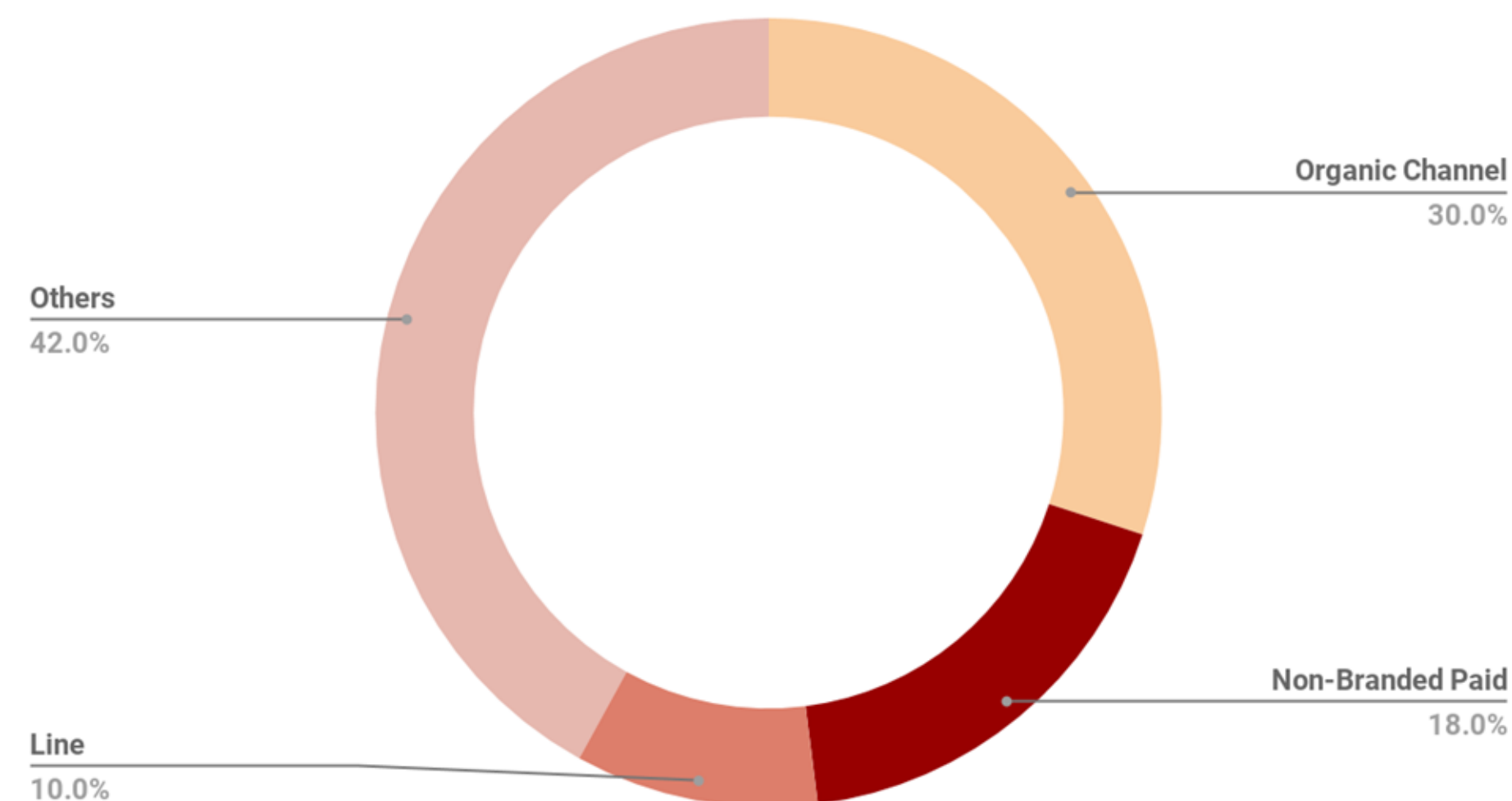


User Data

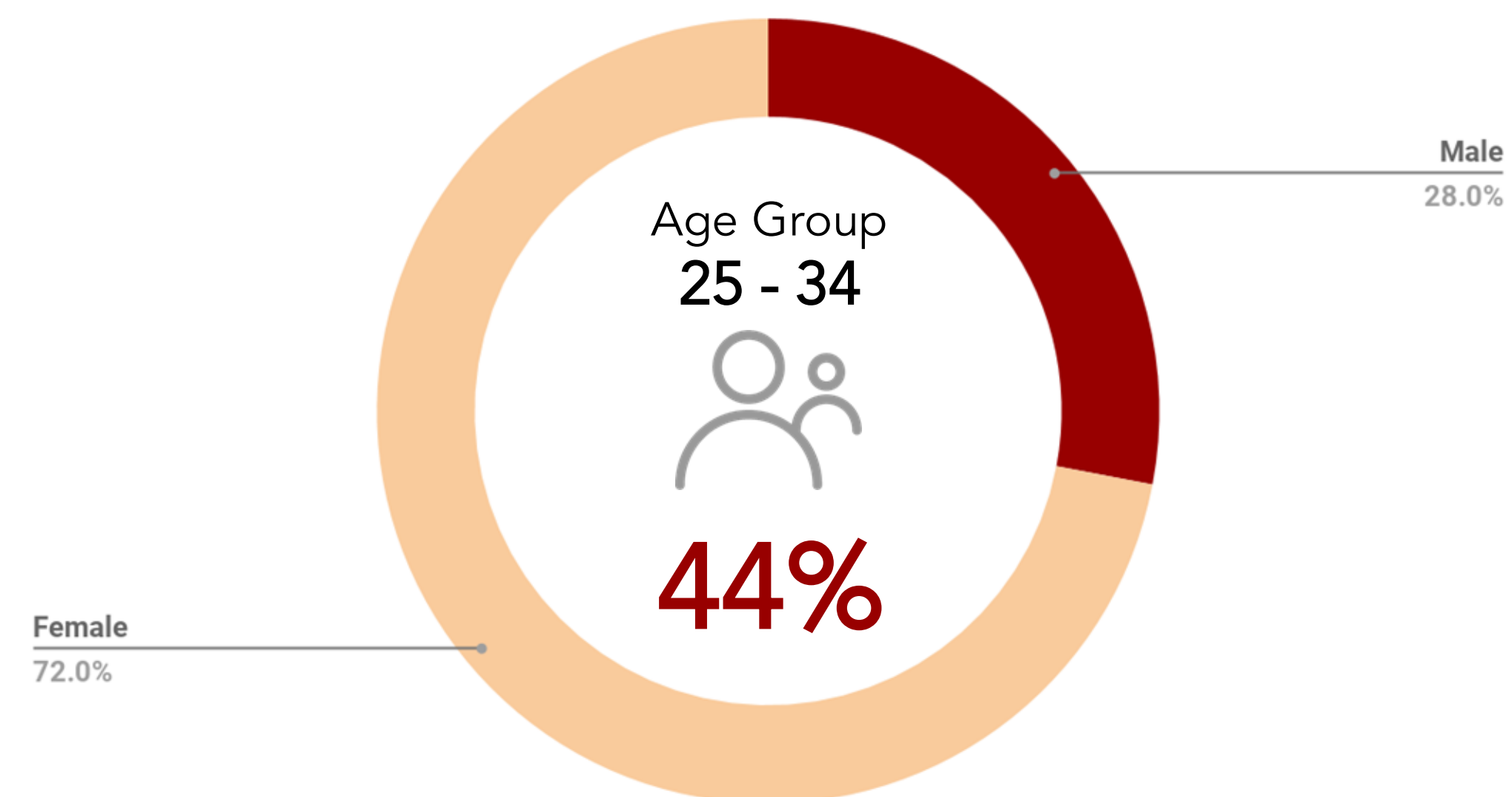
New vs Returning Users



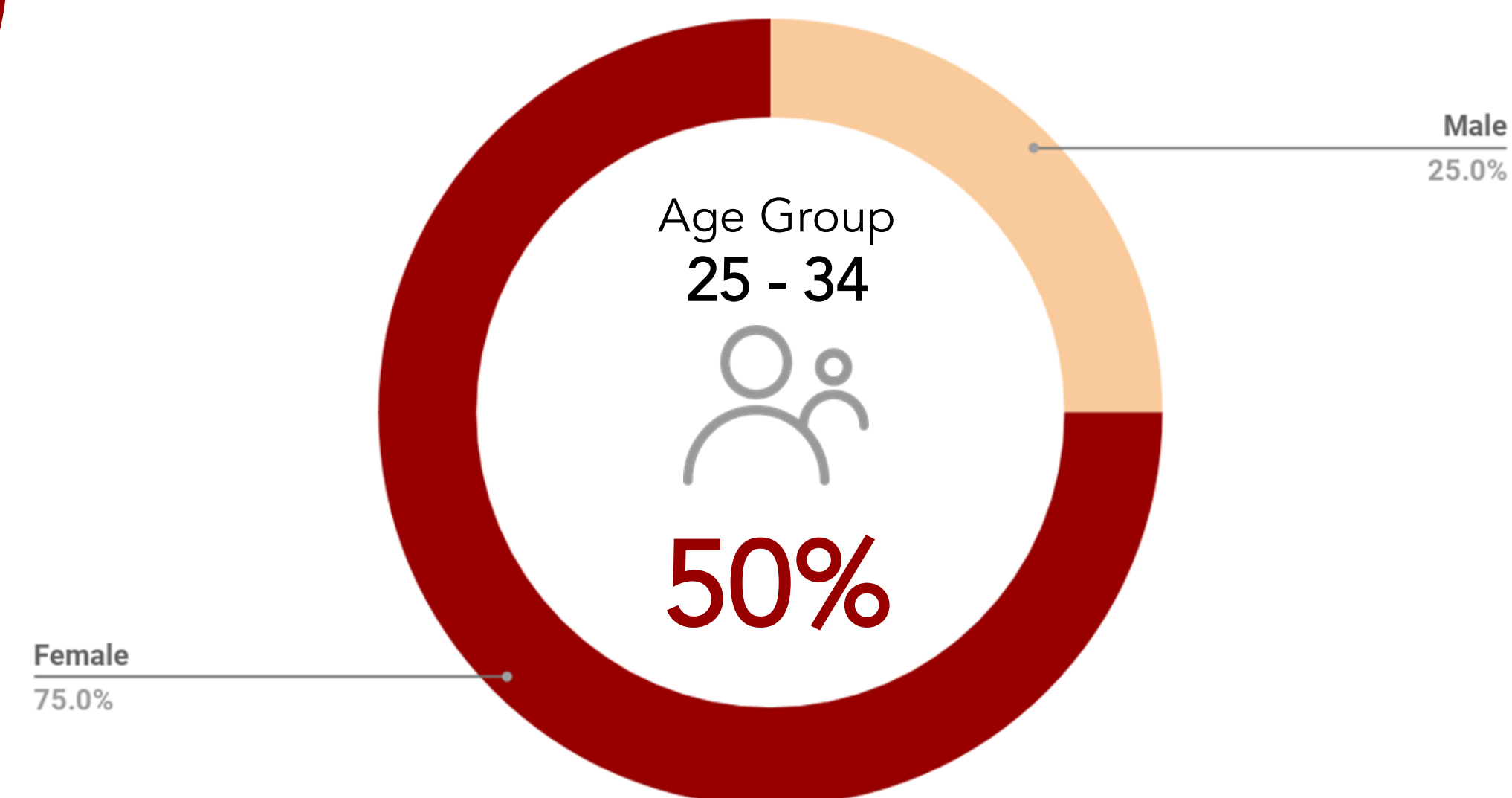
Channel Traffic



Gender for New vs Returning User

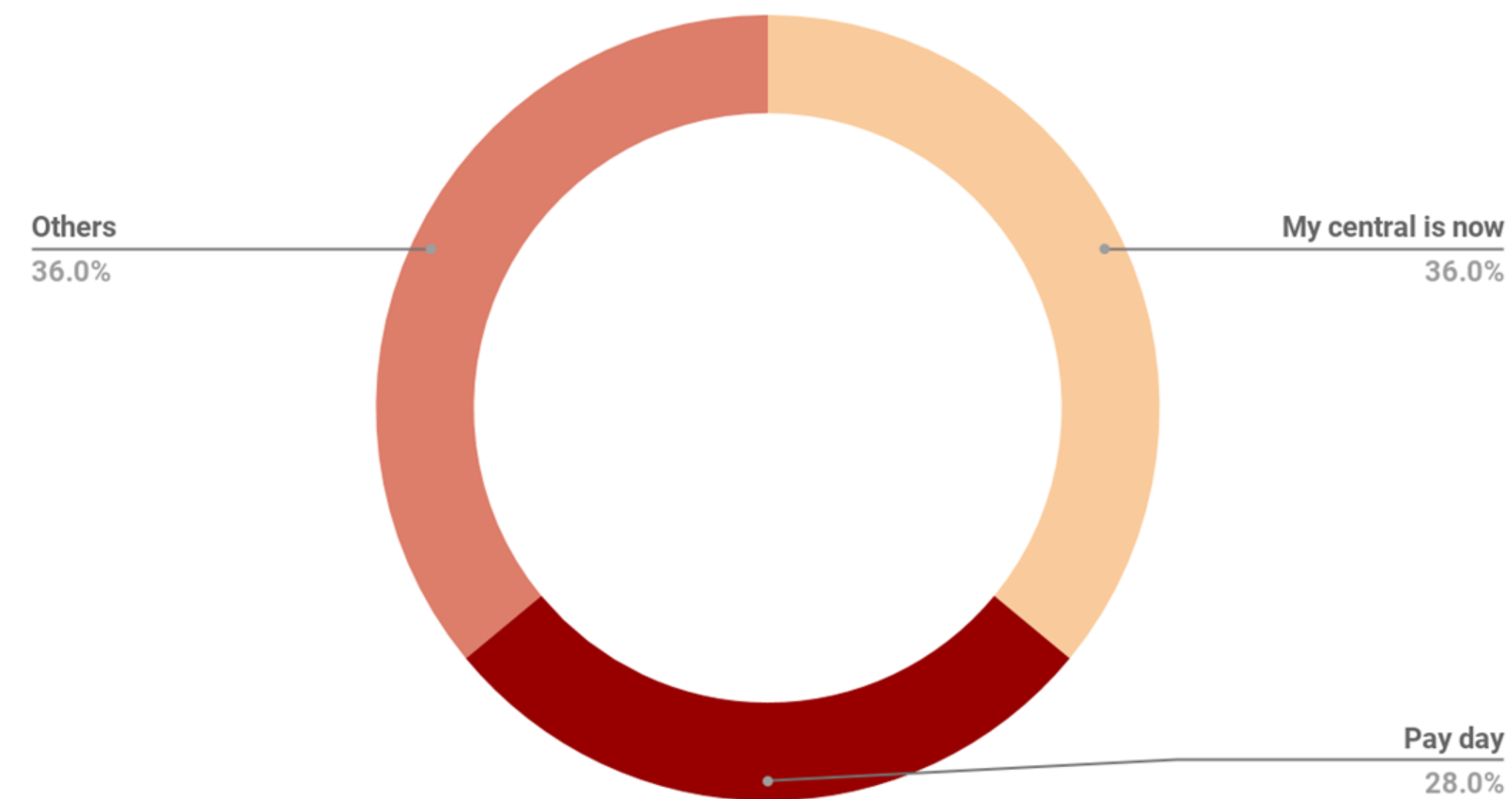


Logged In Users

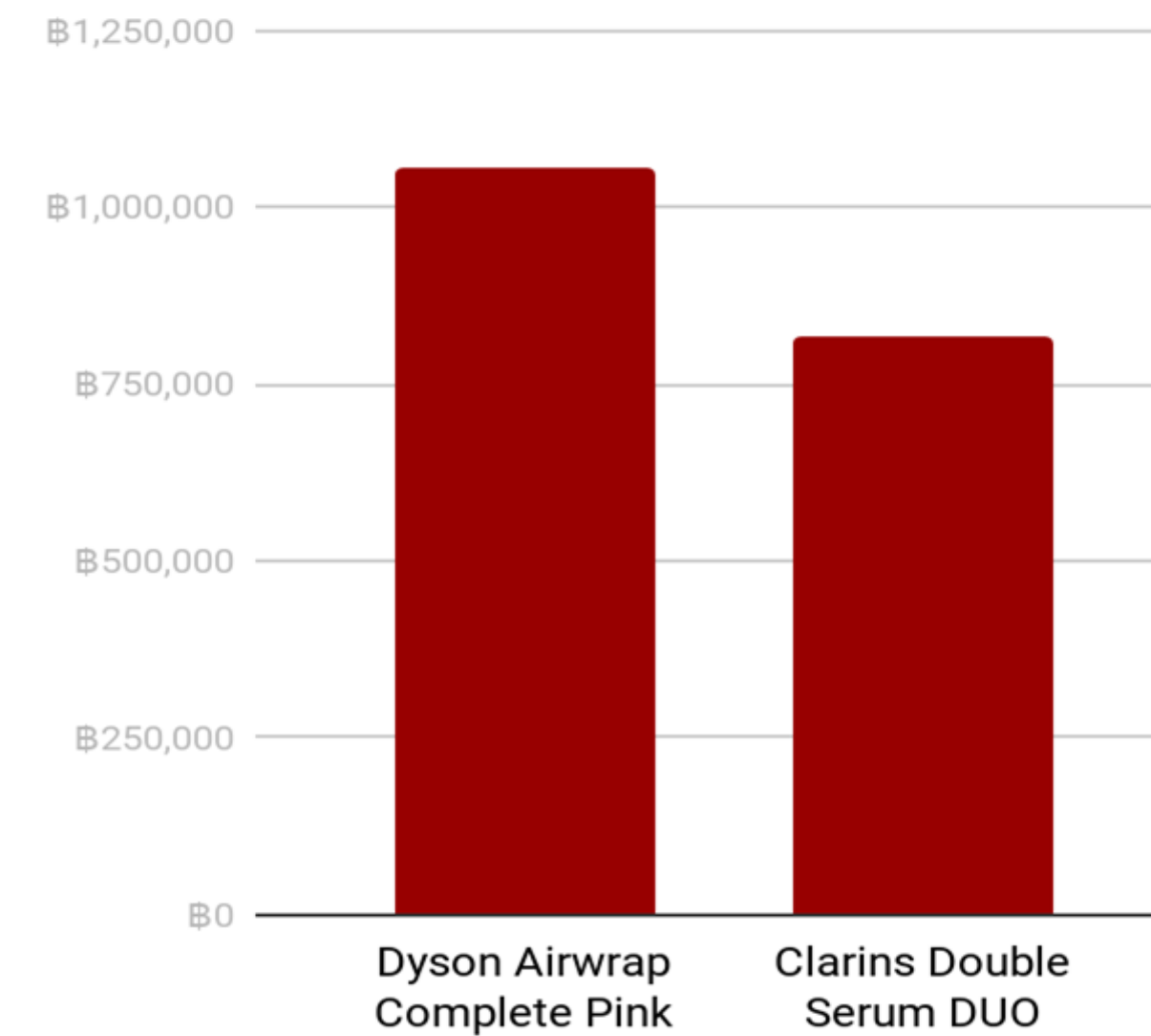


Campaign Data

Campaign



Best Selling Brand & Product



Bounce Rate
Excellent

25% - 40%

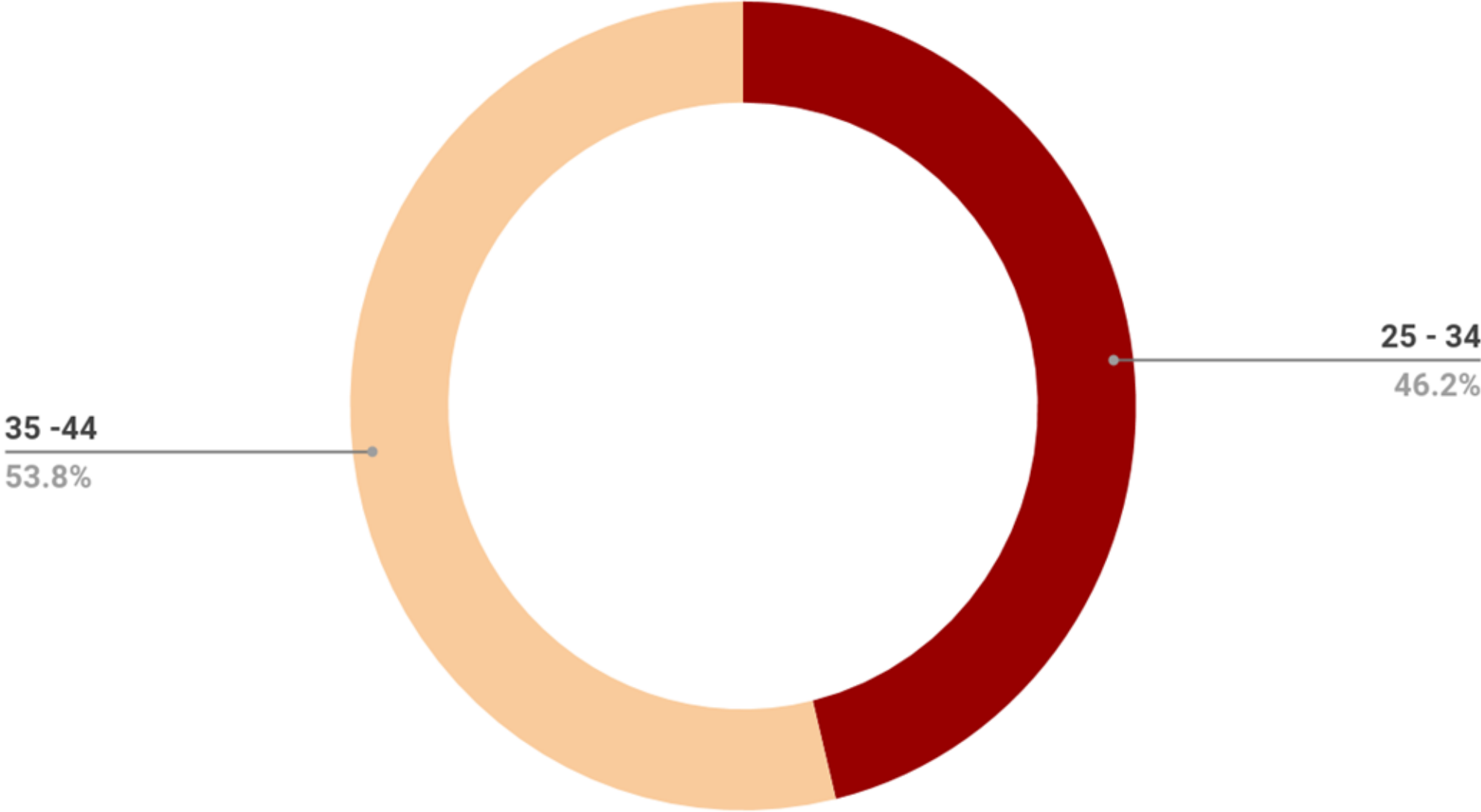


USER SURVEY

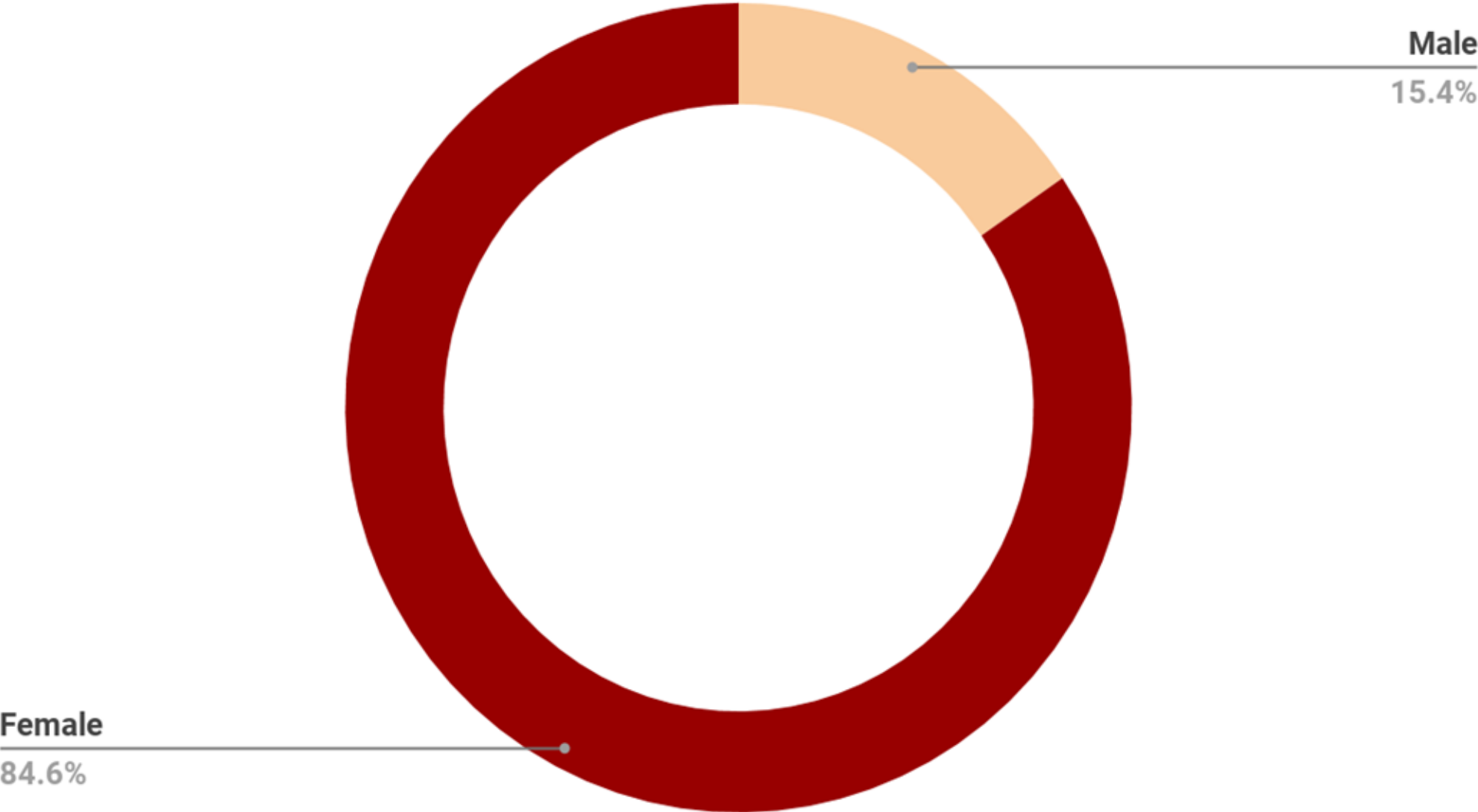
Analysis

Demographics

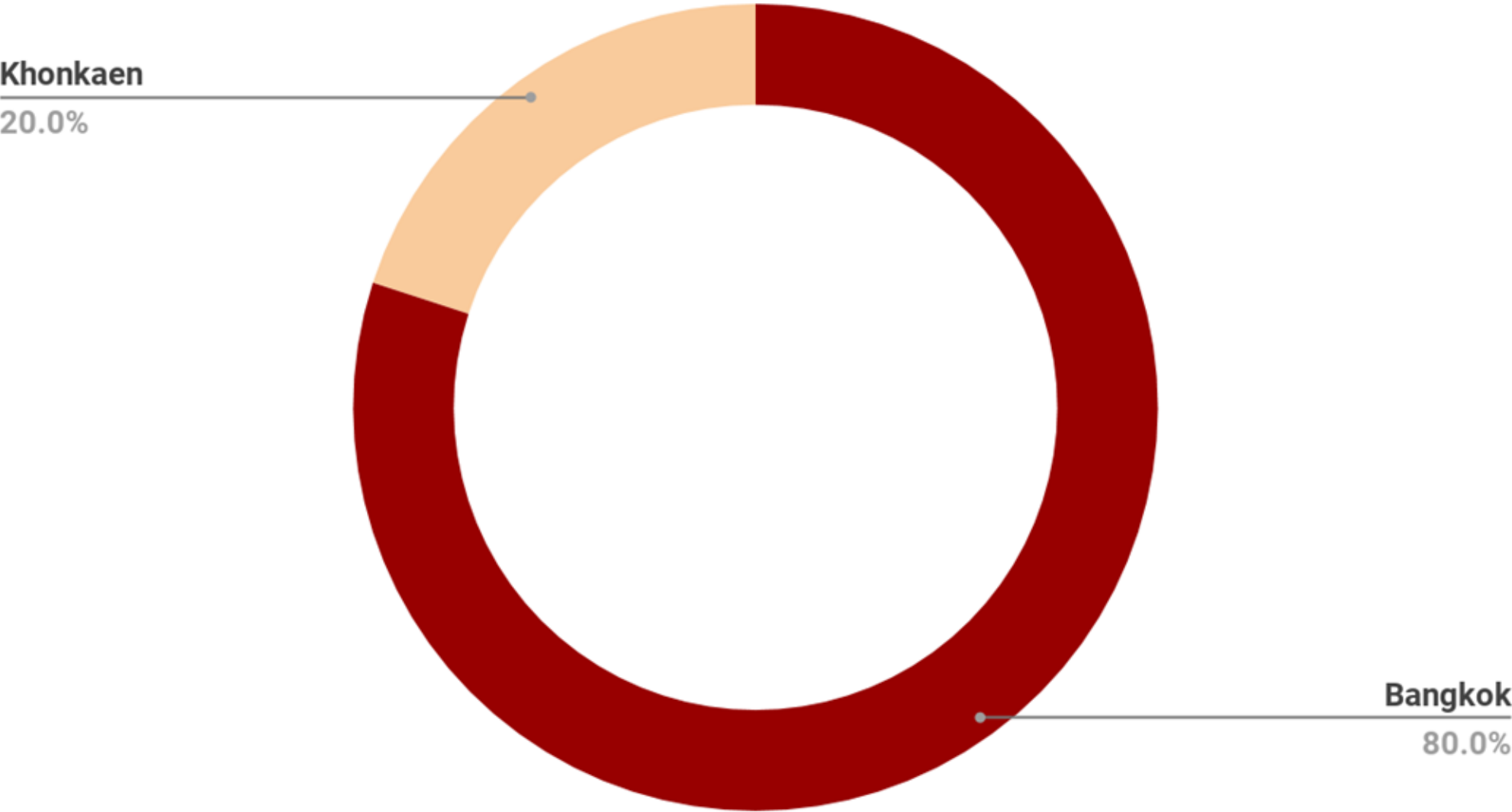
Users By Age



Users By Gender

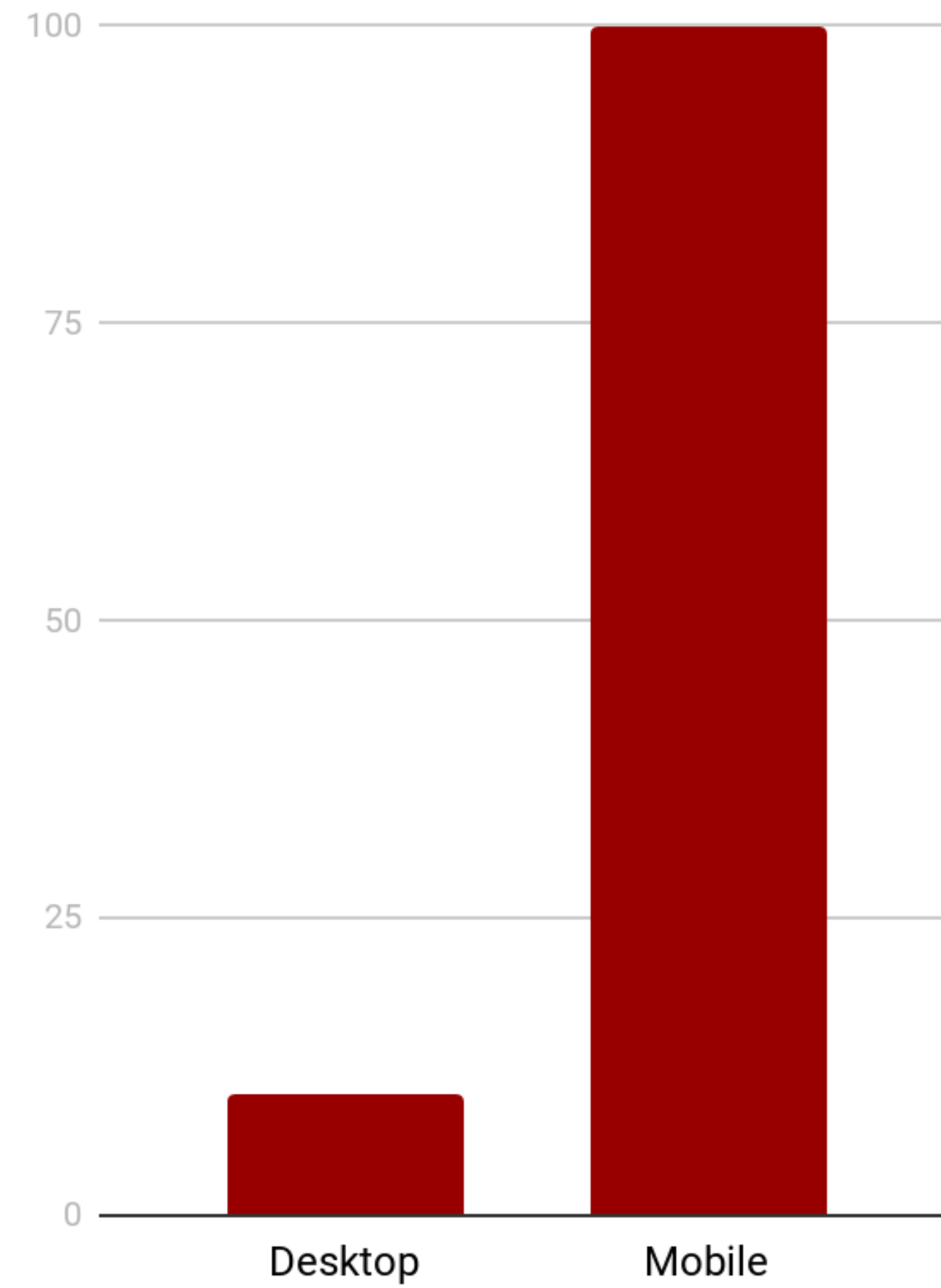


Users By Location

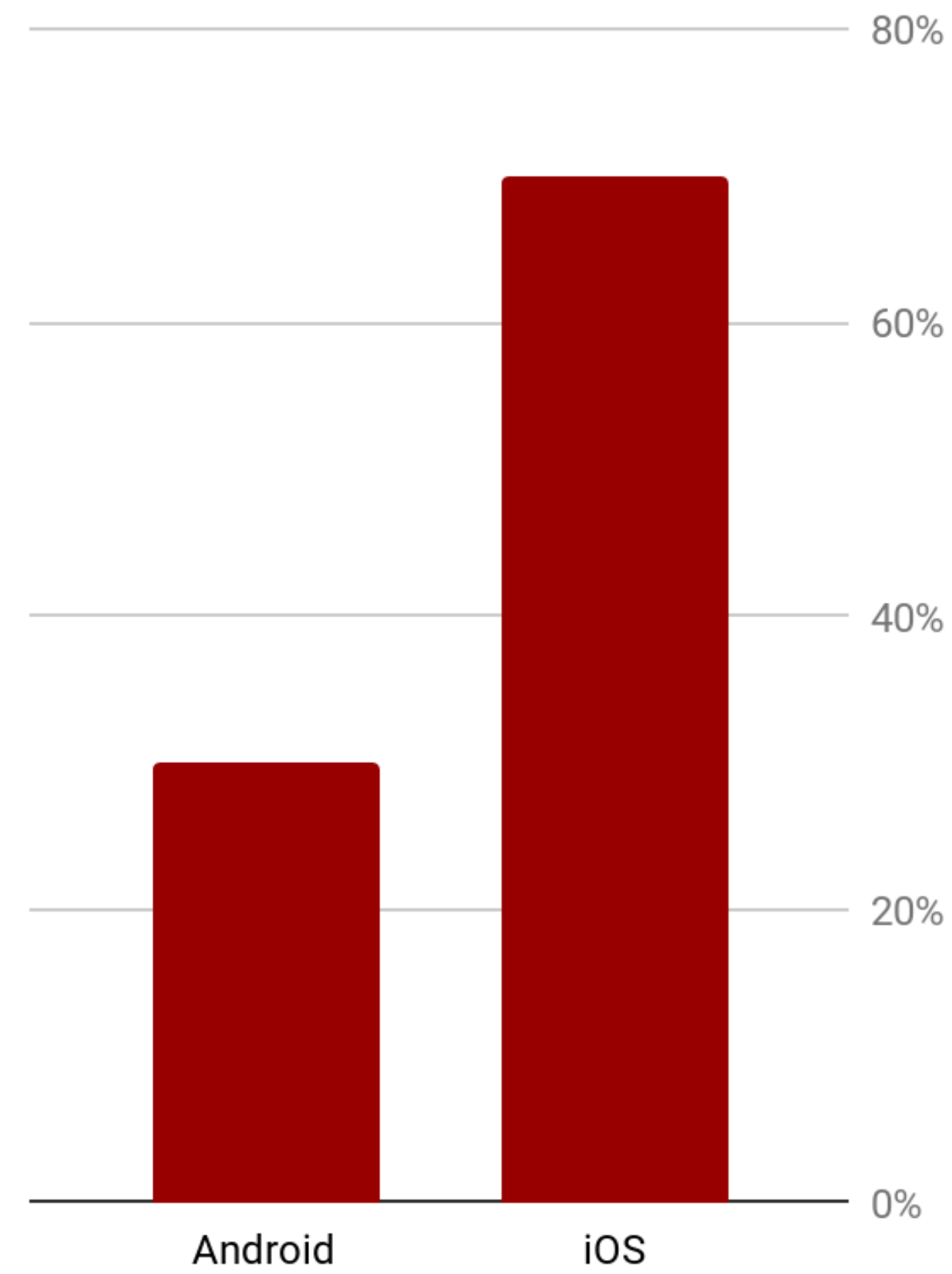


Devices Used

Devices Used

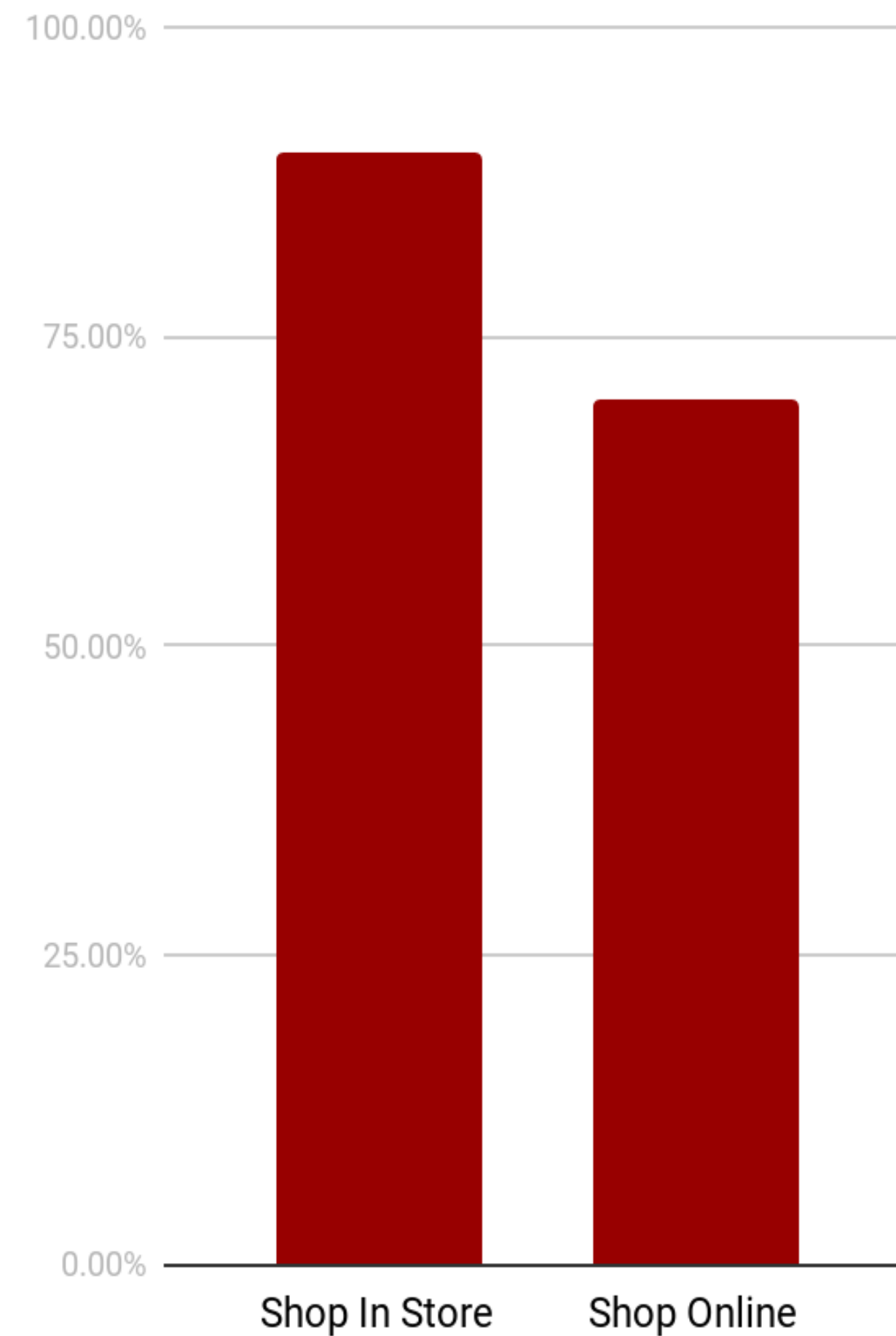


Android vs iOS

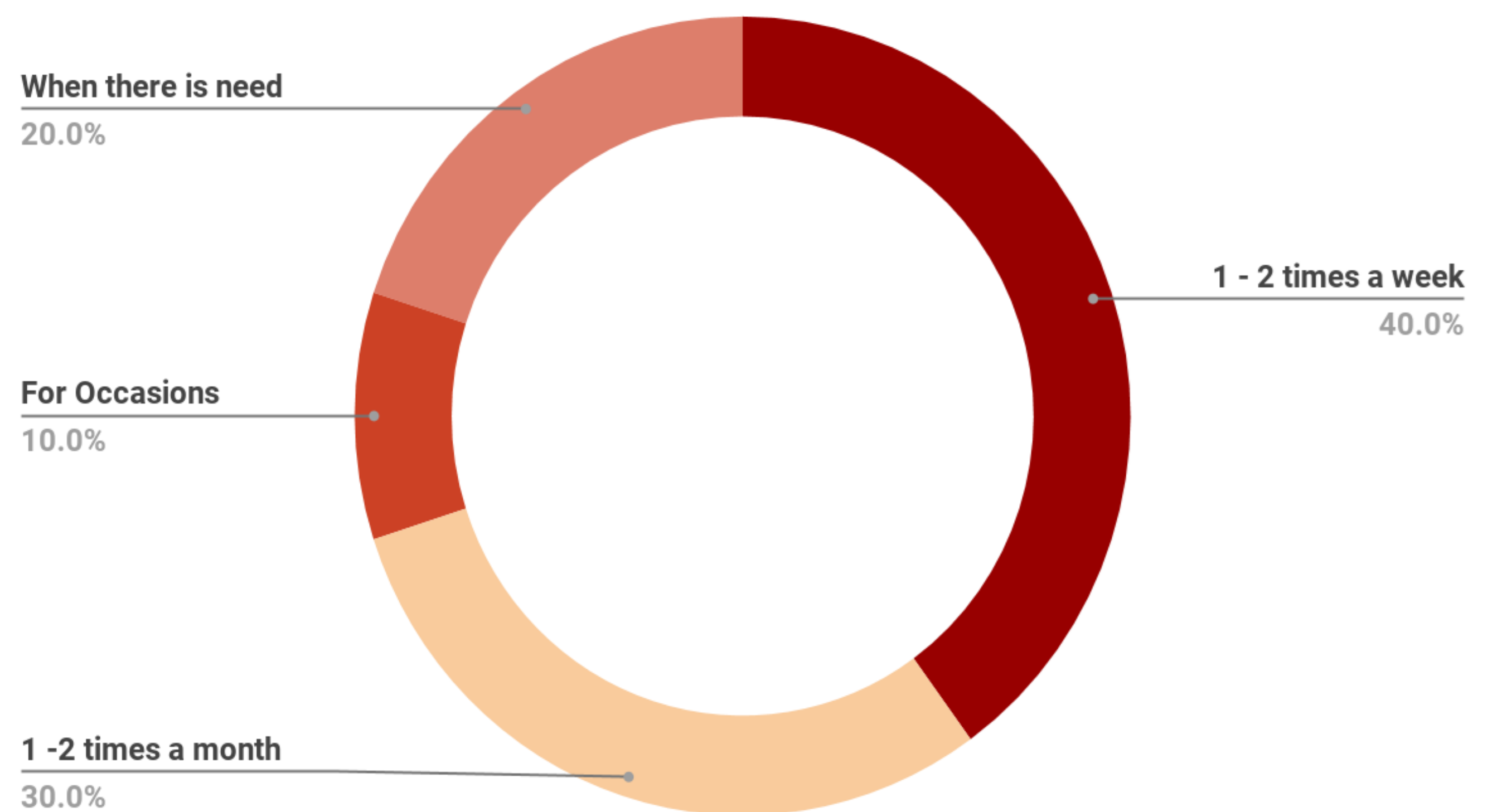


User Shopping behaviour

Shopping Preferences

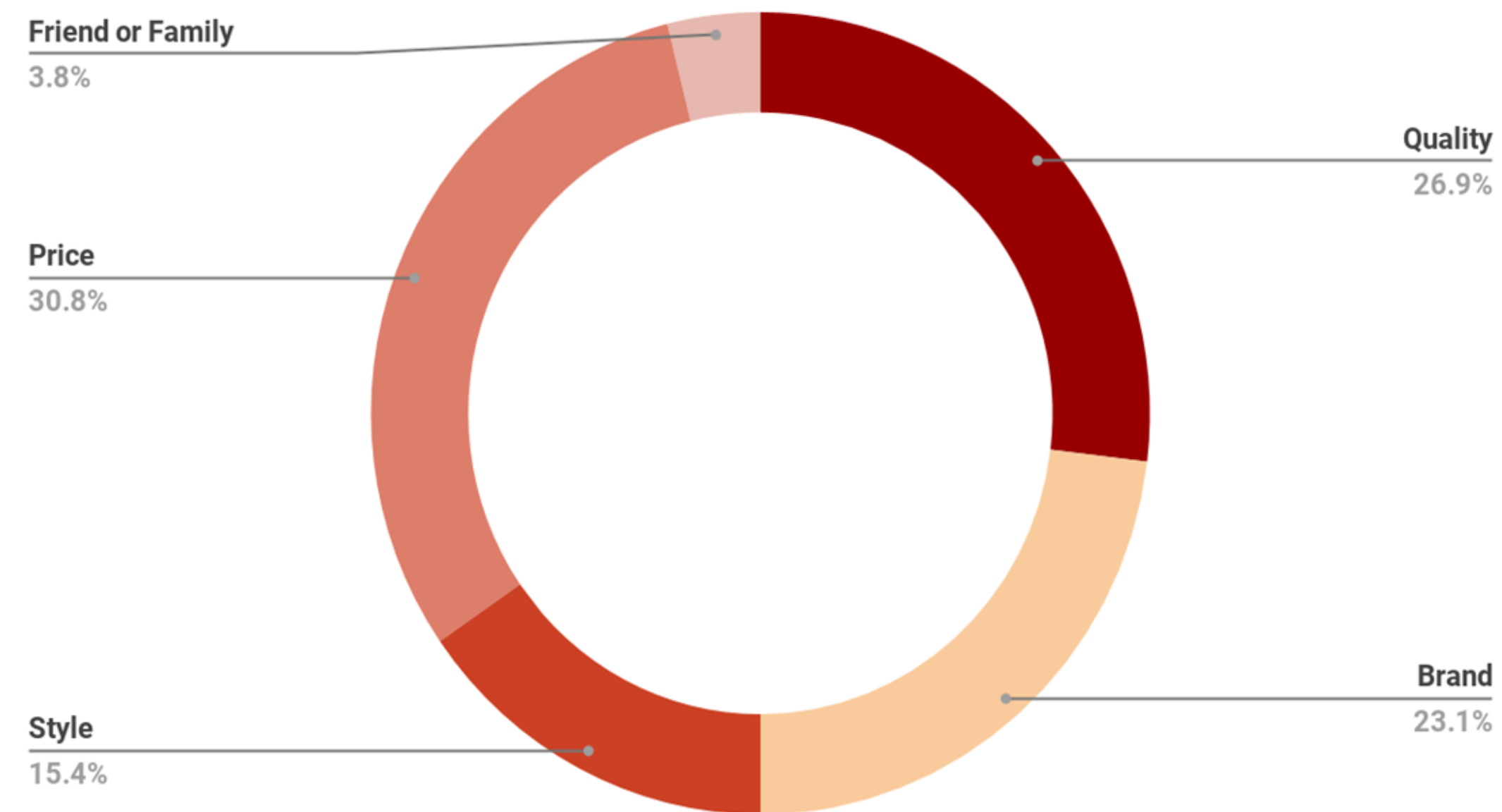


Shopping Frequency

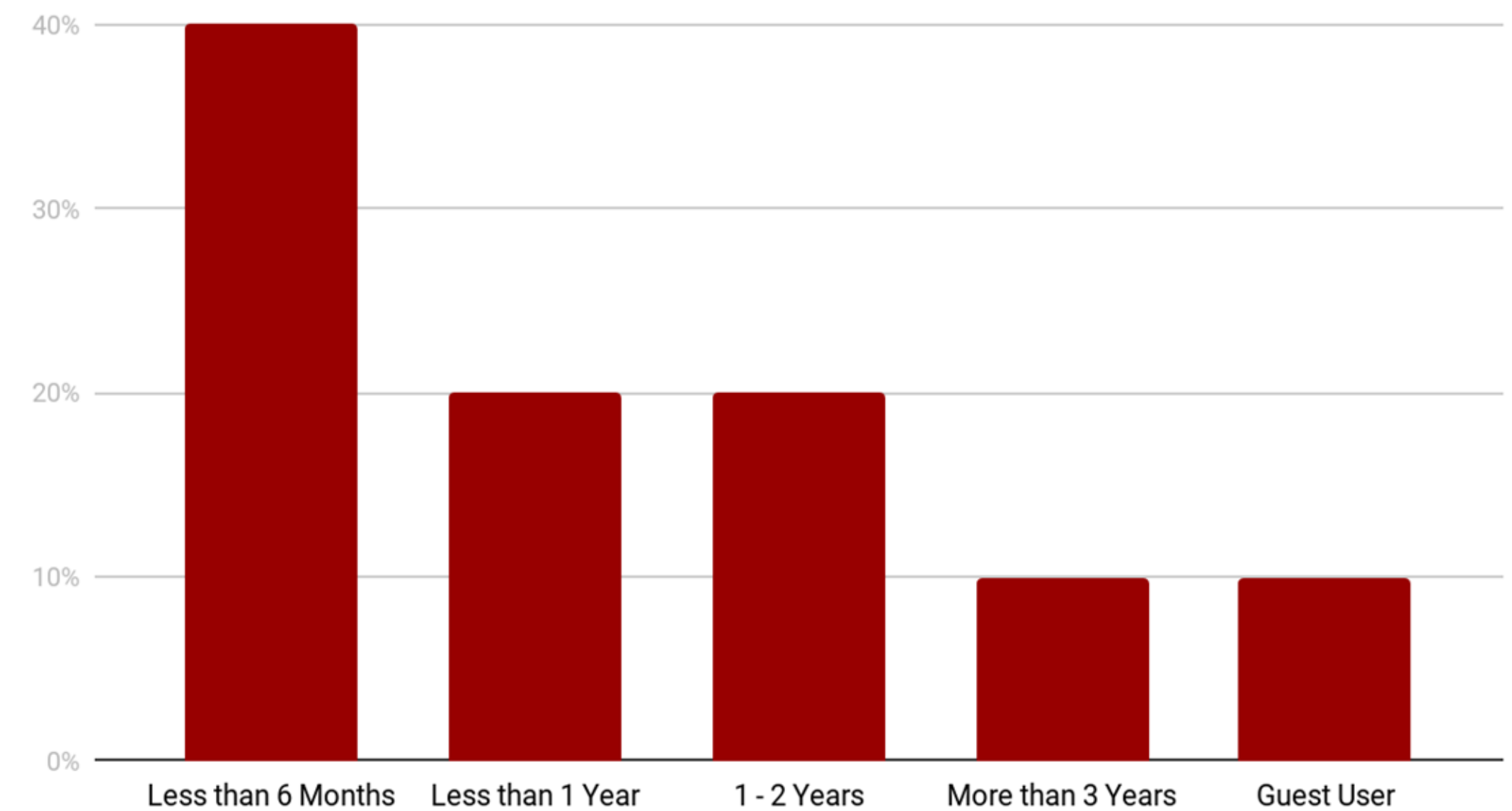


User Shopping behaviour

Product Buying Preferences

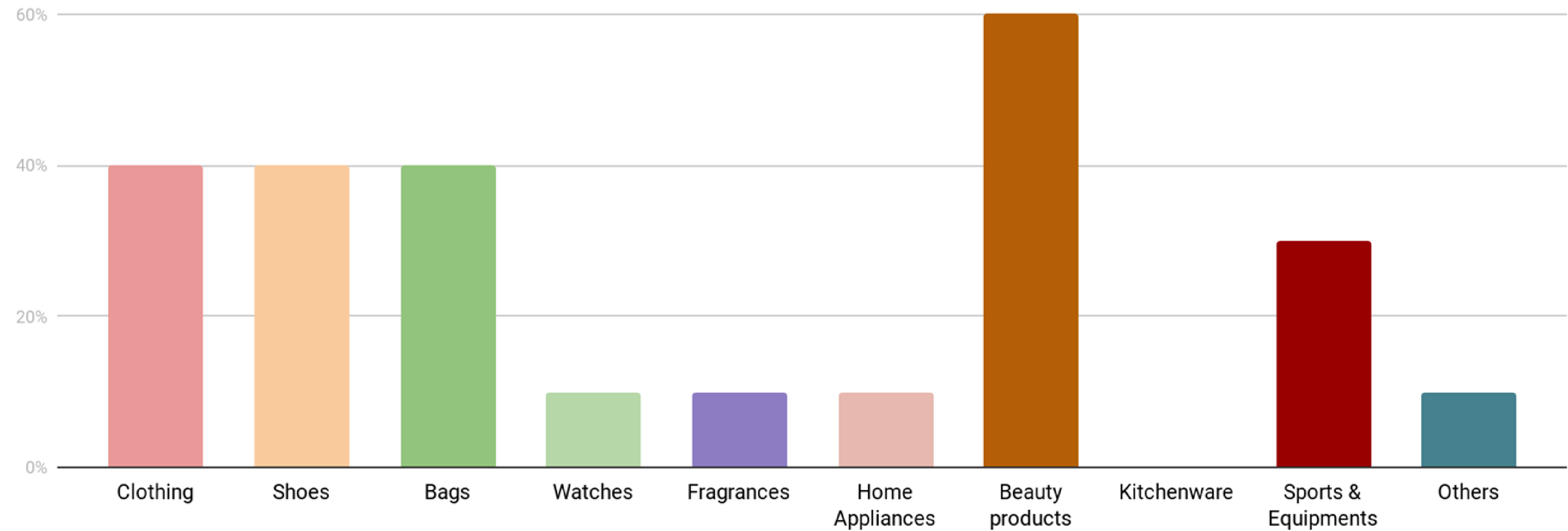


Customer Since



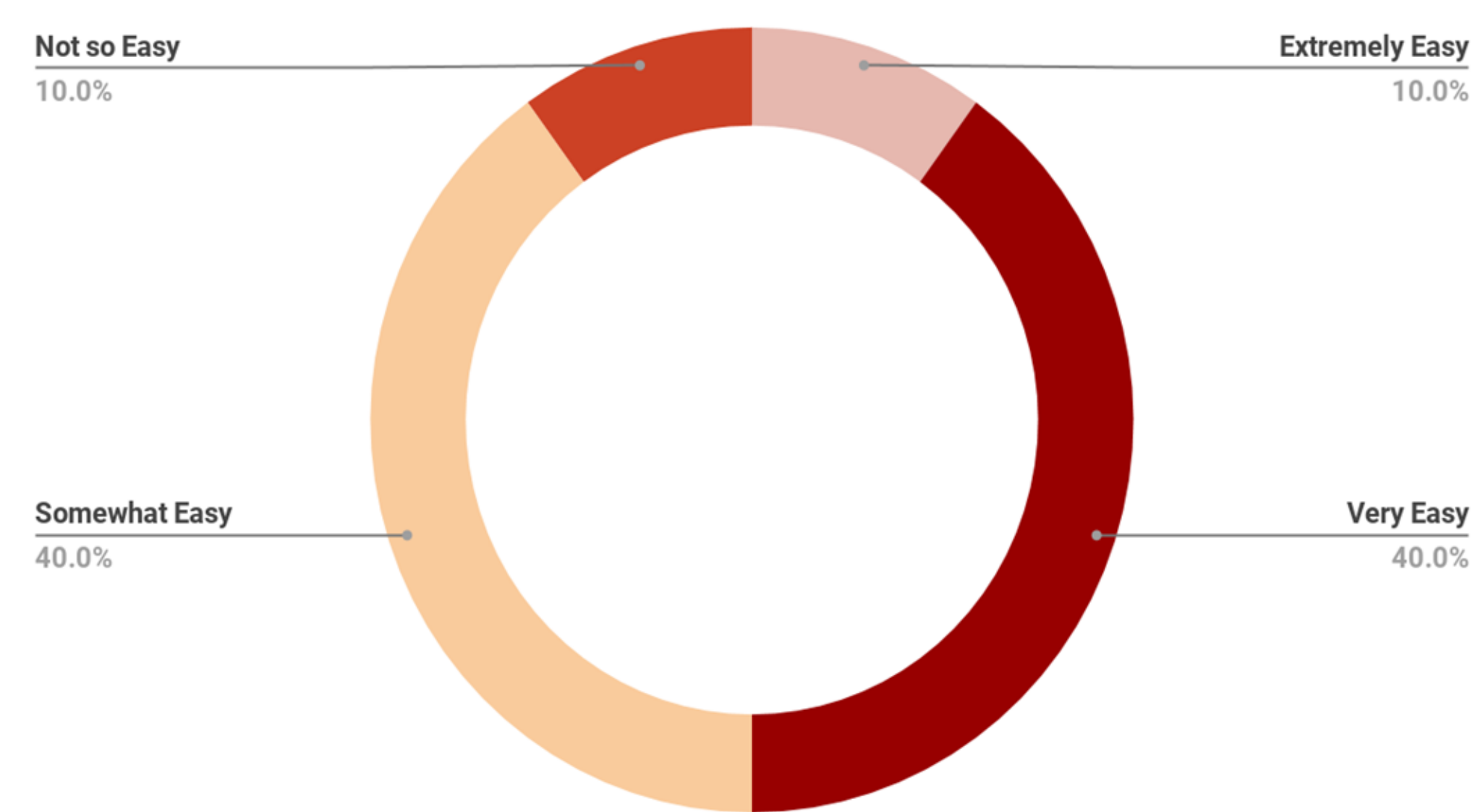
Products Purchased

Products Purchased by Users

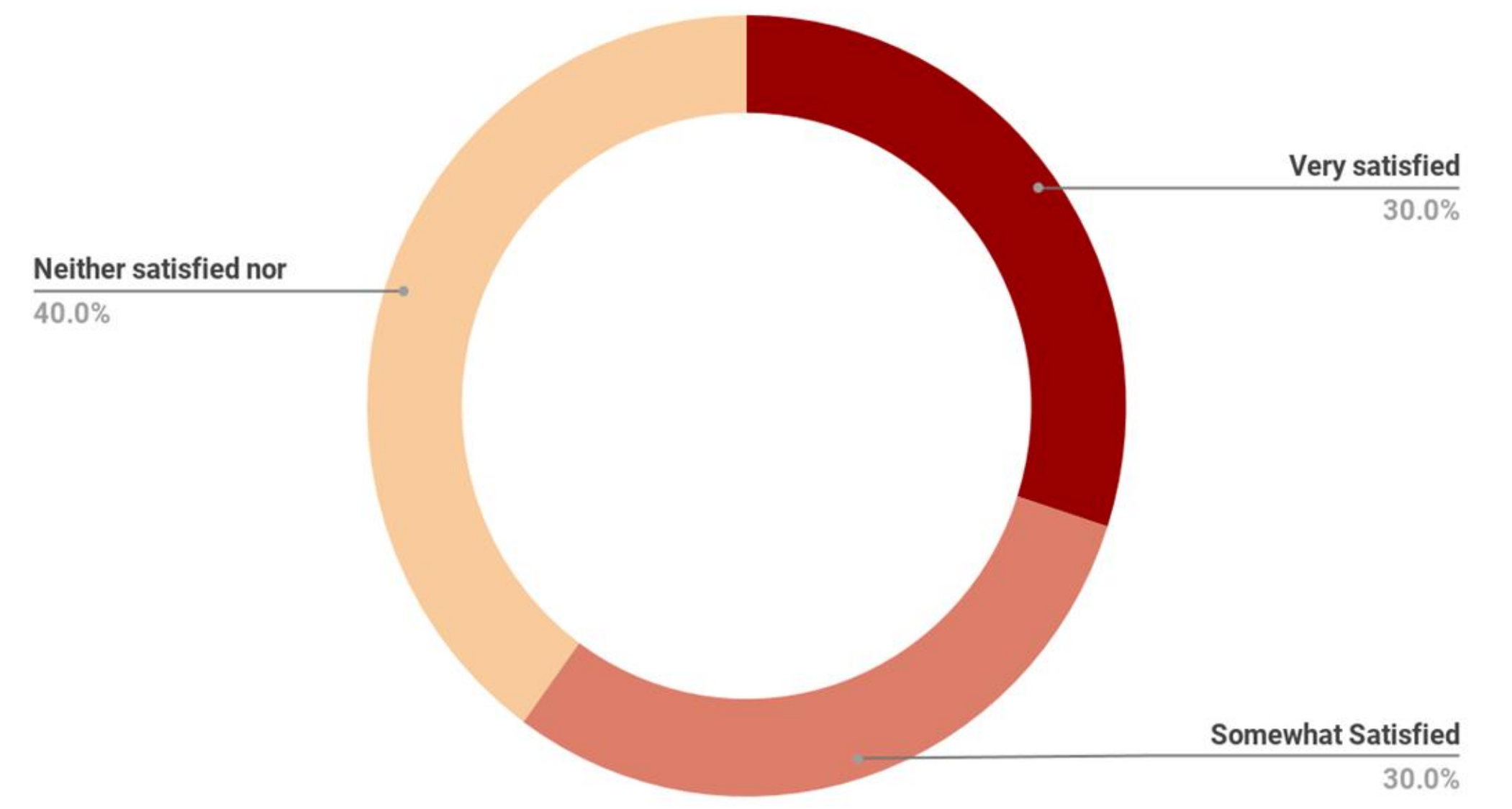


Shopping Experience

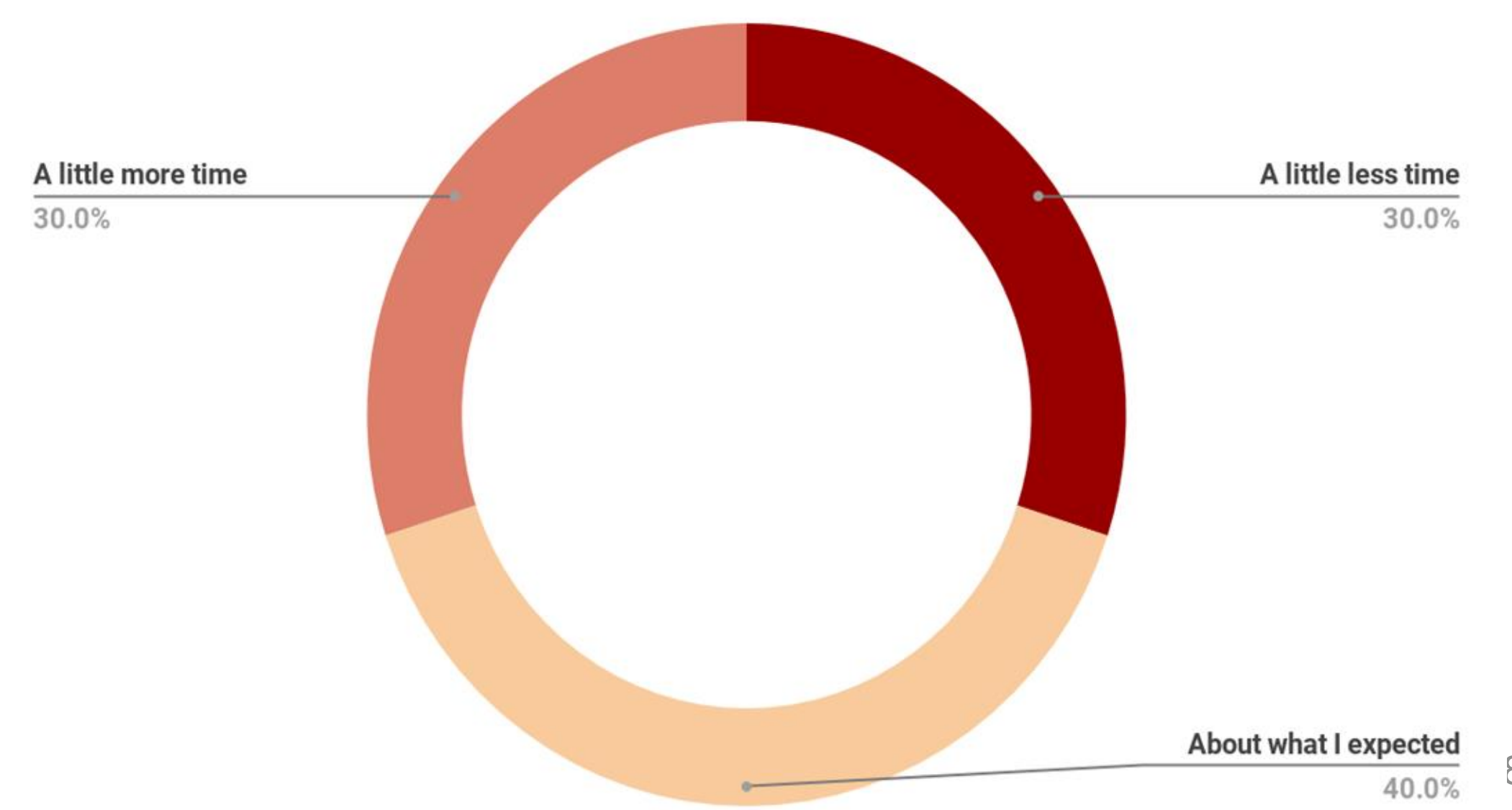
Ease of Shopping



User Satisfaction

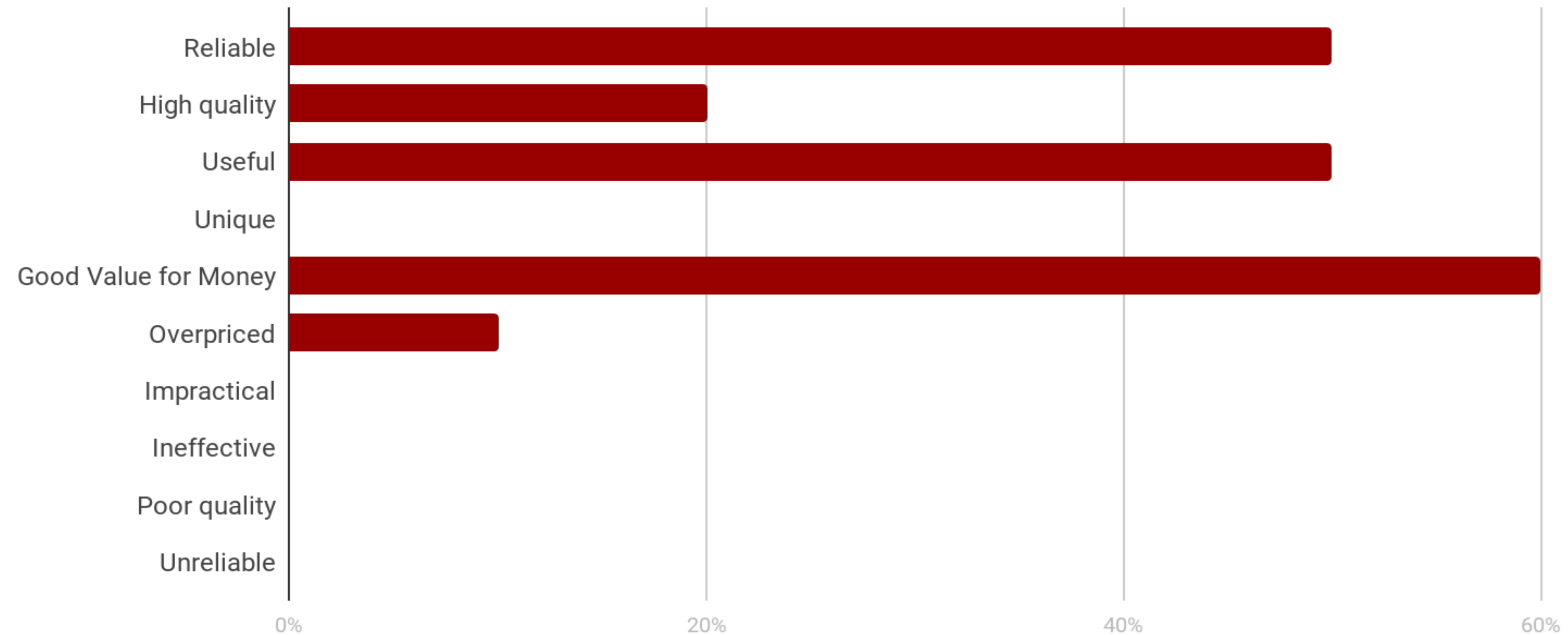


Efficiency of Use



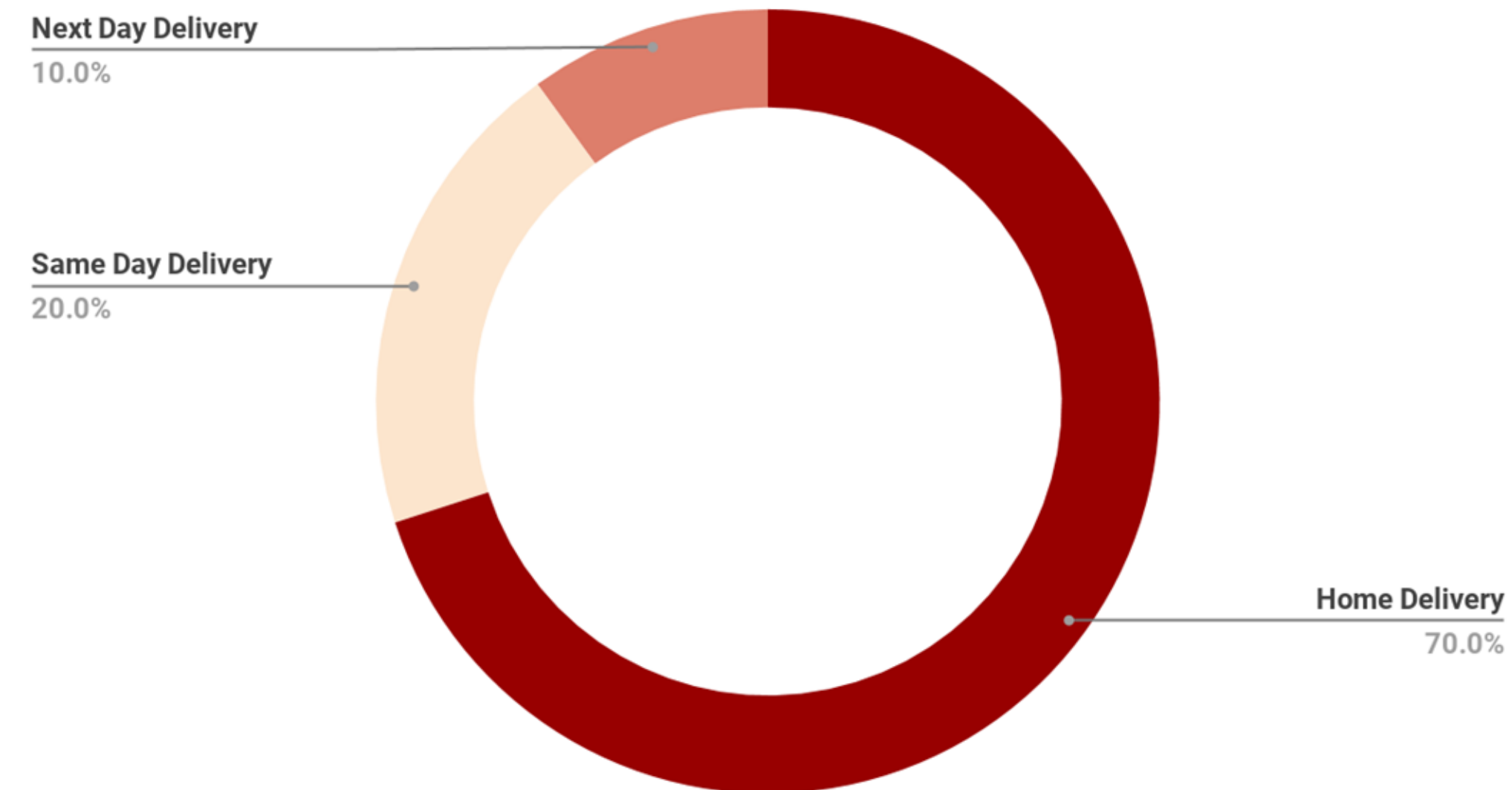
One word about Central

Describe Central

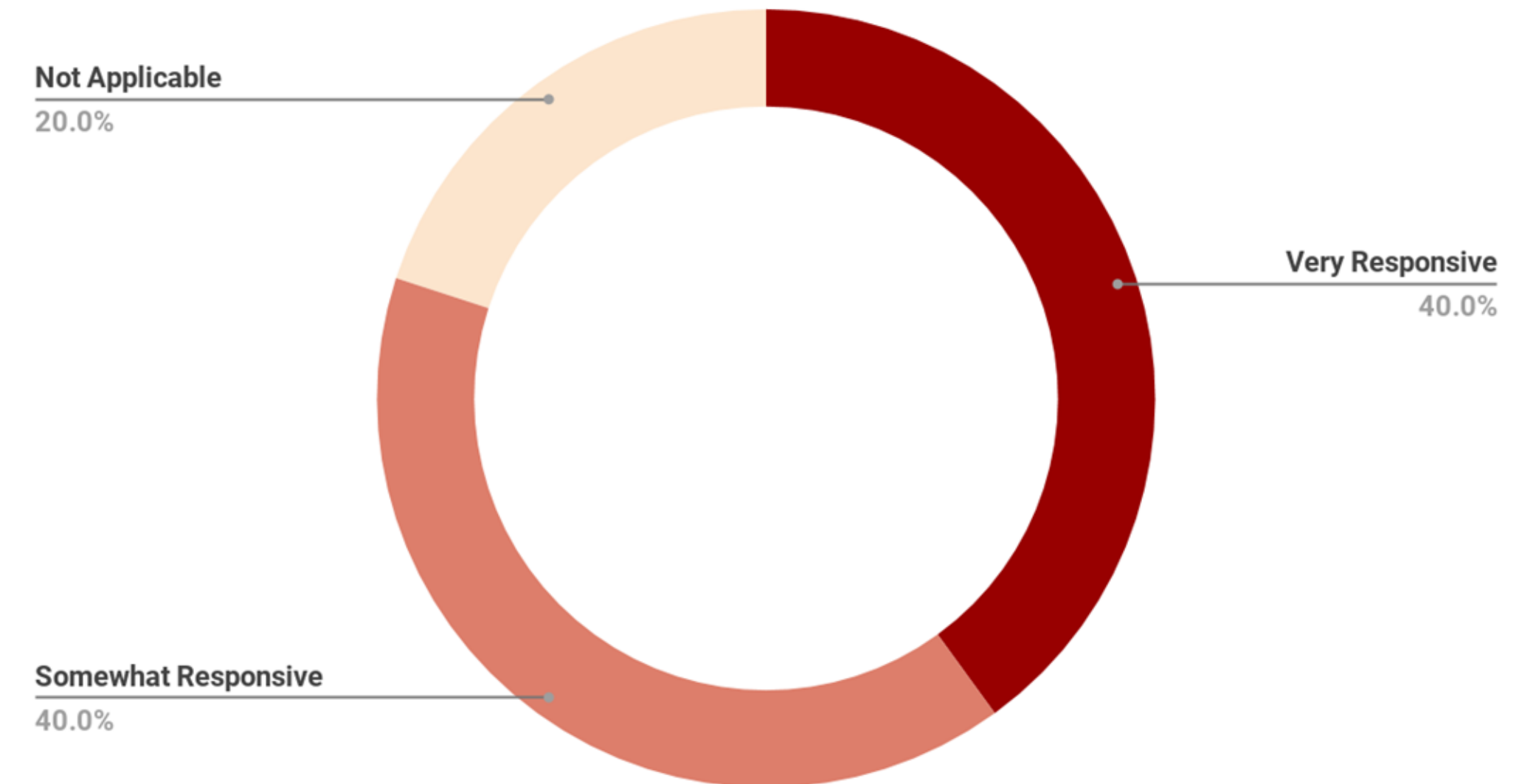


Services

Delivery Method

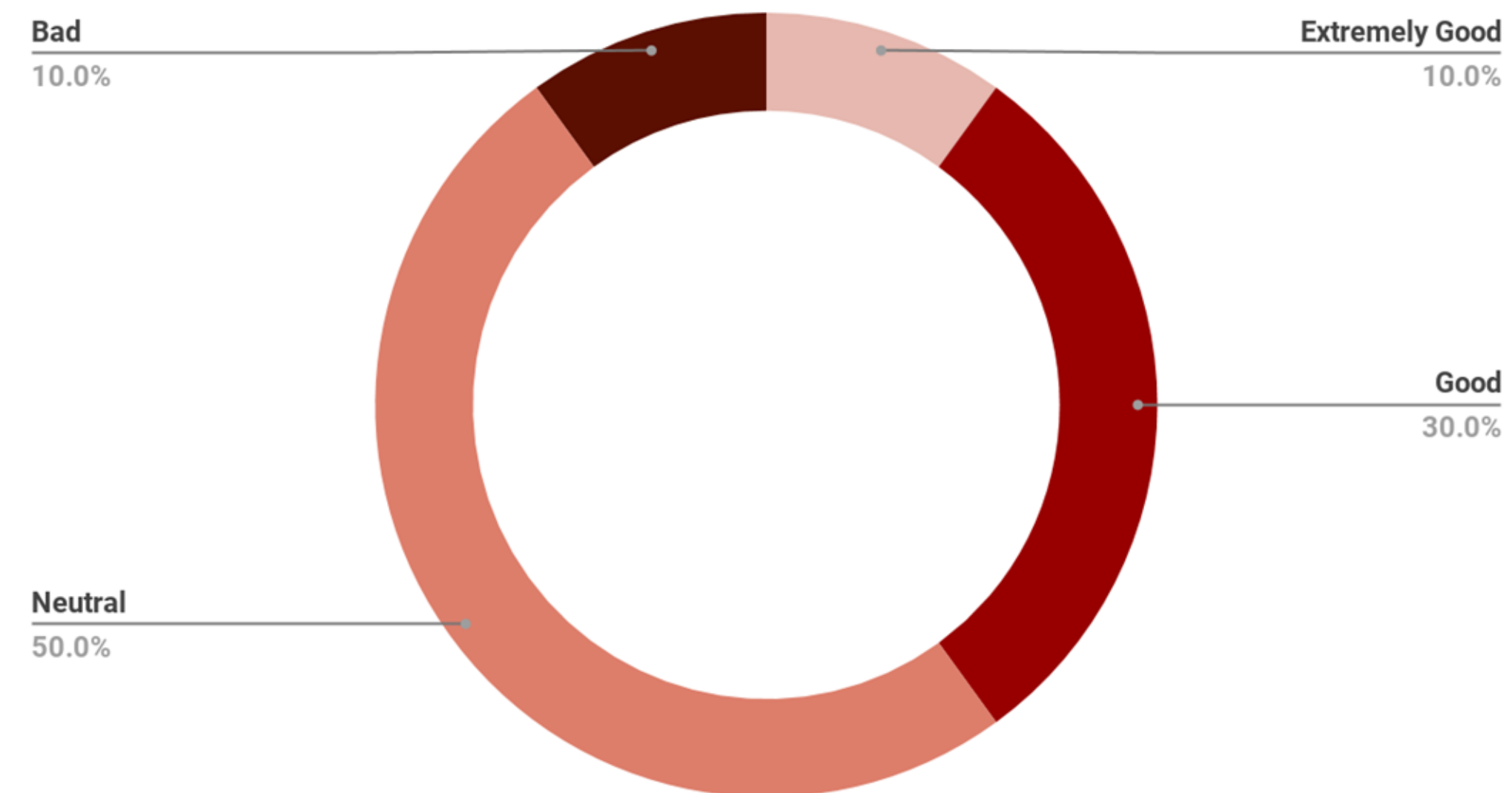


Customer Care

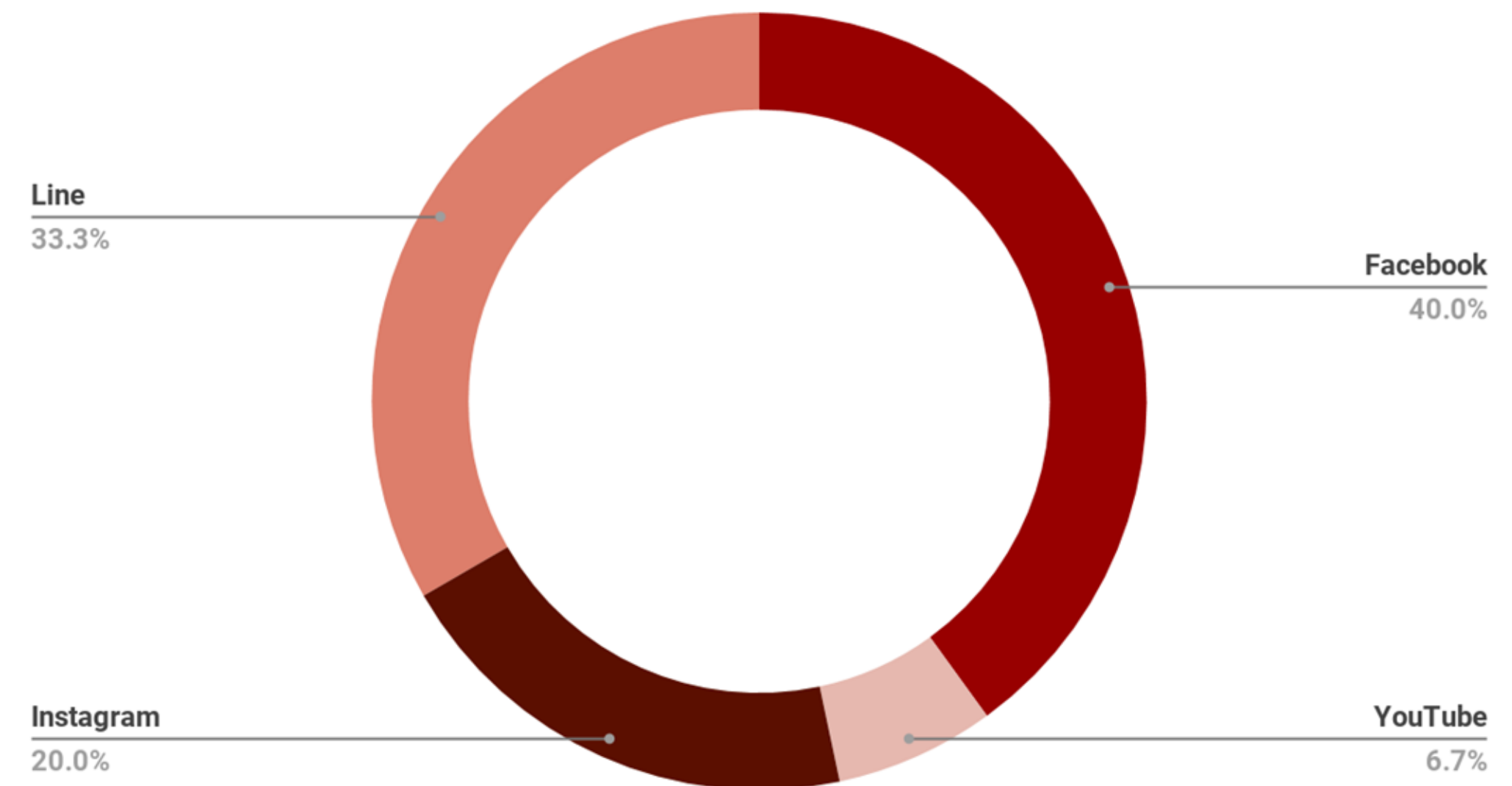


Promotional Activities

Promotions / Sale

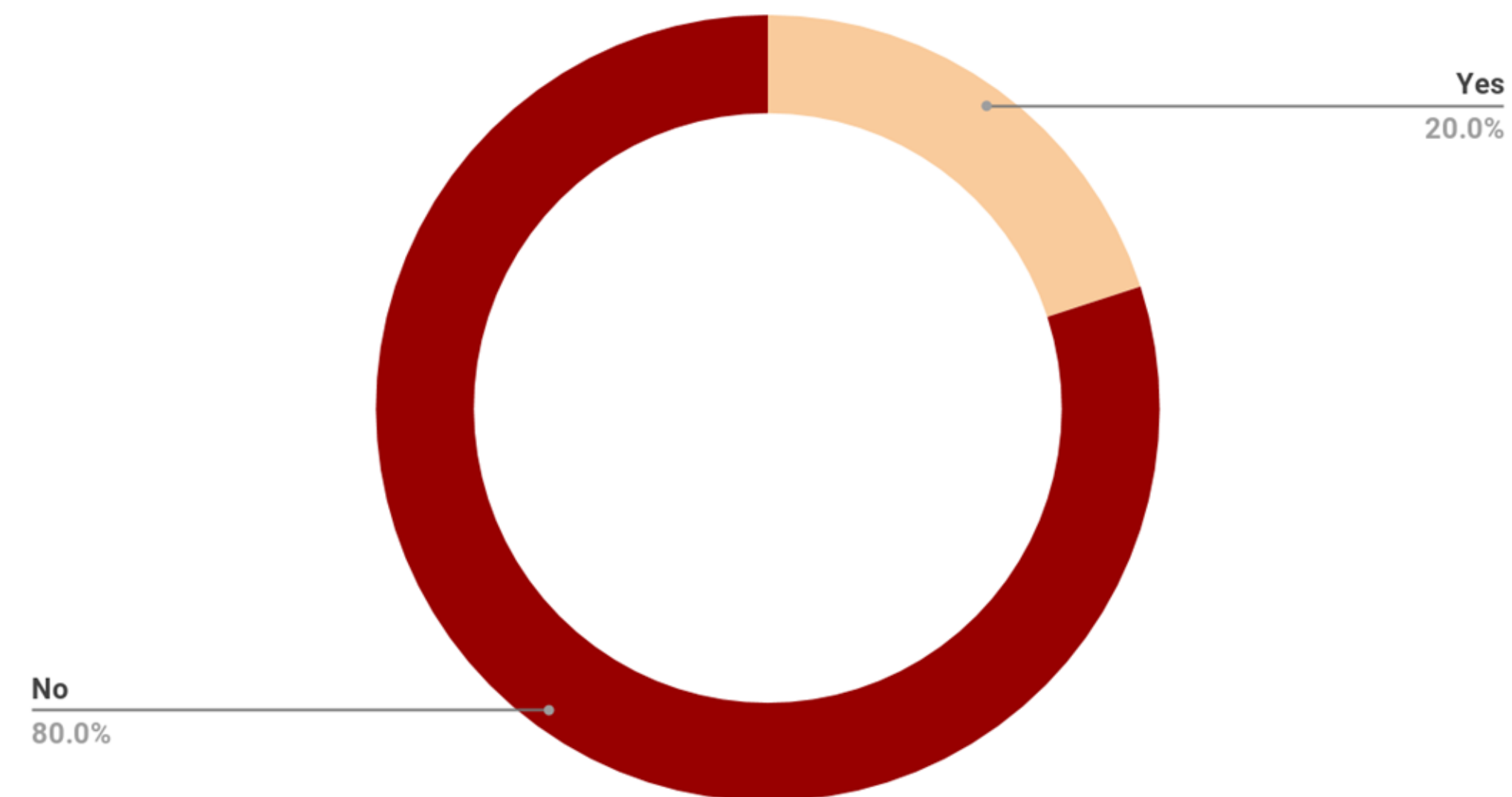


Social Media

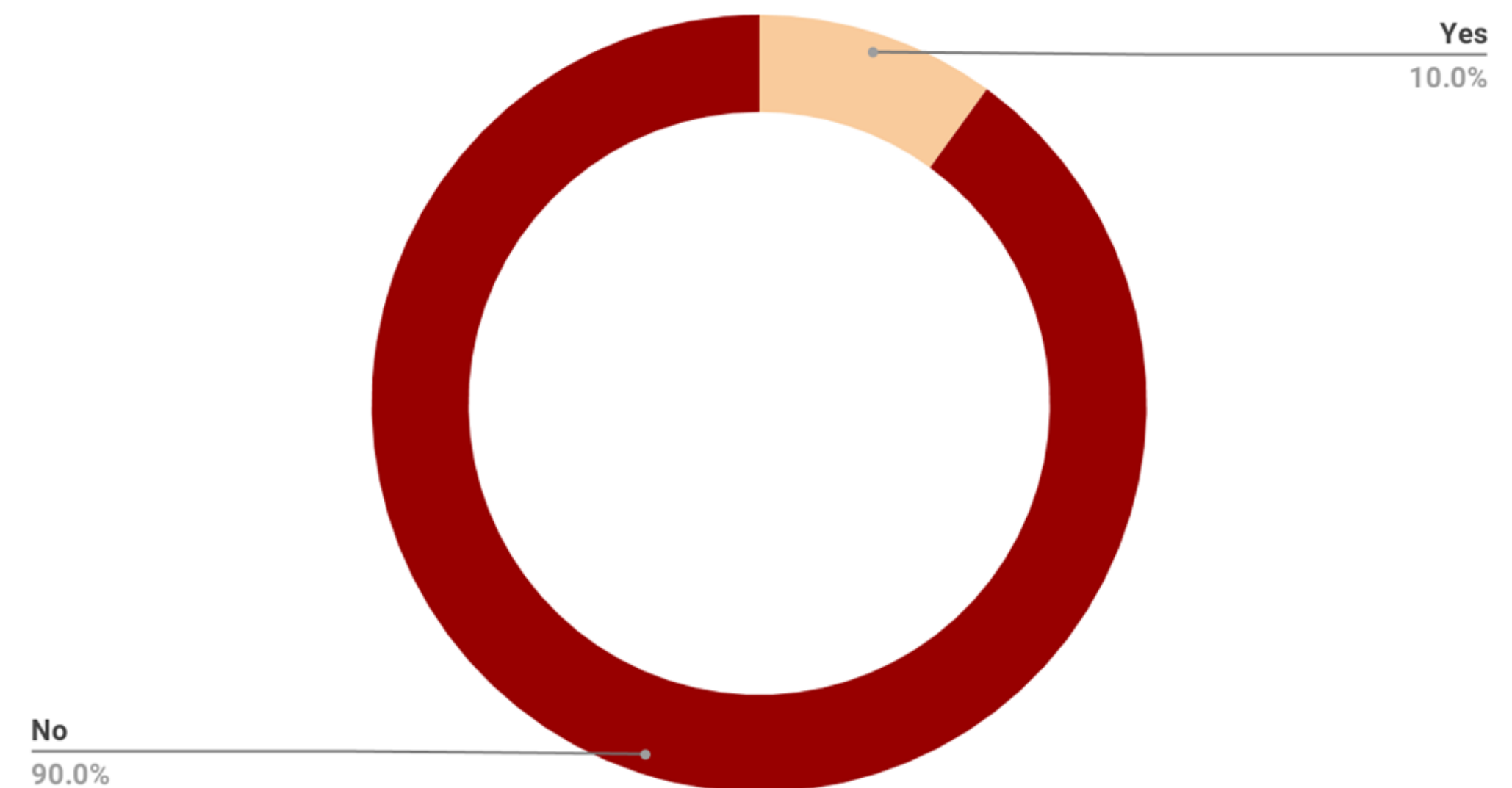


Subscription & Download

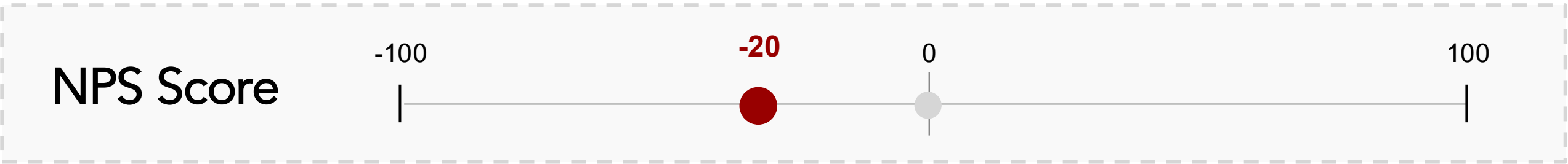
Newsletter Subscription



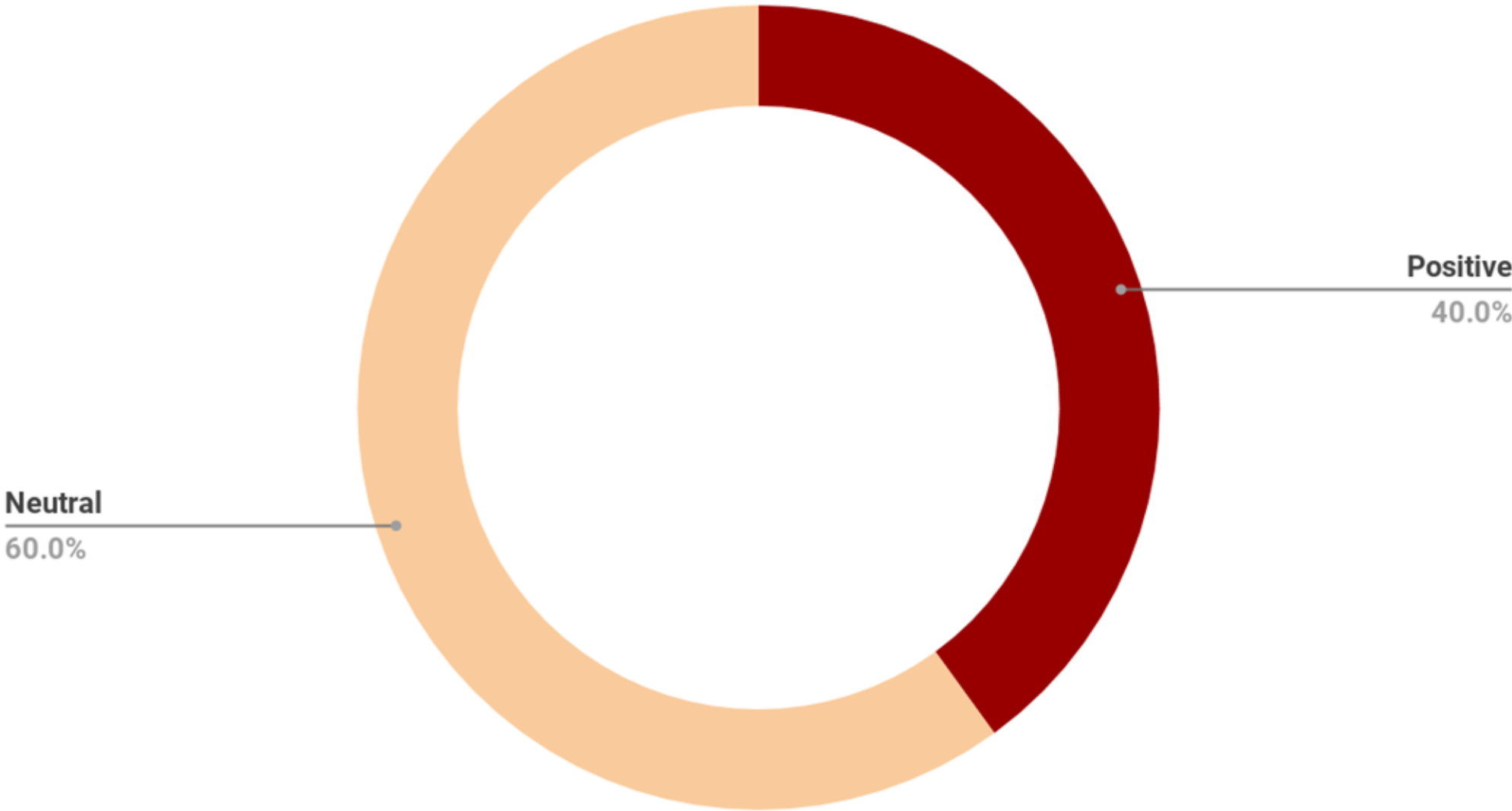
Central App Users



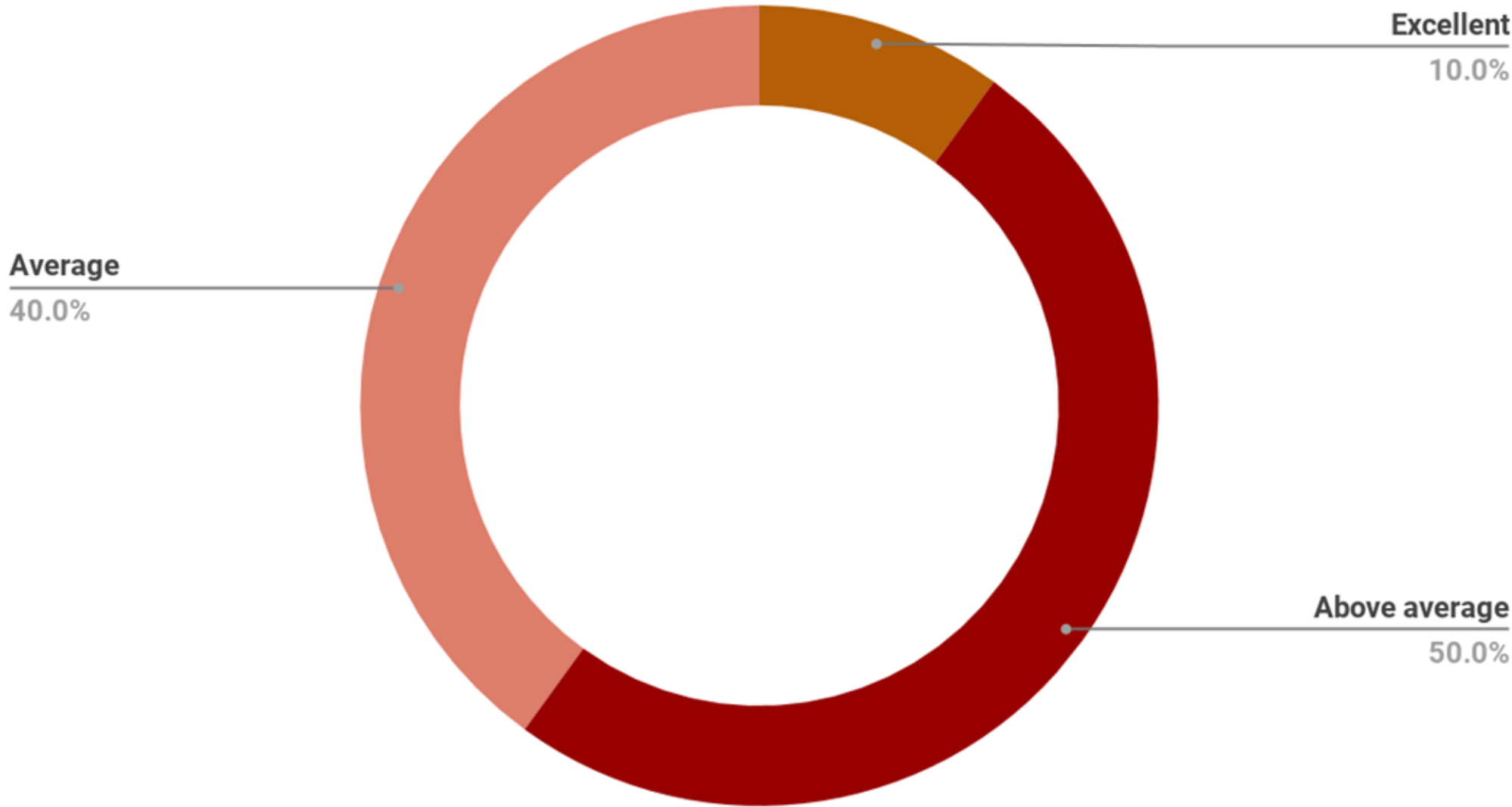
Overall Experience



Overall Experience



Value for Money





Analysis Summary

Analysis Summary

Based on the evaluation of the Central online store, it is evident that the site needs an overhaul to all the key pages.

The recommendations are based on our findings:

- Content personalization will help the revisiting users of the site.
- Translation of the website to be done properly from the code level to have a better listing in search rankings.
- Bounce Rate can be further reduced on following few guidelines like avoiding pop ups and having clear CTA.
- Create a consistent brand image that the users can associate with.
- Impression of Trust and Credibility should be visible on the homepage.
- The design to look clean and clutter free.
- From the user survey, users visiting site buy clothing, accessories and beauty products more than other categories.
- Showcase brands and quality of products across the site to promote the products better.
- Have the code optimised for faster page load.
- Top category links to be available upfront and the IA to be worked upon.
- Search to be intuitive and recommend to use third party search tool like elastic search or any tool for better performance.
- Have content rich product page and listing page that helps the user make decision faster.
- Create one page checkout that makes the process quicker and have the code base to have them secure.

References

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Thank You!