

# Heuristic Evaluation

## Nielsen's Heuristics

Average Severity Level: 4.2 out of 5



“Grab tissues for these issues”

Feature	Comments	Feelings
Static Intro Page	“Very retro... I feel lost and confused.”	
Landing Page	“Hard to read and so much to read.”	
Visitor Info. Page	“At this point, I've stopped reading and grazing for keywords...”	
Store Page Events Page Membership Page	“Consistency is key, I want something central to go back and forth.”	
Item Purchase	“Wish there were more preview options on all items.”	