Consolidation of the Interviews, my findings and heuristic evaluation

Pain-points
Includes user's pain-points, along with my first glance findings.

- **Header / Main menu:**
    - needs to pop, and be vivid
    - cart & account info under represented
    - Too, busy on upper banner
- **White Spaces:**
    - If we increase pagination
    - Under write review
    - Under Q&A section
- **Misplaced info:**
    - Categories in middle of page on home page
    - Sign-up information in the middle of page
- **Confusing Info:**
    - Product Name Vs Maker Brand Vs Maker Name (confusing which one is which, especially on Maker Page)
    - It doesn't clearly tell us if it's Maker's Page or Product page, leaves user's wondering!
    - Similar products from same maker barely have any distinction!
    - Share via email: logo
    - Dates on home page
- **Typeface and Size:**
    - Very tiny font
    - Digits are sub-scripted then letters
- **Video Content:**
    - Is not consistent format (intro + usage + story + personal touch)
    - Clarity about: what's the story and what product does.
- **Personal Touch:**
    - Doesn't talk about maker's personality and product desc doesn't reflect maker's personality. Misses person touch.
- **Navigation Bar:**
    - Inconsistent info representation
- **Old/basic look** and feel
    - Paragraph fonts
    - Controls: search bar, product container, buttons, tables, logo (cart)
- **Page re-load for basic interaction [**Dog's Ashes product**]**
    - Showing cart submission notification
    - Update/edit on cart reloads the page
- **Frustration**
    - Form fields loses data When you go back-&-forth
    - Email's required field **[**Dog's Ashes product**]**
    - Qnty: mouser to keyboard
    - Add multiple type of product from product page, takes me away each time.
        - [Pewta Keychain Charm]

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Suggestions

Suggestions from users with my constructive suggestions from me.

- Rating for Maker's, too
- Specs: logo or categorized
- Two liner description of the product then so a paragraph!
- Personal touch: video and the story.
- Blend of story + product → better conversion to purchase
- Can guest ask question, too!
- Rating representation: ⬤ is creative but ★ is very obvious, and eye catcher.
- Color-picket and size picker can be like others have; bit modern.
- 'Go to top' - button in longer pages.
- Enlarged view of product picture on hover-over.
- Reviews: all the way at bottom.
- Ratings just underneath the title. (anchored to detailed rating at bottom of the page)
- Cart's preview on hover.

People Loved

These are the things users loved. There could be more, but interview was structured to let me discover more problems.

- Recently viewed / Items you might like
- Logo that represent category
- ⬤ is creative instead of ★