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FAST FASHION, SLOWER USER EXPERIENCE?

An Evaluation of SHEIN Using Nielsen's 10 Usability Heuristics

THE 10 USABILITY HEURISTICS

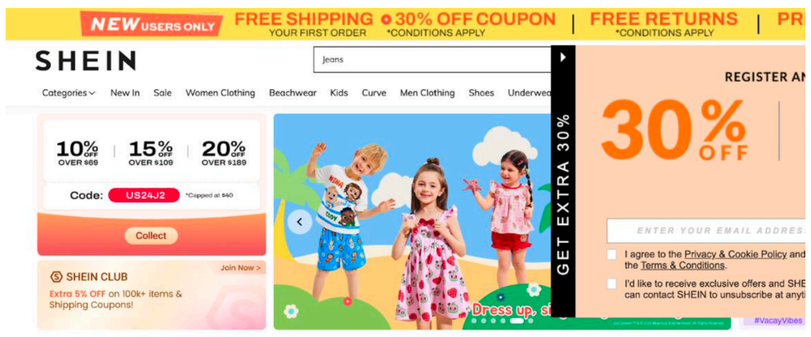
#1 Visibility of System Status
#2 Match Between System & Real World
#3 User Control & Freedom
#4 Consistency & Standards
#5 Error Prevention
#6 Recognition Rather Than Recall
#7 Flexibility & Efficiency of Use
#8 Aesthetic and Minimalist Design
#9 Help Users with Errors
#10 Help & Documentation

WHAT IS SHEIN?

The Chinese website retailer SHEIN is a prevalent e-shop platform that focuses on the distribution of fast fashion items. SHEIN was selected for evaluation due to its significant commerciality and strong presence in the e-commerce space.

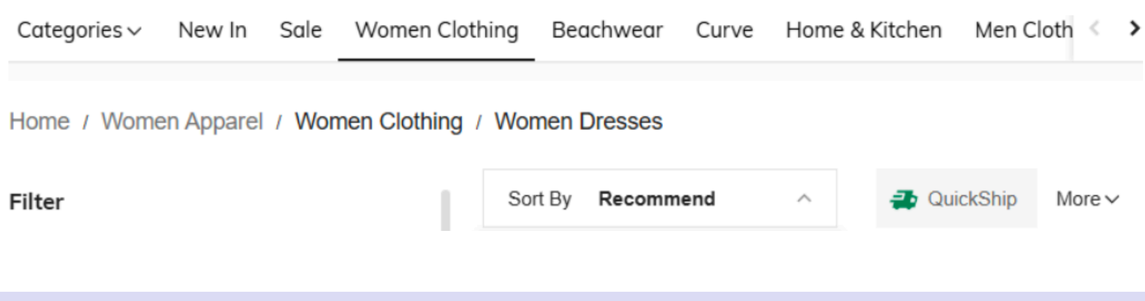
HEURISTIC #8 - AESTHETIC AND MINIMALIST DESIGN

Heuristic #8 focuses on the maintenance of simple interfaces.
The user is **overwhelmed** with advertisements as they navigate the platform which obscures main content.
The **categorical system** is oversaturated with too many options.
Severity rating: high



HEURISTIC #6 - RECOGNITION RATHER THAN RECALL

Heuristic #6 includes the user relying on the system for guidance.
The user is forced to **rely on memory recall** to locate items in the categorical system. **Breadcrumbs functionality** indicates the category in which the user resides, however not entirely accurate.
Search bar functionality includes user's past searches, general discovery section, and even query completion.
Severity rating: medium

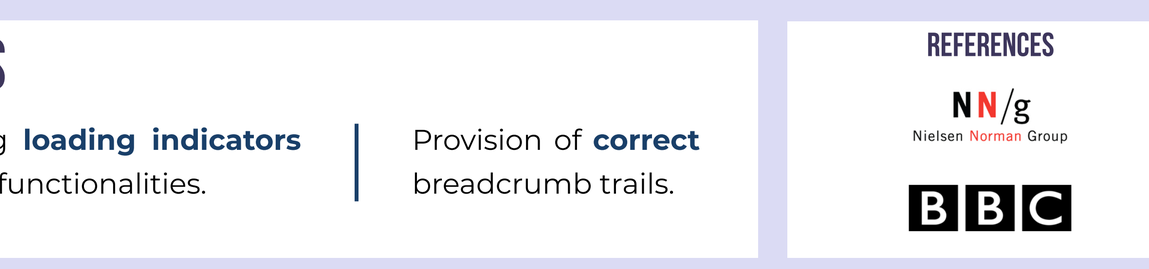


HEURISTIC #4 - MAINTAIN CONSISTENCY AND ADHERE TO STANDARDS

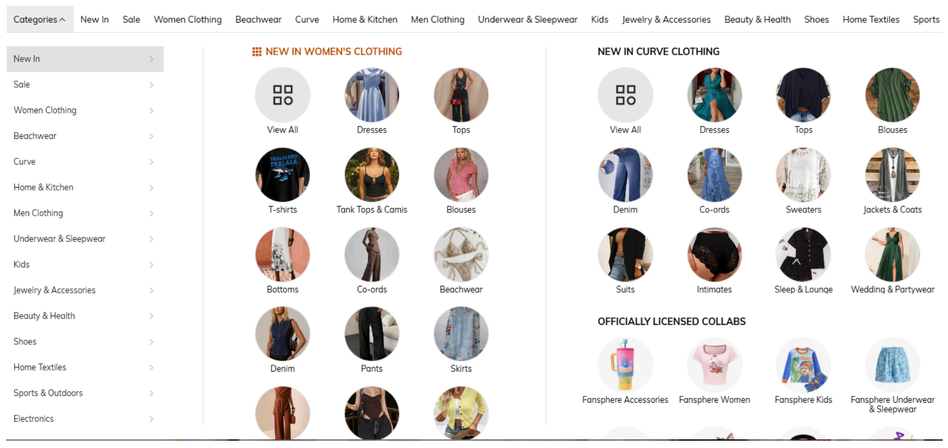
Heuristic #4 emphasizes uniformity across a site.
Visual consistency is maintained through unified site conventions. Violated in the case of the footer.
Functional consistency is not met on product pages (user is redirected to a new tab).
Internal consistency is violated in the case of the footer design, fragmenting the flow of the website.
External consistency is met through compliance with industry conventions.
Severity rating: medium

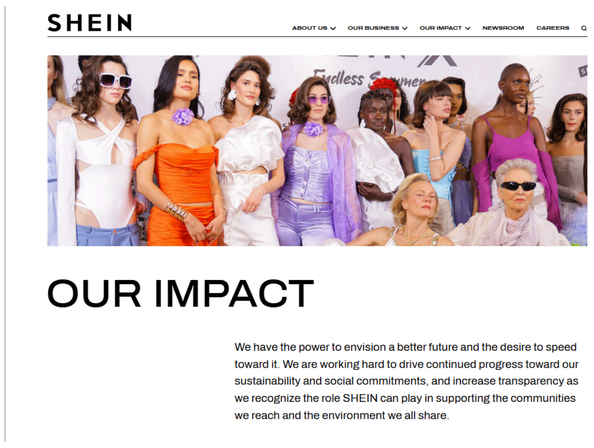
HEURISTIC #1 - VISIBILITY OF SYSTEM STATUS

Heuristic #1 concentrates on the provision of timely feedback to the user.
Heuristic violated in the case of **category functionality** (no loading spinner/progress bar) and **search component**.
Visual indicators of current category and filters applied are present.
Extensive feedback when navigating the **shopping cart**.
Severity rating: low



CATEGORICAL SYSTEM AND FOOTER PAGES





OTHER HEURISTICS

Heuristic #5 - Error Prevention
Aligned due to defaults.

Heuristic #2 - Match Between System and Real World
Implementation of symbols.

Other heuristics were not of great significance for this platform, thus were not included.

PLATFORM IMPROVEMENTS

Decluttering pages and categories.

Ensuring **conformity** across the website (especially in footer).

Streamlining **loading indicators** throughout functionalities.

Provision of **correct** breadcrumb trails.

REFERENCES

NN/g Nielsen Norman Group

BBC