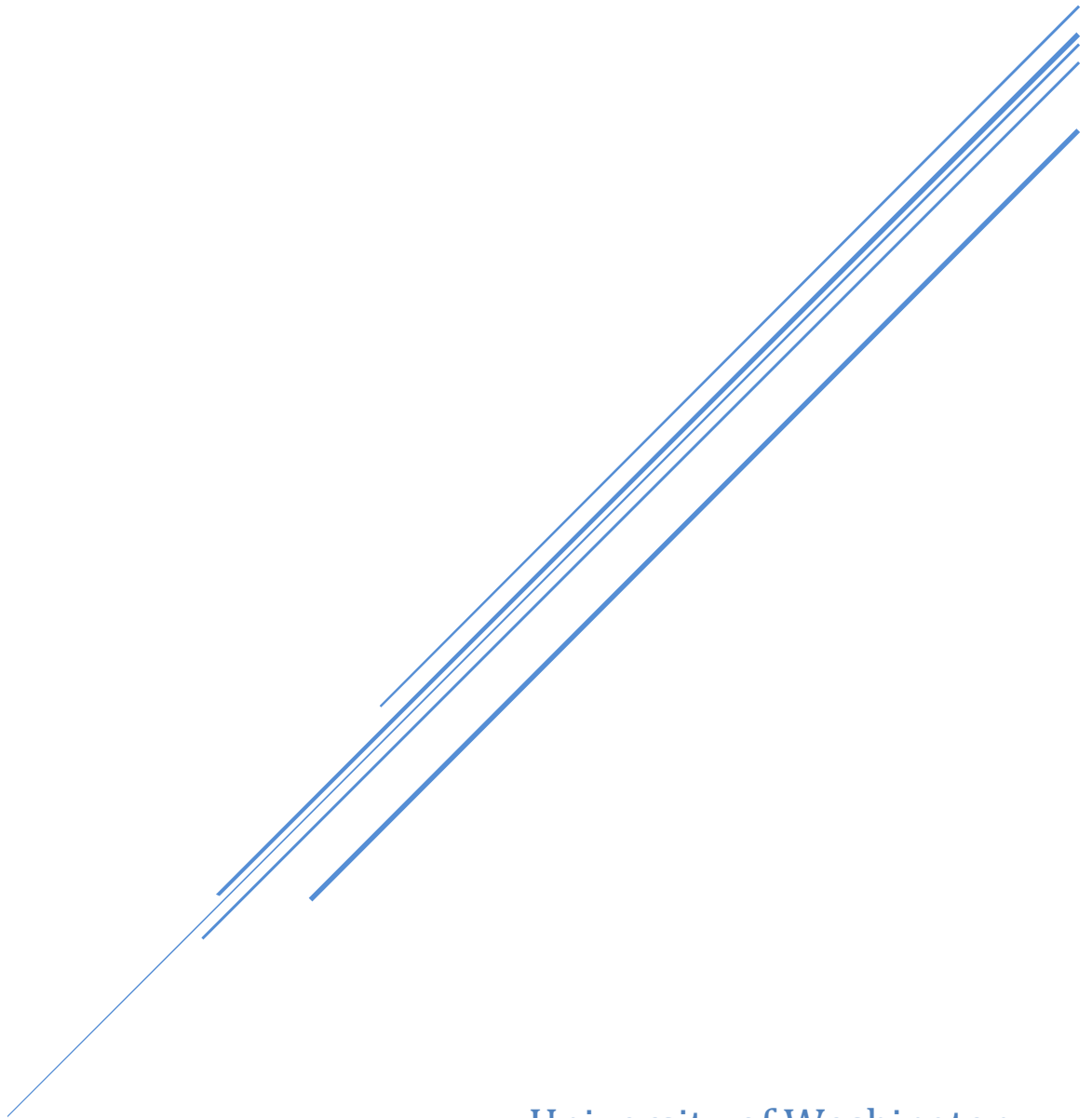


DELL WEBSITE

Heuristic Evaluation



University of Washington
COMMLEAD 510C

1. Situational Awareness

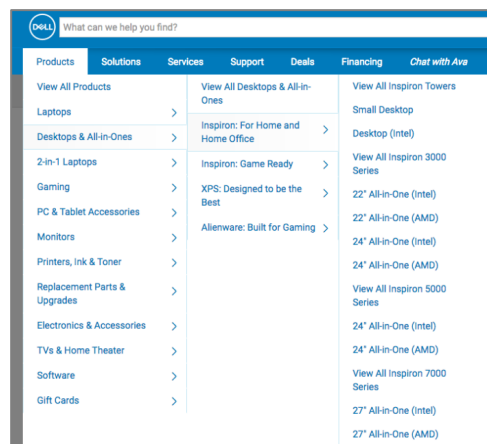
	4	3	2	1	n/a	Situational Awareness Principles
1.1		✓				Navigation titles and its associated pages correlate
1.2		✓				Pages begin with a title or header that describes screen contents
1.3		✓				Clear indication is given to the user at all times regarding their location within the site
1.4		✓				Cues are present to guide users through their workflow
1.5		✓				If multiple steps are required of the user, they are kept informed of where they are in the process
1.6			✓			Interface action consequences are clear (buttons, menus, links, downloads, redirection, etc)
Overall Score						2.8 (average score across all subcategories)

1.1a Navigation titles and its associated pages correlate

There are small differences in navigation labels across the site

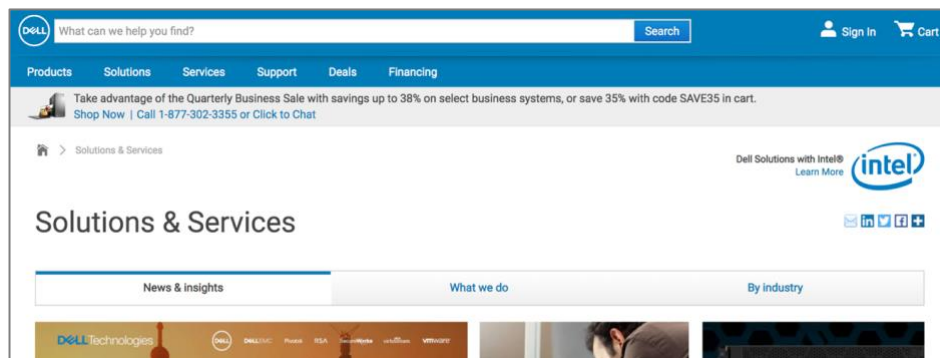
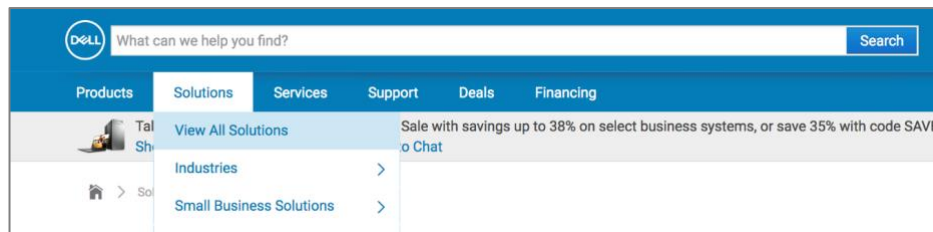
One label in the megaflyout is called Desktops & All-in-Ones, but the actual page says Desktop Computers and All-in-One PCs. Minor discrepancies but potentially confusing for the user.

Heuristic: Consistency and standards



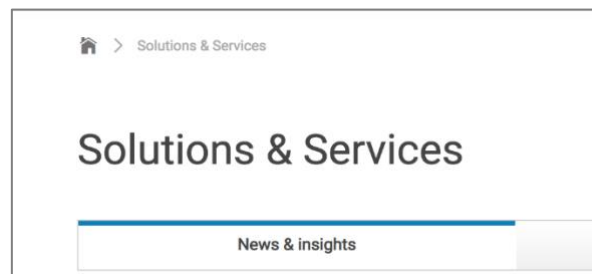
1.1b Some navigation titles are overlapped

When clicking into “solutions” category and “view all solutions”, the page headline is “solutions & services”, while “services” is an independent category.



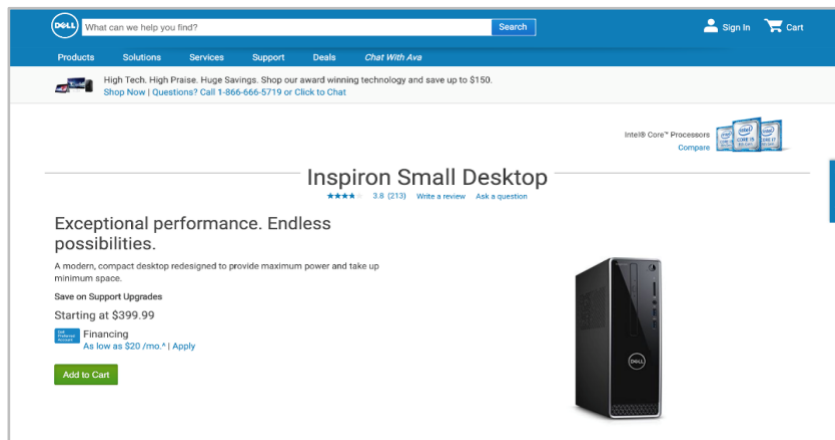
1.1c Products are straightforward, but there’s a lack of understanding between what differentiates solutions, services, and support.

The products drop down menu and front page link clearly to the product pages, but “solutions” may confuse users especially in differentiating “solutions,” “services,” and “support” because of real world expectations typically conflate these categories. When selecting “services” the page is titled “Solutions & Services” despite “Services” having its own page.



1.1d Navigation titles show correlated content

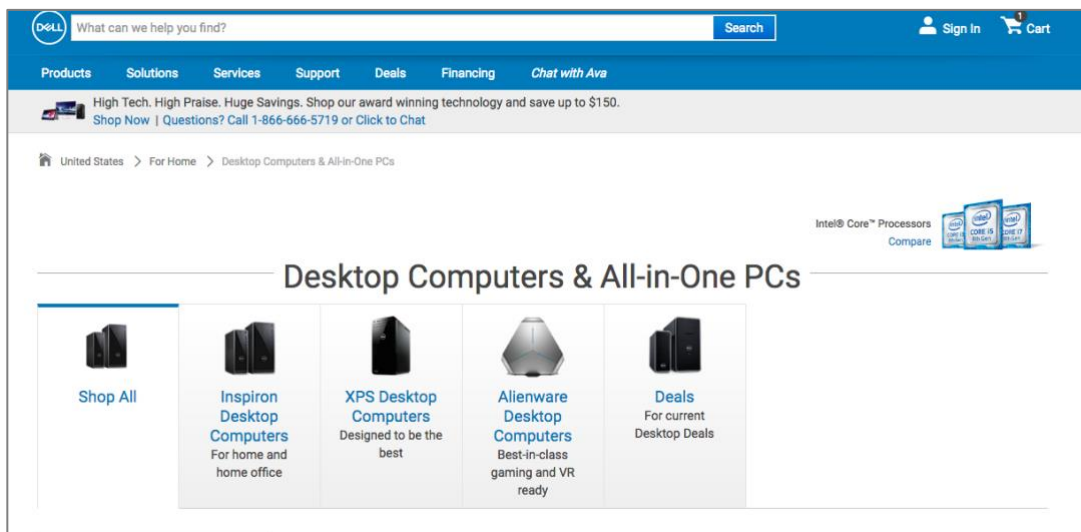
Each page has a navigation title that clearly shows the function of the page. The navigation titles usually are the result category, product name, or the payment procedure.

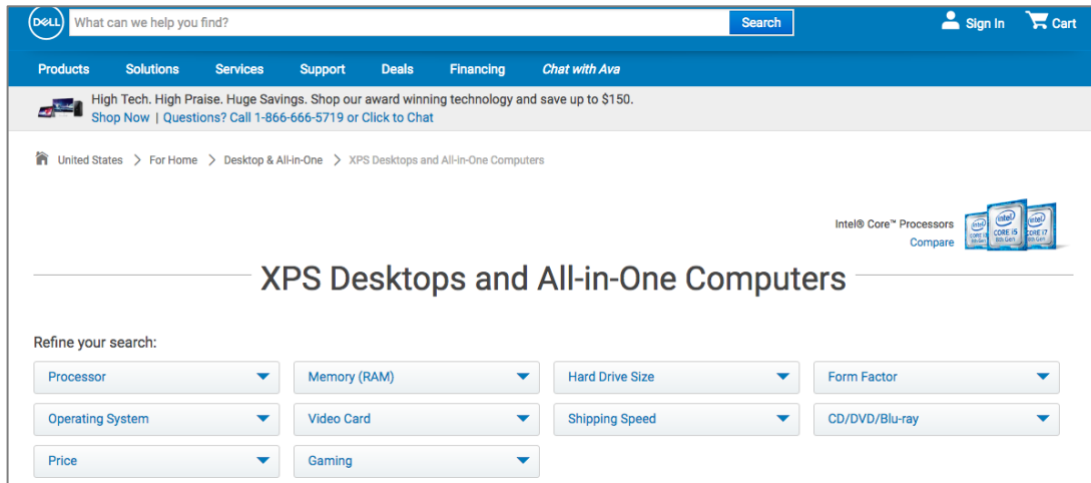


1.2a The pages I used in my user journey included product category tabs or a search filter at the top of the page—rather than a simple description of the page content.

As a result, I felt immediately lost or uncertain what to expect when I navigated to the page. There's a lot of white space between the breadcrumbs, the page title, and the page body, which adds to the confusion.

Heuristic: Consistency and standards





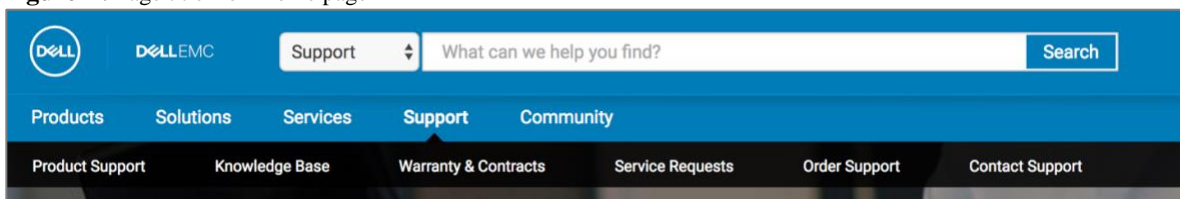
1.2b Title labeling is inconsistent

From homepage we can see the main labels include Deals and Financing. However, in the Support page, it changes to Community.

Figure A. Page title from Support page

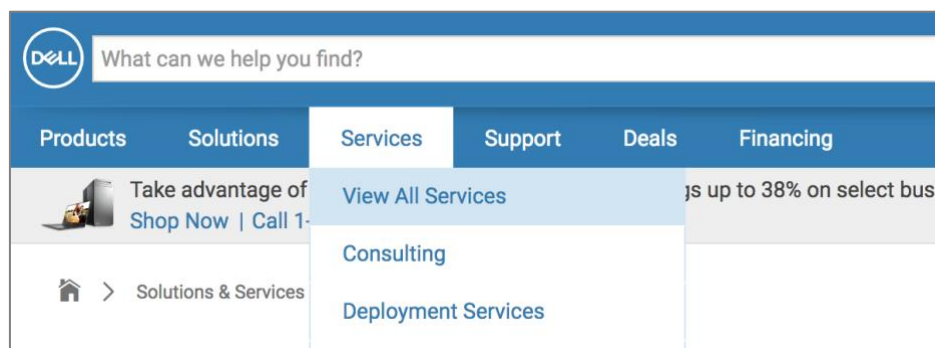


Figure B. Page title from home page



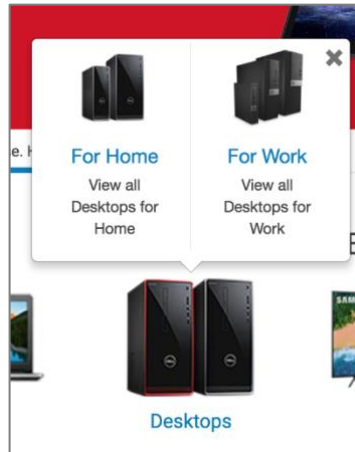
1.2c Title is inconsistent with content

The contents of “view all services” page is actually “EMC services”, which does not include all the services.



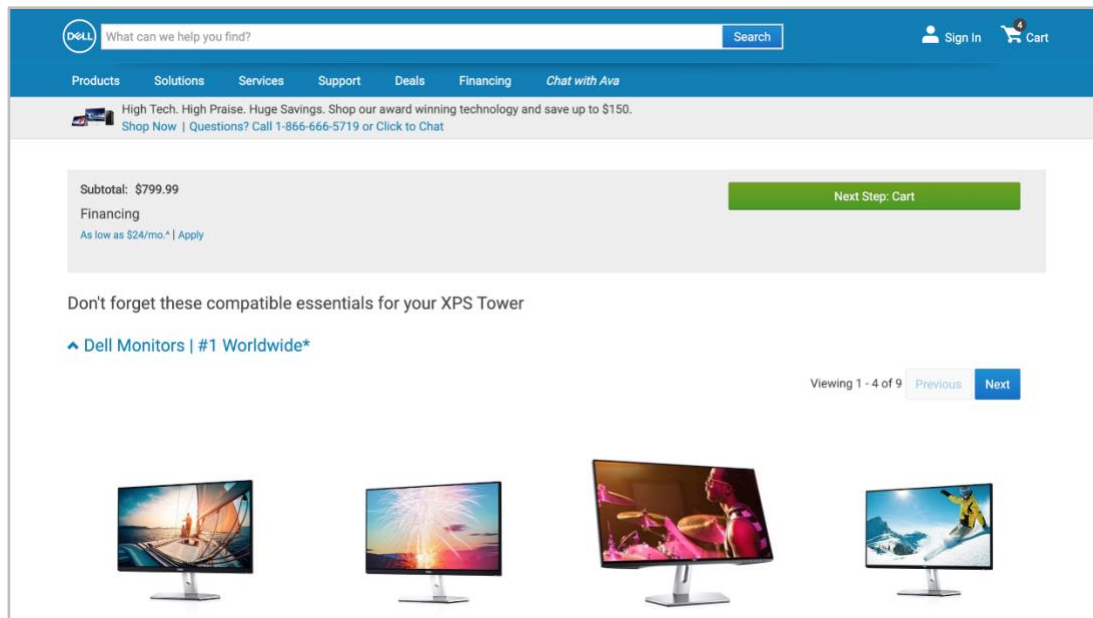
1.2d How to differentiate between “work” and “home” desktop.

Unclear as to the difference between the two, even though they contain entirely different contents, does not jive with real world expectations.



1.2e Format-consistent titles appear in all pages but the accessories page is missing a title during the purchase process

Almost all of the pages have a big and clear title on the top showing the function of the page, such as Inspiron Desktop Computers, Protect Your Purchase, Shipping Information etc. And all the titles are using the same font, font size, and lines on both sides. However, the page below doesn't have a title to tell users that this page is for accessories purchase.



1.3a The experience is inconsistent based on where you are in the site experience

The breadcrumbs are effective in the main site experience; however, after I click the Customize & Buy option for a product, the breadcrumbs disappear—it feels like a separate site.

Figure A. Main site experience

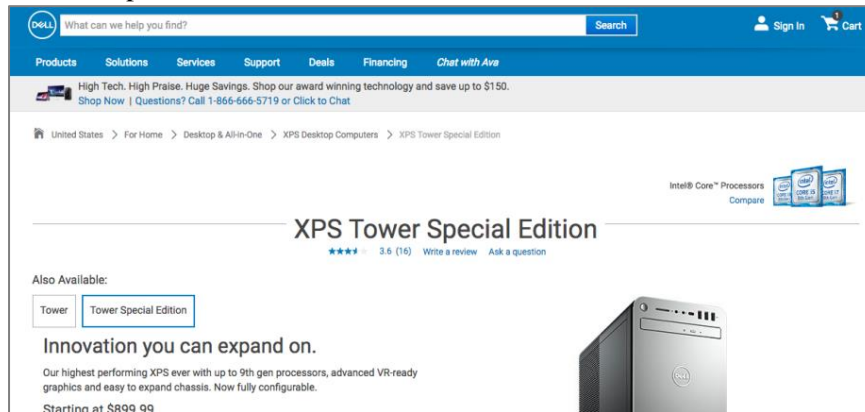
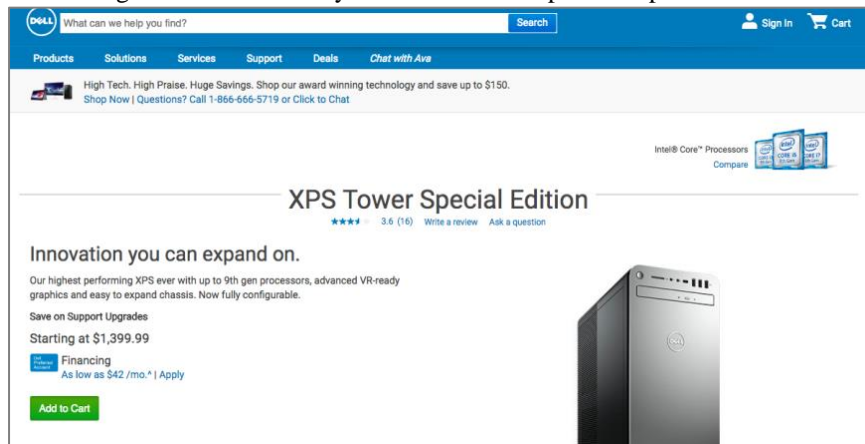


Figure B. After clicking a Customize & Buy button to start the purchase process



1.3b Some titles do not show the path clearly where the user clicks from

Whether user clicks from solutions or services, the paths are the same: home→solutions & services→... Users can easily miss where they came from.

Figure A. Screenshot from service category

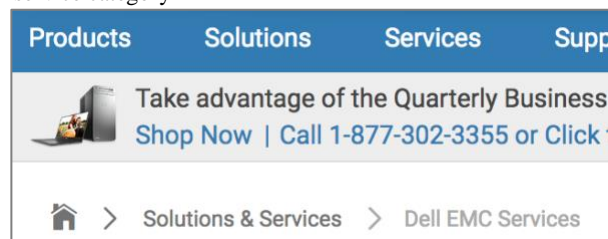
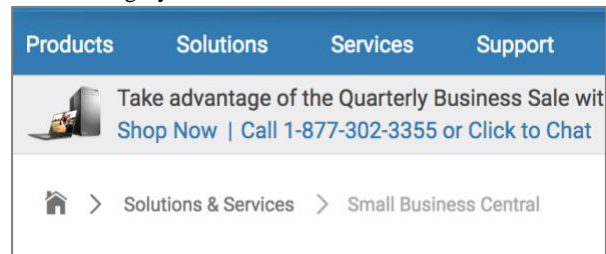


Figure B. Screenshot from Solution category

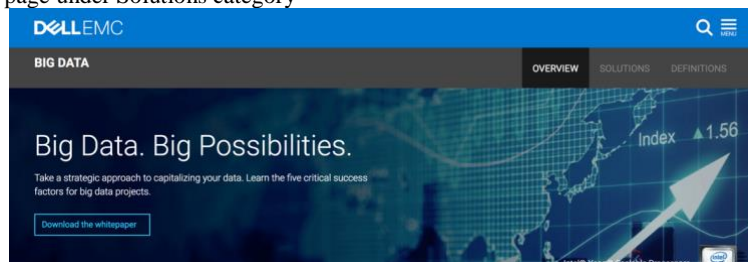


1.3c Some navigations are missed

When clicking the Big Data under solutions category, it turns to a whole new page, like the screenshot below. Without any clue that show the connection between big data page and main Dell page, users can hardly find a way to go back to main Dell pages.



Figure B. Big Data page under Solutions category



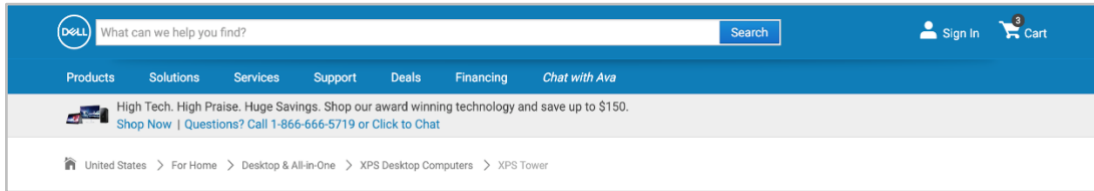
1.3d Site provides updated breadcrumbs as to the user's location.



1.3e Breadcrumbs are absent during the customization process

Breadcrumbs appear on the top of the page when users are exploring products and when users are in the check-out process. However, when users customize their product like add damage service and add accessories to the cart, the breadcrumbs disappear on the pages. The screens just show "Next step:

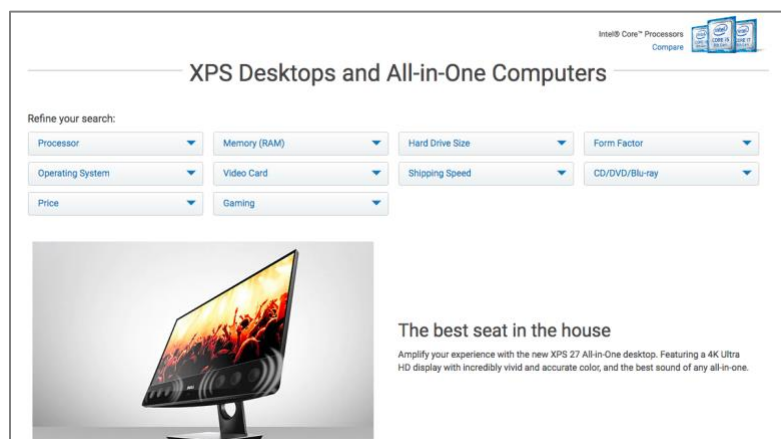
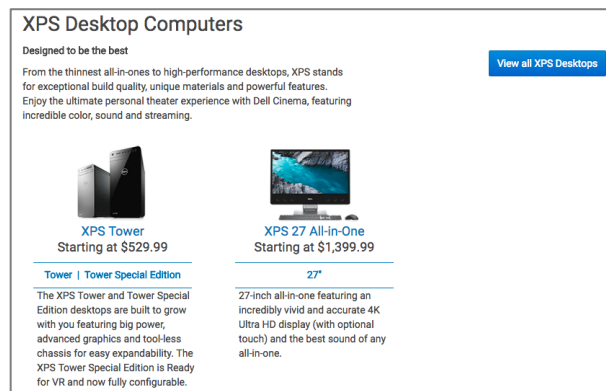
accessories” and “Next step: cart” for users to go the the next actions. Users may lose the location within the site and don’t need how many steps they need to complete a purchase.



1.4a The main site pages offer simple cues. The in-depth product category pages include extraneous content that creates some confusion.

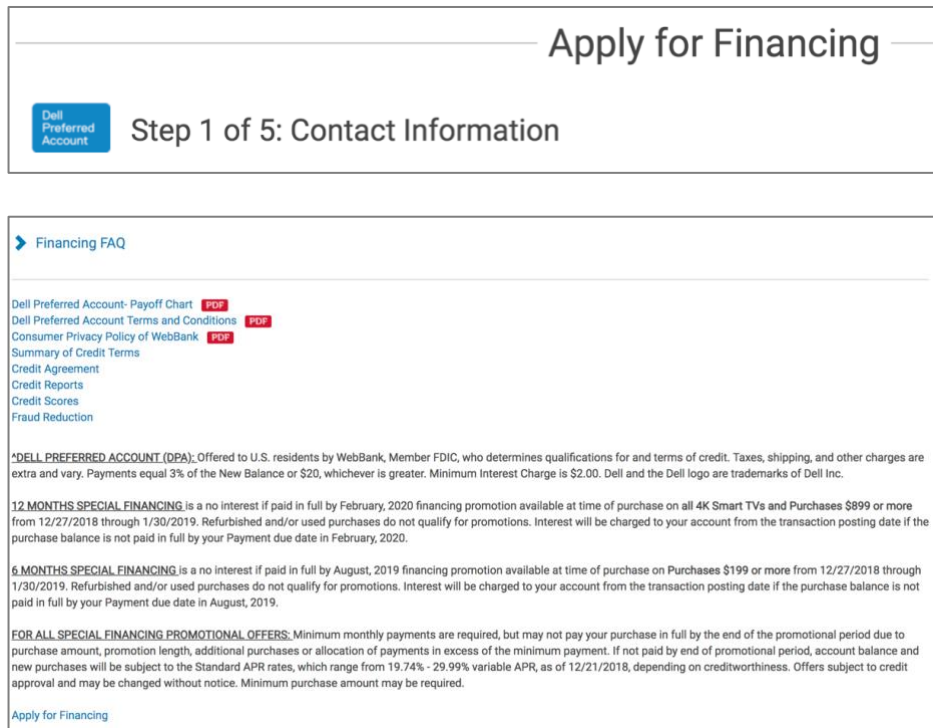
On the home page, the cues are simple and valuable. The experience breaks down when you reach the Desktop section of the site—there are buttons that lead to pages with repeated content and marketing copy that doesn’t seem relevant at that point in the user journey. The second page is very long and requires lot of scrolling to get to product information.

Figures A and B. The blue button in Figure A leads to the page featured in Figure B.



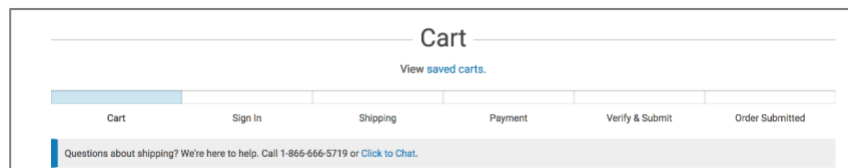
1.4b Cues are provided, but some of them are hard to find

When applying for credit, users can find information by those documents. But you should download them to view instead of view them directly.



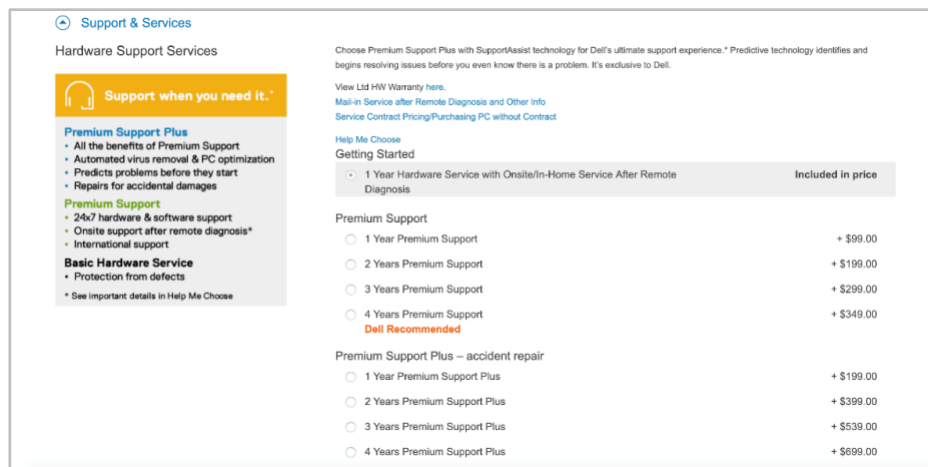
1.4c Check out process is outlined step by step

Users are given control over which parts they are working on and allows them to see where error may have occurred.



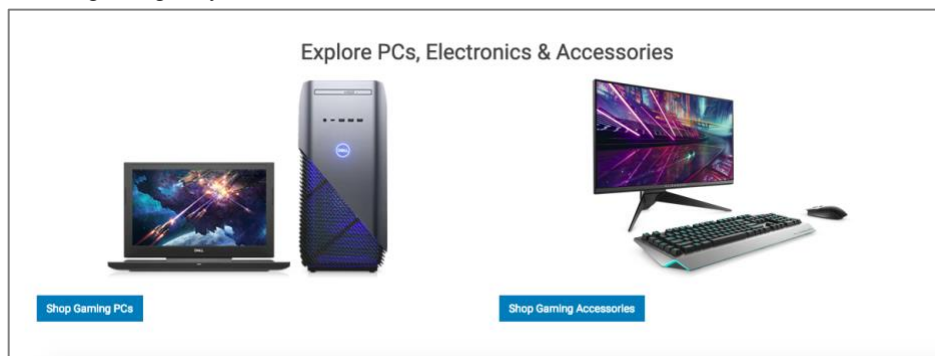
1.4d Unclear guidance for choosing hardware support service

First, The call-out box on the left side explains the differences among the three service packages, but it is text-heavy and the color for each package doesn't reflect on the right side where users need to make a choice. Those design can make users have problems figuring out which service package they should choose. Second, there is a "Help Me choose" function on the page that gives more details about the differences among those three packages, but its design looks like a regular link, not very eye-attracting, which make the business lose the opportunity of selling more service package to users.



1.4e Unclear section title and name of the buttons:

The section seems like for “explore different kinds of PCs and Accessories”; however, the call to action button is for gaming only.



1.5a A clear process isn't provided until the user reaches the Cart section. More visible steps would be valuable in the Customize & Buy experience—between the main site pages and the Cart experience.

The breadcrumbs disappear when you decide to customize/buy a product. There's no easy way to navigate back to a previous screen in the Buy process, except with the Back arrow. The cues to move forward in the process are pretty clear, however. When you actually get to the Cart experience, then the site provides a clear breakdown of the steps and where you are in the process.

Figure A. Shows no breadcrumbs or progress bar in the Customize & Buy experience

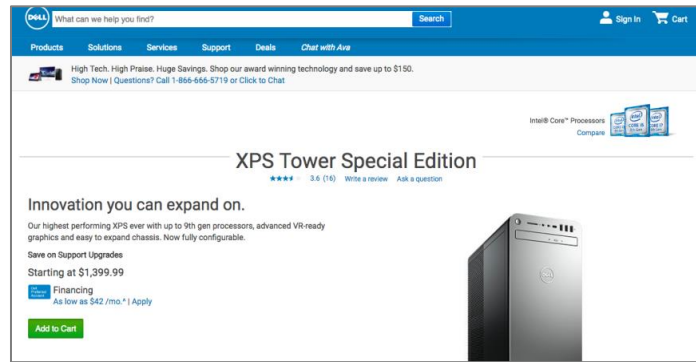
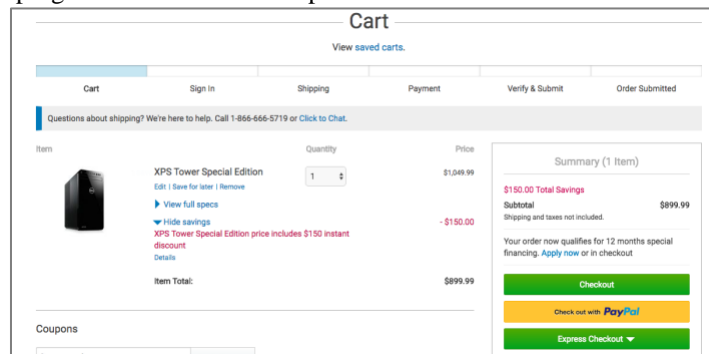


Figure B. Shows the progress bar for the Cart experience



1.5b Users are reminded for where they are, but not fully informed

When apply for financing, users can know they have to complete applications by 5 steps and can know what the next step is. But they cannot know what information needed in further steps.

Figure A. Instructions for applying credit

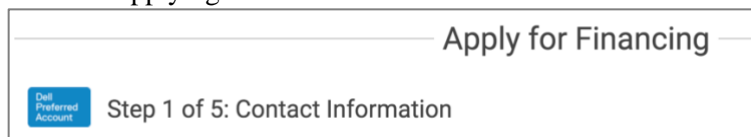
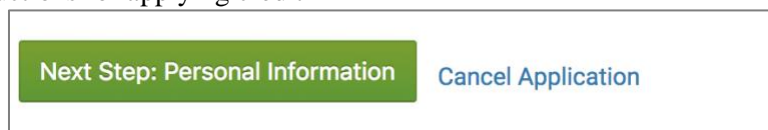
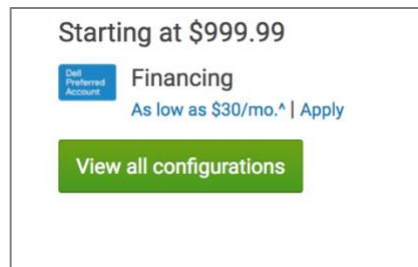


Figure B. Instructions for applying credit



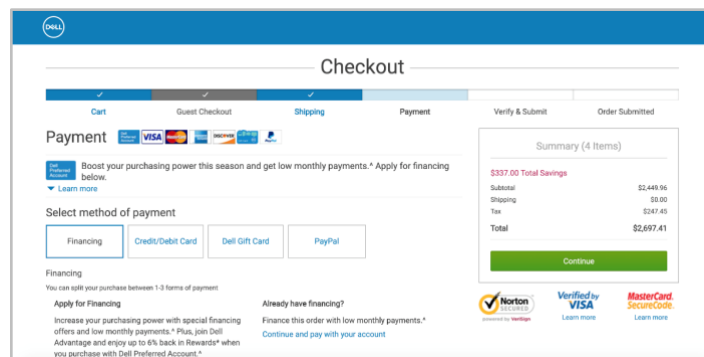
1.5c Buying options are buried but require an additional click-through that is unclear.

The “buy” option isn’t immediately available. Users have to click-through and pick a configuration of the desk top first, which may prove confusing for first time users and goes against the conventional inclusion of an “add to cart” button.



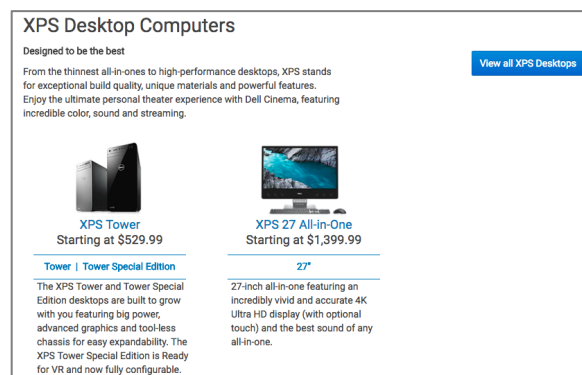
1.5d The progress bar is helpful for users to track where they are in the checkout process

On the top of the page, the page lists the fix steps users need to go through to complete a payment. And UI also uses different colors to tell users where they are, what has been completed, and what is unable to go back.



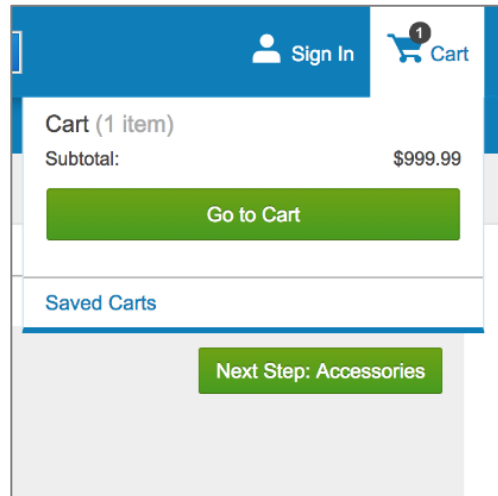
1.6a Overall, labels match the expected action—except with the View All buttons in the main product categories pages

Overall, the labels seem to match the expected actions, with one exception: the View All buttons on the Desktop page. The View All buttons suggest that the related page will include a list of the products with in-depth details. Instead, the View All page includes lengthy marketing copy/photos and similar product content to the previous page. Because the View All buttons aren't clear, I have to remember not to click them (because the user experience is stressful).



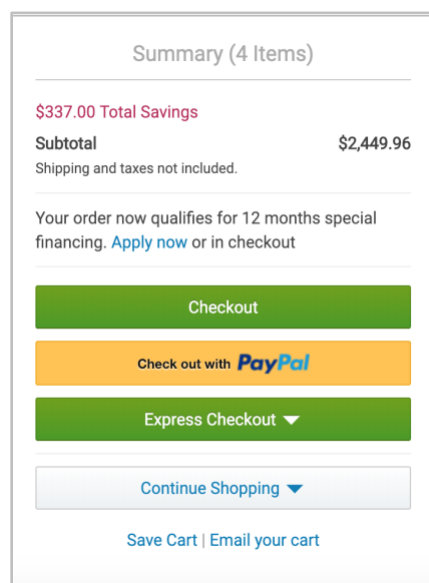
1.6b Clicking on the cart does not lead users to the cart.

Nor does it show the item. Users instead have to click “view cart” which is inconsistent with real world expectations.



1.6c Check out buttons cause confusion

On the first page of the checkout process, users have three options for check-out. But there is no explanation about what express checkout is. And “check out with PayPal” should be an option in the payment section, so users will have a check to log in or create an account and fill out their shipping information. However, if users click “check out with PayPal” on this page, they will direct to PayPal page without filling their shipping info and account info.



1.6d The pop-up doesn't fully explain the consequences of actions when users want to leave the checkout process

If for some reasons users want to leave the checkout process, there will be a pop-up on the screen that asks users to take actions. When users choose “Shop All Products” or “Shop Electronics & Accessories”, users may worry if the system will keep the information they just put into the system and the customization choices they just made, so they may just finish the order right away without adding more products or they just leave the site. In fact, the system will save the shopping cart and keep the record, so users can go back anytime to finish the checkout. But the pop-up doesn't let users know their cart and info have already been saved.

Are you sure you want to leave checkout?

✕

What would you like to do?

Shop All Products

Stay in Checkout

Other options:

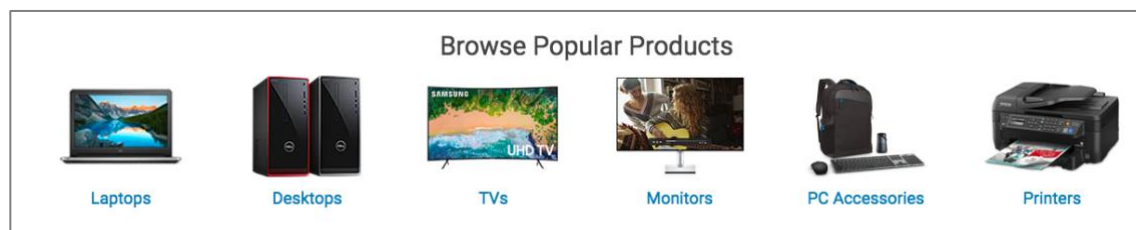
- [Shop Electronics & Accessories](#)
- [Return to cart](#)

2. Support Mental Models

	4	3	2	1	n/a	Support Mental Models Principles
2.1		✓				Appropriate user experience metaphor has been used
2.2			✓			Menu choices are ordered in the most likely way to be logical and coherent to the user
2.3			✓			Application aesthetics are appropriate and in context for the user
2.4			✓			Tasks are described in terms familiar to the user
2.5			✓			Interactions are consistent & expected with targeted users
Overall Score						2.2 (average score across all subcategories)

2.1a The home page uses an identifiable metaphor. The experience deeper in the site is unique and not intuitive.

The general product categories on the home page work really well—I didn't need the main megaflyout to navigate deeper into the site. But I struggled with the UX on the product pages. The View All buttons did not match the typical experience on other sites I'd used.



2.1b The basic layout and design of the page fits the habit of users

Over the top of the page, there is the search bar. Also Sign in and Cart. The main parts of the homepage are three promotion ads which tell users the deal of the day and what is popular now.

Inspiron Desktop Computers

For home and home office

Desktops and all-in-ones that combine productivity and entertainment with the latest processors, ample storage space and immersive Dell Cinema.

[View All Inspiron Desktops](#)



Desktops
Starting at \$429.99

[Small Desktop | Desktops](#)

With the large hard drives and expandability of the Inspiron Desktop, you'll never be pressed for storage space. Space-saving desktop design perfect for small spaces and ideal for expandability.



3000 Series All-in-One
Starting at \$399.99

[22" | 24"](#)

All-in-ones featuring the latest processor options, ample storage and ports, and all of the essentials for everyday computing.



5000 Series All-in-One
Starting at \$679.99

[24"](#)

All-in-ones with an elevated design and a variety of upgrade options for what matters most to you.



7000 Series All-in-One
Starting at \$999.99

[27"](#)

All-in-ones featuring premium



Gaming Desktops
Starting at \$649.99

[Inspiron Gaming Desktops](#)

Gaming desktops featuring

2.2a The order of the page labels on the site isn't clear. I suspect that it's ordered by popularity. I only searched for desktops, so the order didn't impact my user experience. Provide additional detail as well as referencing the heuristic that was at issue.

Dell What can we help you find?

Products	Solutions	Services	Support	Deals	Financing	Chat with Ava
View All Products			View All Desktops & All-in-Ones		View All Inspiron Towers	
Laptops	>		Inspiron: For Home and Home Office	>	Small Desktop	
Desktops & All-in-Ones	>		Inspiron: Game Ready	>	Desktop (Intel)	
2-in-1 Laptops	>		XPS: Designed to be the Best	>	View All Inspiron 3000 Series	
Gaming	>		Alienware: Built for Gaming	>	22" All-in-One (Intel)	
PC & Tablet Accessories	>				22" All-in-One (AMD)	
Monitors	>				24" All-in-One (Intel)	
Printers, Ink & Toner	>				24" All-in-One (AMD)	
Replacement Parts & Upgrades	>				View All Inspiron 5000 Series	
Electronics & Accessories	>				24" All-in-One (Intel)	
TVs & Home Theater	>				24" All-in-One (AMD)	
Software	>				View All Inspiron 7000 Series	
Gift Cards	>				27" All-in-One (Intel)	
					27" All-in-One (AMD)	

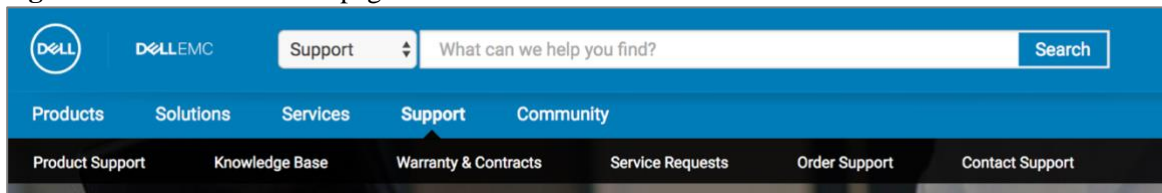
2.2b Main menu looks not the same from different pages

Having these elements on either side of the page can confuse users, making the site harder to navigate through.

Figure A. Menu from Support page

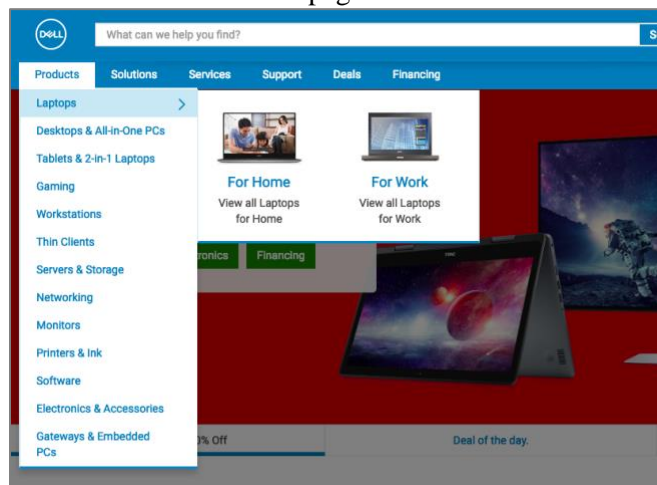


Figure B. Menu from home page



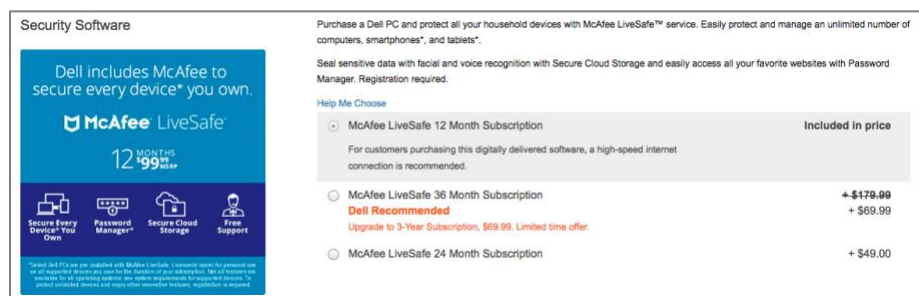
2.2c Unclickable button that could not fits user needs

If a user cannot tell the differences between for home and for work laptops and just wants to view all laptops and make the comparison, there is not “view all” button and they have to choose either for home or for work and then continue to detailed pages.



2.3a The application aesthetics themselves worked fine for me. No distractions.

The site has a pretty minimal design, with monochromatic company colors. There are ads during the Customize & Buy workflow, which added to the noise of the page. But I could still navigate to the information/steps that were relevant to me.



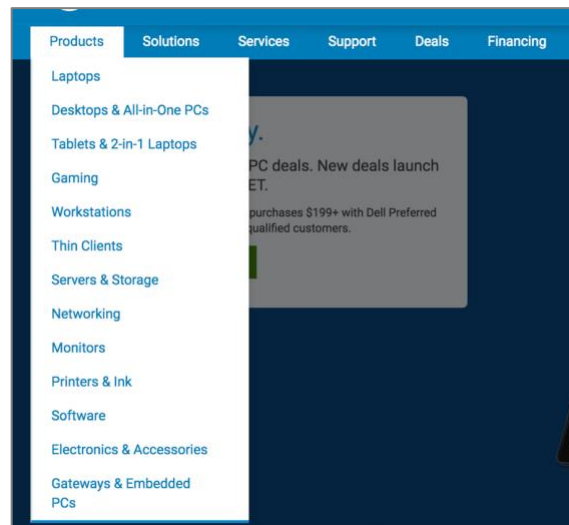
2.4a Branded product categories likely won't resonate with non-Dell users.

I was so happy to see the simple product categories on the home page and immediately discouraged when I saw the labels on the product category page. I struggled a great deal with the branded product categories—there was no easy way to learn what they meant without becoming overwhelmed by all the options.



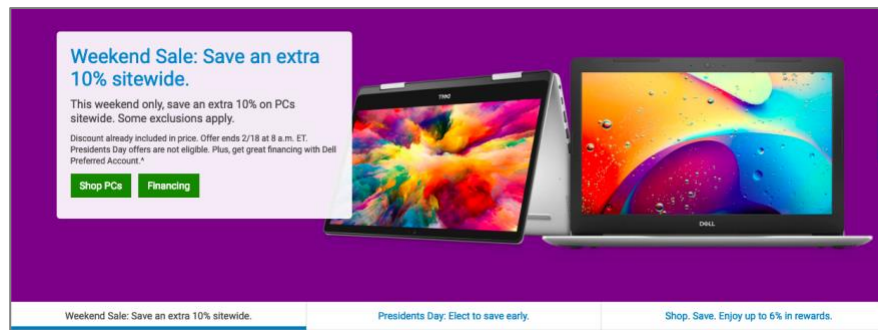
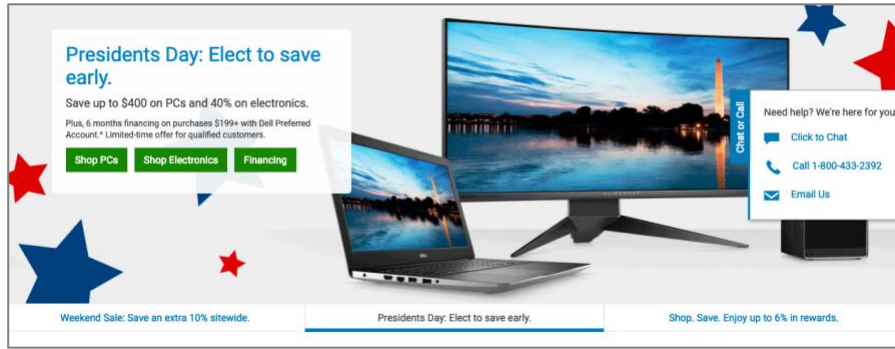
2.4b Language used speaks to the analyst but not always for other personas

Some terms are very professional and probably very easy to be understood by the majority of users.



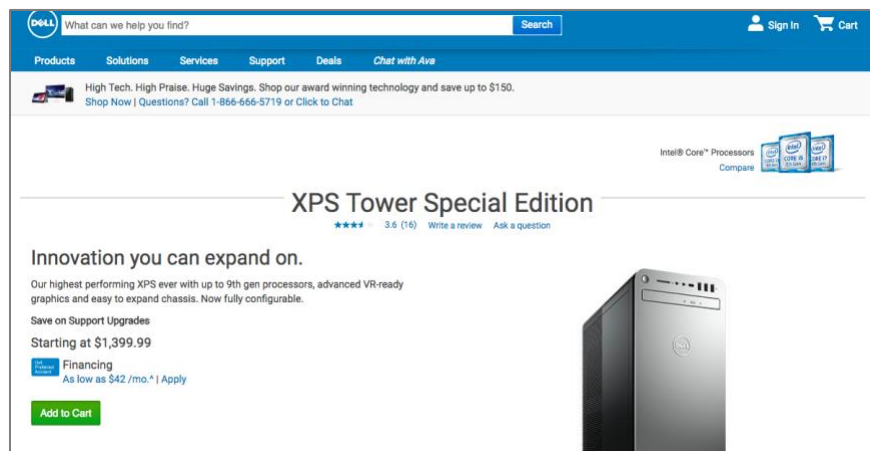
2.4c Did not use clear language to “call to action”:

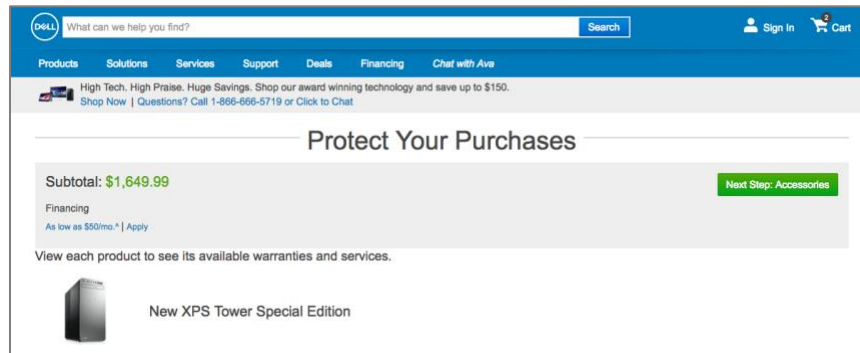
Questions may from users: “What’s the differences between PCs and Electronics? What’s DELL advantage? If I choose to finance, I cannot enjoy the deals?”



2.5a The basic steps and workflow include universal site components. The poor choice of page labels and the excessive product details detract from those intuitive elements The home page includes general, descriptive product categories that are easy to use. The site includes Next Step prompts, Add to Cart buttons, Customize & Buy buttons—these are all easy to navigate. The View All experience is the largest pain point, at least from my (beginner user) perspective.

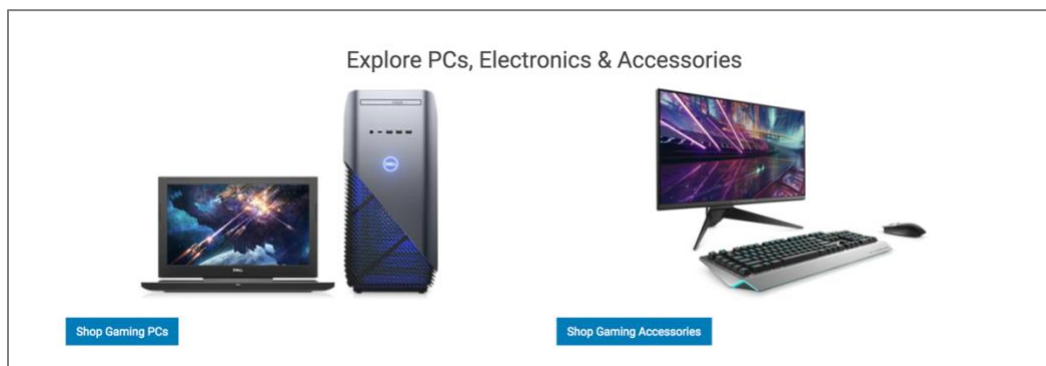
Figures A – C. Show components that are working—because they’re universal to most site experiences





2.5b Terms are inconsistent in its usage

In the example shown below, the title is “explore PCs, Electronics & Accessories”. And the CTA turns to be “Shop Gaming PCs” and “Shop Gaming Accessories”. Not only does it lose the “electronics” part, but also confused users by mentioning “gaming”.



3. Support User Goals

	4	3	2	1	n/a	Support User Goals Principles
3.1			✓			The navigation scheme and layout actively supports the user's goals
3.2			✓			Interactions support user's goals - there are no unnecessary or missing steps
3.3			✓			Adequate explanation is given for tasks that require it
3.4		✓				All information a user needs is available at each stage of a given workflow
3.5			✓			There is a clear hierarchy in the primary calls to action
Overall Score						2.2 (average score across all subcategories)

3.1a Higher-level navigation is simple, with good cues in the page body. Lower-level navigation is too complicated to effectively support all users. Site language expects users to already be familiar with Dell's products—navigation labels use branded language rather than simple, descriptive words. Some of the products (e.g., desktop gaming options) are available in multiple product categories; for a beginner user, this may be confusing/overwhelming. The home page has simple cues for where to go next, based on my goals. I only referred to the megaflyout menu after I got stuck on the Desktop Computers & All-in-One PCs and the View All pages. Unfortunately, the megaflyout wasn't much help at that point. The site seems targeted to more experienced (Dell) users. It isn't designed to teach others about Dell products or help someone new to computers identify a good option for their unique needs.

Figure A. Shows simple visual cues in the body of the home page—easy to find and select the Desktops section.



Figure B. Shows navigation options in the site's Desktop section—branded labels, ambiguous descriptions.



Figure C. Shows that megaflyout information changes on the lower-level pages.



3.1b Some of the layout does not benefit the user's goals. When calculating payment, the title “sample annual percentage rate” are hidden by “24.99%”. Users need to slide the icon to see the whole sentence. And the calculating method is hard to understand.

Payment Calculator ✕

See how financing could work for you. Use this convenient tool to estimate your payments.

Subtotal \$ 269.99

Sample Annual Percentage Rate (APR) 24.99%

Your estimated payments

Did you know? By paying more than the minimum payment, you can shorten your payoff term.

	Monthly	Payoff Term	Total with Interest
Minimum payment	\$20.00*	16 Months	\$318.90
Add \$50.00 to minimum payment	\$70.00*	5 Months	\$283.32

[Estimate Payments](#) [Apply for Financing](#) | [Learn More](#)

3.2a No critical steps are missing, but it's hard to navigate through the steps because there's so much product information. The Desktop section of the site includes unnecessary lower-level pages that complicate the user's process. Each category within the Desktop section has a blue button with the label "View all." Clicking the button navigates you to a long, text-dense, marketing-focused page about the products. Much of the actual product info seems the same as the first Desktop page. I got stuck on this page for a LONG time—I felt so overwhelmed that I probably would have left the site and not purchased any products (had I actually intended to buy a home desktop).

Figure A. Shows the blue button that navigates to a separate experience with more information about each desktop computer category.

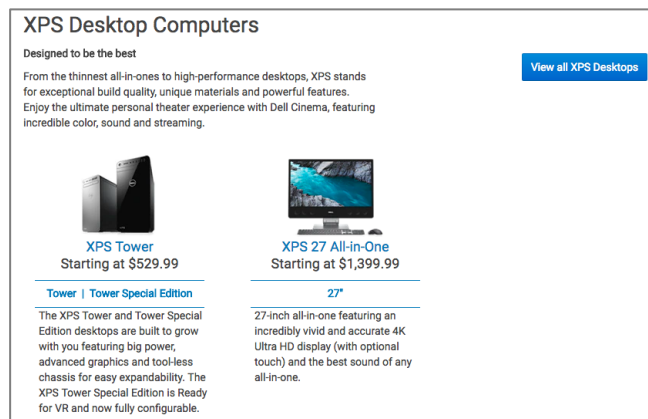
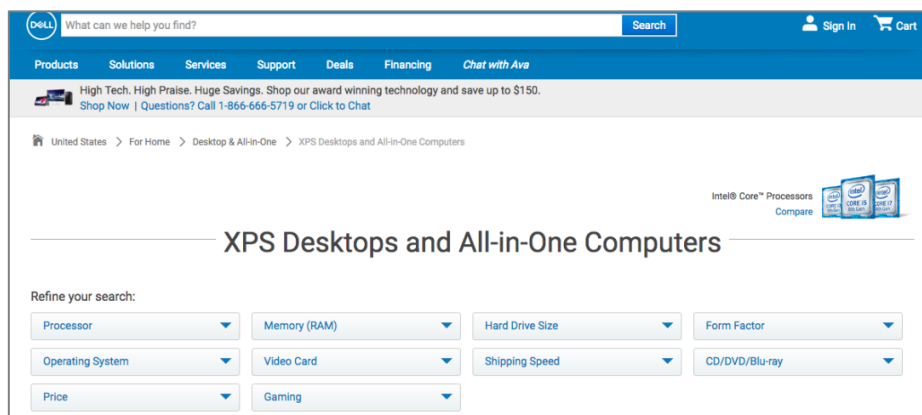


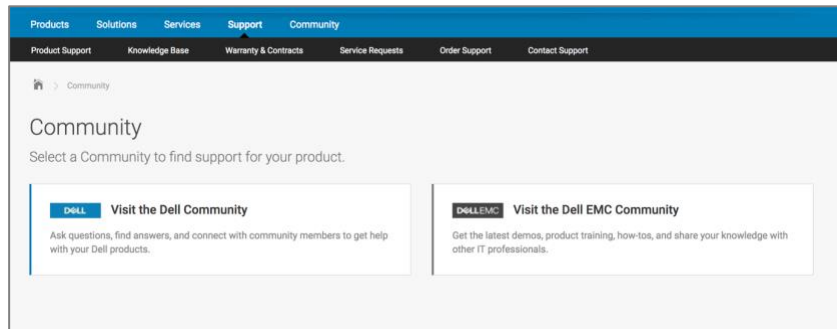
Figure B. This is what you see when you click the blue button. You must immediately scroll to view information. The page is full of marketing material and large photos that require yet more scrolling.



3.2b Some information provided is not accurate


When customers click the "community" and view "community" page, the black arrow does not point to the word "Community", instead, it still remain on "support" menu.

Figure. Black arrow in "Community" page




3.2c Confused the information and unorganized subpage: (mixed of “learn more and buy now”)

There is always a call to action for comparing different systems. However, when click the button, it makes users more confused and do not know what’s for or what to do for next.



Intel® Core™ Processors
Compare

Check out the Latest Intel® Core™ Processors and Technologies



The Most Powerful Generation of Intel® Core™ Processors


Introducing the NEW 9th Gen Intel® Core™ desktop processors family - the most powerful generation of Intel® Core™ desktop processors family. Whether your customer is a gamer looking for a fantastic in-game experience with the performance headroom for smooth live streaming and seamless highlights recording or a creator that is ready to do more creating and sharing, less time waiting, this new generation of processors is ready to take them to that new level.


[Buy Now](#)

Intel Optane Memory

With Intel® Optane™ Memory your computer becomes more responsive to you by memorizing your frequently used commands for a faster, smoother, and easier user experience.

[Learn More](#)





2-in-1 Tablet when you want it. Laptop when you need it.


A Dell 2-in-1 is the combination of a tablet and a laptop. A hybrid product showcasing the best of both worlds, 2-in-1s are thinner and sleeker than a laptop, and come in a variety of models for conversion, including detachable keyboards and flip top displays.

[Learn More](#)

Superior Gaming

Showcasing the Intel® Core™ i7 processor Extreme Edition – Step into a different world. Immerse in another dimension with crisp details, realistic movements and smooth transitions.

[Learn More](#)



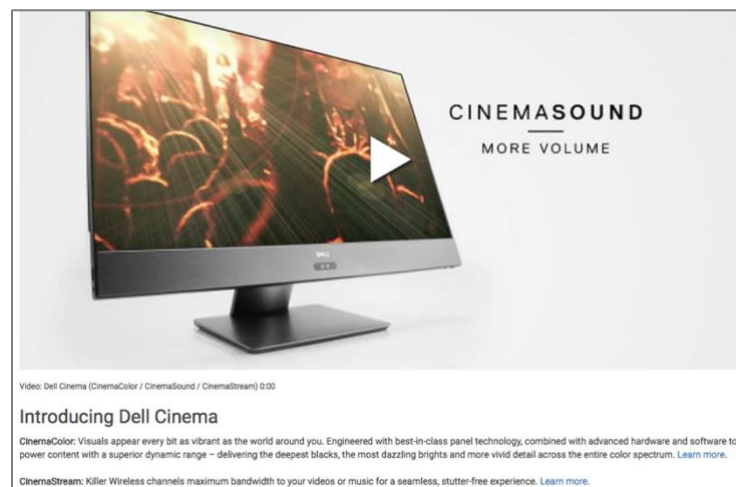
[Chat or Call](#)

3.3 The Desktop section includes far too much information to navigate the research/buying process quickly (and without frustration) Too much information. Branded labels. Ambiguous descriptions for product categories. New users could really benefit from a questionnaire or other tool to help determine the right product features for them.

Figure A. Shows the branded labels on the Desktop Computers & All-in-One PCs page.



Figure B. In the middle of the View All XPS Desktops page, there's an ad for this cinema display. (I'm pretty sure this is not a desktop computer.) More scrolling, and now I'm confused about what I'm supposed to gain from this page.



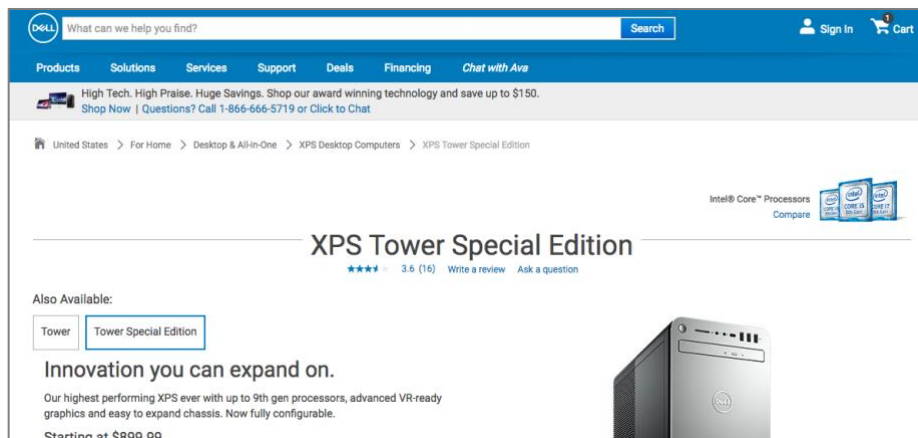
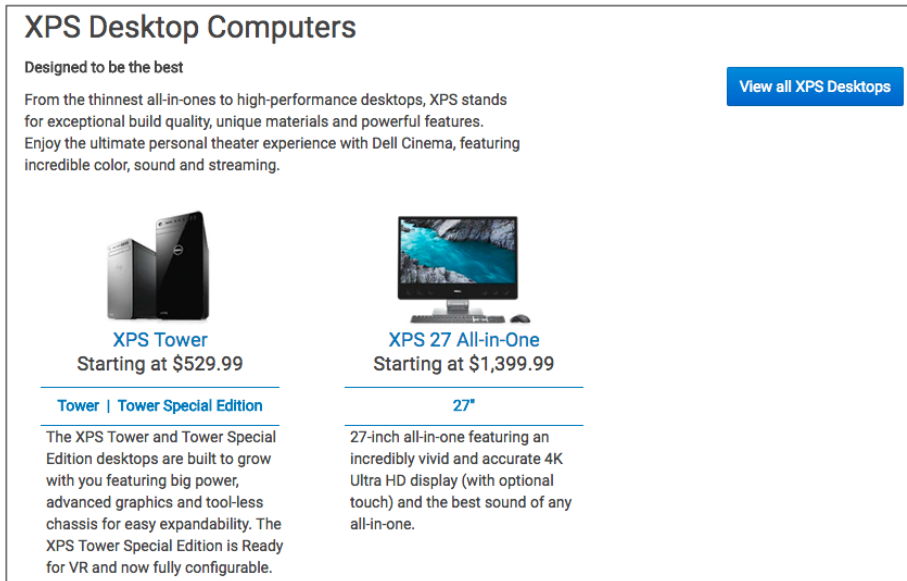
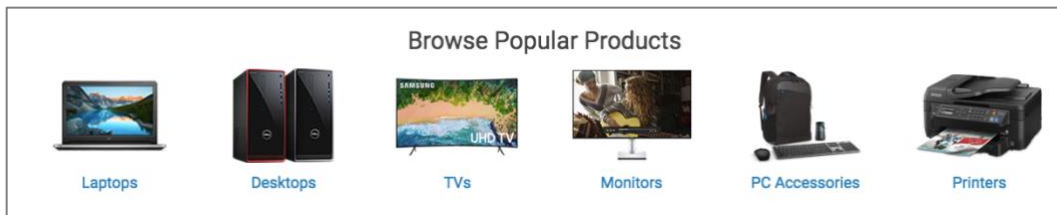
Users can find the information they want but need some time

All the related information can be found in the page. But the design of the page is not clear enough. There is too many information in one page. Users need extra time to figure out which one is the useful information.

3.4a Each workflow includes the information the user needs to buy a product—if the user can avoid becoming overwhelmed by the amount of product detail

The user is able to research product details, select products of interest, customize a product, and then buy it. The basic structure of these workflows is pretty intuitive. But I got stuck because of the amount of information provided on the product pages. The steps between seeing the product configurations and adding the product to the cart could be simpler.

Figures A – G. The following screenshots show the basic steps in the workflow to buy a desktop.



3.4b Some key information is missed

For example, when user see a good deal and click from the “Deals” page to product page, there is no reminder for users about the deal. There is no coupon code, neither the percentage of discount near the price.

Figure A. Coupon code provided in Deals page

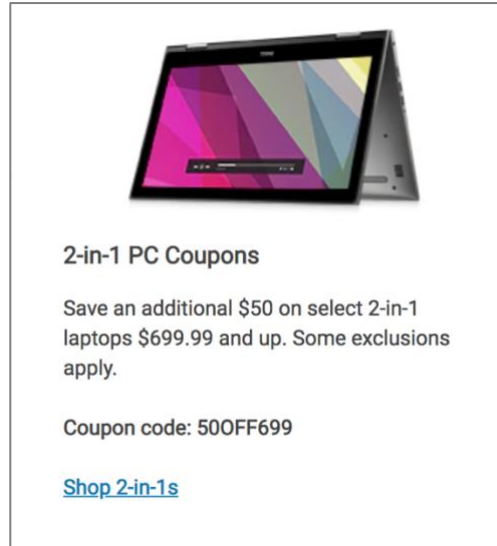
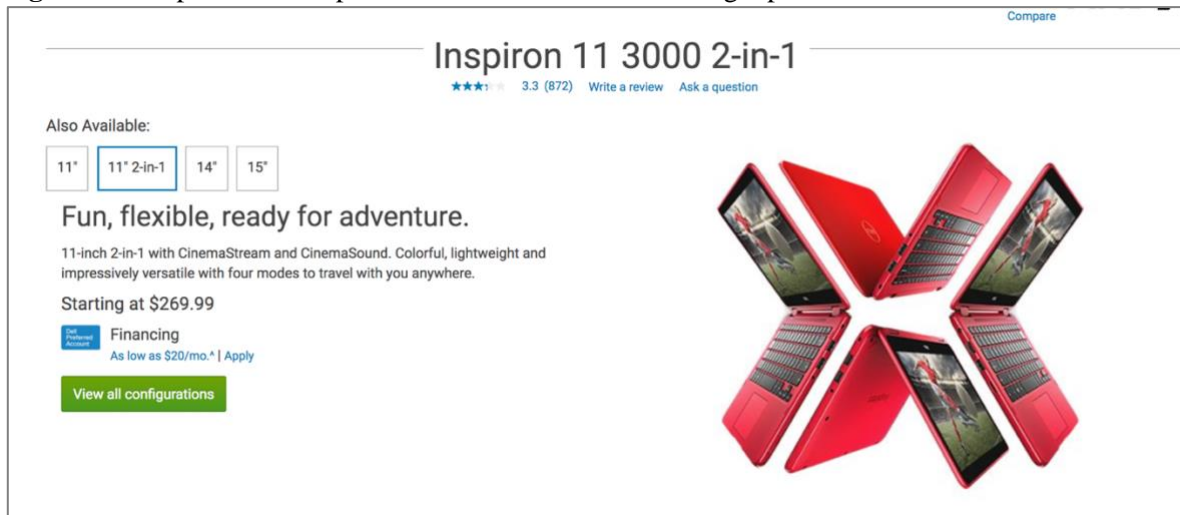


Figure B. Coupon code not provided when users view the target product



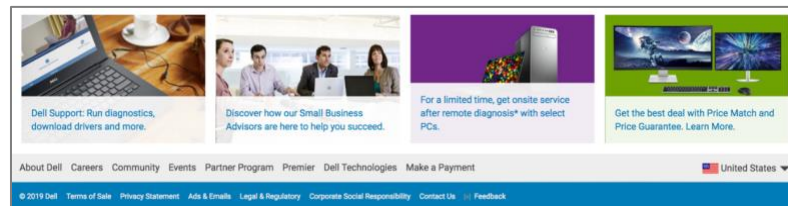
3.5a The site isn't built around user actions. It's built around the branded product categories.

New users may experience confusion because the site navigation isn't actionable—it requires some learning about the products, and Dell doesn't make that learning easy.



3.5b Many sections have no clear calls to action

Like the example provided below, there are no CTA of all those four sections. Users do not know what those sections for by first glance.



3.5c Unclear hierarchy

There is a compare section always on the right top of the page. Also the navigator is United States → for For Home → Laptops..., which does not make sense to users.

