

Heuristic Analysis and Findings of Ecommerce Web Application www.utsavfashion.com

Version 1.0

19 Nov 2011

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Personas - visiting the site

Type	%
• Indian Origin NRI (woman & Girls)	- 60
Indian Customer	- 25
• Trade Enquires	- 03
• Fashion House	- 05
• Fashion Professionals	- 05
• Media & researchers	- 01
• Accidental viewers	- 01

Note - %age highlighted are based on assumptions and are not finalized

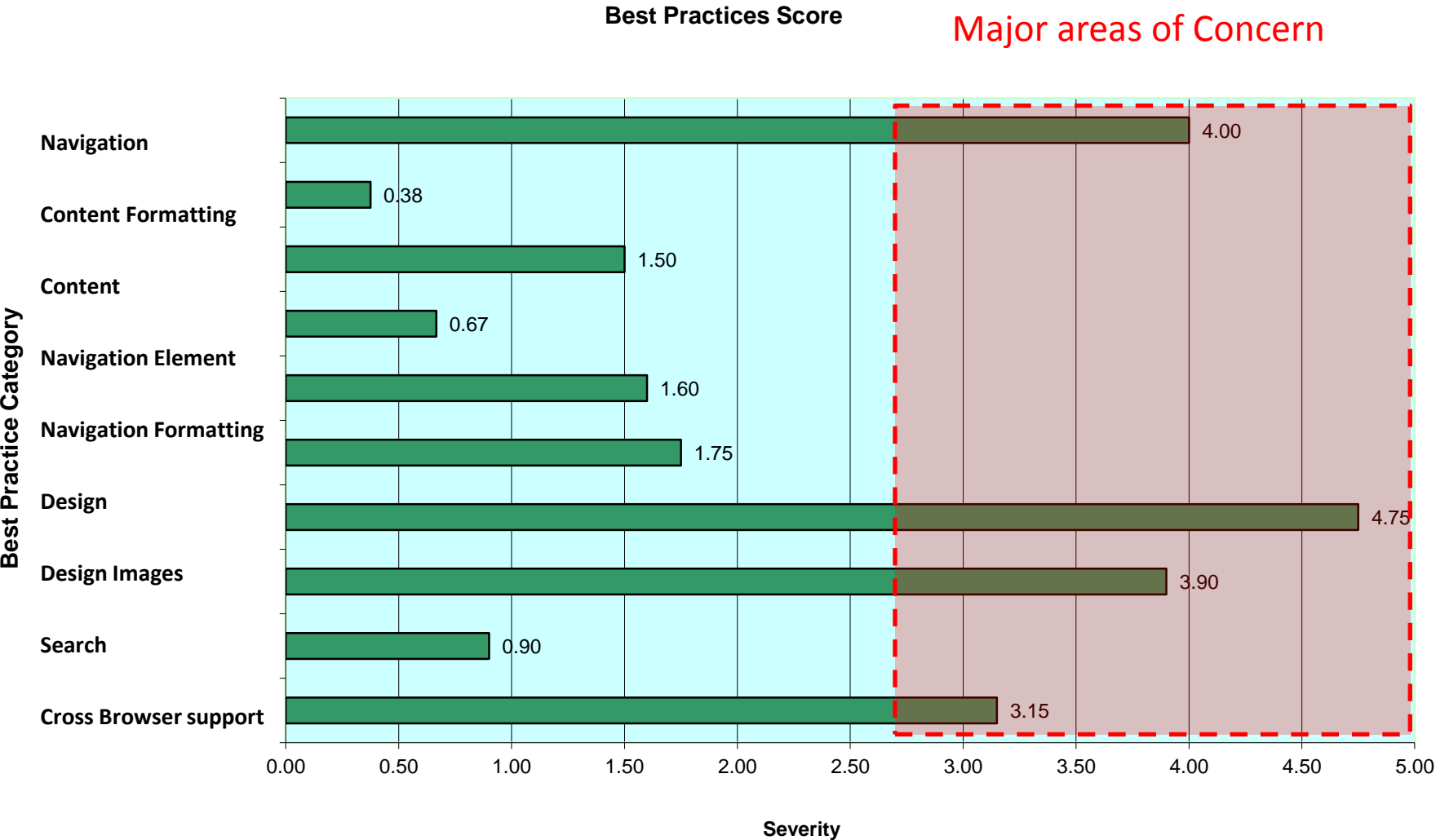
Heuristic Evaluation Findings

Best Practices Category		Severity Rating (Scale 1-5)
1	Design	3.15
2	Fonts & Images	0.90
3	Navigation Structure	3.90
4	Navigation Design	4.75
5	Content Formatting	1.75
6	Data Representation	1.60
7	Search	0.67
8	Links	1.50
9	Command Buttons	0.38
10	Efficiency	4.00
11	Cross Browser support	1.63

Overall Average Severity **2.2023**

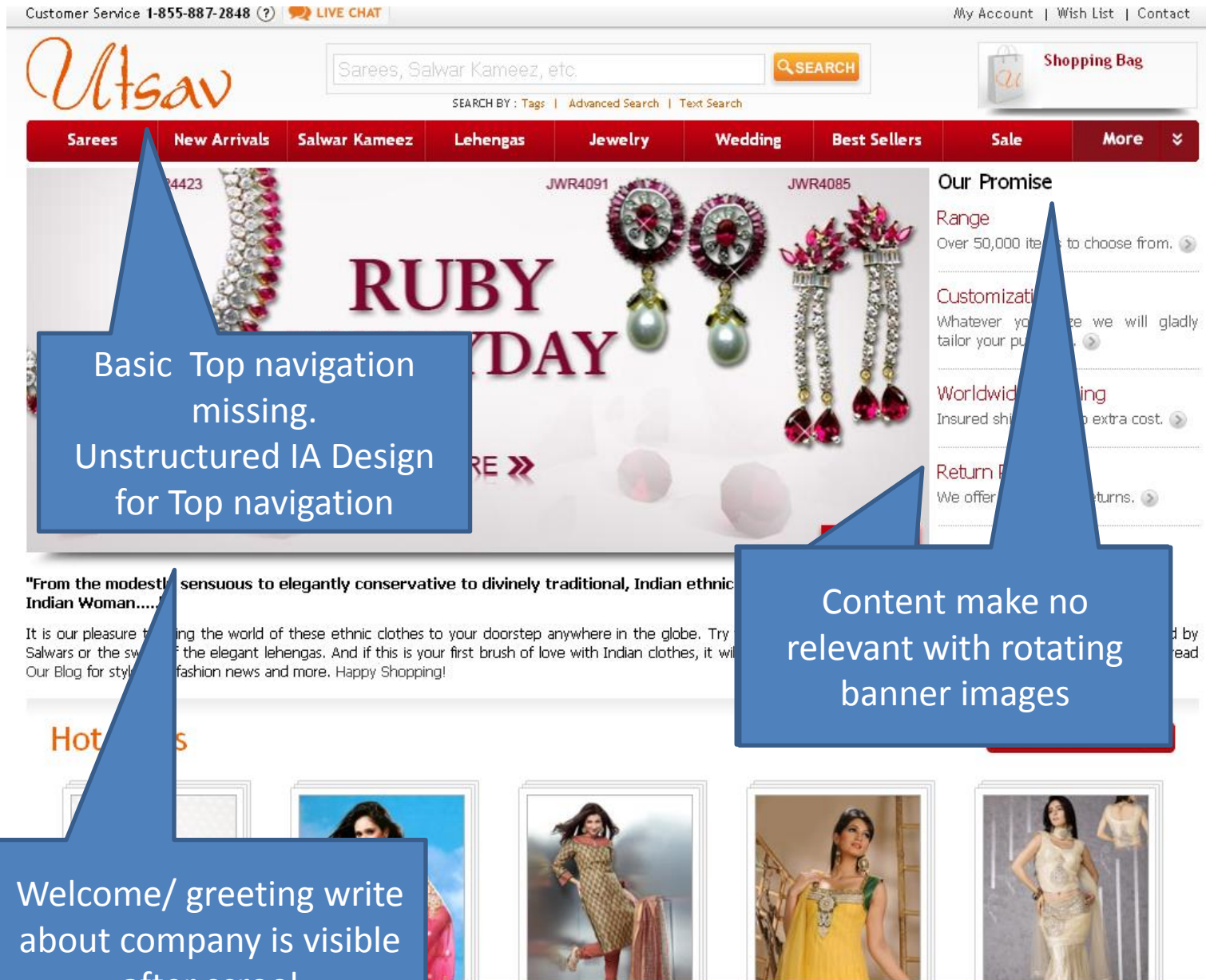
Overall Best Practices Score **Low**

Heuristic Evaluation Findings



Overall Average Severity2.2023 Overall Best Practices Score Low

Navigation



Navigation

Not Just Sarees!

Specific Headings sounds better (e.g Fashion Accessories)
Wrong placement of heading

ACCESSORIZE

Too crowded placement of design artwork.

Hyperlink item should be highlighted properly



Navigation

To much of information
on bottom of the page

Useful Links

- › Glossary
- › Pre-Stitched Sarees
- › Utsav Anthem
- › Saree Customization
- › Salwar Customization
- › Lehenga Customization
- › Custom Payment
- › How to Wear Saree
- › How to use Gift Code
- › How to use Free Gift Code
- › See all Categories
- › Free Gifts
- › Shopping From India
- › Collect on Delivery - COD
- › Submit Measurement

Customer Services

- Contact Us
- FAQ's
- Gift Card
- Promotions

My Account

- Sign Up / Sign In
- Order Status

Shopping at Utsav

- New Arrivals
- Ready to Ship
- Best Sellers
- Sale
- Tags
- Showcase
- Variety
- Trends

Shopping Policy

- Privacy Policy
- Return Policy
- Payment Options
- Shipping Policy
- Disclaimer
- Usage Terms

Company Info

- About Us
- Our Store
- Our Blog
- Site Map
- Customer Testimonials
- Wholesale
- Events



NEWSLETTER SIGNUP

Sign Up for special offers and promotions at Utsav

GO

How Do You Like Our Website?

Tell us about our website
and receive **FREE** gifts



CLICK HERE!

© 2011 - Utsav, Jaipur, Rajasthan, India
Secure shopping from India for sarees, salwar kameez, lehnga cholis, jewelry, handbags and footwear, mens wear,

Wrong placement of
keywords

Inconsistent design
approach

Navigation

Overlapping of design

Today at Utsav

Total items : 41809 | 107



A Happy Utsav Customer Says:

"We are satisfied and have received the dress. It was nice."

Indira Biswas Nandi. Montreal, Quebec - H8N1R6, Canada. 11/19/2011

[Read More Testimonials](#)

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GO

How Do You Like Our Website?

[Tell Us about our website](#)



Social media link missing on top

© 2011 - Utsav, Jaipur, Rajasthan, India

Secure shopping from India for sarees, salwar kameez, lehnga cholis, jewelry, handbags and footwear, mens wear, kids wear for USA, UK and



Follow Us:



Navigation

url: <http://nj.utsav.us/> - New Jersey!

Customer Service 732-283-7600

1

[My Account](#) | [Why Shop Here](#) | [Wholesale](#) | [How to Order](#) | [FAQ](#) | [Contact](#)

Utsav

Sarees, Salwar etc.

2

SEARCH



INDIA STOCK VARIETY

(50,000+ items)

Shipping from India [Click Here](#) >



Shopping Bag

Sarees

Salwar Kameez

Lehengas

Indo Western

Accessories

3

Footwear

Kids

Men

You are viewing

USA - NJ Store Variety [Read more](#)

4

[New Arrivals](#) | [Arriving Soon](#) | [Complete Variety](#)

url: <http://origin.utsavfashion.com/> - US Site

Customer Service 1-855-887-2848 (?)

[LIVE CHAT](#)

[My Account](#) | [Wish List](#) | [Contact](#)

Utsav

Sarees, Salwar Kameez, etc.

SEARCH

SEARCH BY : [Tags](#) | [Advanced Search](#) | [Text Search](#)



Shopping Bag

Sarees

New Arrivals

Salwar Kameez

Lehengas

Jewelry

Wedding

Best Sellers

Sale

More



1. Mismatch main menu navigation.
2. Different search functionally.
3. Different IA for Top Menu
4. Breadcrumbs missing in US site

Navigation

url: <http://origin.utsavfashion.com/> - US Site

Customer Services <ul style="list-style-type: none">▪ Contact Us▪ FAQ's▪ Gift Card▪ Promotions My Account <ul style="list-style-type: none">▪ Sign Up/Sign In▪ Order Status	Shopping at Utsav <ul style="list-style-type: none">▪ New Arrivals▪ Ready to Ship▪ Best Sellers▪ Sale▪ Tags▪ Showcase▪ Variety▪ Trends	Shopping Policy <ul style="list-style-type: none">▪ Privacy Policy▪ Return Policy▪ Payment Options▪ Shipping Policy▪ Disclaimer▪ Usage Terms	Company Info <ul style="list-style-type: none">▪ About Us▪ Our Store▪ Our Blog▪ Site Map▪ Customer Testimonials▪ Wholesale▪ Events	 NEWSLETTER SIGNUP <p>Sign Up for special offers and promotions at Utsav</p> <div><input type="text" value="Enter your Email id"/> <input type="button" value="GO"/></div> <div><p>How Do You Like Our Website?</p><p>Tell Us about our website & get 2 FREE gifts</p> CLICK HERE!</div>
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© 2011 - Utsav, Jaipur, Rajasthan, India

Secure shopping from India for sarees, salwar kameez, lehnga cholis, jewelry, handbags and footwear, mens wear, kids wear for USA, UK and Worldwide



Follow Us:



1. Different Footer Design

url: <http://nj.utsav.us/> - New Jersey!

[Collect on Delivery](#) | [Price Match Policy](#) | [Return Policy](#) | [Payment Options](#) | [Weekend Clothing](#) | [Customer Testimonials](#)

UTSAV FASHION LLC
625, Lincoln Highway, Suite# B,
Iselin, New Jersey - 08830

Phone : 732.283.7600
Email : nj@utsav.us

Store Timings : Tuesday - Sunday, 10 AM - 8 PM
Monday - Closed (Open With Arrangement)

Spend few moments and
HELP US improve our Shopping Store!

Subscribe to New Jersey Special Email :

1. Different Footer navigation & design approach

Navigation

Left navigation missing in other section of websites

For New Customer

- ▶ Why Shop Here?
- ▶ FAQ
- ▶ Safe Shopping Guarantee
- ▶ Search Help
- ▶ First Time Customer

Your Account

- ▶ Creating an Account
- ▶ Reviewing Order Status

Purchasing and Returns

- ▶ Check Out
- ▶ Payment and Billing
- ▶ Shipping and Handling
- ▶ Order Tracking
- ▶ Returns and Exchange
- ▶ Collect on Delivery - COD

Shopping

- ▶ Your Shopping Bag
- ▶ Wish List
- ▶ How to Order
- ▶ Using Search
- ▶ Terms of Sale
- ▶ Color Disclaimer
- ▶ Knowledgebase / Glossary

Security Policy

- ▶ Privacy Policy
- ▶ Credit Card Safeguard
- ▶ Cookies
- ▶ Disclaimer

Technical Questions

- ▶ Web Browser
- ▶ Plug-ins
- ▶ Monitor Settings
- ▶ Checkout Issues
- ▶ Expired Certificate

Contact Us

By Email

In case of any queries please choose from the list of subjects below to contact us via email. This allows us to route your concerns to the correct department and reply as quickly as possible.

You can also email us directly at info@utsavfashion.com to immediately get the best possible solutions and information.

1. Select the subject : *
2. Enter your email address and order number :
Email address : *
Your name : *
Order number : (if applicable)
3. Enter your message : *


☐ Check here to copy (cc:) this message to your email address.

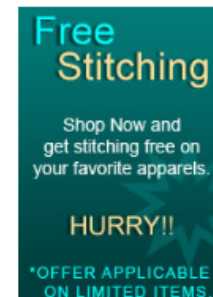
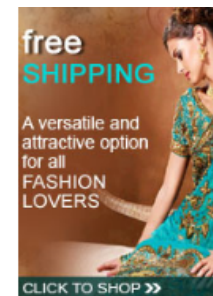
By Phone 10:00 AM TO 7:00 PM (IST) (Mon to Sat)
You may reach our customer service department at :
Mobile : 91-98744-11111

Current Indian Standard Time (IST) :-
Mon, Nov 21, 2011
11:48 PM

By Mail
For questions or comments about us, write to us at :
Utsav Fashion
18, Ground Floor
Sant Nagar, East of Kailash
New Delhi - 110065
India

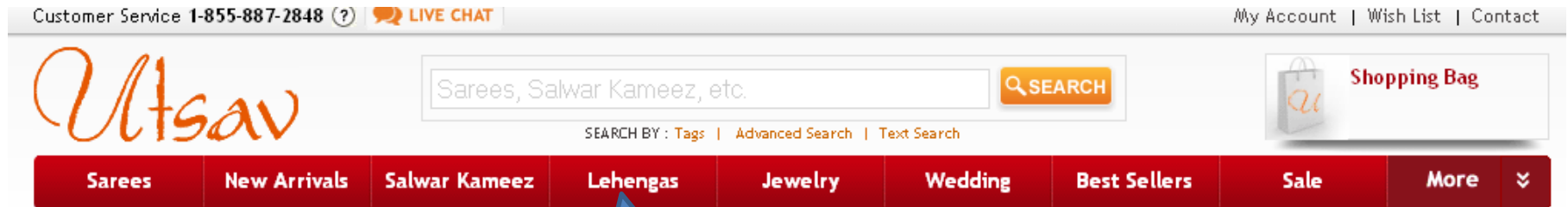
Live Chat
10:00 AM TO 7:00 PM (IST) (Mon to Sat)


Live Chat



Navigation Element(s) Formatting

Menus, Links in default state



No style used for highlighting active state for selected section

Navigation Element(s) Formatting

Welcome to Utsav, your online store for Indian outfits!.

Utsav is your one stop shop for Indian clothing. We specialize in bridal sarees, trendy Salwar Kameez and other Indian bridal wear like Lehenga Cholis. We also have an exquisite collection of jewelry, traditional wedding accessories, handbags and footwear.

Our collection boasts of creations of best Indian designers and also regular Indian women's clothing. Get gorgeous ethnic clothes and dress up just the way Indian women dress. From a wedding saree to an Indo-Western outfit, our clothing store has it all.

Shop now to explore the choices that await you in our latest collection.

Useful Links

1

- › Glossary
- › Pre-Stitched Sarees
- › Utsav Anthem
- › Saree Customization
- › Salwar Customization
- › Lehenga Customization
- › Custom Payment
- › How to Wear Saree
- › How to use Gift Code
- › How to use Free Gift Code
- › See all Categories
- › Free Gifts
- › Shopping From India
- › Collect on Delivery - COD
- › Submit Measurement

2

Customer Services

1

- › Contact Us
- › FAQ's
- › Gift Card
- › Promotions

2

My Account

- › Sign Up/Sign In
- › Order Status

Shopping at Utsav

- › New Arrivals
- › Ready to Ship
- › Best Sellers
- › Sale
- › Tags
- › Showcase
- › Variety
- › Trends

Policy

Company Info

1. Heading label different color & style
2. Different bullet indicators for Sub menu section



NEWSLETTER SIGNUP

Sign Up for special offers and promotions at Utsav



How Do You Like Our Website?


Tell Us about our website & get 2 FREE gifts



CLICK HERE!


Content formatting

MOST RECENT CUSTOMER REVIEWS ▼ [More Reviews >>](#)



By : Ainsley
From : Croatia
Date : 11/19/2011
Time : 3:25:56 PM
Bottomline : Yes, I would recommend this to a friend
Comments : Excellent communication and service through out. Would highly recommend using utsav all the time. Sarees I ordered were

★★★★★Gorgeous



By : Aja
From : Czech Republic
Date :
Time :
Bottomline :
Comments : I pleased to receive the sariwar kameez. It is so pretty and the embroidery nicely done. The service is outstanding as

★★★★★Very Nice

A Happy Utsav Customer : "Dear Sir/Madam, Thank you for my order. It arrived at my doorstep safe & sound on the 18th November. I am pleased with your....."

KALA PRASAD. BONNER, ACT - 2914, Australia. 11/19/2011 [Read More](#)

Two different approach
used for displaying of
Customer Review on same
page

Redirect to some other
page

Content

Reasons to shop for someone starved for time

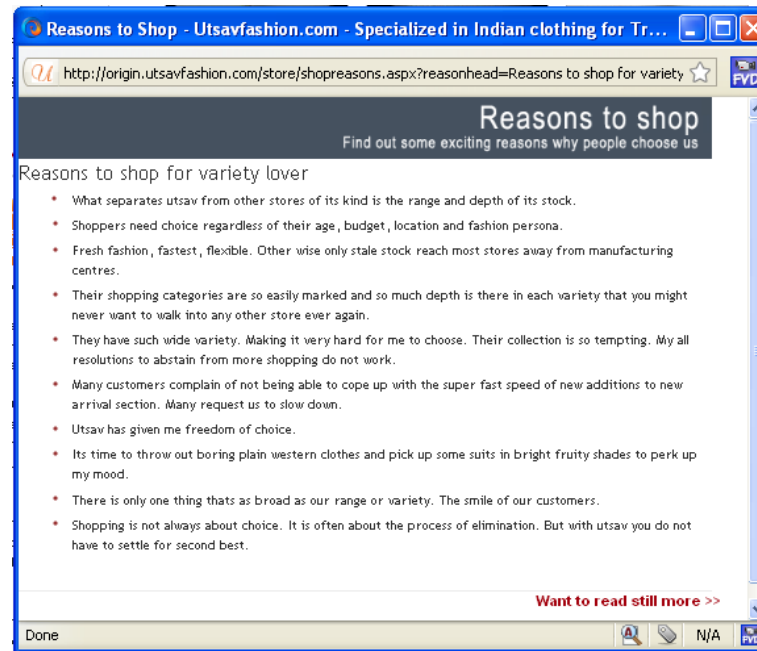
Time-poor bargain hunters who are wary of big businesses are turning to the internet and visiting online sites to shop for their latest outfits.

[view more >>](#)

Safe and Secure Shopping Tips

Have you heard about all of those online stores which were abandoned by shoppers because they won't answer phone calls or respond to emails or who just shut up and disappeared or are in jail (yes, there are many)? How about the friend of a friend who patched together something which sort of worked and then discovered that the online women apparel business is less than intuitive and lost interest? Leaving the hapless gullible buyers all alone.

[view more >>](#)



Regardless of a pop-up or link for view more information

Different approaches used for view the more information

Design

Utsav

Sarees, Salwar Kameez, etc.

SEARCH BY : Tags | Advanced

Shopping Bag
Items : 0
Subtotal : US\$ 0.00

Sarees New Arrivals Salwar Kameez Lehengas Jev

You are here : Home Jewelry > Party - 6317 items

Shop All Variety

Narrow your choices

By Color

Aqua Blue
Beige
Black
Blue
Brown
Copper
Fawn
Golden
Green
Grey

More Ways To Shop

New Arrivals
Express (Ready to Ship)
Best Sellers
Exclusive
Most added in Shop Bag
Most added in Wish List
Most reviewed items
Most tagged items

By Price

Less than US\$ 10
US\$ 11 to US\$ 25
US\$ 26 to US\$ 50

Sort By : Relevance | Newly Added | Price Low to High | Price High to Low

1. Should be clearly defined as clickable design element.
2. Current design show it as label

Overlapping design


Off White Stone Studded Bangl...
US\$ 41.90
ADD TO BAG
ADD TO WISH LIST
SEND QUERY

Colour S...
US\$ 134.13

Studded ... Stone
US\$ 40.34

Off White and Golden
Colour S...
US\$ 81.06

Design

[Sarees](#) [New Arrivals](#) [Salwar Kameez](#) [Lehengas](#) [Jewelry](#) [Wedding](#) [Best Sellers](#) [Sale](#) [More](#) 



SKK11546

Fine Feathers

Sarees in Peacock colors

SHOP NOW»

Wrong placements of content. should be linked from bottom navigation

Customer Services

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- FAQ's
- Gift Card
- Promotions

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- Order Status

Shopping at Utsav

- New Arrivals
- Ready to Ship
- Best Sellers
- Sale
- Tags
- Showcase
- Variety
- Trends

Shopping Policy

- Privacy Policy
- Return Policy
- Payment Options
- Shipping Policy
- Disclaimer
- Usage Terms

Company Info

- About Us
- Our Store
- Our Blog
- Site Map
- Customer Testimonials
- Wholesale
- Events



NEWSLETTER SIGNUP

Sign Up for special offers and promotions at Utsav

How Do You Like Our Website?

Tell Us about our website & get 2 FREE gifts



CLICK HERE!

Design, Images

Confusing design style. Not clear its label or button with clickable event

Shop by Occasion

- Wedding
- Bridal
- Party
- Festival
- Casual

Shop By Color

Shop by Material

- Georgette
- Faux Georgette / Crepe
- Crepe
- Cotton
- Silk
- Art Silk
- Chiffon
- Net

Shop by Look

- Designer
- Traditional
- Contemporary

Shop by Work

Saree

Jewelry

Sort By : Relevance | Newly Added | Price Low to High | Price High to Low



Green Meena Adjustable Bangle
US\$ 85.18



White American Diamond Studded Earring
US\$ 38.18



Green Faux Georgette Saree with Blouse
US\$ 34.66



This blue faux georgette saree. It patch work. As shown blouse can be patti pattern is possible.

Blue Faux Georgette Saree with Blouse
US\$ 34.66

ADD TO BAG

ADD TO WISH LIST

SEND QUERY



Deep Blue Faux Shimmer Georgette Saree w...
US\$ 101.43



Green Shimmer Faux Georgette Saree with ...
US\$ 118.46



Magnetic Magenta and Olive Green Net Sar...
US\$ 98.69



Urbane Mustard and Green Net Saree With ...
US\$ 98.69

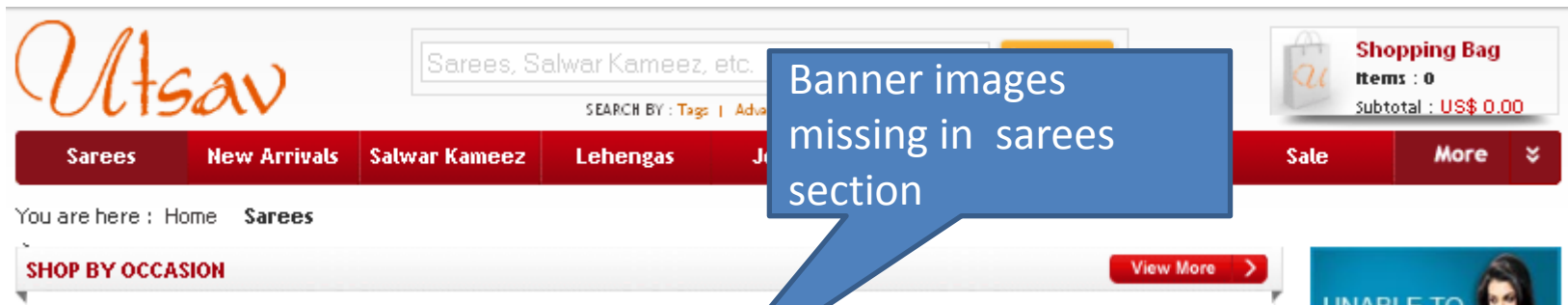
overflowing on other design element

Design, Images

Wrong placement of social media icons/button

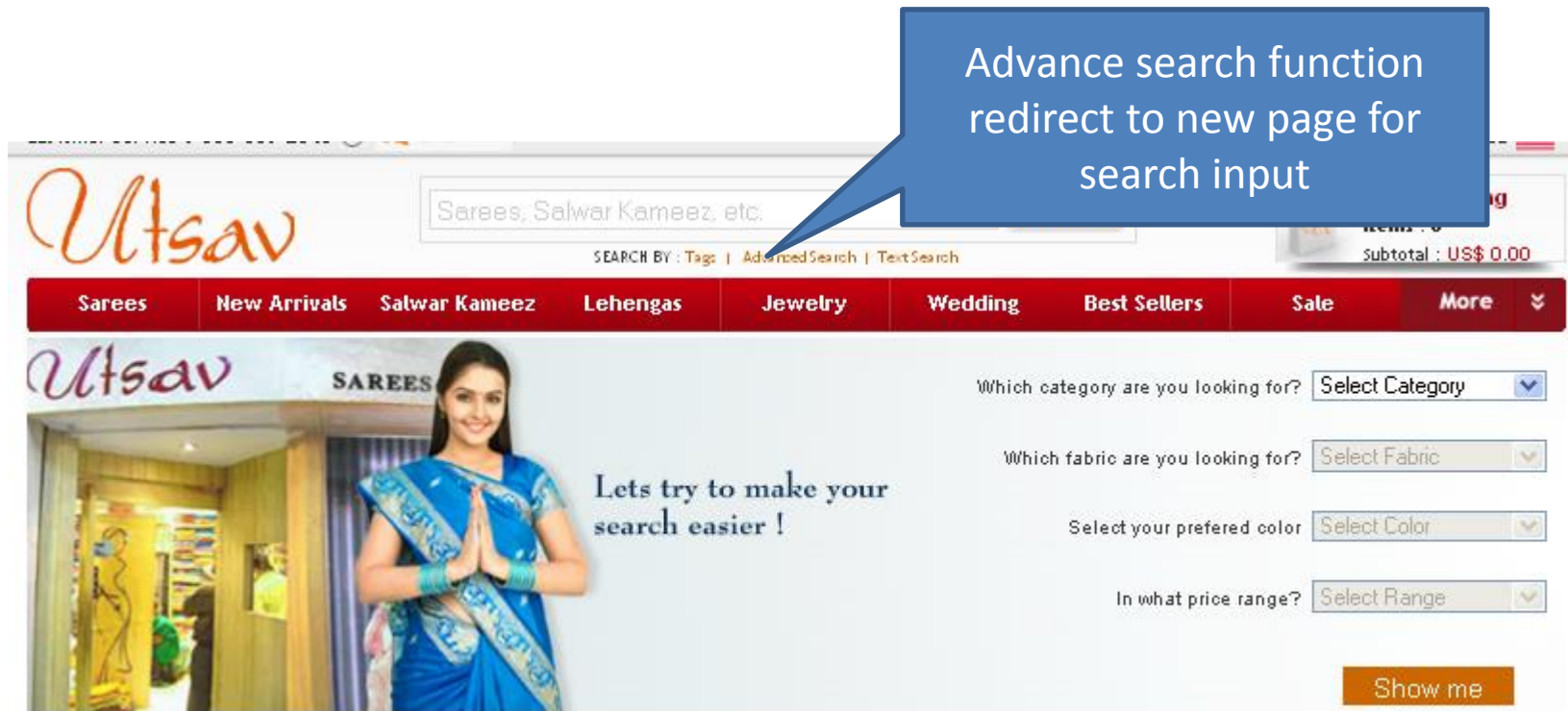
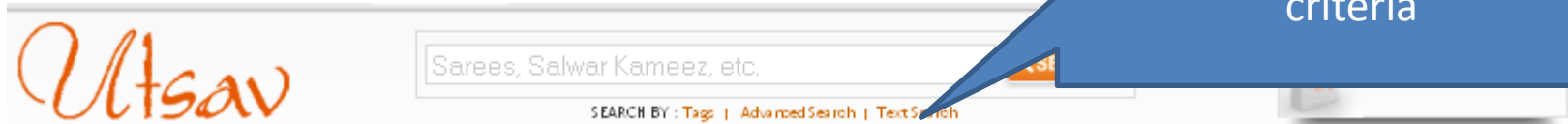


Banner images in Testimonial section



Banner images missing in sarees section

Search



Cross Browser

CONTINUE SHOPPING

SEND QUERY

E-MAIL TO FRIEND

1

1. On click the Send query button overlapping popup appears on screen.

2. Design Element overlapping. Persist in all the major browser

Query Form

Your Comments : *

Your E-mail : *

Your Name : *

*All fields are mandatory

2

NEWSLETTER SIGNUP

Sign Up for special offers and promotions at Utsav

Enter your Email id

GO

Customer Services

▪ Contact Us

▪ FAQ's

▪ Gift Card

▪ Promotions

My Account

▪ Sign Up/Sign In

▪ Order Status

Shopping at Utsav

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▪ Payment Options

▪ Shipping Policy

▪ Disclaimer

▪ Usage Terms

Customer Testimonials

▪ Wholesale

▪ Events

How Do You Like Our Website?

Tell Us about our website & get 2 FREE gifts

CLICK HERE!

Cross Browser

1. On click the Email to a friend button overlapping popup appears on screen.
2. Design Element overlapping. Persist in all the major browser

The screenshot displays a website interface with a top navigation bar containing three buttons: 'CONTINUE SHOPPING' (with a shopping cart icon), 'SEND QUERY' (with a question mark icon), and 'E-MAIL TO FRIEND' (with an envelope icon). A blue circle with the number '1' highlights the 'E-MAIL TO FRIEND' button. Below this bar, a banner for 'AFTER CO' features a gold necklace. A section titled 'Today at Utsav' shows 'Total items : 41595 | 10747 items available in o'. Below this, a message reads 'A Ha' and 'Hi Utsav Team, My churidar'. A large, light-yellow popup window titled 'Share This Wish List Via E-Mail' is overlaid on the page. It contains the text 'To share your wish list with your friends you need to login into your account.' and a link 'To login. Click Here.' A blue circle with the number '2' highlights the bottom right corner of the popup. The bottom of the page features a footer with four columns of links: 'Customer Services' (Contact Us, FAQ's, Gift Card, Promotions), 'My Account' (Sign Up/Sign In, Order Status), 'Shopping at Utsav' (New Arrivals, Ready to Ship, Best Sellers, Sale, Tags, Showcase, Variety, Trends), and 'Shopping Pol' (Privacy Policy, Return Policy, Payment Options, Shipping Policy, Disclaimer, Usage Terms). To the right of these links is a 'NEWSLETTER SIGNUP' section with a text input field 'Enter your Email id', a 'GO' button, and a promotional message 'Sign Up for special offers and promotions at Utsav'. Below the newsletter section is a 'How Do You Like Our Website?' section with a 'Tell Us about our website & get 2 FREE gifts' message and a 'CLICK HERE!' link next to a gift icon.

Thankyou