bigbasket

heuristic Evaluation

About

Big basket

Bigbasket.com is India's largest online food and grocery store, offering over 16,000 products and 1000+ brands. From fresh produce to packaged goods, beverages to personal care items, it provides a wide range of options handpicked for quality and affordability. With delivery across major cities in India and multiple payment options, Bigbasket ensures timely delivery and top-notch quality.

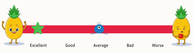
NIELSEN'S 10 HEURISTICS PRINCIPLES

- Visibility of system status
- Match between system & the real world
- User control & freedom
- Consistency & standards
- Error Prevention
- Recognition rather than recall
- Flexibility & efficiency of use
- Aesthetic & minimalistic design
- Helps users with errors
- Help and documentation

Visibility of system status.

When User search for any product in BigBasket or clicks on any product/category,it shows"Please wait, "keeping the users informed about the action being performed and to wait for the results.

Heuristic Violated: No



Match between system and the real world.

There is exact match between the text and the corresponding icons.

Heuristic Violated: No

User Control and Freedom.

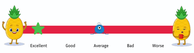
In basket,after checkout,the user has no Freedom to navigate to the home page as there is no bottom navigation bar

Heuristic Violated: Yes

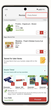
Consistency and standards.

Bigbasket maintains the consistency by placing the search on top, profile detail s on the top right corner and navbar on the bottom which is convenient to the users and does not makes them think much.

Heuristic Violated: No

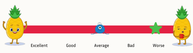


Error Prevention.



There is no conformation popup when user click on "empty basket".

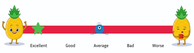
Heuristic Violated: Yes



Recognition Rather than Recall.

The search bar provides users with a folder of "recent searches"and "popular searches".

Heuristic Violated: No



Flexibility and Efficiency of Use.

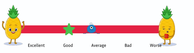
The user has the flexibility to choose date and time of a product delivery.

Heuristic Violated: No

Aesthetic and Minimalist Design

Big basket used the same colors, fonts, and icons everywhere for a neat appearance.

Heuristic Violated: No



Help Users Recognize, Diagnose, and Recover from Errors.

When a user selects an item and Bigbasket services is not available for the following address,it notifies user with white text in blue section,so they understand easily.

Heuristic Violated: No

Help and Documentation

It has documented help, FAQs and customer support option to make t easier for user to use the application.

Heuristic Violated: No

ThankYou