Hausgemachtes UX Evaluation

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Cost evaluation

The team evaluated hausgemachtes.berlin against a set of five predefined heuristics criteria (or, best practices) relevant to online shops to identify high-priority areas of improvement and their associated costs. For more details about the heuristics and evaluation criteria, see Appendix A. Table 1. Heuristic evaluation summary.

Severity ratings on a scale from 0 (no usability problem) to 4 (usability catastrophe) were used as an indicator of the effort in hours and, ultimately, cost to fix. A high severity rating (>2) significantly impacts the user experience and should be addressed. Out of 26 evaluation criteria, nine high severity issues were identified and are listed below by severity:

- **3.5**: Clarity of purpose, Scannability, Intuitive browsing
- **3**: Logical information organization, Category switching, Product presentation, Additional information
- **2.5**: Design consistency, Intuitive product organization

The estimated cost to fix all high severity issues can vary greatly, **costing anywhere from €19,000 to €2,340.** To estimate the cost, the effort in hours was multiplied by average EU freelance wages. For the individual high severity issues' cost estimate ranges, see Appendix A. Table 2. Cost estimates.

Implementation

Two implementation strategies can help prioritize shop improvements: strategic prioritization and product reduction. The strategies can be implemented together or separately. For further implementation suggestions, the team's evaluations of the shop are provided in Appendix B. Expert evaluations.

Strategic prioritization

Prioritize addressing high severity issues by the impact they have on both the users and the brand:

- **Brand perception**: Clarity of purpose, Scannability, Intuitive browsing, Product presentation, Additional information, Design consistency, Intuitive product organization
- **Brand positioning**: Clarity of purpose, Product presentation, Additional information, Design consistency, Intuitive product organization
- **Competitive advantage**: Product presentation, Additional information, Intuitive product organization
- **Content authority**: Scannability, Intuitive browsing, Product presentation, Additional information, Intuitive product organization
- **Customer loyalty and retention**: Logical information organization, Category switching
- **Customer satisfaction**: Logical information organization, Category switching

Product reduction

Reducing the number of products in the shop to only those that best represent the brand can address some aspects of all high priority issues. The time it takes to fix high severity issues is estimated based on the number of products in the shop (194). If the number of products changes, the estimated cost will change accordingly. Reducing the number of products in the shop may not drop a severity rating enough to fully address the issue, but it can reduce the effort and cost to fix it.

Appendix A. Evaluation summary

Table 1. Heuristic evaluation summary

Included in evaluation: hausgemachtes.berlin product pages, search, contact, shipping, landing page, wishlist.

Excluded in evaluation: Customer account and customer ordering

Severity scale

0 = No usability problem
1 = Cosmetic problem only: need not be fixed unless extra time is available on project
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix, so should be given high priority
4 = Usability catastrophe: imperative to fix this before product can be released

Heuristic	Summary	Impact	Evaluation criteria severity		Severity
Appearance and aesthetics	First impressions are important–it can make the difference between users staying or leaving your site.	Brand Positioning, Brand Perception	Clarity of purpose	3.5	**2.25**
			Design consistency	2.5	
			Simple, clean design	2	
			Meaningful images	0.5	
Content	Users are at your site for the content–make it easy for them to find and use your site.	Brand Perception, Content Authority	Clear headings	2	**2.3**
			Concise and informative copy	1.5	
			Clear terminology	1	
			Scannability	3.5	
			Intuitive browsing	3.5	
Navigation	Make getting around your site easy and take the guess work out of a user's visit.	Customer Satisfaction, Customer Loyalty and Retention	Clear navigation labels	2	**2.2**
			Location clarity	2	
			Button and link management	2	
			Logical information organization	3	
			Consistent navigational links	0	
			Category switching	3	
Efficiency and functionality	Following basic rules for linking,		No broken links	0.5	**1.3**

			Link behavior	1	
	searching, and filtering will keep user frustration to a minimum.	Competitive Advantage, Brand Competitiveness	Search functionality	2	
			Product filtering	2	
			Search relevancy	1	
Product Interaction and Experience	Product interaction sets the tone–it's the make-or-break experience that determines if users stay or go.	Brand Positioning, Brand Perception, Competitive Advantage, Content Authority	Product presentation	3	**2.23**
			Product information	1	
			Product photography	2	
			Intuitive product organization	2.5	
			Additional information	3	
			Facilitated product comparisons	2	

Table 2. Cost estimates

Issue	Severity	Hours	Cost: High[1]	Cost: Low[2]
Clarity of purpose	3.5	20-30	€1,000-€3,000	€400-€900
Scannability	3.5	15-25	€750-€2,500	€300-€750
Intuitive browsing	3.5	20-30	€1,000-€3,000	€400-€900
Logical information organization	3	15-25	€750-€2,500	€300-€750
Category switching	3	10-20	€500-€2,000	€200-€400
Product presentation	3	15-25	€750-€2,500	€300-€750
Additional information	3	15-25	€750-€2,500	€300-€750
Design consistency	2.5	10-20	€500-€2,000	€200-€400
Intuitive product organization	2.5	12-20	€600-€2,000	€240-€400
Estimated total costs			**€5,900-€19,000**	**€2,340-€4,700**

1: Suggested costs based on average hourly wages for German freelancers.
2: Suggested costs based on the lowest EU freelance wages.

Appendix B. Expert evaluations
Evaluation 1

Rating scale
0 = I don't agree that this is a usability problem at all
1 = Cosmetic problem only: need not be fixed unless extra time is available on project
2 = Minor usability problem: fixing this should be given low priority
3 = Major usability problem: important to fix, so should be given high priority
4 = Usability catastrophe: imperative to fix this before product can be released

Appearance and aesthetics
First impressions are important--it can make the difference between users staying or leaving your site.

Evaluation	Rating	Comments
Clarity of Purpose: Is the primary goal or purpose of the website immediately clear to users?	4	**Issue**: If a user goes directly to hausgemachtes.berlin, there is no hero image or introductory context to define what the page is. The page assumes users are already familiar with the name recognition of N&S. **Context**: hausgemachtes.berlin **Impact**: A new user who finds the shop organically does not have an anchor to trust the shop or a way to learn more. **Suggestion**: Add a short introduction or hero image to anchor the user to the brand on the homepage.
Design Consistency: Is the design consistent throughout the website?	3	Generally, the design is consistent in the product pages. Landing page has a problem: **Issue**: The homepage uses a lot of different blocks and elements to showcase items and collections. **Context**: hausgemachtes.berlin **Impact**: The use of too many different types of blocks and carousels without a clear and consistent purpose can lead a user to feel overwhelmed. **Suggestion**: Redesign the landing page to have more consistency. Organize similar design elements together and have an obvious transition such as a header when a new design element is used.
Simplicity and Clean Design: Is the design clean and uncluttered?	3	See above. Generally, no complicated design is used. **Issue**: The design poses multiple accessibility issues due to low color contrast.

		Context: hausgemachtes.berlin
		Impact: A user with visual impairment may be unable to access the site.
		Suggestion: Fix low contrast by changing color of background, design elements, or text.
Meaningful Images: Are the images used on the website meaningful and relevant to the content?	0	Great!
Average severity rating	**2.5**	

Navigation

Take the guesswork out of a user's visit and make getting around your site easy.

Evaluation	Rating	Comments
Clear Navigation Labels: Are navigation labels clear and concise, accurately representing the destination?	2	Top Navigation Menu is fine. Problem with N&S link but discussed later.
		Issue: The footer navigation has multiple repeating links. The Blog link goes to the Contact page. The press link goes to the Contact page. There is not a blog, there is no press available. This is the same for Versand.
		Context: hausgemachtes.berlin
		Impact: A user may assume they have clicked the wrong link and feel lost. Inaccurate navigation labels can decrease a user's trust in your shop.
		Suggestion: Remove the redundant links or replace them with the correct ones.
Location Clarity: Are users able to easily identify their location on the site through elements like breadcrumbs, headers, or colors?	1	Even if a user is lost, the breadcrumbs, headers, and other elements make it easy to try to backtrack or see where you are within the context of the site.
		Issue: URLs with English names but German navigation labels.
		Context: Sortiment, Wunschliste
		Impact: This can lead to user confusion when seeing the URL and can provide an unexpected or disappointing user experience.
		Suggestion: Change the links to match the page name or vice-versa

Button and Link Management: Is the number of buttons and links reasonable and not overwhelming for users?	1	**Issue**: Too many links on pages, but many links with different hypertext are going to the same page. **Context**: Footer, Landing page **Impact**: A user may feel overwhelmed when there are too many links to choose from, but then, they can feel confused when many links go to the same page **Suggestion**: Remove repeating links.
Logical Information Organization: Does the organization of information on the website make sense to users?	3	**Issue**: The shop does not provide a clear purpose, so it is difficult to assume the logical organization of information. However, there is limited organization other than assuming these are products N&S like. **Context**: hausgemachtes.berlin **Impact**: When a user does not know where to start their search, they will feel overwhelmed and are more likely to leave the page. **Suggestion**: See comments about adding clarity of purpose and design consistency.
		Issue: The Versandinformation page is in English when the rest of the site is in German. **Context**: Versand **Impact**: This is confusing to a user and may be disappointing if the user does not know English **Suggestion**: Provide both languages on the page. Make information more concise to improve anyone using translation tools on page. Use unordered lists or tables to express some of the information more simply. Remove centered justification.
Consistent Navigational Links: Are navigational links consistent and easy to find on various pages?	0	Consistent and easy to find.
Category Switching Ease: Can users easily switch between different product categories?	4	**Issue**: A user cannot switch at all between product categories outside of a few forced options on the landing page and some filters in the Shop page. **Context**: Product pages, Sortiment

		Impact: A user is unable to find the product they want or organically find a new product resulting in lost sales or cross-selling opportunities. Suggestion: Create category links and add them to the navigation bar as links on a sub-menu.
Average severity rating	**1.83**	

Content

Users are at your site for the content – make it easy for them to find what they are looking for.

Evaluation	Rating	Comments
Clear Headings: Are major headings clear and descriptive, aiding users in understanding the content?	0	No issues with this.
Concise and Informative Copy: Is the main copy concise, explanatory, and free of typos, providing information effectively?	0	There could be some more copy on the landing page to give clarity of purpose, but other evaluations address this. Product pages have a lot of informative copy. Other evaluations address any usability.
Scannability: Is the content easy to scan, allowing users to quickly find relevant information?	4	Issue: The front page is not very scannable. It provides a lot of content at once: Many sections with a lot of products listed, etc. Context: Landing page Impact: The user becomes overwhelmed by content and does not know where to start. They may leave. Suggestion: Use drop downs/details views to hide the larger bits. Use cards that describe the product or context and link to that. Can use a card image to give example of what a user should expect.
		Issue: The Sortiment page has a lot of filters on the left side. It is not easy to scan as everything is listed at once. It is also not well organized: Hausgemachtes is listed as a filter twice. It is not clear what the difference is. Context: Sortiment Impact: A user may leave the page due to not finding the appropriate filter fast enough

		Suggestion: Recategorize filter headings. Use dropdown to hide smaller categories. Within major ones.
Clear Terminology: Is the terminology used clear and free from jargon?	0	I had no problem understanding anything.
Intuitive browsing: Is the content structured naturally, guiding users seamlessly from discovery to purchase?	4	**Issue**: Outside of the landing page, the browsing experience in the shop is not natural. To use the shop, a user will need to know what they are looking for as the experience does not guide discovery. **Context**: Sortiment **Impact**: A user may leave the page due to not finding the appropriate filter fast enough **Suggestion**: Recategorize filter headings. Use dropdown to hide smaller categories. Within major ones.
Average severity rating	**1.6**	

Efficiency and functionality

Keep user frustration to a minimum and follow basic rules for linking, searching, and filtering.

Evaluation	Rating	Comments
No Broken Links: Are there no broken links that hinder navigation and user experience?	1	**Issue**: When a user clicks the N&S link in the nav bar, the link back to the Hausgemachts shop returns you to a 404. **Context**: Nobelhart und Schmutzig **Impact**: A user may feel frustrated, and it lessens the site's credibility due to the perception of poor maintenance. **Suggestion**: This is potentially out of scope for this eval, but it is an easy fix if you have CMS access: Just change the link!
Link Behavior: Is proper etiquette followed for links that lead off-site (e.g., user informed if they're leaving the site, links open in a new tab)?	2	**Issue**: N&S link in the navigation menu does not inform you are leaving site. **Context**: N&S link in the navigation menu **Impact**: A user may feel confused and have difficulty navigating back to the shop due to the link issue mentioned above. **Suggestion**: Remove the link from the Navigation header. Create an About page and put the link on that page.

Search Functionality: Is the search functionality prominently displayed and easily accessible?	3	**Issue**: The search does not provide any results if there is a typo **Context**: Search banana: No results. Search banane: 1 result, a chocolate bar with banane flavor **Impact**: A user will feel discouraged to continue searching if the product they see a no results page. **Suggestion**: Provide autocorrect for typos in search box. On search result page, provide a "Were you looking for..." or just return results that meat criteria for being close enough to typos.
Product Filtering: Can users effectively filter products based on relevant criteria such as category, price, or ratings?	4	**Issue**: Limited product filtering to only a few pre-defined categories that have little differentiation (two Hausgemachtes) **Context**: Sortiment **Impact**: A user does not feel like that have control of the search or shopping experience **Suggestion**: Add more dynamic filters for pricing, ratings, size. Add more descriptive categories for filtering. Allow users to filter by brands.
		Issue: After searching for a product with the search bar, there are no filters available on side nav. **Context**: Sample search **Impact**: A user will feel overwhelmed if there are many results in a search. **Suggestion**: Allow filtering on the search result page.
Search Relevancy: Does the search provide relevant results and suggestions to aid user exploration?	2	The preconfigured search returns irrelevant items (e.g., Kartoffelsuppe results shows suppe plus 4 pages more of product). There is no aid or suggestions for exploration after the search results.
Average severity rating	**2.4**	

Product interaction and experience

Product interaction sets the tone--it's the make-or-break moment when users decide to stay or go.

Evaluation	Rating	Comments

Product Presentation: Are product listings visually appealing and informative, attracting users to explore further?	3	**Issue**: In the photo zoom for products, the file name shows as the caption **Context**: [Bockbier Essig](#) **Impact**: Brand reputation, trustworthiness. Users should not see this as it is internal documentation. Users may see this as amateur and doubt the platform's authority or authenticity. **Suggestion**: Remove caption feature or change file names
Product Information: Is essential product information (e.g., price, description, availability) easily accessible and well presented?	2	Generally, the main info is ok. Some products have more, some have less. **Issue**: Product measurements (weight, volume) are not always provided, even when it is relevant to the product. **Context**: [lotion](#) and [face oil](#) **Impact**: A user will not feel certain about making a purchase without all the necessary information. **Suggestion**: Add volume and weight measurements to all products.
Product Photography: Are images high quality and zoomable, providing users with a better view of the products?	2	Some images could user higher quality, but they are overall good. **Issue**: Some product images are broken on the product page. **Context**: [images](#) are [broken](#). **Impact**: A user will not feel certain about making a purchase and it reduces user confidence in the shop's trustworthiness and authenticity. **Suggestion**: Fix images.
		Issue: Products from external brands often have one image. **Context**: [Bierdeckel](#) **Impact**: A user will not feel certain about making a purchase without being able to see more product package and context. It reduces user confidence in the shop's trustworthiness.

		Suggestion: Add more images when possible. Remove external brands that you do not have enough information or images about to sell as it reduces user trust and brand authenticity.
Intuitive Product Organization: Is the product categorization and organization intuitive, aiding user navigation and search?	4	I did not even realize there were other brands on that shop I could at/for: was looking at the Beimake tea and saw that there was "More products" by this maker. ANd thought what a great idea! Too bad I didn't even know their products were on the site.

Issue: Product's have a Mehr product and a product page, but product organization does not aid search to find these naturally. Some products have a brand sub-header, but there is nothing in the Sortiment side navigation or landing page to filter by brand.

Context: Product pages have Uber die Marke section with a "Mehr produkte" link

Impact: Lost sales or upselling opportunities

Suggestion: Products have a "Mehr produkte" under Uber die Marke, so the link is already made: Make use of the /product-brand link that is made and add a section to Landing page that links users directly the product page with all of that maker's products. Minimally, add Brand filters that to the Sortiment filter. |
| **Additional Information:** Is additional relevant information (e.g., size charts, user reviews, related products) available and easily accessible? | 3 | **Issue**: On product pages, the additional info tabs are not always filled out.

Context: Bockbier Essig doesn't have the Menge (quantity/amount), Chicoree Wurzelbrand doesn't have Idee or Nutrional Info.

Impact: Users may feel frustrated or disappointed when they perform an action with no outcome. It reduces trustiworthiness.

Suggestion: Consolidate production information tabs. Consider: Product, Additional Info (consolidates Idee, Menge, Zutaten and Nährwertangaben), Brand, Reviews |

Facilitated Product Comparisons: Are product comparisons facilitated, allowing users to evaluate options effectively?	0	Provided! But not necessarily good recommendations. Would consider looking into how recs are made: products do not always seem similar or related. Is it based on prior purchases that had this + the recommended. Example
Average severity rating	**2.3**	

Appearance and aesthetics

First impressions are important--it can make the difference between users staying or leaving your site.

Evaluation	Rating	Comments
Clarity of Purpose: Is the primary goal or purpose of the website immediately clear to users?	4	Without knowing the brand, I do not know what does it really sell (spices, food, kitchenware, etc)
Design Consistency: Is the design consistent throughout the website?	2	
Simplicity and Clean Design: Is the design clean and uncluttered?	1	
Meaningful Images: Are the images used on the website meaningful and relevant to the content?	1	
Average severity rating	**2**	

Navigation

Take the guesswork out of a user's visit and make getting around your site easy.

Evaluation	Rating	Comments
Clear Navigation Labels: Are navigation labels clear and concise, accurately representing the destination?	2	
Location Clarity: Are users able to easily identify their location on the site through elements like breadcrumbs, headers, or colors?	3	There are no colors or headers that help the user in finding a particular product.
Button and Link Management: Is the number of buttons and links reasonable and not overwhelming for users?	3	Needed 5 clicks to get to the Warenkorb section to buy Kerzenhalter Zeitenring III.

Logical Information Organization: Does the organization of information on the website make sense to users?	3	**Issue**: The main categories in the upper section include vouchers, gifts, sale, etc. **Impact**: Customer's attention may be lost and the website will convey no clear purpose. **Suggestion**: Categories could be "Das Berliner Fenster", "Getränke", etc.
Consistent Navigational Links: Are navigational links consistent and easy to find on various pages?	0	
Category Switching Ease: Can users easily switch between different product categories?	2	
Average severity rating	**2**	

Content

Users are at your site for the content – make it easy for them to find what they are looking for.

Evaluation	Rating	Comments
Clear Headings: Are major headings clear and descriptive, aiding users in understanding the content?	4	Headings give no information whatsoever about types of products in the main section. You have to click on Sortiment/Range and see the filters to understand categories and different types of products.
Concise and Informative Copy: Is the main copy concise, explanatory, and free of typos, providing information effectively?	3	No nutritional information on Orchid Flower Scent Oolong. The five bullet points do not indicate the main properties and usage of this product.
Scannability: Is the content easy to scan, allowing users to quickly find relevant information?	3	**Issue:** Product information usually contains too much text and very specific to people who already know what the product is. **Impact**: Does not provide room for new customers who do not know the product to try it. (They may already be N&S customers).

		Suggestion: Simplify the "product info" section and make sure all the tabs contain information.
Clear Terminology: Is the terminology used clear and free from jargon?	2	
Intuitive browsing: Is the content structured naturally, guiding users seamlessly from discovery to purchase?	3	Once a product is found, the content is structured naturally; however, finding the product is the biggest issue.
Average severity rating	**3**	

Efficiency and functionality

Keep user frustration to a minimum and follow basic rules for linking, searching, and filtering.

Evaluation	Rating	Comments
No Broken Links: Are there no broken links that hinder navigation and user experience?	0	Not encountered.
Link Behavior: Is proper etiquette followed for links that lead off-site (e.g., user informed if they're leaving the site, links open in a new tab)?	0	Not encountered.
Search Functionality: Is the search functionality prominently displayed and easily accessible?	1	It is inconvenient to hit the search button and have another window appear so that you type there.
Product Filtering: Can users effectively filter products based on relevant criteria such as category, price, or ratings?	0	No issues encountered.
Search Relevancy: Does the search provide relevant results and suggestions to aid user exploration?	0	No issues encountered.
Average severity rating	**0**	

Product interaction and experience

Product interaction sets the tone--it's the make-or-break moment when users decide to stay or go.

Evaluation	Rating	Comments
Product Presentation: Are product listings visually appealing and informative, attracting users to explore further?	3	Some products are not visually appealing nor informative. Zb: Eierbecher Dreiheit

Product Information: Is essential product information (e.g., price, description, availability) easily accessible and well presented?	0	
Product Photography: Are images high quality and zoomable, providing users with a better view of the products?	2	
Intuitive Product Organization: Is the product categorization and organization intuitive, aiding user navigation and search?	1	
Additional Information: Is additional relevant information (e.g., size charts, user reviews, related products) available and easily accessible?	3	I have not found user reviews for any product I searched and nutritional information are sometimes not present. zB: Kräutertee Ivan Chai
Facilitated Product Comparisons: Are product comparisons facilitated, allowing users to evaluate options effectively?	4	I could never find this option.
Average severity rating	**2**	