

Overview

The “manage your card” feature on the starbuck.com is designed for users to manage their Starbucks gift cards. It includes card information, reload card, transfer funds, view transactions, report lost and stolen, unregister card, and FAQ. This report will assess this feature based on the heuristic evaluation.

Visibility of system status

When users click on each menu item on the left side, the website on the right side will load its information. Even though the loading time is very short, the website still



provides the loading bar to inform users the system status. This feature allows users to understand the system status when they are waiting for the page to load.

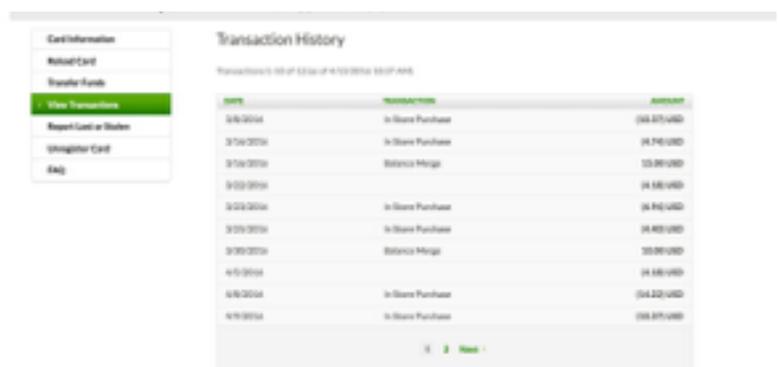
Match between system and real world

Under the “view transactions” page, it lists all order histories made through the card chronologically.

This way presents the earliest transaction on the top of the page.

Even though the chronological order

is a conventional way of information organization, it does not work the best here. For users who are looking for their order history, most of them are looking for the most



DATE	TRANSACTION	AMOUNT
3/16/2014	In Store Purchase	(\$4.87) USD
3/16/2014	In Store Purchase	(\$1.76) USD
3/16/2014	Balance Merge	(\$3.89) USD
3/18/2014	In Store Purchase	(\$1.58) USD
3/22/2014	In Store Purchase	(\$1.76) USD
3/25/2014	In Store Purchase	(\$1.83) USD
3/26/2014	Balance Merge	(\$3.89) USD
4/1/2014	In Store Purchase	(\$1.58) USD
4/8/2014	In Store Purchase	(\$4.22) USD
4/10/2014	In Store Purchase	(\$4.87) USD

recent history instead of the earliest one. The chronological order is not the most efficient way for users to find the information they desire.

Recognition rather than recall

On the other hand, the “view transactions” page support recognition rather than recall heuristic. For users who like to check their order history, they can look at this page to help them remember the date, transaction type and how much they spend on one order without recalling all details.

User control and freedom

For each transaction, the system provides users a “cancel” button for them to quit the task they are working on. This feature allows users to have control over the system.

Transfer Balance

Transfer Balance

FROM THESE CARDS

Next, tell us which card or cards you're going to transfer funds from. **Required***

Card Number *
stacy_su1234@ho

Card Security Code (CSC) *

[Add Another Card](#)

TO THIS CARD

You will be transferring money to this selected card.



My Card
**** * 8324

[Cancel](#) [Continue](#)

Consistency and standard

The “manage my card” feature also allows users to control their card through clicking the green buttons on each page. The following two pages indicate the inconsistency between the location of these buttons. On the top

Card Information

Card Information



[Pay with This Card](#)

\$76.55
Card balance as of 4/15/2016 10:40AM

Amounts shown are in U.S. dollars.

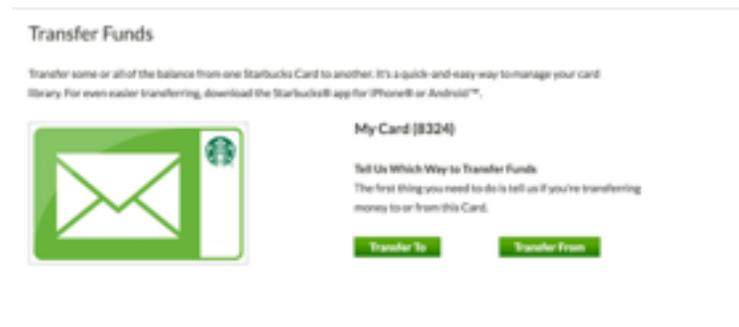
My Card (8324) [change this card's nickname](#)

My current default card
**** * 8324

Registered to
Yujing Su
113kelogg Blvd East
2206
St Paul, MN 55101

[Print this eCR](#)

page, the two buttons are placed side by side, but they do not align to each other. The lower page shows that the two buttons align with each other. This inconsistency design might cause confusion for users when they are browsing the page.

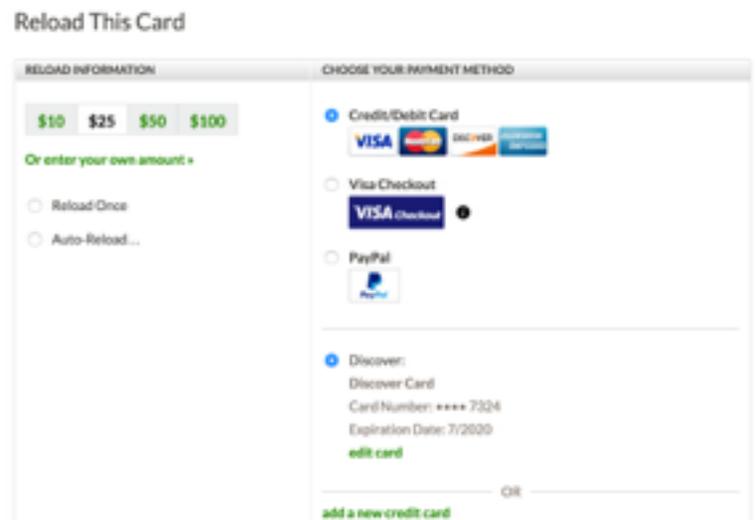


Error Prevention

When users are registering for an account, the system asks for a password that meets some criteria. When users are typing the password, the system automatically checks if the password meets their requirements. It allows users to choose a correct password before they submit the registration page.

Aesthetic and minimalist design

The “reload this card” page can be a negative example of the minimalist design. There is too much information on this page: choosing how much to reload and entering the payment information. It might be confusing for some users by including too much information on one page.



Help with error

The system does a great job of helping users with mistakes they made. If users entered any information that is incorrect, the system provides them with feedbacks of what went wrong and how to fix the error.

This feature reduces user's frustrations when they are working on a task.

FROM THESE CARDS

Next, tell us which card or cards you're going to transfer funds from. **Required ***

Card Number *
tracy_su1234@ho

Card Security Code (CSC) *

Oops, something has gone wrong!

That card number or security code is invalid. Please check them and try again.

Please enter an 8-digit code. You'll find this number under the scratch-off coating on the back of your card.
