

Heuristic	Rating	Notes
1. Visibility of system status	2	<ul style="list-style-type: none"> • It does not have good interaction on menus. • Some of the buttons are not working properly. • There is not enough information about the delivery on the shopping page.
2. Match between system and the real world	3	<ul style="list-style-type: none"> • Login button is too small and not in the proper space • About us and Contact us are in the subpages instead of being a major button • Subscription is somewhere not usable. Users always want to see the subscription at the end of the landing page.
3. User control and freedom	3	<ul style="list-style-type: none"> • On the donation page users can not leave the page and return to the homepage or even return to the previous page. • Users can not return to the main page on the shopping checkout page. There should be a button that says "Continue Shopping". • There is not any homepage button on the checkout page.
4. Consistency and standards	1	<ul style="list-style-type: none"> • There are too many Donate buttons which seem like they are the same. • Too many different fonts and colors used. • Different design, type and interaction of buttons used on each page. • There is not any consistency between size and shape of the used photos.
5. Error prevention		
6. Recognition rather than recall	3	<ul style="list-style-type: none"> • The users have to remember the flows while trying to do a task on the website for instance while he/she wants to donate. There is no clear flow for doing the donation.
7. Flexibility and efficiency of use	4	<ul style="list-style-type: none"> • It is not usable for inexperienced users. For instance the photos are not clickable. Users should just click on a button.
8. Aesthetic and minimalist design	3	<ul style="list-style-type: none"> • There is too much complicated information on the website. • Complicated categorization of the content of the website. • Poor aesthetic design for instance bad choice of fonts which make it unreadable for the users. • There is not a constant color used on the website. • Photos of the website are not parallel to the mission of the organization. • There is not consistency between photos of the website.
9. Help users recognize, diagnose, and recover from errors		
10. Help and documentation	1	<ul style="list-style-type: none"> • The mission and goal of the organization is not clear on the landing page • Steps for doing a task is not clear.