Design review

- Link: https://pt-website-ecru.vercel.app/
- Reviewer: Ngoc Nguyen
- Role: UX designer
- Date: 29 Oct 2025

Overview

This review evaluates the user experience of the website pt-website-ecru.vercel.app using heuristic evaluation, usability principles, and design best practices. Each issue is tagged with a confidence level to guide prioritization and collaboration between design, development, and business stakeholders.

- **Assumption**: based on design principles but not yet validated
- **Need to validate:** requires user testing or analytics
- **Based on proof**: confirmed via data, accessibility tools, or direct observation

Heuristic evaluation

1. Visibility of system status

- **Issues:** No feedback after form submission or interactions (e.g., loading, success)
- **Confidence:** Need to validate ˇ

2. Match between system and real world

- **Issues:** Language is mostly clear, but some terms may be too technical for general users
- **Confidence:** Assumption ˇ

3. User control and freedom

- **Issues:** No undo or back options for multi-step actions.
- **Confidence:** Assumption ˇ

4. Consistency and standards

- **Issues:** Navigation and layout are consistent; however, button styles vary slightly.
- **Confidence:** Based on proof ˇ

5. Error prevention

- **Issues:** Forms lack inline validation or guidance to prevent errors.
- **Confidence:** Need to validate ˇ

6. Recognition rather than recall

- **Issues:** Navigation is intuitive, but deeper pages lack breadcrumbs or orientation cues.
- **Confidence:** Assumption ▾

7. Flexibility and efficiency of use

- **Issues:** No shortcuts or personalization features for frequent users.
- **Confidence:** Assumption ▾

8. Aesthetic and minimalist design

- **Issues:** Clean layout and good use of whitespace. Some sections may be overly minimal.
- **Confidence:** Based on proof ▾

9. Help users recognize, diagnose, and recover from errors

- **Issues:** No error messages or guidance when forms fail.
- **Confidence:** Need to validate ▾

10. Help and documentation

- **Issues:** No help section or onboarding guidance for new users.
- **Confidence:** Assumption ▾

Detailed UX evaluation

A. Usability & navigation

- **Strengths:**

    - Clear navigation bar with logical structure.
    - Consistent layout across pages.
- **Issues:**

    - Some links lack hover states or visual feedback. Assumption ▾
    - No breadcrumb trail or back navigation for deeper pages. Assumption ▾
- **Recommendations:**

    - Add hover effects and active states to improve interactivity.
    - Consider adding breadcrumbs for better orientation.

B. Visual design & branding

- **Strengths:**

- Clean and modern aesthetic.
- Good use of whitespace and typography.

- **Issues:**

  - Color contrast in some areas may be insufficient for readability.
    Based on proof ▾
  - Branding elements (logo, color palette) could be more distinctive. Assumption ▾
- **Recommendations:**

  - Use a contrast checker to ensure WCAG compliance.
  - Strengthen brand identity with consistent visual elements.

C. Content clarity & structure

- **Strengths:**

  - Concise and relevant content.
  - Clear headings and hierarchy.
- **Issues:**

  - Some sections feel text-heavy without visual breaks. Assumption ▾
  - Lack of microcopy to guide user actions. Need to validate ▾
- **Recommendations:**

  - Use icons or visuals to break up text.
  - Add tooltips or helper text for forms and buttons.

D. Accessibility

- **Strengths:**

  - Semantic HTML structure appears well-formed.
- **Issues:**

  - Missing alt text for images. Based on proof ▾
  - No keyboard navigation or ARIA roles detected. Need to validate ▾
- **Recommendations:**

  - Add descriptive alt text to all images.
  - Implement ARIA roles and ensure keyboard accessibility.

E. Performance & responsiveness

- **Strengths:**

- ○ Fast load times on desktop.
- ○ Responsive layout adapts well to different screen sizes.
- **Issues:**

    - ○ Mobile navigation could be more intuitive. `Need to validate ⌄`
    - ○ Some animations may delay content visibility. `Assumption ⌄`
- **Recommendations:**

    - ○ Optimize mobile menu interactions.
    - ○ Use performance tools to audit animation impact.

F. User journey & interaction flow

- **Strengths:**

    - ○ Clear call-to-action buttons.
    - ○ Logical flow from landing to conversion points.
- **Issues:**

    - ○ No onboarding or guidance for first-time users. `Assumption ⌄`
    - ○ Lack of feedback after form submission. `Need to validate ⌄`
- **Recommendations:**

    - ○ Add onboarding cues or intro modals.
    - ○ Provide confirmation messages or redirects after actions.

Summary & next steps

Overall impression: The website demonstrates a solid foundation in design and usability. With targeted improvements in accessibility, mobile UX, and user feedback mechanisms, it can offer a more inclusive and engaging experience.

Next steps:

- Prioritize issues marked as **Based on proof**.
- Validate assumptions through user testing or analytics.
- Collaborate with developers to implement accessibility and feedback improvements.
- Iterate based on analytics and feedback.