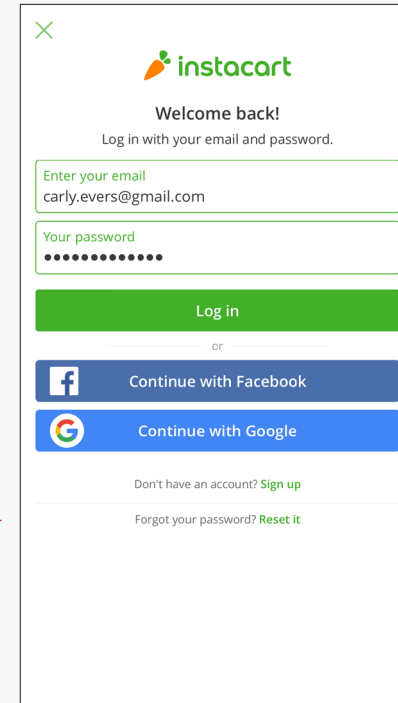


– Errors: Activity

Log in page Doesn't suggest which field was incorrect or give option to reset.

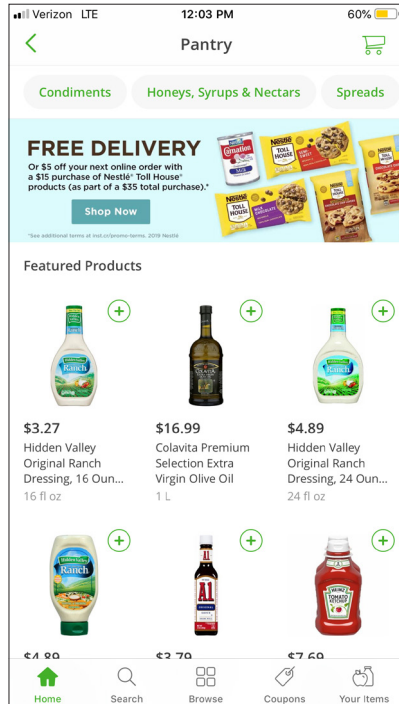
An option would be to highlight which field was incorrect.



– Errors: Activity

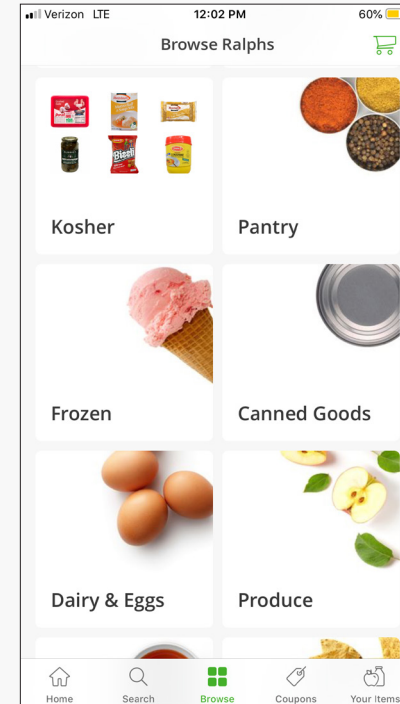
Forgot password isn't positioned close enough to the field for someone to easily find if they initially can't remember their information.

An option would be to move it right below the password text field.



+ Learnability: Affordances

A green highlight is used to show the users which elements or context they can click on to take them to a new page or display more information.

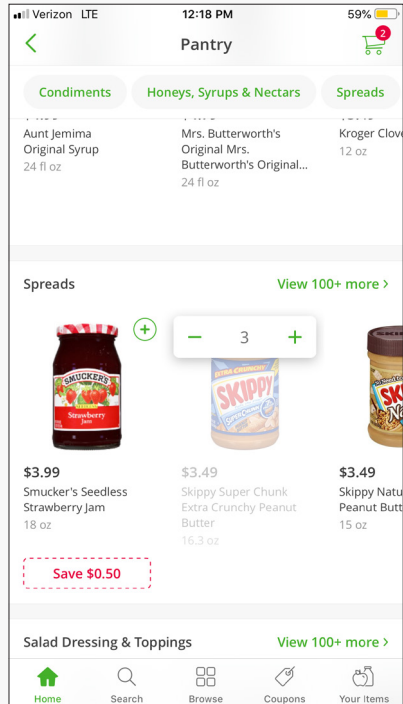


- Learnability: Affordances

The same green highlight is used on the bottom navigation bar icons to show the user which page they're on.

This is too repetitive and doesn't make a clear distinction between inactive and active elements. A different color should be used such as a darker grey.

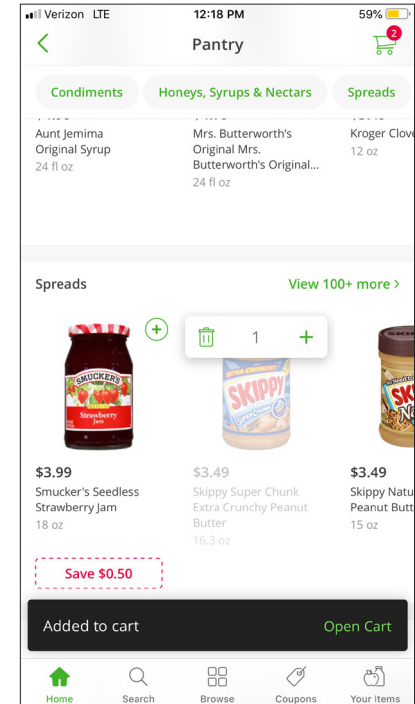
USABILITY COMPETITIVE ANALYSIS: INSTACART



- Efficiency: Flexible & Ease of Use

The user is only able to add more items in increments of 1 without being able to manually type in a number.

An option to make this better is to allow the user to tap into a text field to input a number in addition to adding with the + & -.



+ Learnability: Feedback

Verification that the user has added an item to their cart and is given the option to go to their cart.