

Problem	Heuristic Violation	Severity	Notes	Scale:			
Not enough contrast between text and background images	Aesthetic and minimalist design	3	Text blends into the background making it impossible for users to see it	1			
Lots of huge chunks of texts, making text difficult to read	Aesthetic and minimalist design	3	Disorganized text hierachy	2			
Links on front page leads user to external website (such as MadMotive magazine)	User Control and freedom	3	It's causing users to bounch from the page	3			
Problem with various photo alignments	Consistency and Standards	3	The grid is unbalanced making the site look messy	4			
Confusing logo	Consistency and Standards	3	May cause trust issues with the users				
Sign up/ Join Now is in footer	Consistency and standards	3	Unconventional navigation is confusing		Methodology: Jacob Neilson Heuristic Evaluation		
Products displayed without prices,sometimes in different currencies	Consistency and standards	4	Lots of inconsitencies				
No way to purchase products on the website	Flexibility and Efficiency to use	4					
Unconventional Navigation Bar	Consistency and standards	3	The Nav bar on the right side is confusing				