

20+ Mobile Usability Guidelines

Journey: Shop groceries using Wegmans instore app

Persona: New user (Rajiv Kaul) found about the app after talking to Toshiba. I downloaded the app and got a new membership with Wegmans. Started using the app to do groceries

- Issue:** Label doesn't indicate first step of connecting to Store's wifi

Advice: Full Scope in the link text and Contextual Label for the primary action on the landing screen e.g. Connect to Wegmans store wifi
- Issue:** Main Navigation categories are highly prominent, but are not useful

Advice: Consider representing the main navigation or important subcategories or both as part of the homepage content
- Issue:** The app logo is a crucial anchor for users but can be prone to misinterpretation

Advice: Logo is generally an escape route - ask user to confirm the intent to leave if they tap the logo, due to potential adoption barrier
- Issue:** Users don't understand technical or industry specific Jargon - in micro copy

Advice: Invest in strategic UX writing (especially for critical path through the onboarding) - that make people aware of their experiences, engage them and retract them
- Issue:** Not clear what is this loading indicator for?

Advice: Always provide high contrast load indicators whenever new content is loading. Display the load indicator immediately after a user's action (<1 second)
- Issue:** Users intuitively tap on process steps - if process steps are static they fail to support ingrained user behavior

Advice: Always implement process steps as clickable elements. Additionally, label each step to guide users, showing how far they have progressed and how many steps they have left
- Issue:** Avoid multi-column data entry layouts - Users have a very difficult time correctly understanding the relationship between help text and action buttons in two columns

Advice: Avoid multi-column form designs - use a single primary column for data entry. Keep help text with the related form
- Issue:** Always highlight core product and brand features on the homepage
- Issue:** - app name is not displayed. Just Wegmans confuses user what will happen on tapping the logo

Advice: Provide a consistent layout and design for the app navigation
- Issue:** Combined Cart total, savings and the brand in the main site-wide header are prone to be mistaken for cart links, and the two can be difficult to distinguish.

Advice: Either visually separate 'Brand', 'Checkout' and 'Cart' links in the main site-wide navigational header, or only permanently display the Cart option.
- Issue:** Barcode scan adds item in a split second without a confirmation that item is added in the list. I kept on scanning the same item repeatedly

Advice: When identical items are added to the cart through barcode scan → Display identical accidentally added products as separate items in the cart

An barcode scan item to cart/list should stay active for 7+ seconds when added,

Use an exit delay of 300-500ms, not have interactive elements near the edges, and avoid the use of in-line scroll areas.
- Issue:** Can be used for Past Purchases

Advice: For certain kinds of products, especially grocery items and takeout, users tend to buy the same items time and time again, and the need to re-find them every time they wish to purchase is tiresome and inefficient.

Prominently display "Past Purchases" on the homepage for returning users who've previously purchased from the app

Display a larger assortment of previously purchased items on the app with larger average cart sizes (such as grocery sites), and allow users to add more items to the cart directly from the quick actions

Advice: Style the Primary "Add to Cart" Button to Be Unique and Prominent
- Issue:** Users need enough time to review and act on information presented with the help text — and to be able to easily do so — or otherwise won't experience the benefits of this "Swipe and Delete" confirmation.

Advice: Show a Delete icon on the right top

User can Tap delete icon to make items active - to select and delete

User can select multiple items at one go to delete
- Issue:** No obvious means for the user to cancel the order retrieval

Advice: Add Cancel button to go back to the item list
- Issue:** Cart total lost

Advice: Keep cart total while order is finalized for processing on the kiosk
- Issue:** Allow Users to 'Save' Cart Items, and Place Saved Items Within the Cart Page
- Issue:** Asking Government issue ID in the middle of a long process

Advice: Consider having a list of documents required for the new account upfront in the process

Like I got this note in the followup email when I abandoned open new account process

