

Nielson Heuristics:

Good:

1. Visibility of System Status: Loading circles, check mark updates
6. Recognition Rather than Recall: No recognition required.

Divided:

2. Match Between System and Real World: Follows in person coffee ordering experience. Other than bean selection. Robotic wave and delivery mimics human interaction
3. User Control and Freedom: Back button always available in expected location, but could be larger
5. Error Prevention: Some limitations in the machine itself. Company currently has human employees fix. App not involved
7. Flexibility and Efficiency of Use: Default option, although redundant. Allows repeat orders based on history
9. Error Messages: N/A. Dealt with by onsite employee

Bad:

4. Consistency and Standards: Some buttons are boxed while others are not. Some turn white when selected, but some don't.
8. Aesthetic and Minimalist Design: Details given when unnecessary (name of location) but not when useful (Oatly). Important buttons hard to find while unimportant prominent. Redundant side and main menus.
10. Help and Documentation: Non-existent. Could have first-time walk-through experience or explanation of Oatly.