

noon

Presented by: *Varun Kumar*

UX Heuristic Evaluation

Noon UAE First-Time Buyer Journey

Product: Noon.com (UAE) e-commerce web app

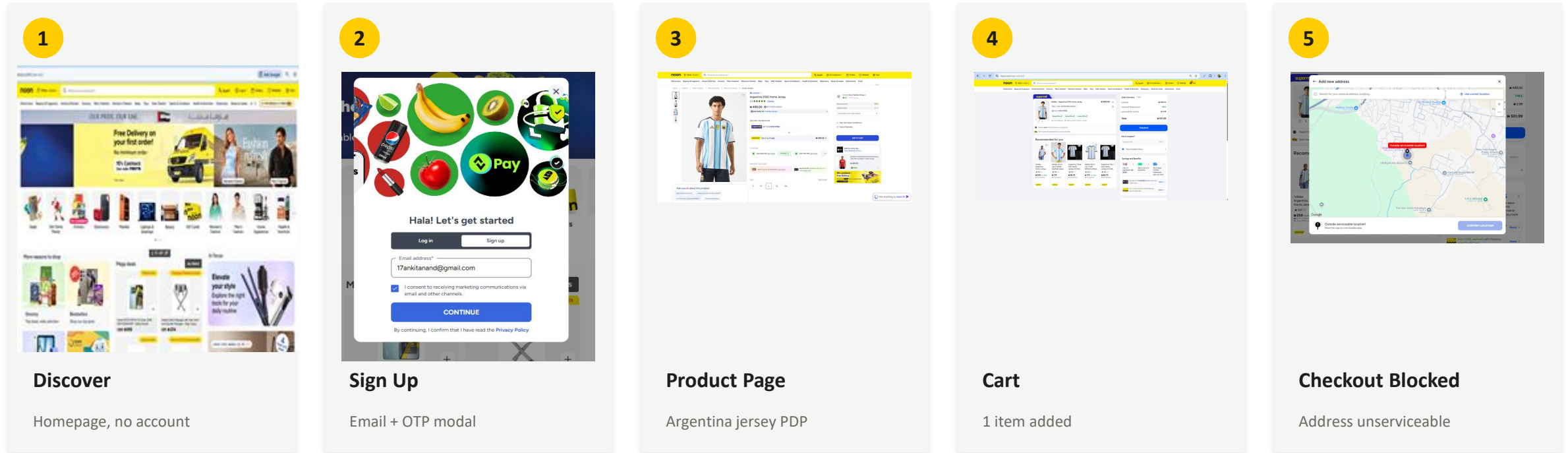
Flow: Sign up → Browse → Product Page → Add to Cart → Checkout Attempt

Method: Nielsen's 10 Usability Heuristics + UX Laws

A new user attempts to purchase a product for the first time. The flow was carried through to checkout, where it was blocked by a real system limitation an unserviceable delivery address which is treated here as part of the evaluation, not an interruption to it.

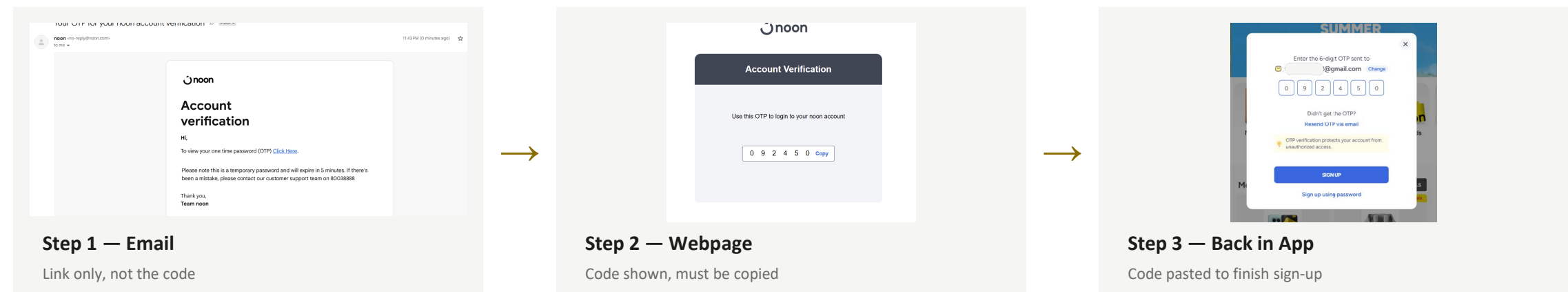
Evidence: Expert heuristic walkthrough conducted on Noon UAE desktop website (Oct 2026).

The User Journey



This is a complete evaluable journey: the failure at checkout is a genuine edge case, and Product Managers are expected to evaluate edge cases alongside the happy path.

Issues 1–3: Onboarding & Discovery

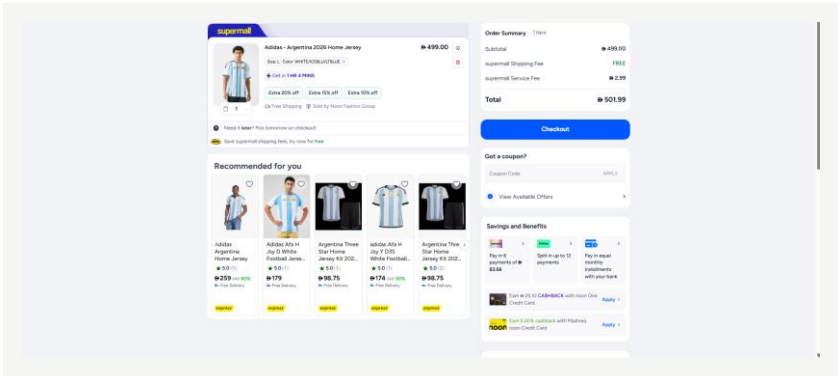


Three steps to enter one code — the flow leaves the app twice before sign-up completes.

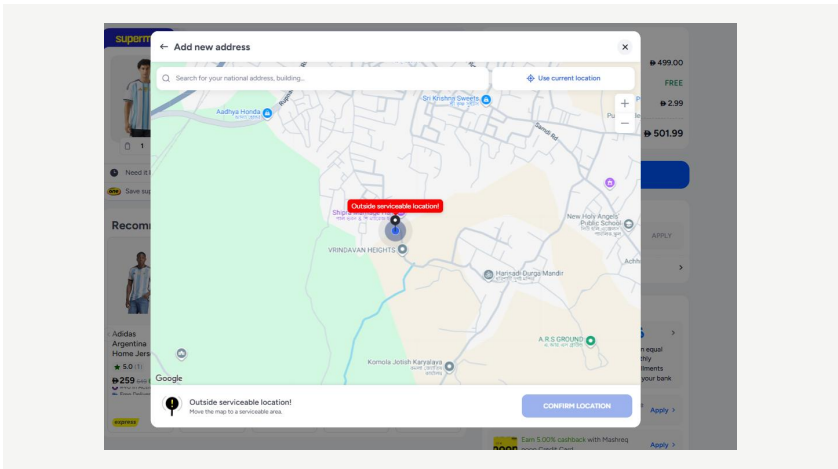
Issue	Heuristic / Law Violated	How to Improve
Sign-up modal is visually cluttered — rotating decorative icons dominate the screen; login/sign-up fields are secondary.	Aesthetic & Minimalist Design	Remove the icon carousel; make the email field and CTA the single visual focus.
Email OTP forces a 3-step detour (see above) instead of the code sitting in the email body.	Jakob's Law — breaks the pattern users expect from Gmail, banks, etc.	Show the 6-digit code directly in the email body; support copy/autofill from the mail client.
Product page bundles 8+ competing elements at once: coupons, cashback, delivery options, AI assistant, seller card, payment offers, related ads.	Miller's Law — exceeds the ~5–9 item chunk limit users can process before deciding.	Group into collapsible sections (Delivery, Offers, Reviews) so only 1–2 chunks show by default.

Issues 4–7: Trust, Cart & Checkout Failure

Issue	Heuristic / Law Violated	How to Improve
Product shows a 5.0-star rating prominently, but the reviews panel states 'This product doesn't have any reviews yet' — the rating's origin is unexplained.	Consistency & Standards / Match Between System & Real World	Suppress the star rating until a minimum review count is reached, or label its source (e.g. 'based on 1 verified purchase').
Cart page surrounds the checkout CTA with 5 recommended products, coupon prompts, cashback banners, and installment offers.	Aesthetic & Minimalist Design	Move cross-sell content below the fold or to a separate 'you may also like' step after checkout, not beside it.
'Outside serviceable location' error gives no path forward — no nearby serviceable area, no pickup point, no explanation of coverage.	Help Users Recognize, Diagnose & Recover from Errors	Suggest the nearest serviceable zone or pickup locker directly in the error state, not just a red banner.
Close ('X') buttons on the sign-up and address modals are small (~24px) and sit in a low-contrast top corner, far from where the cursor typically rests when the modal opens.	Fitts's Law (smaller targets placed farther from the cursor take longer and are more error-prone to click)	Enlarge the clickable hit area to ≥40px and increase contrast so it's easier to locate and click quickly.

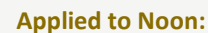


Cart page — checkout competes with 5 recommended products



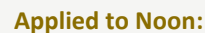
'Outside serviceable location' — no recovery path offered

Users expect your product to work like the other products they already use.



Every mainstream OTP flow (Gmail, banks, WhatsApp) shows the code directly. Noon's is the outlier — it routes users to a separate webpage to copy it, breaking a well-established mental model.

The average person can hold about 7 (± 2) items in working memory at once.



The product page presents 8+ simultaneous decision inputs — coupons, cashback, two delivery options, AI assistant, seller rating, payment offers — exceeding that budget before the user has even decided to buy.

Time to acquire a target is a function of its distance and size — small, distant targets take longer and cause more errors.



Modal close buttons are small (~24px) and sit in a low-contrast top corner, away from where the cursor rests when the modal opens — increasing the distance and precision needed to click them, in a flow already prone to drop-off.

Improvement Recommendations

1

Simplify onboarding

Drop decorative carousel; show OTP inline in the email body, no webpage detour.

2

Chunk the product page

Collapse offers, delivery, and cross-sell into expandable sections — default to 2–3 visible chunks.

3

Protect the checkout path

Remove recommended-product rails from the cart; keep the page focused on completing the purchase.

4

Make errors recoverable

When a location is unserviceable, suggest the nearest covered zone or a pickup locker on the same screen.

5

Fix cursor targets

Enlarge modal close buttons to ≥ 40 px with stronger contrast so they're faster and safer to click.

6

Earn the star rating

Hide or caveat ratings shown with zero written reviews to preserve buyer trust.

Expected Impact

↓ Drop-off

Fewer users abandon sign-up when OTP is a single in-email step, not a 4-step detour.

↑ Conversion

A decluttered product page and distraction-free cart reduce decision fatigue at the moment of purchase.

↑ Trust

Explained ratings and recoverable errors reduce the 'is this site reliable?' hesitation new users feel.

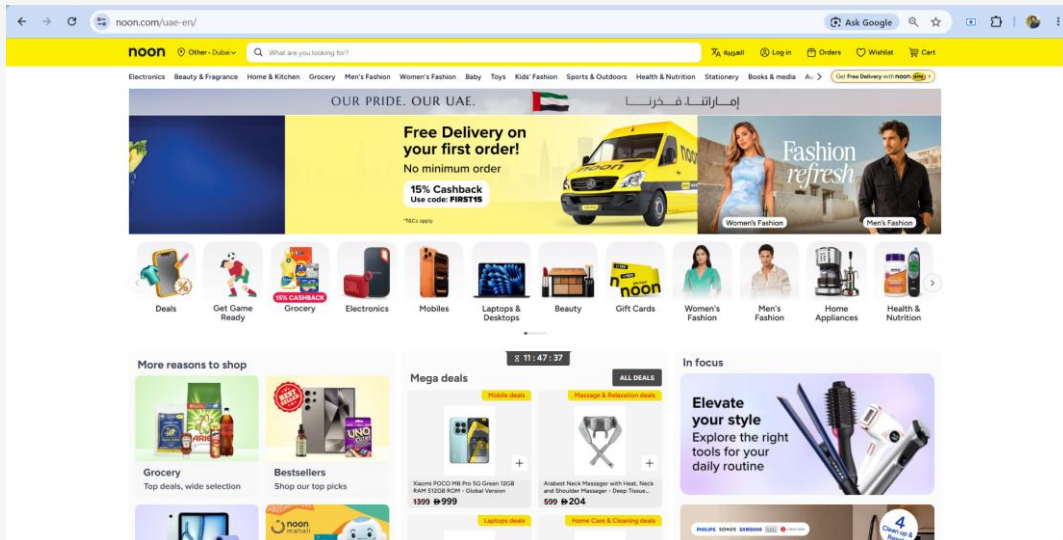
Every recommendation traces back to a specific heuristic or law observed in this flow — not a general aesthetic preference.

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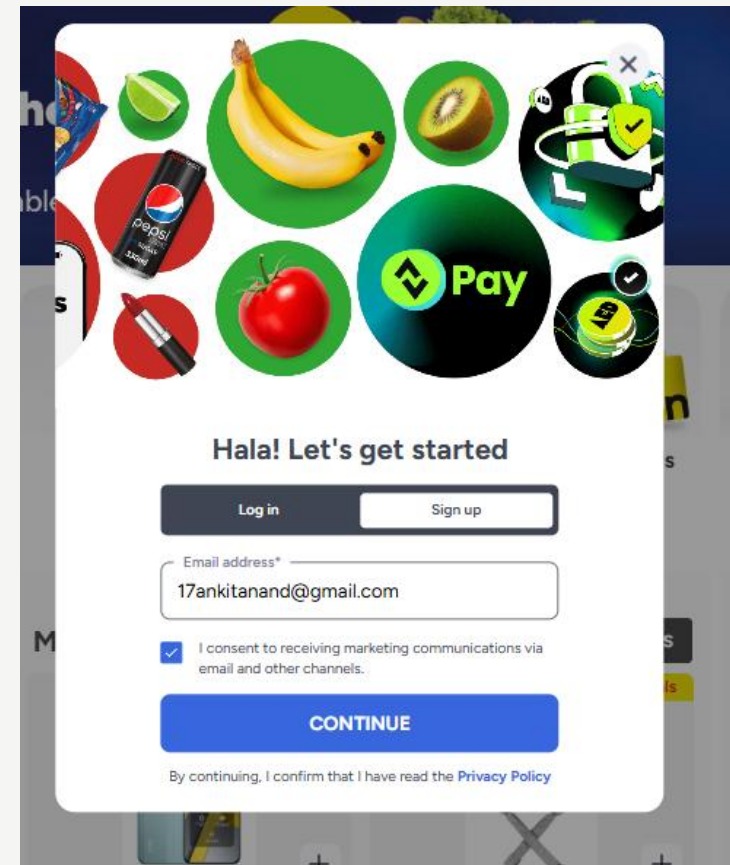
Thank You

UX Heuristic Evaluation — Noon UAE

Full Journey — Raw Screens

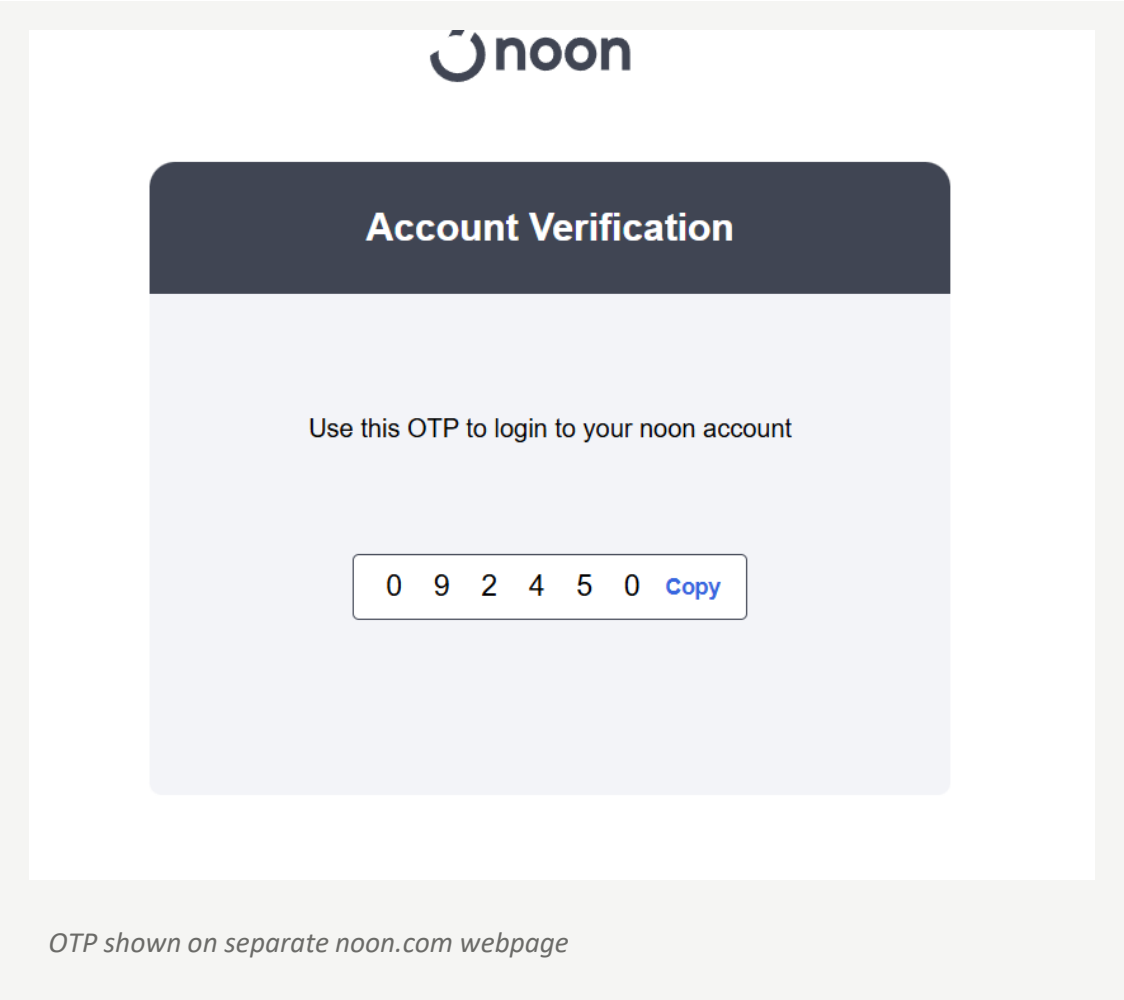
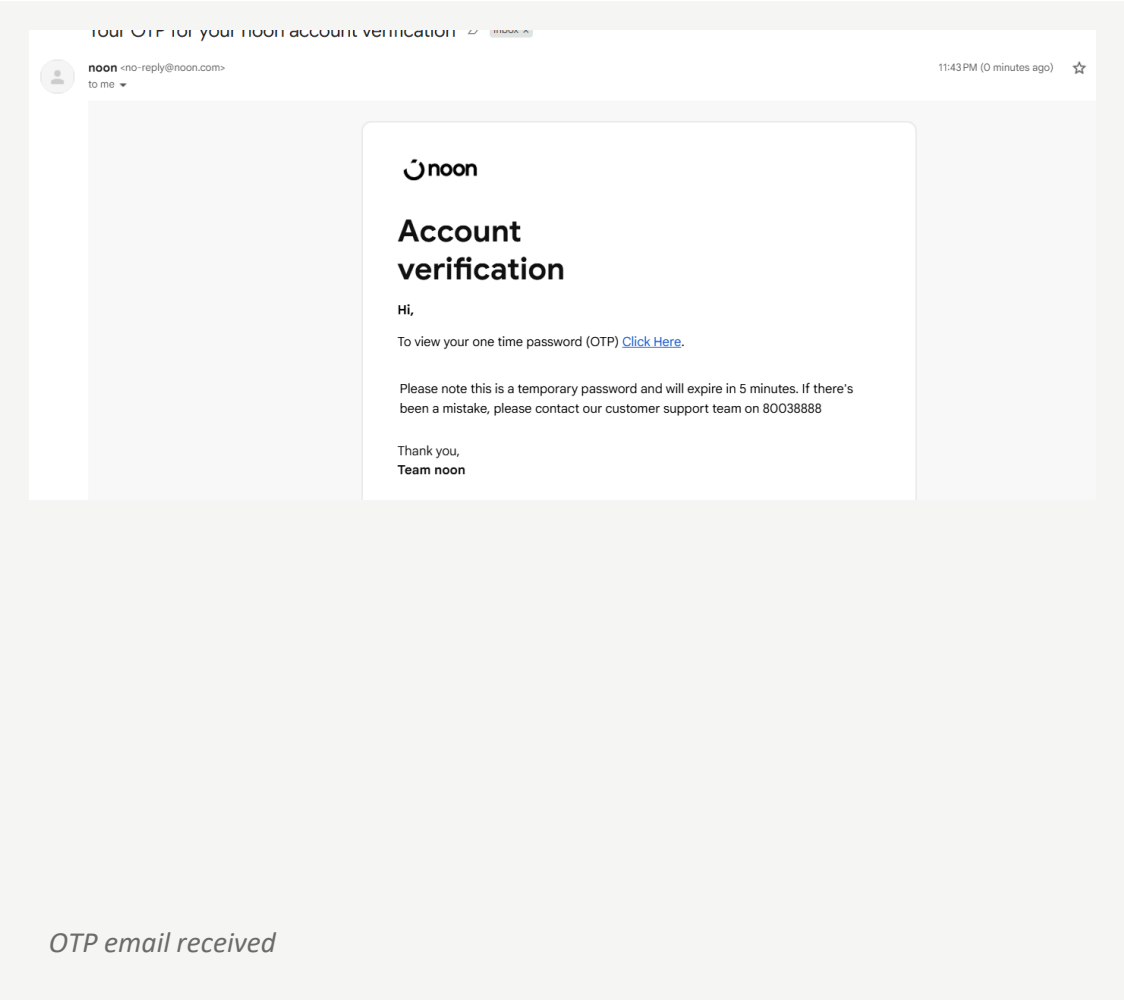


Homepage (logged out)

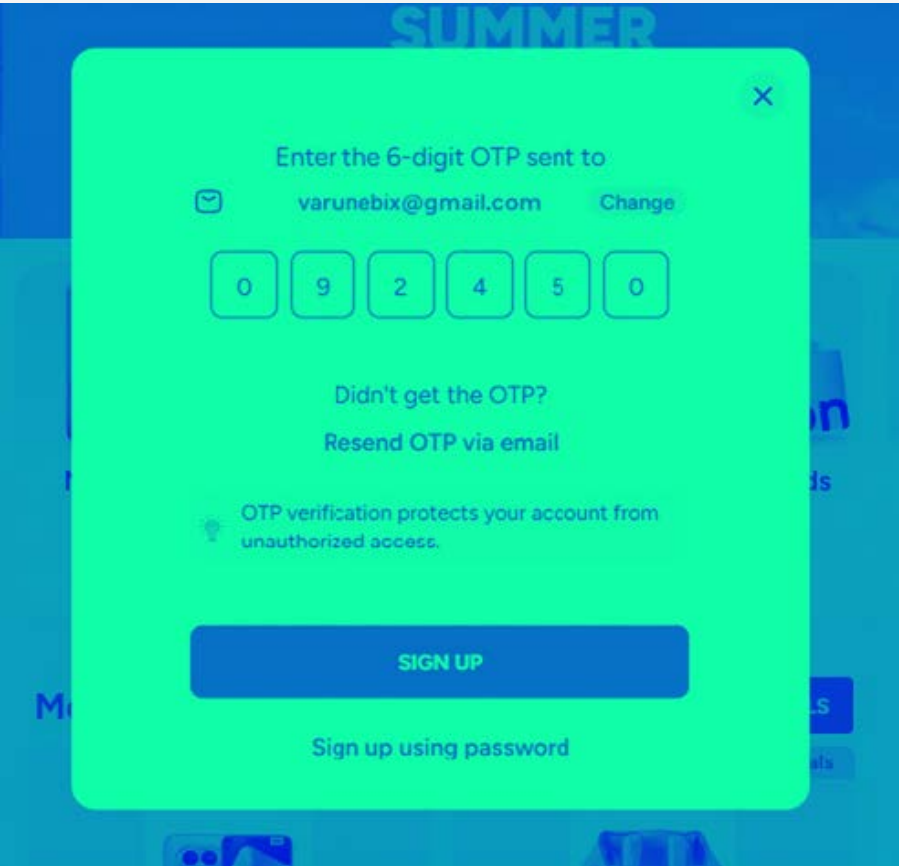


Sign-up modal — final state before submit

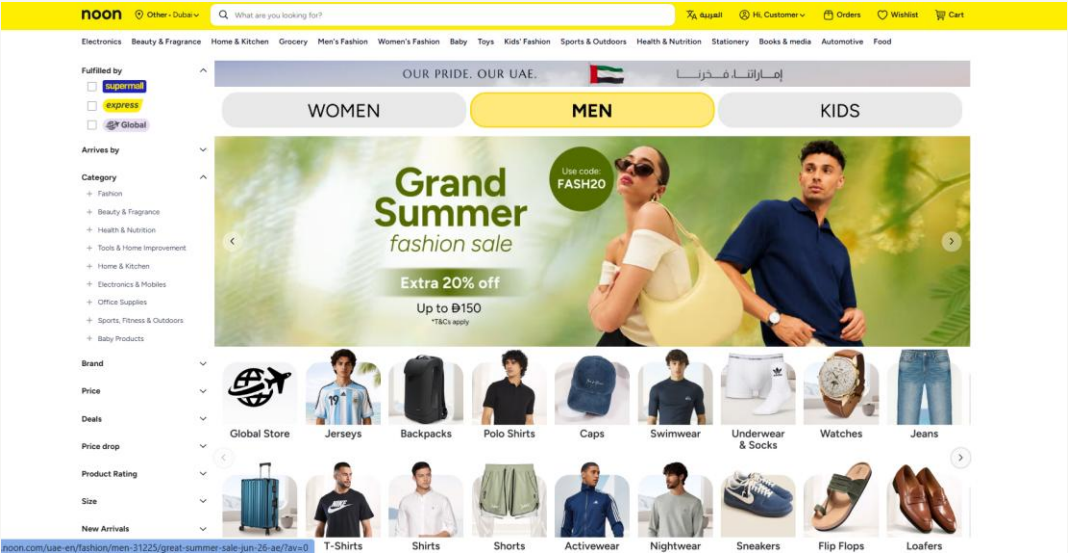
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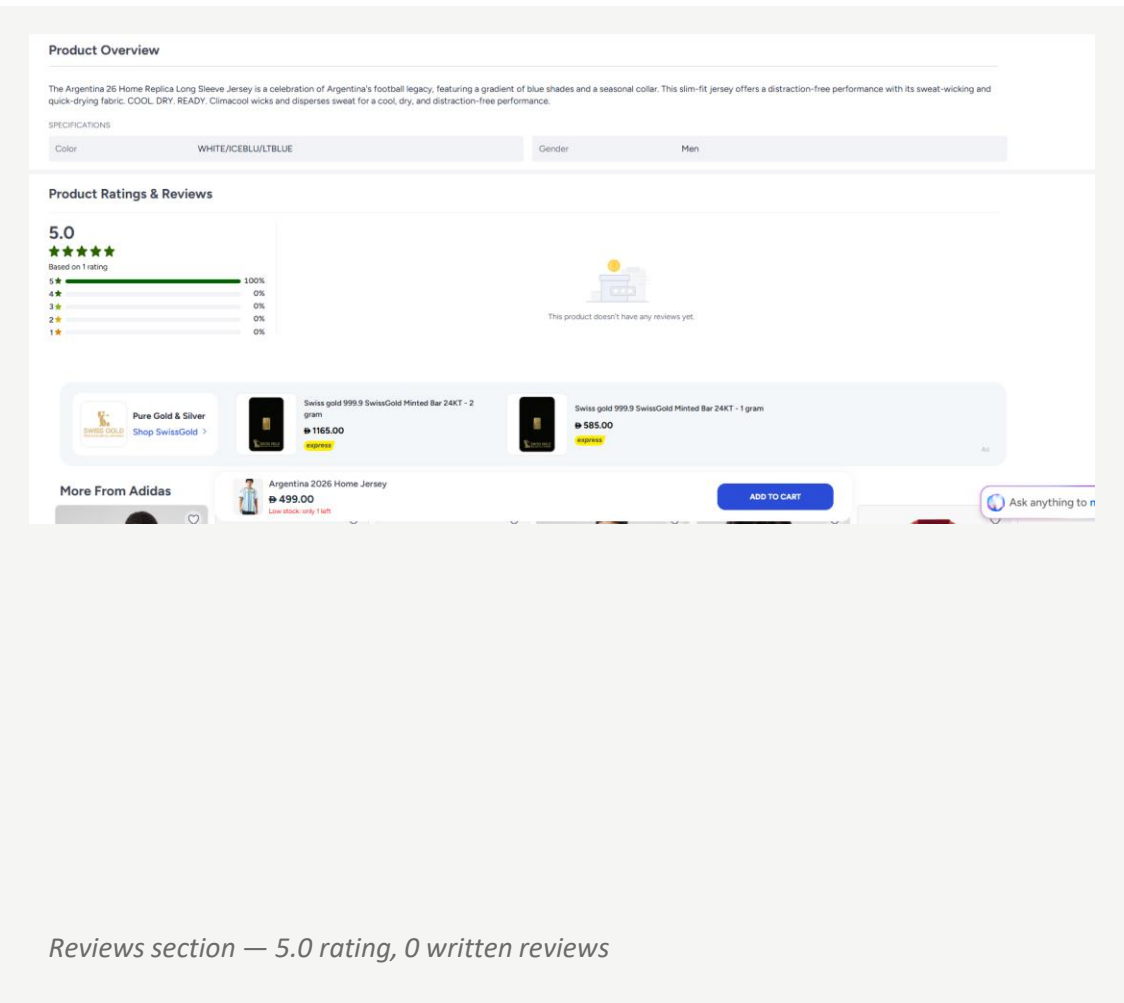
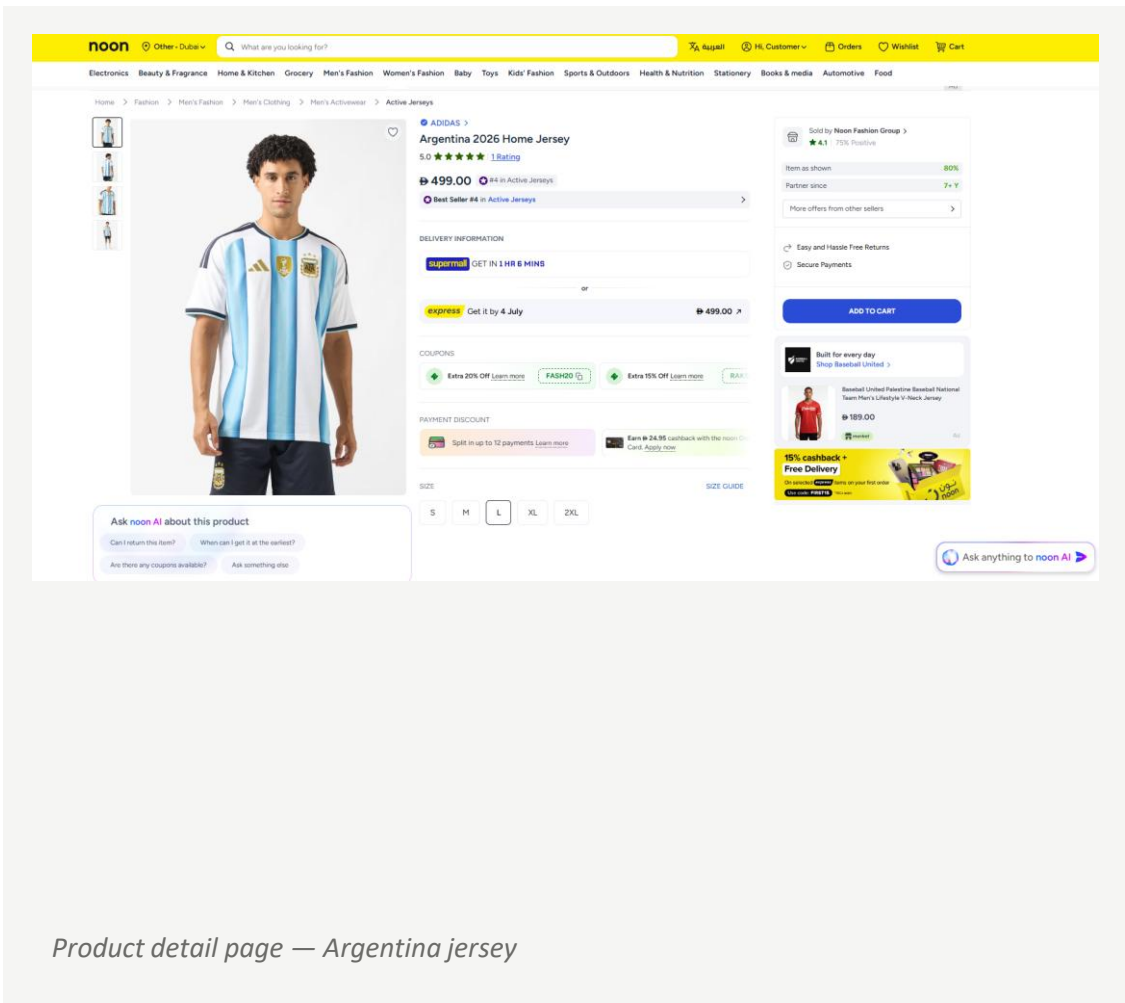


OTP re-entered inside the app to complete sign-up

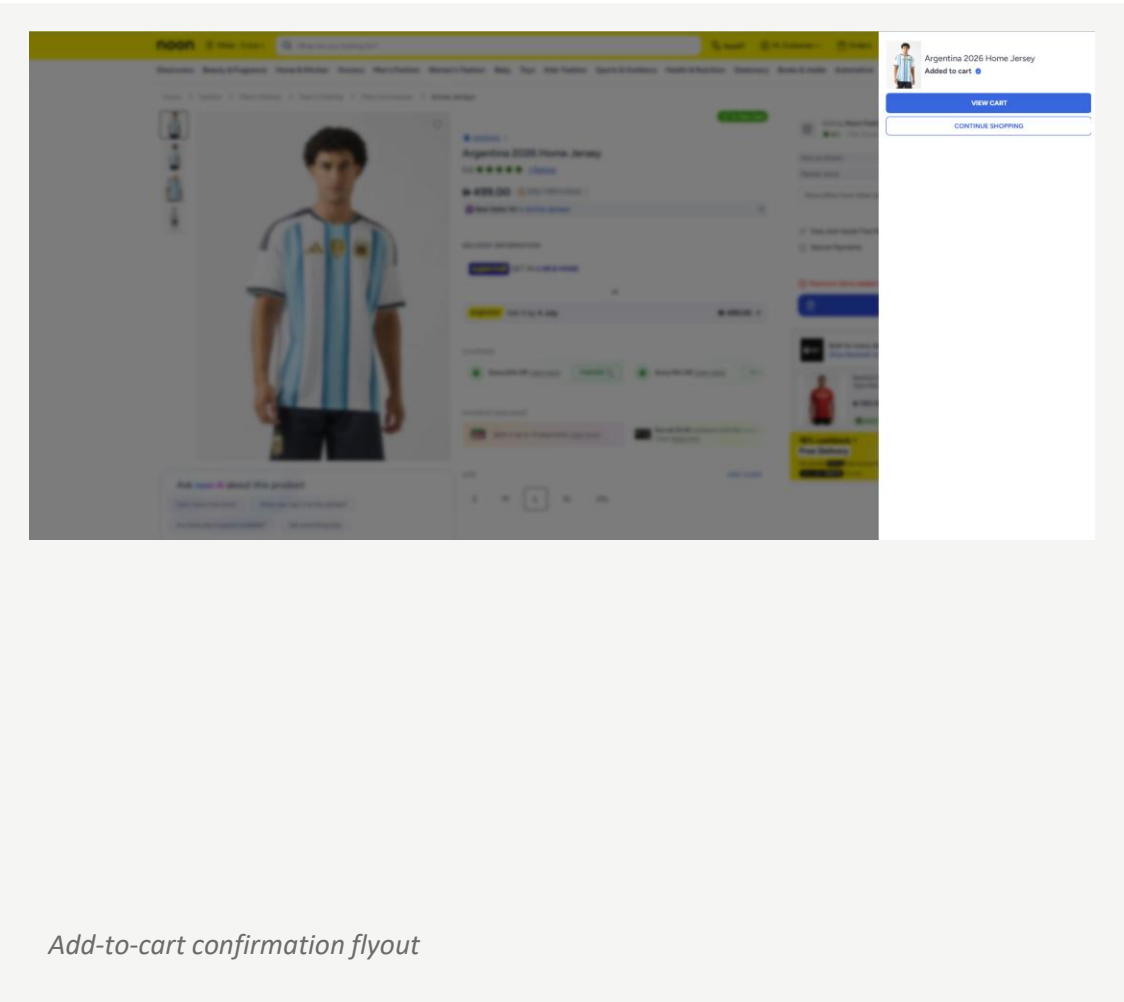
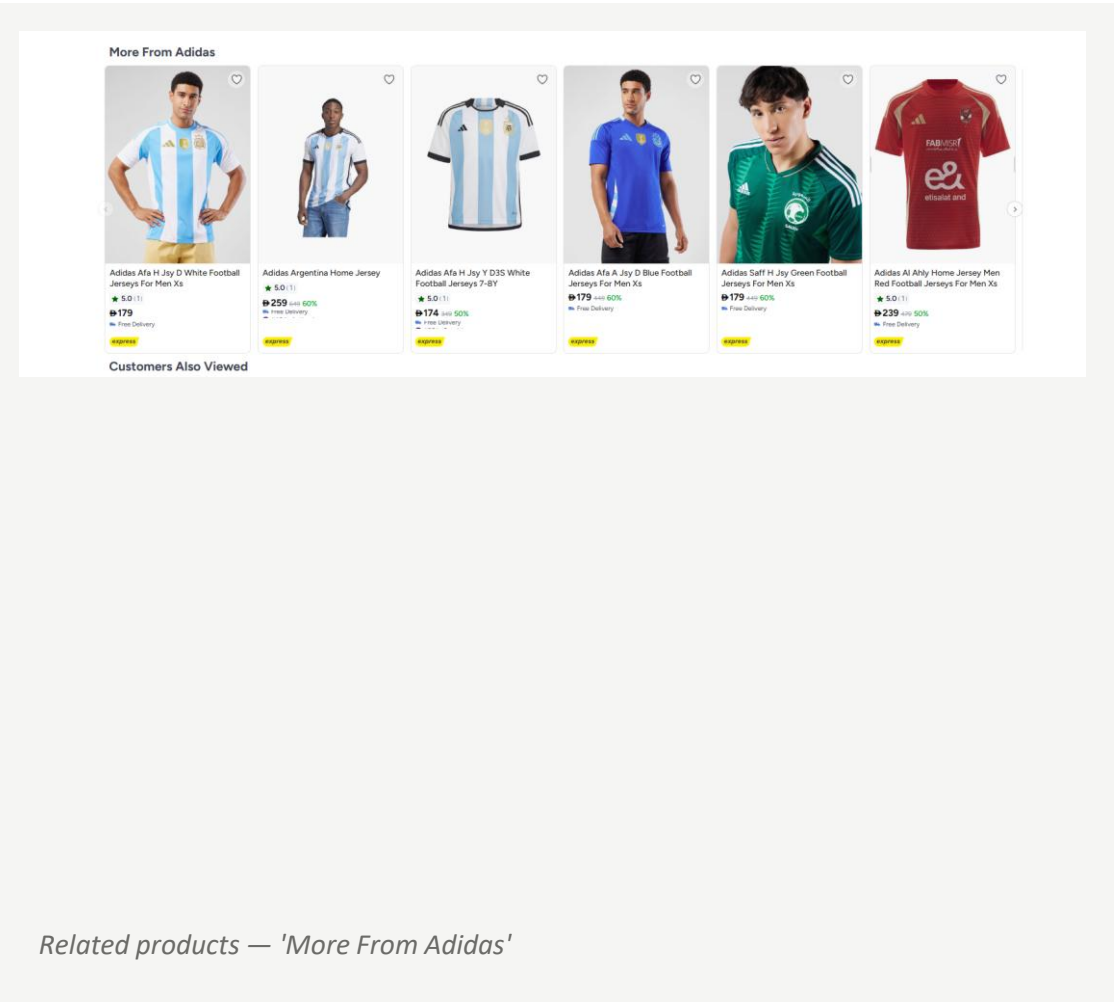


Men's Fashion category listing

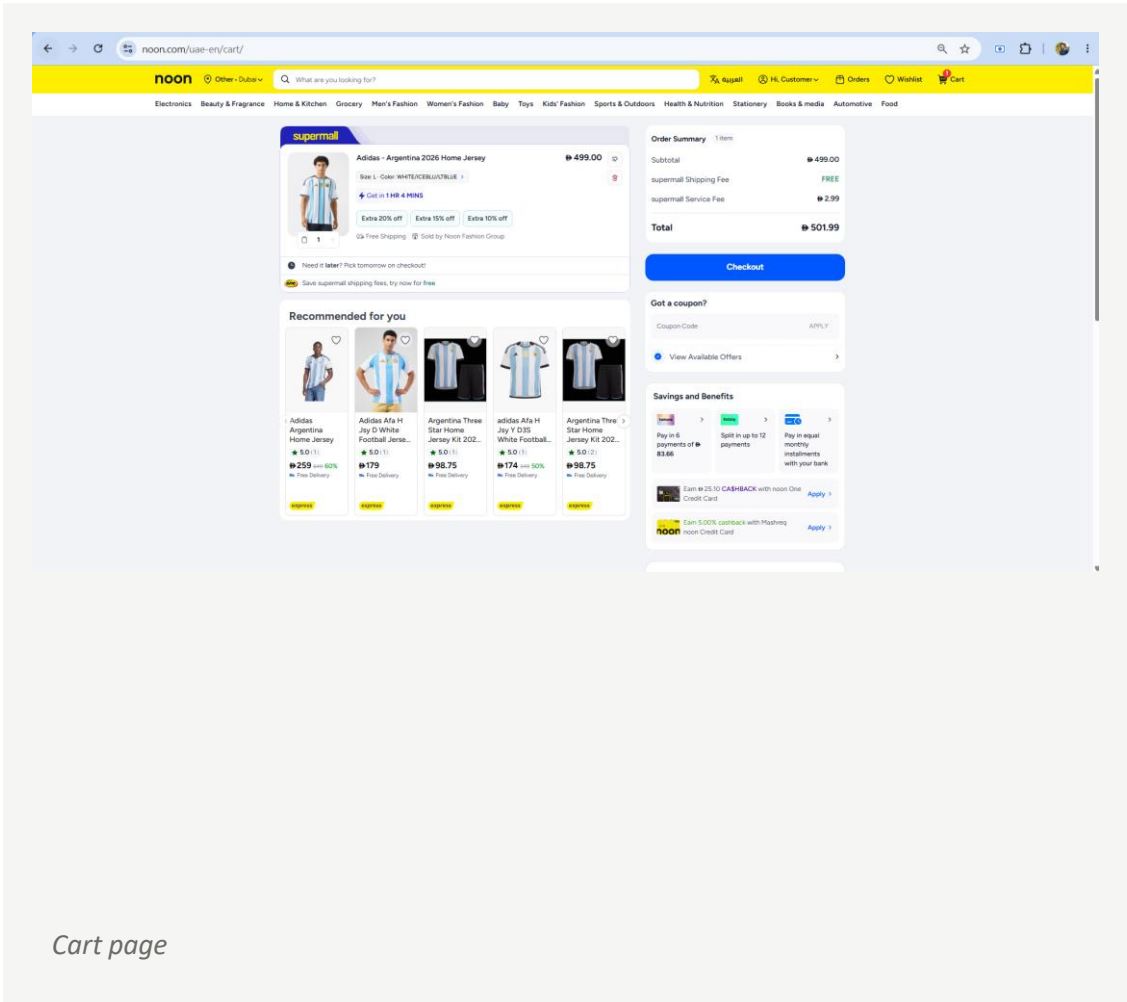
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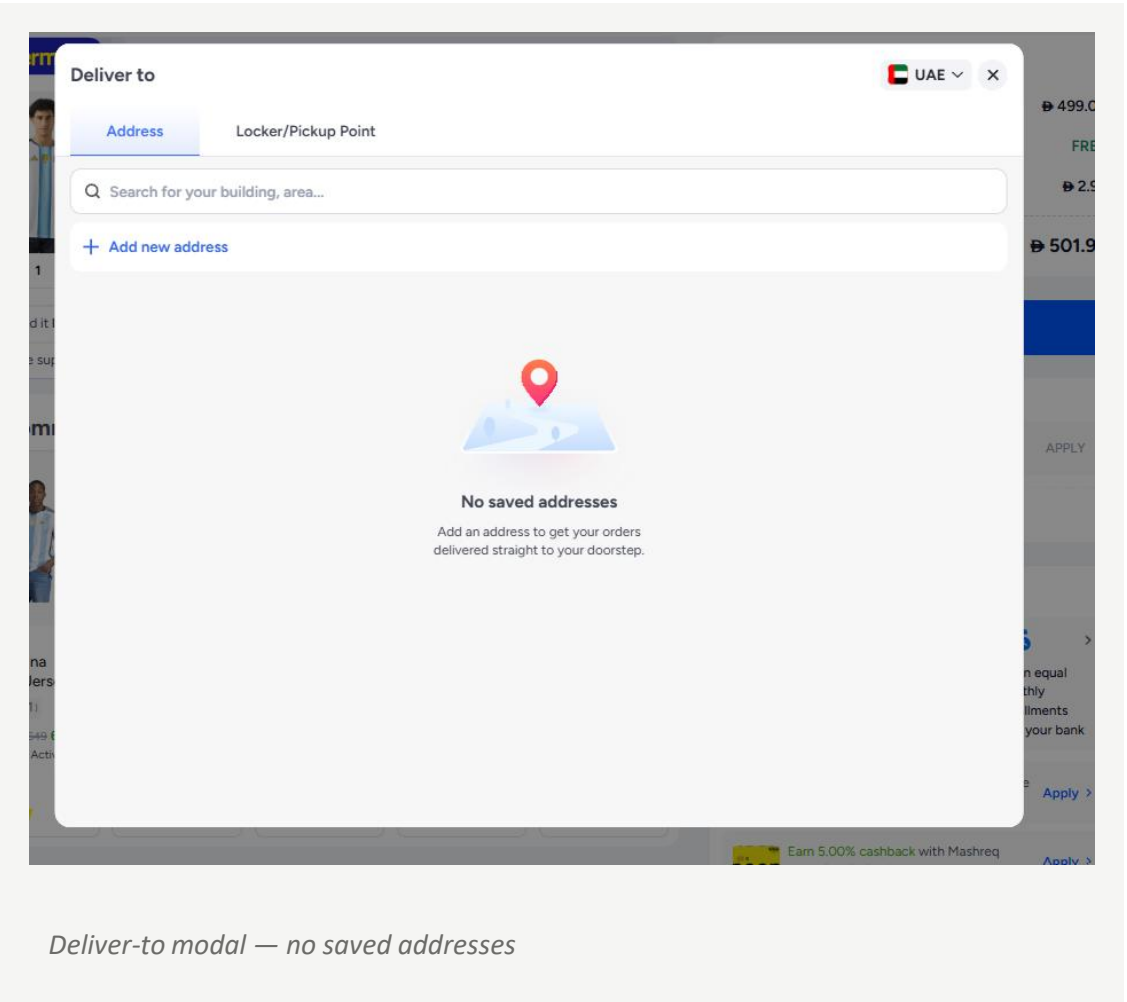
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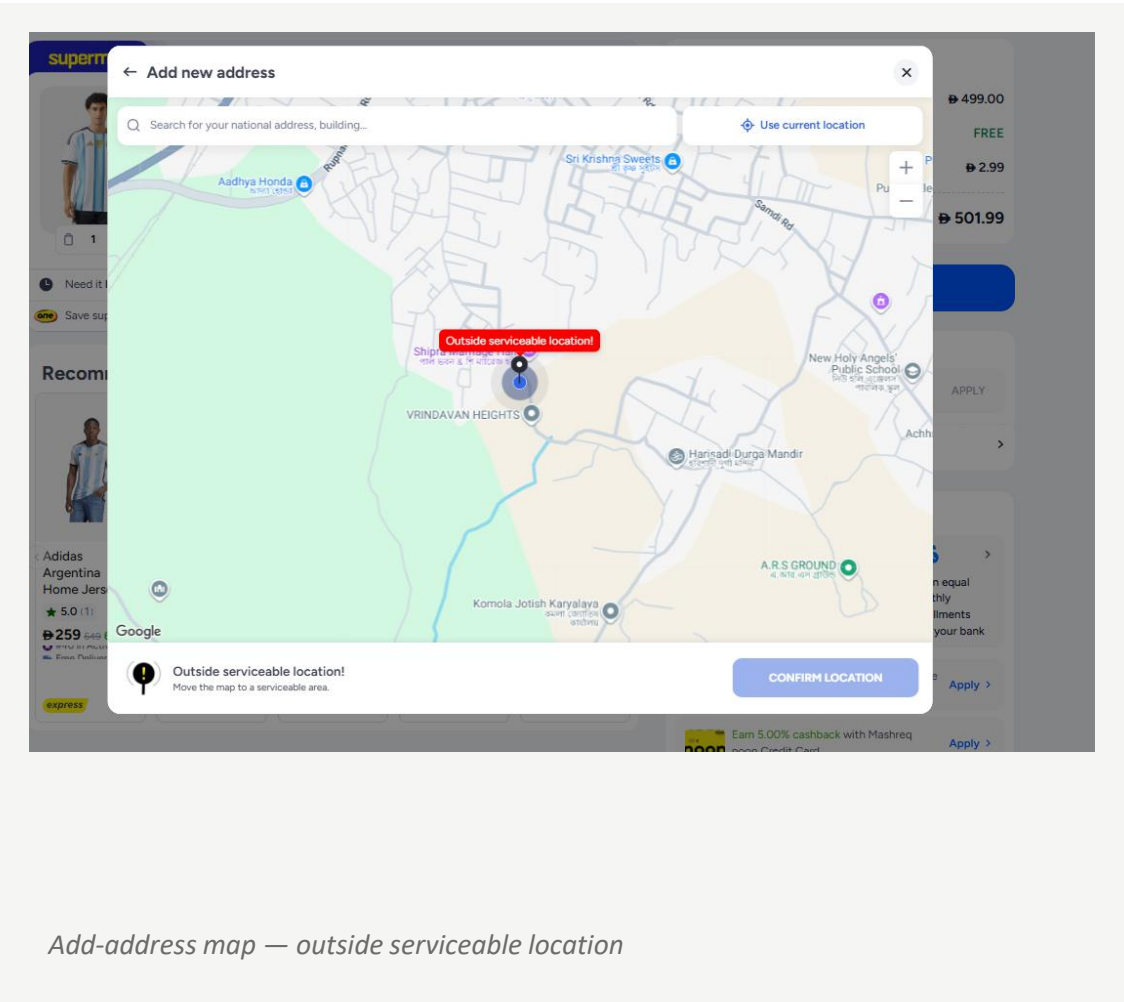
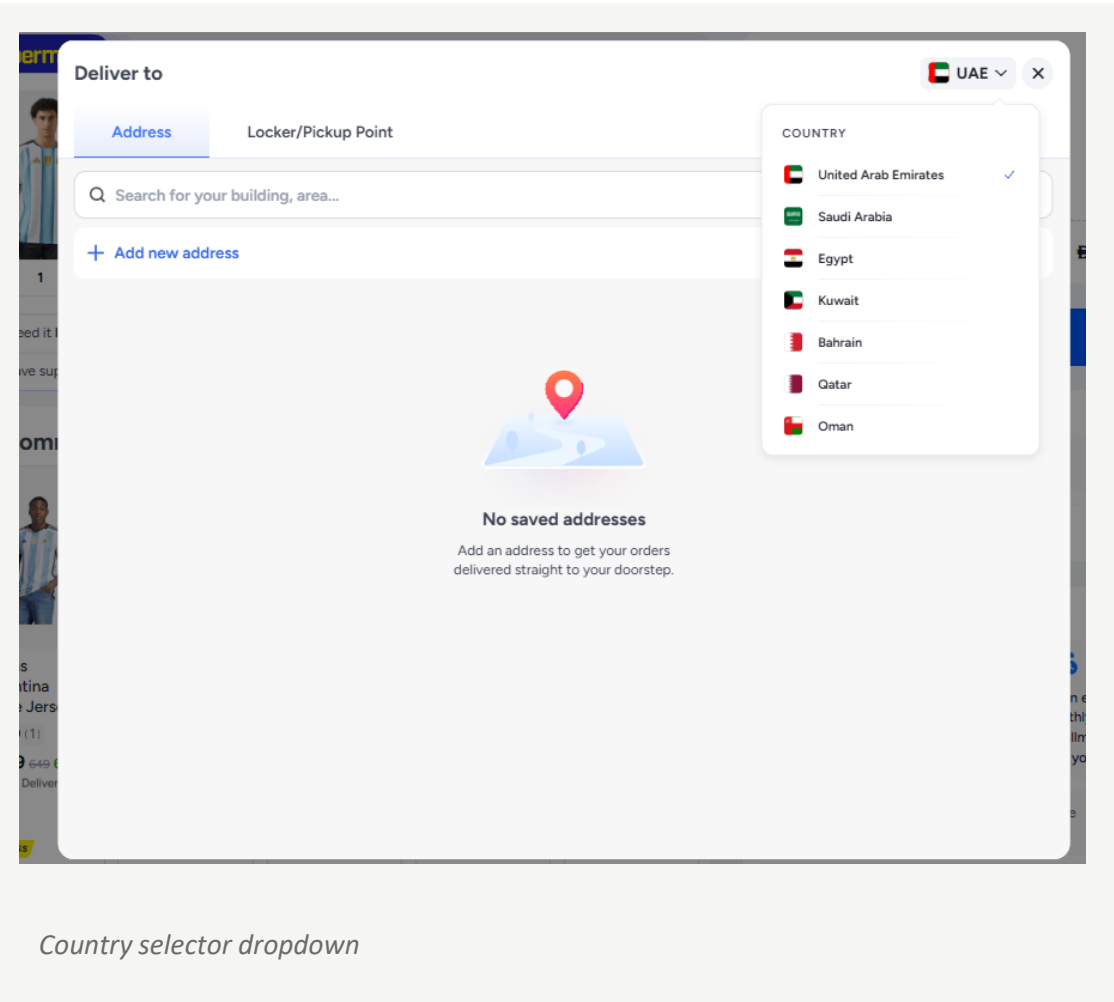


Cart page



Deliver-to modal — no saved addresses

Full Journey — Raw Screens



Full Journey — Raw Screens

