

ABSTRACT

The rapid expansion of Indonesian beauty e-commerce has intensified the demand for interfaces that lower cognitive effort and sustain purchase intention. A preliminary survey of 55 active Sociolla users indicated that 83.6% perceived the homepage as visually cluttered and 78.2% experienced navigational confusion. This research adopts Nielsen's ten usability heuristics with the severity rating scale, together with the User Experience Questionnaire framework developed by Schrepp, Hinderks, and Thomaschewski. Data collection combined a Heuristic Evaluation conducted by five purposively selected evaluators, who independently inspected 25 interface elements across the Homepage, Product Discovery, and Product Detail pages, with a UEQ pre-test and post-test administered to 30 respondents. The evaluation identified the Add to Cart and Buy Now button as a usability catastrophe with a mean severity of 4.00, followed by homepage visual density at 3.00, the product filter sidebar at 2.80, and variant error handling at 2.60. A redesigned prototype was developed in Figma to resolve these prioritized violations. Post-test results demonstrated statistically significant improvement across all six UEQ dimensions ($p < 0.05$), with Efficiency rising from -0.03 to 1.96. Five dimensions achieved an Excellent benchmark classification and Novelty achieved Good, confirming that heuristic-driven redesign measurably enhanced the platform's user experience.

Keywords: Heuristic Evaluation, User Experience Questionnaire, User Interface Redesign, Beauty E-Commerce, Usability