

# **Pok Brothers website**

## Heuristic Evaluation

By GoUXReview  
3 June 2025

## Summary

Our UX evaluation of **Pok Brothers' website** identifies key usability issues that negatively impact user experience and conversions. While the brand has strong credibility, elements like oversized banners, complex navigation, and lack of visual hierarchy create friction for both B2B and B2C customers.



A leading premium Halal food wholesaler in Malaysia with a **60-year** track record

# Methodology

Focuses on evaluating a product against established usability principles.

- Evaluation Type: Heuristic evaluation
- Evaluator: UX Consultant from **GO** UX Review
- Framework Used: Jakob Nielsen's 10 Usability Heuristics
- Scope: Homepage, Header, Navigation, Product Listing Page, Product Detail Page, Contact Page

## Key Findings

- Slow navigation due to nested menus → Users abandon browsing early.
- Oversized banners push products below the fold → Lower visibility of CTAs.
- No clear product info hierarchy → Reduces purchase confidence.

## Business Impact

- Fixing these issues could **reduce bounce rate by 20–30%** and **increase conversions**.

# Key Findings & Recommendations

## High priority issues

| Issues                           | Severity (1-4)          | Business Impact                      | Recommendation                                  |
|----------------------------------|-------------------------|--------------------------------------|-------------------------------------------------|
| Banner too large, hides products | Severity <span>3</span> | Low CTA visibility → missed sales    | Reduce banner height; add “Shop Now” above fold |
| Navigation too nested            | Severity <span>3</span> | Slower product discovery → drop-offs | Implement mega menu for faster navigation       |
| No breadcrumb navigation         | Severity <span>2</span> | Users feel lost, poor UX             | Add breadcrumb for easy navigation              |

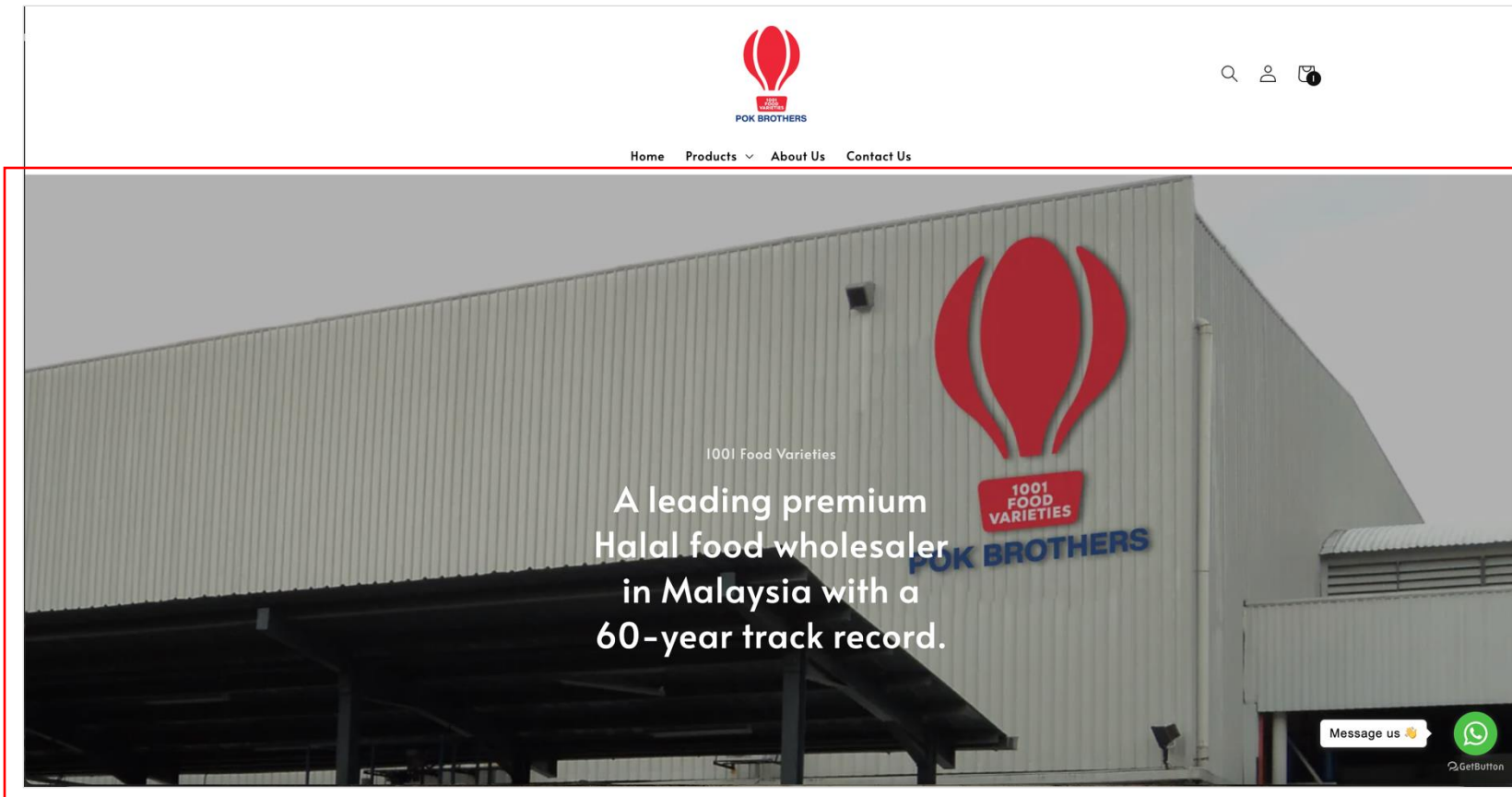
## Severity scale

- Severity 1** Cosmetic issue
- Severity 2** Minor usability issue
- Severity 3** Major usability issue
- Severity 4** Critical problem

# Home page

Severity **3**

Aesthetic and minimalist design



**Issue:** The large promotional banners occupies most of the visible screen area.

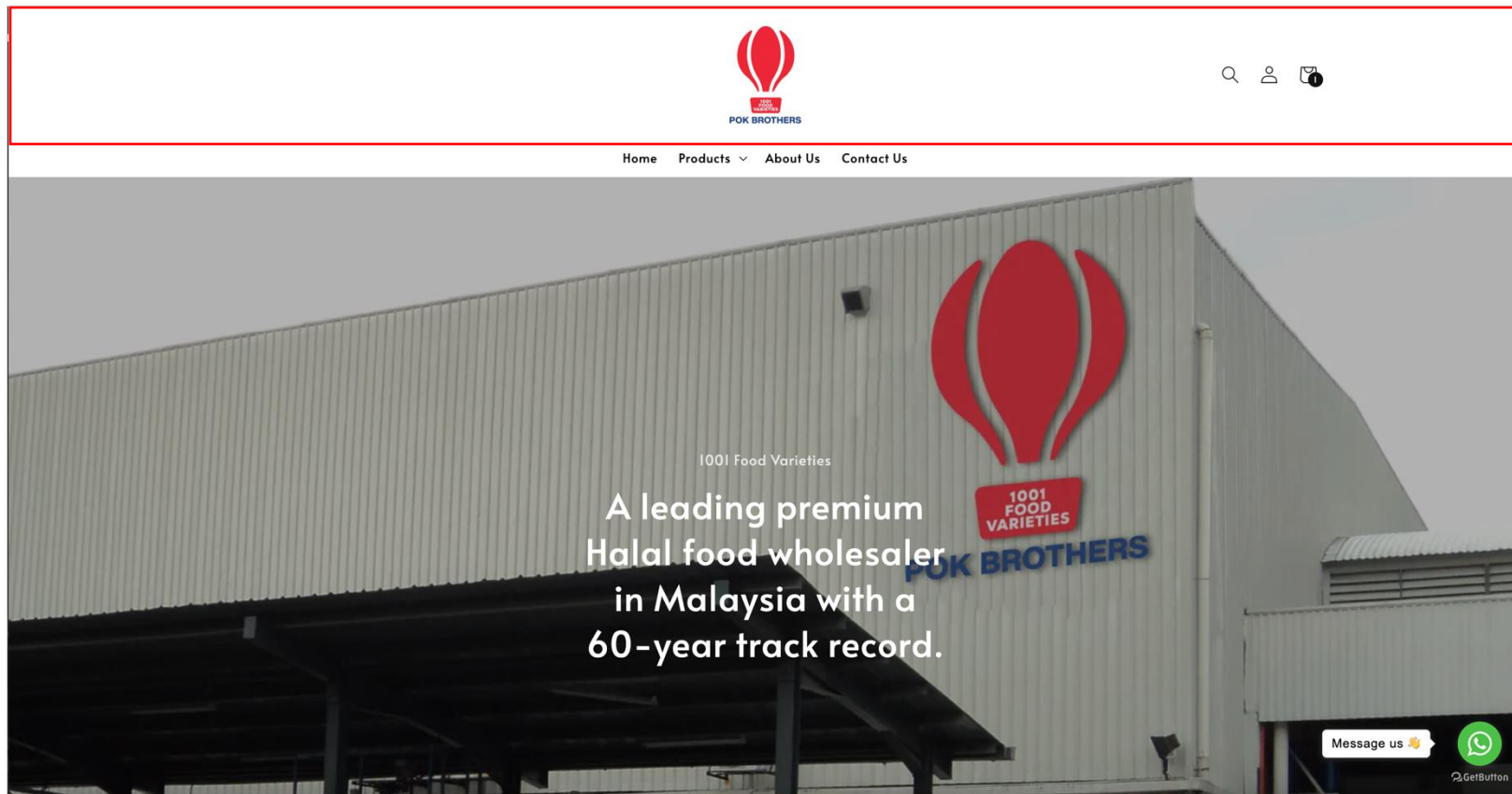
Users are unable to immediately see main content such as featured products, categories, or CTAs (e.g., “Shop Now”) without scrolling. This creates unnecessary friction at the start of their journey.

## Recommendation:

- Reduce banner height
- Use concise text (1 line headline, 1 subline, 1 CTA (e.g., “Shop Now”))
- Ensure a product section is visible above the fold to guide the user immediately.

# Header

Severity 2 Aesthetic and minimalist design



## Issue:

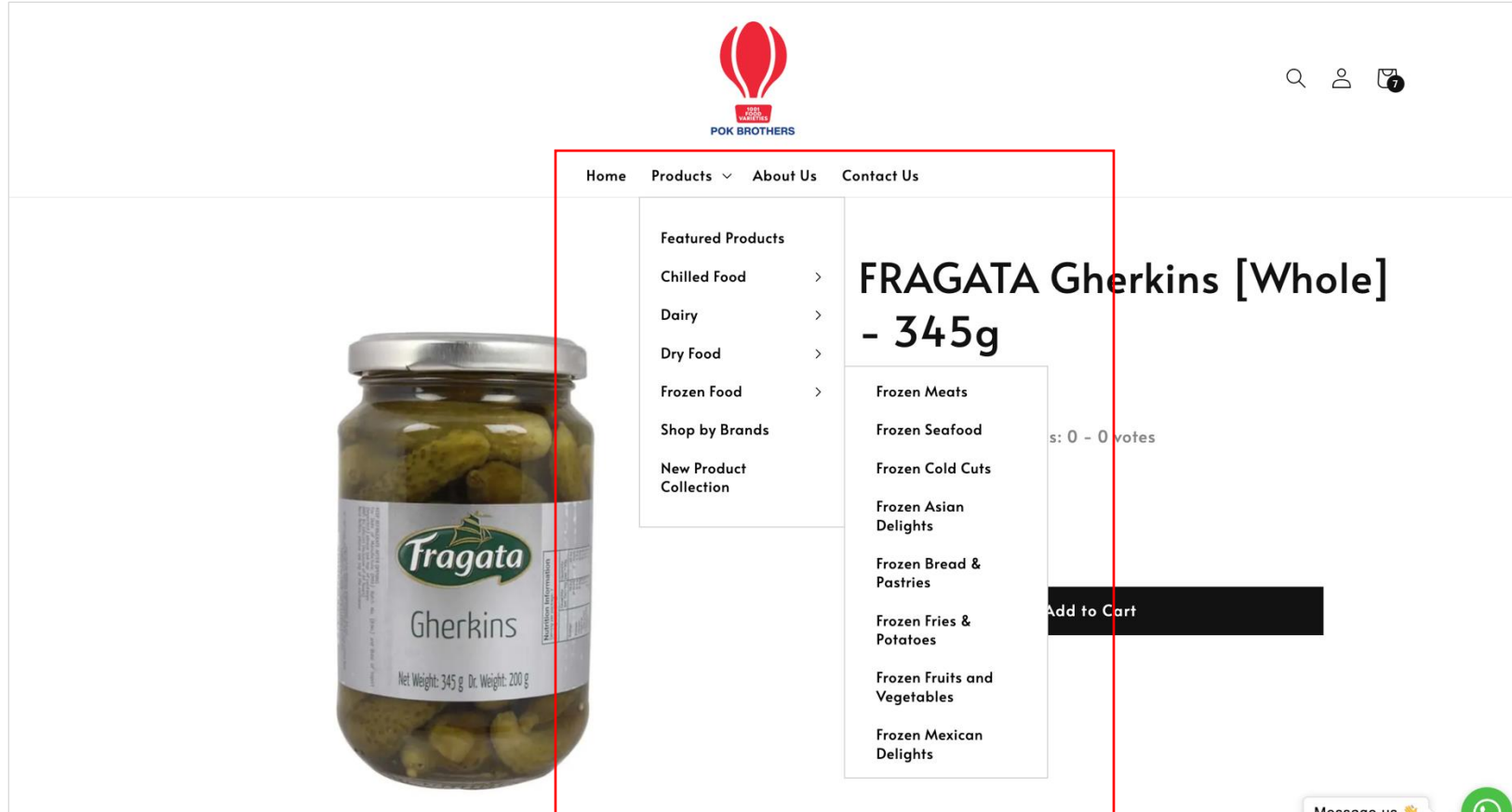
- The logo is not oversized, but its central placement on the page makes it overly prominent.
- This draws users' attention away from the main content and disrupts the intended visual hierarchy.

## Recommendation:

- To improve content focus and layout balance, consider repositioning the logo to a less dominant location, such as the top-left corner.
- This maintains brand visibility while allowing the key content to take center stage in the user's visual flow.

# Navigation

Severity **3** Flexibility and efficiency of use



**Issue:** Too many nested steps (e.g., Products > Frozen food > Frozen meats)

This adds unnecessary friction to the browsing experience. For an eCommerce site, category access should be quicker and more intuitive to support efficient product discovery.

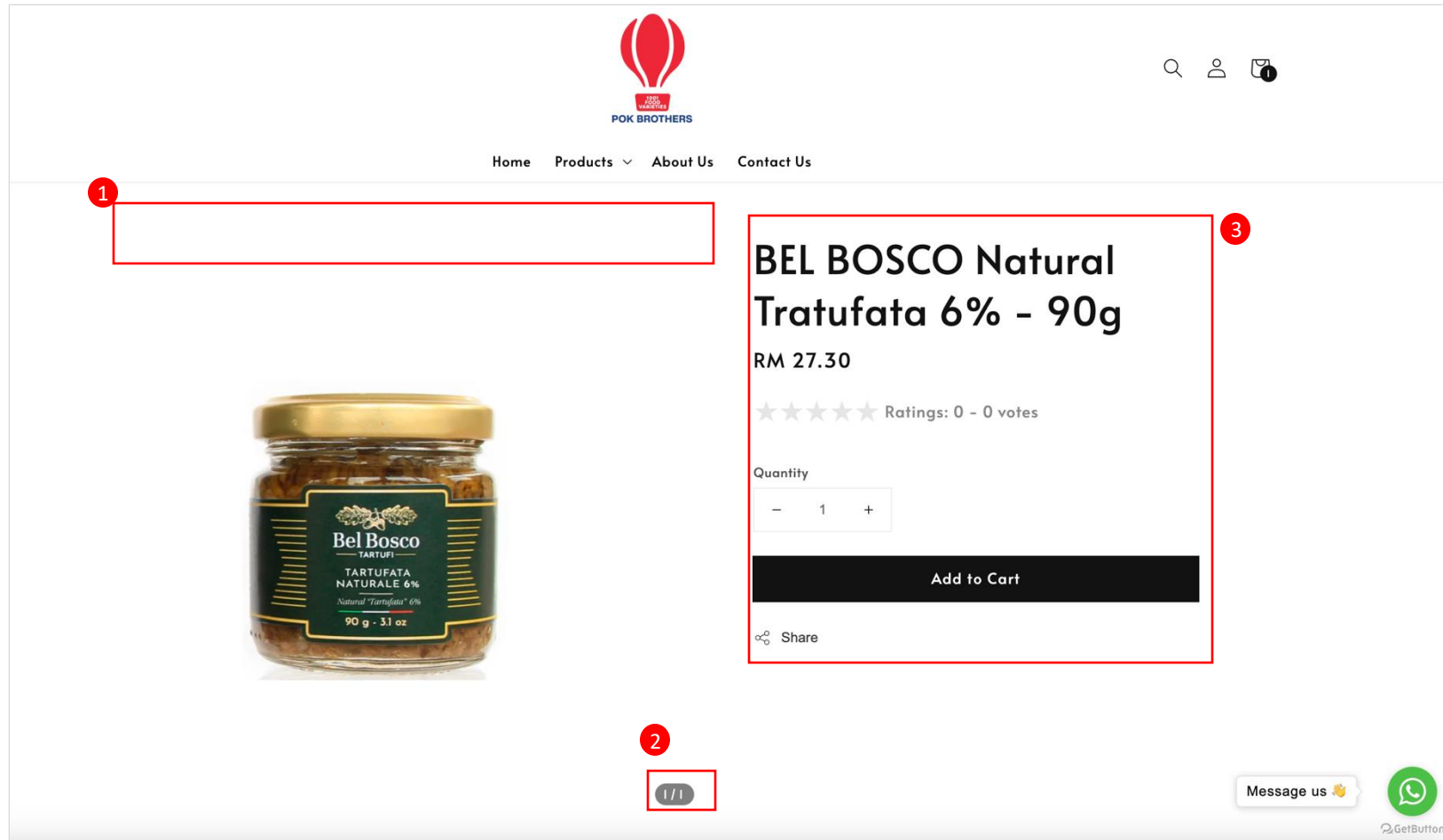
## Recommendation:

- Use mega menus to display multiple categories at once, which shortens navigation paths.

# Product Detail

Severity **2** Visibility of system status

Severity **2** Aesthetic and minimalist design



## Issues:

1. No breadcrumb navigation or category filter. Users may forget how they reached a page.
2. Pagination is misleading to users as it has only one picture displayed.
3. No visual hierarchy for the product information.

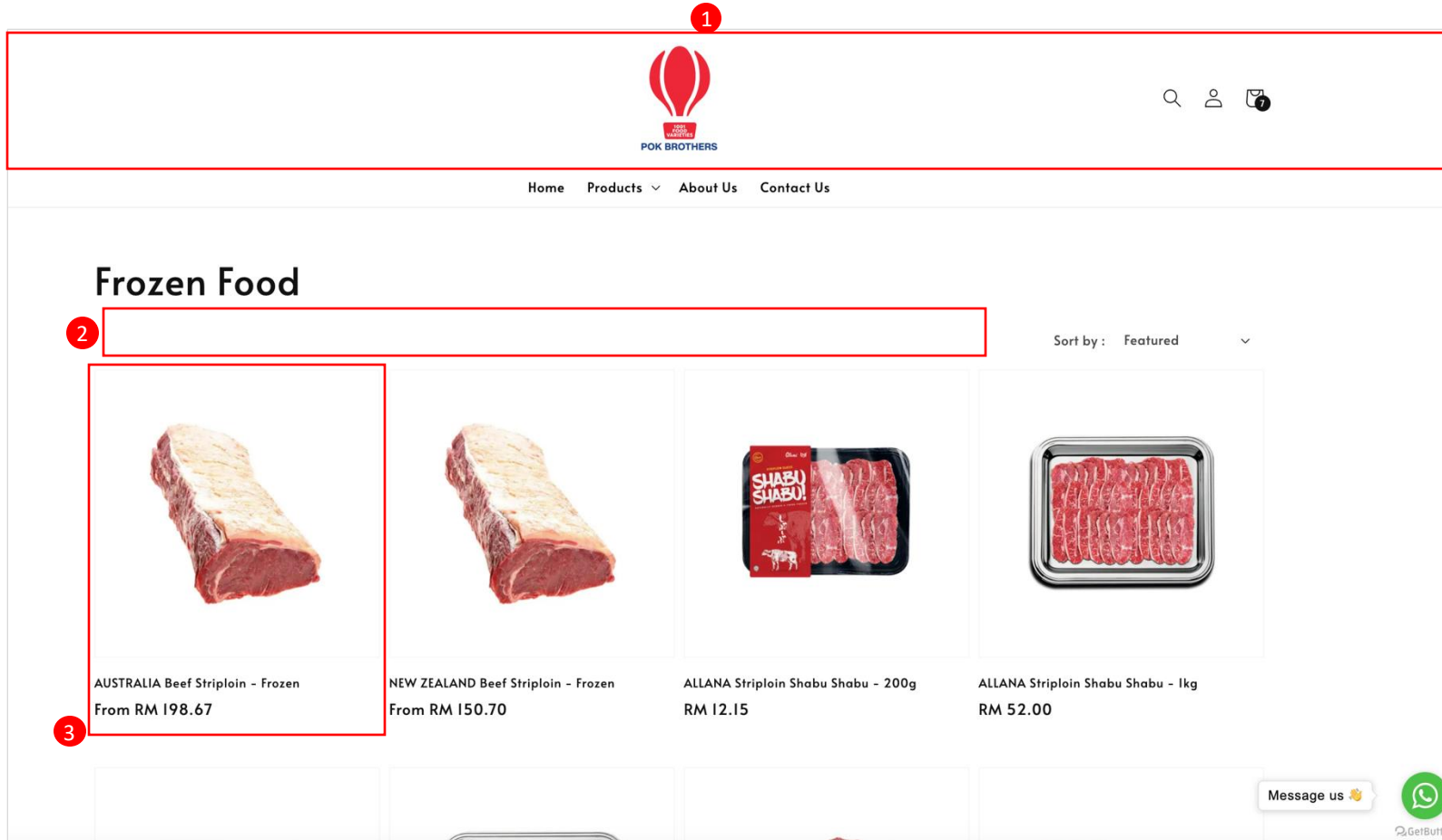
## Recommendation:

1. Add breadcrumb navigation and clearer category paths.
2. Remove the pagination if it only has one picture to avoid confusion for users.
3. Use font sizes and spacing to separate sections.

# Product Listing

Severity **2** Flexibility and efficiency of use

Severity **2** Aesthetic and minimalist design



## Issues:

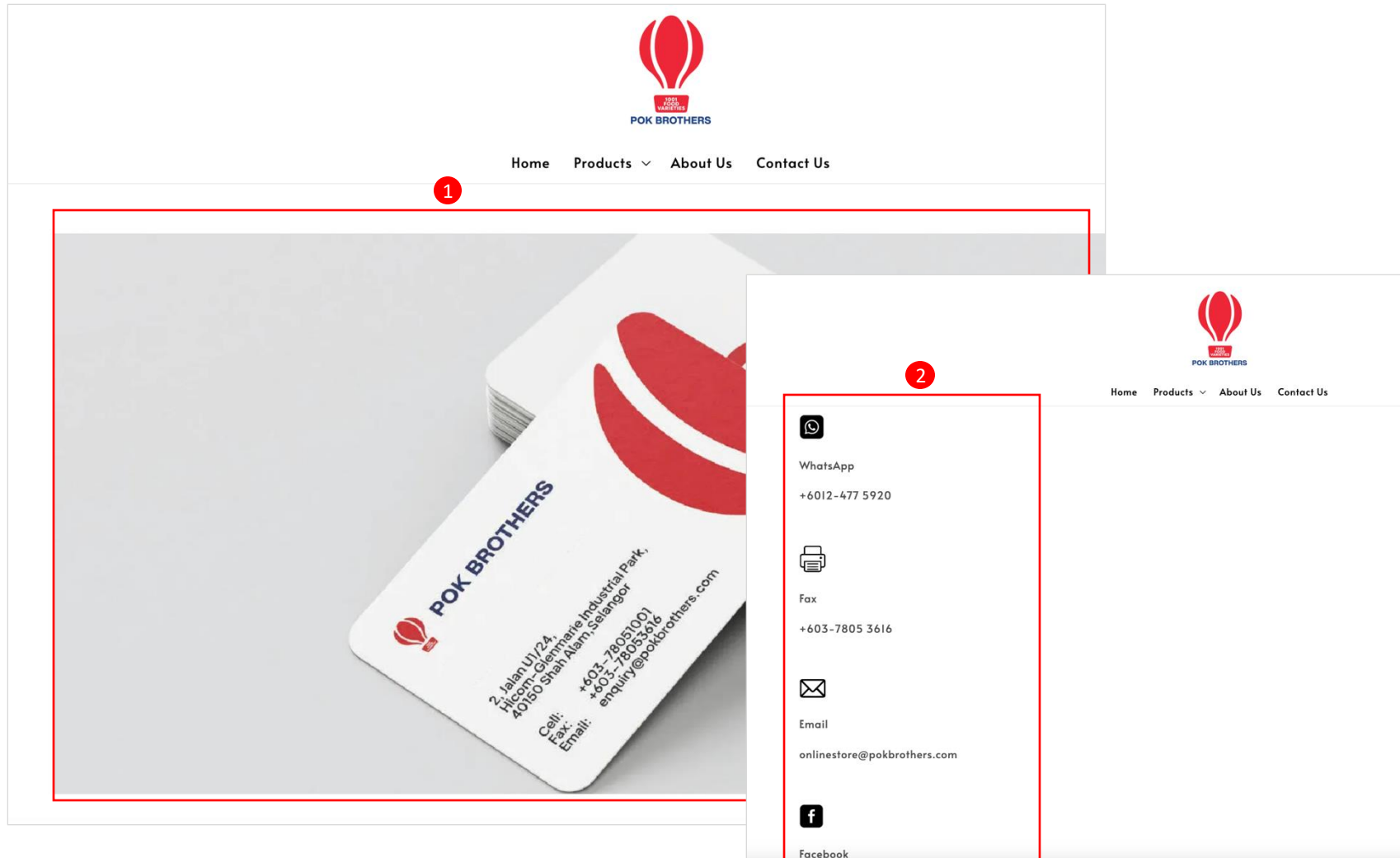
1. The sticky header takes up a significant portion of the screen. This limits the visible area for key content and affects overall readability and user focus.
2. No breadcrumb navigation or category filter.
3. The product card layout lacks visual hierarchy — the product name, price, and overall card design do not guide the user's attention effectively.

## Recommendation:

1. Reduce the header height when scrolling. This ensures continuous access to navigation without compromising the visibility of essential content.
2. Add breadcrumb navigation and clearer category paths.
3. Improve the design by emphasizing the product name and price consistently.

# Contact

Severity **3** Aesthetic and minimalist design



## Issues:

1. Including a large name card image consumes nearly half of the page space, which is unnecessary and detracts from more important contact information.
2. The contact page lacks proper alignment and spacing, which affects content hierarchy.

## Recommendation:

1. Consider removing or reducing the size of the name card image to free up space for essential contact details and enhance overall readability.
2. Improve the alignment and spacing to create a clearer, more organized layout that guides the user's attention effectively.

[Home](#)[Products](#)[About Us](#)[Contact Us](#)

60 Years of Premium Halal Food  
NOW DELIVERED TO YOUR DOOR

[SHOP NOW](#)

FRESH AND DIRECT SOURCES



FAST DELIVERY



100% GUARANTEED HALAL

## Featured Products

[Browse More](#)

MILLAC Dairy Whipping Cream, UHT(38% Fat)

**RM 31.20**

1Litre  
★★★★★ 5.0 (12)



BEL BOSCO Natural Tratufata 6%

**RM 27.30**

900g  
★★★★★ 5.0 (12)



FRAGATA Spanish Olive Oil

**RM 38.50**

500ML  
★★★★★ 5.0 (12)



AUSTRALIA Wagyu Beef Tallow

**RM 36.50**

330G  
★★★★★ 5.0 (12)



LAMB WESTON Regular Cut Fries (E28)

**RM 18.55**

1KG  
★★★★★ 5.0 (12)

## Popular Products

[Browse More](#)

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## PROPOSED UX DESIGN CONCEPT

1. Enhance visual hierarchy by improving alignment and spacing to create a cleaner, more organized layout.
2. Tailor the experience for B2C shoppers by optimizing content and structure to meet consumer expectations.
3. Ensure consistency in design elements and layout across all pages for a cohesive user experience.
4. Provide clear call-to-actions (CTAs) to help users navigate easily and complete tasks efficiently.
5. Organize content logically with clear grouping and distinguishable sections to improve readability and flow.

# Proposed UX Concept Design

It could reduce bounce rate by 20–30% and increase conversion with this.

