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**Capstone Project**

Unit 9: Capstone, Part I

Peer Feedback Project: Assessing WareHouse Usability and Design

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| **Step 0: Getting Started** |
| This template corresponds with an off-platform project:   * [Capstone: WareHouse, Part I](https://www.codecademy.com/articles/bwui-capstone-warehouse-i)   Follow the instructions provided at the link above, and record your written work here.  Begin by making a copy of this document in your own Google drive (**File->Make a copy**). |

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| **Step 1: Usability and Design** | |
| **Usability (think: Learnability, Efficiency, Memorability, Errors, and Satisfaction)** | **Learnability:**  1. The navigation of the menu is not easy to figure out. You have to click several elements on the pages to see a product. It is hard to know where to go and what can be clicked.  **Efficiency:**  1. The website is very slow on mobile devices, which is a problem as it is often used remotely, to assist with decoration decisions. As the website is relatively simple in code and functions, I suggest making in AMP compatible from scratch.  **Memorability:**  1. It is not clear that it is possible to become a vendor and sell through the site, and it is not clear or easy to remember how to post products to sell. There should be a more user-friendly vendor area, separate from the customers space.  **Errors:**  1. The website is not configured properly to be responsive. The scaling of elements is not working, and hence it is unusable on mobile devices.  **Satisfaction:**  1. There are some nice elements to the site, but a lot of information is missing as well as links and features to make it easier and more satisfying to use. A wishlist function and page where favorite items could be saved, and seen together in combination, would increase the satisfaction of the site. |
| **Design (think: Accessibility, Color, Typography, Layout, Navigation)** | **Accessibility:**  1. The color of the search field need to be more in contrast with the header to be easier to see for visually impaired.  2. The main value proposition of the website is not clear on the home page, it needs to be more contrasting, bigger and communicate the message better.  **Color:**  1. The colors used are very dull, the website could look much more alive and interactive with an improved color scheme.  **Typography:**  1. Headers need to be defined and styled better.  2. White space need to be improved.  3. Text widths can be improved, for easier reading.  **Layout:**  1. Header and footer could match better the target group and improve the usability in boxed design, which would also make it more in harmony with the content area.  **Navigation:**  1. Clickable items need to be better identified.  2. The main menu could be optimized, with primary focus on the product categories.  3. A top bar could be implemented for secondary links.  4. A breadcrumb would be ideal to not get lost in the site structure. |

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| **Step 4: Write at least 10 user stories for features that you would like to improve or implement in order to improve the usability and design of this site.** |
| **As a user, I need the navigation to give me an overview of the important content of the site, in order to find what I am looking for**  **As a mobile user, I need the site to be fast and efficient, in order to use it on the go.**  **As a vendor, I need to have an overview of the items I am selling through the website, in order to easily remember where I left off and update it.**  **As a mobile user, the site needs to work on mobile, in order to avoid error upon visiting the website.**  **As a frequent user, I would like to have a page with my favorite products, in order to match them against each other.**  **As a visually impaired user, I need contrasting colors of elements, in order to navigate the site.**  **As a user, I need to see instantly what the site offer of value, in order to know if it matches what I am looking for.**  **As a user, I need the text to be easy to read and sections relevant to me easy to identify, in order to efficiently use the website.**  **As a user, I need to know what I can click and where it will take me, in order to navigate the website efficiently.** |

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| **Step 5: Engage and Receive Feedback** | |
| **Reviewer Name** | FirstName LastName, @SlackUsername |
| **Feedback** |  |