

Beverage Websites

- Arizona tea C
- Mana - yerba mate M
- ~~Captison~~
- Absolut R

	Usability	<u>In depth</u>
Arizona	Responsiveness	
	Accessibility	
	Aesthetics	
	Content Quality	
	Interactivity	
	Consistency	
week 1 + notes		

Comparison table
- features, pros, cons

↳ Accessibility → detailed accessibility Focused icon
in ~~at~~ a corner of the screen to
adjust ~~the~~ website accordingly
+ dictionary + ~~different~~
languages

only provides translations for the accessibility
icon → USA Focused market

↳ Usability → easy access to products / main
focus → big buttons / icons → visual focused
shop & info clearly divided → avoid confusion

↳ responsiveness - fast and swift response to user inputs

↳ aesthetics - colourful and consistent palette all throughout w brand colours + popular product colours (green, pink and white) bold big text which contrasts with the products: slim fonts. heavily image and visually focused, attention-grabbing

↳ usage of different tones of the same colour to differentiate hamburger menu parts

↳ visually engaging yet clean and neatly put together

↳ aligns with branding style - colourful and fun drink flavours - unique iced tea

✓ despite its organisation, some may still consider the home page to be quite cluttered

↳ there is usage of white space only when showcasing products

↳ homepage focuses mainly on attracting attention to merch

↳ content quality - usage of headings and subheadings all throughout → easy to read product descriptions

- straight to the point language and clear with as minimal lengths as possible
- content is mostly relevant - it'll depend on user's needs but assuming most search the brand to purchase a drink, it heavily advertises its merch

Grandmother

Name: Margot

Demographics: 73, ~~retired~~ - lives retired to a farm ~~in the countryside~~ ^{lively, cool grandma, didn't} acknowledge her health until now

Goal: She has high blood pressure

↳ low in sugar alternative - healthier
compare and find products easily, manage basket

Pain points: Feels low on energy and like no products adjust to her condition.

Wants a healthier lifestyle with natural ingredients

Behaviour: She used to make her own tea and would add excessive amounts of sugar

Motivations: Easier to carry around, appealing, healthier, ability to order in bulk with free shipping, easy to use the website

Quote:

I want an easy and healthier alternative, that'll also allow me to fit in and connect with the youth (aka grandchildren)

Preferences: simple - not too cluttered style
easy navigation, search feature, review order, healthy and energetic tea

Margot just wants to connect with her grandchildren and gain back the energy she's been lacking in a healthier way

Awareness: She found out through her grandchildren who kept talking about this really cool new tea and its website

Consideration: Compares products, ingredients, prices, accessibility options

Decision: Chooses / Finds a product with ingredients that adjust to her condition without any additives, and is fun

Action: ~~Boys~~ Her granddaughter buys her a ~~can~~ few cans and she tries it out for a week, having the easy option of ordering online if it works out for her. Emotion: curious, relieved, cool

Post-Action: Evaluates any changes in energy levels and health, leaves a review, orders in bulk

Access environment

↳ on-the-go & at home
mainly

↳ rely on touchscreens

Tech proficiency

↳ Familiar to an extent but struggles
with complicated features - need
simplified interface

~~Project goals and objectives~~

~~Example observations~~

Provide more accessible and easy to use

Young adults but not limited

Date. / /

Notes: may feel inclined to order more /
accidentally due to the cart adding suggestion

↳ Confusing and overwhelming

- lack of translations - free shipping

- complicated homepage

www:

- content scaling

- accessibility icon is too small

- not a fan

- simple

Challenges:

Improvements: