



## Capstone Project

### Unit 9: Capstone, Part I

#### Peer Feedback Project: Assessing WareHouse Usability and Design

##### Step 0: Getting Started

This template corresponds with an off-platform project:

- [Capstone: WareHouse, Part I](#)

Follow the instructions provided at the link above, and record your written work here.

##### Step 1: Usability and Design

###### Usability (think Learnability, Efficiency, Memorability, Errors, and Satisfaction)

**Learnability:** Overall the site is simplistic lending to easy learnability. It uses buttons and the correct mouse cursor to indicate some of the interactivity of the site. However, there are some flaws to address. For example, text that says "Shop Dining Tables" leads you to believe that by clicking it, it would lead you to dining tables, but it is not clickable. The main navigation does not stand out very well and there could be better indication when clicking the product cards that you are about to follow a link.

**Efficiency:** Overall the efficiency is decent for the site. However, small changes like making text stand out better and making clickable items more obvious, it would increase efficiency further.

**Memorability:** By using common web conventions (i.e. navigation at the top, logo leads back to home page, cursor indicates clickability, etc) the overall memorability of the site is good. As stated before, making clickable text more obvious would make this better.

**Errors:** There are a few areas where errors can be made that can be improved. As stated before, the hero image with the text "Shop Dining Tables" leads you to believe it is clickable and would take you towards a page with dining tables, but it is just an image and has no such function. It is not always obvious in where category cards will lead you to look at, too, and can be slightly confusing. However, the site's

	<p>implementation of breadcrumb navigation allows users to more quickly recover if they find themselves in a part of the site that they were not expecting to be.</p> <p>Satisfaction: This is where the site feels the most lacking. With minimal design placed into the site, it seems not quite pulled together and thus lacking in satisfaction. Updating the text in both font family and font sizes can help but most importantly adding whitespace to increase readability and design will make a big difference. Also, if the user was viewing the site from a mobile device their satisfaction would be heavily limited due to the lack of a good mobile-responsive design to the site.</p>
<b>Design (think Accessibility, Color, Typography, Layout, Navigation)</b>	<p>Accessibility: The site does some things right in accessibility; it includes both icons and text on buttons and the search bar. However, that is the extent of it's accessibility. The site is missing aspects of semantic HTML, it includes no roles or aria labels and the text indicating the categories on the cards is within the image, making the inaccessible to screen readers. Overall, the accessibility of this site is extremely low.</p> <p>Color: The site shows no branding or color scheme. It seems flat with no real thought in how color can affect the site. It only uses black, white and images, showing no sense of branding.</p> <p>Typography: The typography is quite poor on the site; the font-families used are plain and uninteresting, the font-sizes are too small and there is no indication of main, or important text versus less important text. The typography needs to be heavily reworked within the site.</p> <p>Layout: While the general layout of the site is not entirely poor, there are updates to be made the spacing. Product cards are too close together, the header doesn't quite fit correctly in it's space, the footer's text is too close together and difficult to read. These are just some of the issues to note.</p> <p>Navigation: The navigation just needs a few tweaks but is relatively decent. There should be an added link in the main navigation to navigate back home so that the logo is not the only place to click home; there should also be better indication on the category cards as to what each category entails.</p>

#### 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 should be able to navigate the site with my mobile device, so that I can I make purchases and design choices while on the go.

As a user, I should be able to read the footer text without issue, so that I can easily see other available information to me that is commonly found in the footer.

As a user, I would like clickable links to be obvious, so that I can more easily navigate the site.

As a user, I would want the main navigation to point me to all necessary core pages, so that I know what are the most important pages on the site.

As a user, I want the main navigation to be prominent and stand out, so that I quickly can locate where to navigate.

As a user, I want important text to stand out, so that I can quickly scan for site sections that I'm looking for.

As a user, I want to be able to use a screen reader to access the site, so that I may use the tools at my disposal to help me navigate the site.

As a user, I want to be aware of the brand's colors, so I can better understand and connect with the brand.

As a user, I want to be more aware of what each category entails, so that I can quickly make a choice as to which category I want to navigate to.

As a user, I want form items to be clear in what input goes with what label, so that I can ensure I do not make an errors in filling out forms on the site.

#### Step 5: Engage and Receive Feedback

Reviewer Name	FirstName LastName, @SlackUsername
Feedback	Posted for a few days for review, was never reviewed.