Amber Usability Test

Some questions that could be used to get an idea of what users think about your site.

1. First Impression - (Jot down three initial impressions, there is no wrong answer here)  
  
**- Color scheme is very warm and inviting**

**- Nice logo, very clean looking**

**- I liked the pictures, but they were a little too filtered, and the Lounge, Study and Drink images could have been placed differently.**

2. Tell me what the site is about?  
  
- **A “mature” coffee shop/pub that caters to adults 21 and older.**

3. What can you do at this website?  
  
**- Figure out where they’re located.**

**- Learn about the coffee chain’s history and mission.**

**- Purchase various items and merchandise in the store shop.**

4. Who is the audience for this site?  
  
**- People who like coffee and alcohol.**

5. Is key information present or missing, please be specific.  
  
**- Missing: Menu (Is there food there? What kind of specialty drinks are there? What brands and types of alcohol are available?)**

**- Present: All the basic necessities for a website (an ‘Our Mission’ statement, Photos, Locations, Hours, Contact, etc.)**

6. Is the page layout effective (meaning, does it make sense)?  
 Explain your response.  
  
**- The layout makes sense for a coffee shop, but some of the spaces aren’t even/equal (on the edges of the screen and stuff listed below). There was a lot of empty space that didn’t need to be used. For example, the top bar didn’t need to be that big and the location and hours were far apart.**

7. What are the overall thoughts/feedback?

**Overall, it’s a nice website with an interesting concept (Irish coffees are delicious).**

**Feedback:**

**- Apply is not visible and it’s unclear what they are applying for. maybe change that to “job opportunities”??**

**- Spacing on menu bar is a little off by Shop and Home page photos are not equal.**

**- Locations and Hours are very confusing due to colors. Are the Lansing hours to the right or yellow to match its color?**

**- Vertical line on Location and About us page isn’t long enough.**

**- Not clear that they sell alcohol. It just looks like a coffee shop.**

**- Locations page is missing the company’s name**

**- Maybe add some photos of alcohol**

**- The shop menu white dropdown bar might look better extended further.**