Cyprian 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)  
  
 a. Busy Bean logo looks like LL Bean.

b. You can definitely tell it’s a coffee shop by the home page picture and the color scheme

c. It looks like a website for a church because it says our mission

2. Tell me what the site is about?  
It is a coffee shop, but it seems like a calmer environment where one can study and relax

3. What can you do at this website?  
Get a good idea right at the homepage what this place is about. I can also learn the history and figure out how to get here. If I’m looking for a job, I can get that too.

4. Who is the audience for this site?  
People who are about 18-35

5. Is key information present or missing, **please be specific.**  
I guess everything that I need is there

6. Is the page layout effective (meaning, does it make sense)?  
 Explain your response.  
  
I found the Locations page a little confusing and the typography was not consistent throughout the site. But other than that, everything was good and effective.

7. What are the overall thoughts/feedback?

It is a really good web site. I have everything that I need in terms of functionality. I really like the color scheme and the serif font makes it a little more educated.