Troy 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)  
My first impression when I saw the website was the background and how it drew my interest to the site. Also, it made me really want to consume some coffee and visit this coffee shop. In addition, I liked the logo a lot and the name of the company was captivating.

2. Tell me what the site is about?  
The site is about a coffee shop and advertising the different types of coffee they serve.

3. What can you do at this website?  
On the website, I am able to locate the coffee shop and figure out the different kinds of coffee they offer. Also, they provide contact information to get ahold of the shop.

4. Who is the audience for this site?  
The audience can be anyone that is interested in purchasing coffee and also people that lives relatively close to the shop.

5. Is key information present or missing, **please be specific.**  
The website is not complete yet, still missing headings and items for the shop. Other then that, everything that you would want to know about the coffee shop is present.

6. Is the page layout effective (meaning, does it make sense)?  
 Explain your response.  
Yes, the page layout draws me into wanting coffee from this place, the background picture really makes me want coffee at the moment.

7. What are the overall thoughts/feedback?  
  
Overall, this is looking like a professional website and a place where anyone would want to go if they wanted coffee. I would give the website a 10/10 rating and recommend it to others.