codecademy

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.

Begin by making a copy of this document in your own Google drive (**File->Make a copy**).

Step 1: Usability and Design	
Usability (think Learnability, Efficiency, Memorability, Errors, and Satisfaction)	**Learnability:** ● Logo top right leads back to homepage - good for users to navigate as that is a typical design feature for sites ● Search bar is centered at the top for easy access to search through the site ● Navigation bar with useful and frequently used pages at top of page ● Footer at bottom with more links that are less frequently used ● Not obvious at first that the pictures are clickable and will lead to other pages **Efficiency:** ● When purchasing items, it is difficult to edit the cart or easily remove items from the cart ● You cannot click on the items in the cart to go back and easily look at the product page again ● Do not have a way to create an account to save information for repeat customers, meaning the users will have to input all of their information every time they want to make a purchase ● The home page does have a helpful "recently visited" bar at the bottom of

	the page to allow the user to quickly find products they want to go back and look at, but that does not appear anywhere else on the site. May increase efficiency for users to also include this feature on other pages while navigating the site **Memorability:** ● No user accounts so cannot easily access previous purchases or information ● Cannot see which page user is currently on, so they can get lost in the navigation ● It takes many clicks to get to any actual products, so the lack of current place in the navigation can be confusing to the user ● Generally, a user would be able to remember or relearn how to use the site if returning after a time away from it **Errors:** ● Errors of distraction - you have to do a lot of clicking in order to get to any product pages. For example, in order to look at sofas, to get to them the user needs to go to products, then living room, then sofas, before they see any sofa products. ● There is no option to remove an item from the cart. Instead, you can decrease the amount, but it does not stop at 0. The user can go into negative quantities with no error messages from the site ● There is no update cart button to save any changes made to the cart in changing the quantities, so any changes that the customer makes are not saved to the cart ● In job listings, the search entries are labeled as "product name", which can be confusing for users that accidentally end up on that page, or users that are looking for jobs and see something different where they want to search for job titles ● Under sell, there is no distinction between the entry boxes, so the price input box blends into the product name input box, especially since it doesn't have a placeholder either. This makes it very easy to be overlooked by a user filling out the form **Satisfaction:** ● Site is very bland - no colors anywhere but pictures ● The text on the pictures is very difficult to read ● Section headers are difficult to understand and do not help the flow or navigation of the pages ● The navigation bar at the top is helpful, but does not accomplish navigation of the products. By clicking products, it only brings the user to a list of categories to look through, which then lead the user to more categories to pick from before they can see any products
Design (think Accessibility, Color, Typography, Layout,Typography, Navigation)	**Accessibility:** ● The white text on top of pictures is difficult to read, especially for visually impaired and color blind users. ● No ARIA roles given anywhere in the HTML code ● Has general semantic HTML ● Small font sizes can be difficult to read ● Very general fonts used that are easy for users to read **Color:** ● Everything is currently grayscale - very boring

| | ● Some things needs need color, but cannot have too much color due to the brightly colored pictures used throughout the site |
| | ● White font on lighter colored pictures is hard to read. Could add a colored background to text or change opacity of image to improve legibility |

Typography:
- Different font sizes need to be utilized to differentiate sections on site
- In footer, there is no distinction between the section heads and their list items with clickable links
- Lists also need to be spaced out more to improve readability - more whitespace needed

Layout:
- Need padding / margins between pictures
- Do not want everything to appear crowded - want to include more whitespace to improve the flow of the layout
- Overall, clear and simple layout that flows between the elements

Navigation:
- In order to get to product pages, you need to click through multiple other pages
- Logo leads back to home page to easily allow users to navigate to main page of site
- Navigation bar at top has helpful buttons to get to pages, but "Products" leads to a page that can only lead to other pages, and does not actually show any products - want users to find what they are looking for through the least amount of clicks and different pages
- Breadcrumbs slightly inconsistent - confusing for users
- Active page is not highlighted, so users can lose track of where they are in the navigation
- Adding hover options would help with users knowing what they are able to click on and what it leads to

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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.

1. As a logged in user, I want to be able to favorite items so that I can come back to them at a later date.
2. As a job applicant, I want to be able to see what work experience is required for each position available so that I can better find jobs to apply for.
3. As a frequent user, I want to be able to create an account that allows for me to save my information so that I will not need to re-enter it every time I want to place an order.
4. As a mobile user, I want to be able to access the site on my mobile device so that I can browse for furniture even when I am on the go.
5. As a returning user, I want to be able to see my previous orders so that I can find other items that would go with mine.
6. As a savvy shopper, I want to know the sale price and the original price of the items under "Today's Deals" so that I know how much I am saving.
7. As a regular user, I want to be able to search for items based on their color, so that I can find

items that will fit into a specific color scheme.

8. As a person that does not use computers often, I want to be able to easily find a phone number and contact information, so that I can call customer service if I need additional help.
9. As a seller, I want to be able to see all of the items I have posted for sale, so that I can keep track of everything that I am selling.
10. As a new user, I want to be able to create a new account from the home page, so that I can start saving items and placing orders faster.

Step 5: Engage and Receive Feedback	
Reviewer Name	FirstName LastName, @SlackUsername
Feedback	