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**Capstone Project**

Unit 9: Capstone, Part I

Peer Feedback Project: Assessing WareHouse Usability and Design

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| **Step 1: Usability and Design** | |
| **Usability (think Learnability, Efficiency, Memorability, Errors, and Satisfaction)** | **[The GOOD]**  • **[Learnability]** The site follows a very familiar layout pattern which makes it easy to learn and use  **[The BAD]**  • **[Top page]** “Shop Tables” text is confusing over the megatron photo  • **[Navigation]** The main navigation collapses at medium and small browser widths which make it difficult for users on tablets and smartphones  • **[Navigation]** The main navigation does not indicate, through color nor font-weight, which page a user is currently on  • **[Navigation]** For smartphone and smaller browser sizes, the main navigation should switch to a hamburger-type menu for a better user experience  • **[Navigation]** The page titles for each section do not stand out enough, making it challenging to navigate the website  • **[Efficiency]** The responsive content is not optimized for smartphone users making it difficult to read/use  • **[Jobs page]** There are selections (Product Name, Name of Product) which are not related to jobs and make the page confusing  • **[Efficiency/Satisfaction]** There is no “login” page which will make the overall shopping process very difficult and most likely unsatisfactory for repeat users  • **[Errors]** The 404 page is missing. Users may not know how to navigate to what they are looking for and decide to use a competitor’s site instead. |
| **Design (think Accessibility, Color, Typography, Layout,Typography, Navigation)** | **[The GOOD]**  • **[Navigation]** Simple, minimal design makes the site easy to browse and find what a user would want  **[The BAD]**  • **[Layout]** Header and main navigation (logo, search, cart, navigation menu) collapse/become cluttered at smartphone-size layouts and need to be reorganized  • **[Typography]** Text displayed over photos does not have enough contrast for legibility/readability  • **[Navigation]** On the index page, “Shop by category” and “Recently viewed” sections are too visually similar and could cause confusion  • **[Layout]** Rounded corners on the megatron photo do not match the sharp design of the rest of the site  • **[Color, Layout]** Footer should be adjusted to visually differentiate it from the rest of the content  • **[Typography]** Footer text leading should be opened to allow for better reading/navigation  • **[Overall]** Buttons should be visually different from other elements to make them easier to use  • **[Accessibility]** Images do not use “alt” tags and should be added to aid users with screen readers  • **[Accessibility]** Some areas of the code are not using semantic HTML and should be changed to aid users with screen readers |

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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.** | | | |
| • As a smartphone user, I want the photos and text to display at an easily viewable/readable size, so that I can use the site more easily.  • As a smartphone user, I want the menus and header to take up less screen space, so that I can view more of the site content easily.  • As a return user, I want to be able to return to the site and continue browsing from where I left off, so that I don’t need to start searching from the beginning again.  • As a professional user, I want to be able to save favorites into folders, so that I can share them with my clients.  • As a user, I want to know which page I am currently viewing, so that I can return to the same page later or tell a friend where to look.  • As a user, I want to know where I am in relation to the overall website, so I can browse more confidently.  • As a user, I want different sections of the website or different content to be visually different, in order to avoid confusion and make browsing easier.  • As a user, I want any text over photos to be clearly visible, so that I don’t need to struggle to read the text.  • As a user, I want the text set so that it is easy to read, so that I can find what I want quickly.  • As a user, I want buttons to be more clearly defined, so that I can be sure that what I’m clicking on is actually a button.  • As a screen reader user, I want images to include descriptions, so that I can understand what the content is an be able to enjoy my browsing experience.  • As a screen reader user, I want to be able to know quickly which content I am interested in, so that I do not waste my time. | | | |

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