

## ASSIGNMENT 2 - NGA NGUYEN

### USABILITY ASSESSMENT OF WEBSITES

#### TORONTO CUPCAKE & SWEET DADDY CUPCAKES

Problems	TORONTO CUPCAKE	SWEET DADDY CUPCAKE
<b>Problem 1: Image and text in the homepage</b>	<ul style="list-style-type: none"><li>-Image in the homepage is too big while the text is too small. Too much white space background.</li><li>-This is not really a significant problem as users still can browse for important information like cupcakes &amp; order them, however, this makes the page look lazy and users lose attention very quickly.</li><li>- Propose: Image could be smaller while text should become larger with more carefully selective information.</li></ul>	<ul style="list-style-type: none"><li>-Image and text are more balanced, there are different background colors to separate different sectors.</li></ul>
<b>Problem 2: Add to cart button</b>	<ul style="list-style-type: none"><li>- Whenever clicking the AddToCart button, the page automatically moves to Checkout page, making it difficult to continue shopping (user need to click back button to get back to the menu)</li><li>- This is a significant problem as users are not patient enough to keep coming back to add more products. Users may end up ordering less than they plan to.</li><li>- Propose: As a convention, keep the cart on the top right side of the page and make it interactive when users click add to cart button. Users can click on the Cart symbol after they finish shopping.</li><li>- Also, the addToCart buttons' lines are not even, making it frustrating to look at. (only cosmetic problem)</li></ul>	<ul style="list-style-type: none"><li>- I could not find the option to place an order online. (?) even though I click on How to order.</li><li>- This is a significant problem as it took me 10 minutes to browse and there was nothing to add and pay.</li><li>- Propose: There should be more instructions for online buyers or there must be information about accepting only walk-in customers.</li></ul>
<b>Problem 3: Contrast issues</b>	<ul style="list-style-type: none"><li>- This site does not have contrast issues since everything is one</li></ul>	<ul style="list-style-type: none"><li>- In the home page, when clicking the button "Check out</li></ul>

	<p>white background. However, as mentioned above, this makes the page look boring and bland.</p>	<p>our cupcakes”, the text becomes white in a colorful background, making it very hard to read.</p> <ul style="list-style-type: none"> <li>- In the contact section, black texts are also in a colorful background, making it difficult to read.</li> <li>- This is not a significant problem as users still can guess what the texts are.</li> <li>- Propose: Better to check with a contrast checker.</li> </ul>
<b>Problem 4: Menu items are in footer</b>	<ul style="list-style-type: none"> <li>- A menu item in the footer usually contains copyright, sitemap, privacy policy, social media icons or mega-menu for navigation. This site includes in the footer also Home, About, Cupcakes, which are the three important things that users expect to see immediately on the header when visiting the site.</li> <li>- This is not a significant problem as if users can not find what they need, they will scroll down to the bottom to look for more navigation.</li> <li>- Propose: Instead of the header containing the information on the date of today, which is not necessary, place a header with the most important things (cupcakes and delivery).</li> </ul>	<ul style="list-style-type: none"> <li>- This site has a header, which is well located on the top right side and the contrast is good enough to read (black on white background). However, the dropdown menus are not responsive when changing the size of the screen and only Home link has a box outside</li> <li>- This is not a significant problem as users still can click on the link to get the information.</li> <li>- Propose: make the header responsive to screen size and the box moves when clicking other links.</li> </ul>
<b>Good details</b>	<b>TORONTO CUPCAKE</b>	<b>SWEET DADDY CUPCAKE</b>
<b>Detail 1</b>	<ul style="list-style-type: none"> <li>- It is convenient to have the page moving automatically to the Cupcake section when clicking the image of cupcakes in the Homepage.</li> </ul>	<ul style="list-style-type: none"> <li>- This site does not offer this function, users need to click exactly on the “Check out our cupcakes” link in order to move to the Cupcakes section.</li> </ul>
<b>Detail 2:</b>	<ul style="list-style-type: none"> <li>- This site does not have this function, users need to click Back or find the Hamburger menu, which contains Home link to get back to the homepage.</li> </ul>	<ul style="list-style-type: none"> <li>- Users can click on the logo on the top left side to get back to the Homepage.</li> </ul>

Problems	TURKU	LA CITY
<b>Problem 1: Links and options</b>	<ul style="list-style-type: none"> <li>- Too many links, overuse of headings with lengthy text, making the content structure confusing, users find it difficult to understand the hierarchy of the information.</li> <li>- This is a significant problem as it potentially causes users to leave the site more quickly and harder for users to find &amp; comprehend the information.</li> <li>- Propose: A headline with less lengthy content is preferable or using "Read more" to save space. Or all the articles can be moved to a section called "News" to be more organized.</li> </ul>	<ul style="list-style-type: none"> <li>- More organized and less cluttered layout lead to a better user experience</li> </ul>
<b>Problem 2: The navigation bar</b>	<ul style="list-style-type: none"> <li>- The text in the navigation bar is too small. These are the most important sections for users to browse but are not highlighted enough.</li> <li>- This is not a significant problem as users still can find information with the help of High contrast.</li> <li>- Propose: A bigger navigation bar with bigger font size is preferable.</li> </ul>	<ul style="list-style-type: none"> <li>- The navigation bar looks good in terms of font size and contrast.</li> </ul>
<b>Problem 3:</b>	<ul style="list-style-type: none"> <li>- There are 2 navigation bars, which make users confused about their hierarchy. Also, the navigation bars have too many options, making it challenging for human short-term memory.</li> <li>- This is not a significant problem as users still can click on and figure out the information.</li> <li>- Propose: Consider delete a few options or emerge them together into a new one.</li> </ul>	
Good details	TURKU	LA CITY
<b>Detail 1:</b>	<ul style="list-style-type: none"> <li>- The site has an option of adjusting Contrast and Text size, which is convenient and more accessible.</li> </ul>	<ul style="list-style-type: none"> <li>- The site does not offer this function</li> </ul>
<b>Detail 2:</b>		<ul style="list-style-type: none"> <li>- The site has a good layout and easy-to-comprehend</li> </ul>

		structure. All the articles go to section "Trending news" with option to "See more" makes the page looks well-organized.
<b>Detail 3:</b>		- The site has a Scroll to top button which is convenient