Overall, cartelcoffeelab.com is a well made site that allows the user to easily find what they are looking for by effectively using space and a simple navigation menu. The layout is clean and makes the user experience easy. In fairness, the site delivers pretty simple functionality: a store with around 10 products, a subscription service, a blog, a store locator, and the ability to order products online. Most aspects of the site are done well, but the blog section's search function forces the user to go back after making a search. The check out does not have the best error reporting when fields are filled in wrong. By fixing these issues, the site could be improved.