

UX-Expert-Review Checklist

Reviewer: Joseph Emmi

Date: 10/22/24

Client: Victoria Schatt

Home URL: StandardPoodlePup.com

Target Audience:

Age: 25-44

Generation: Millennials

Lifestyle: Pet-centric

Preferences: Online shopping/e-commerce

Behavior: Prioritizes healthy pet food and veterinary care

Purpose:

The purpose of this website is to sell poodles. The business consists of breeding the poodles and selling the puppies. They also offer information on vaccination, puppy development, and grooming.

Instructions:

1. Using the chart below, evaluate multiple pages of a website to identify problems, and determine if a problem is isolated or repeatedly encountered by users.
2. When you identify a problem, give it a rating (see Problem Rating scale below) based on a combination of the problem's [frequency, impact, and persistence](#).
3. In the "Comments" field:
 - a. Describe the **problem**.
 - b. When appropriate, note **strengths** that you might want to include in your final report.
 - c. Only problems and strengths need comments.

Problem Severity Rating Scale

- **L (low)** = Minor usability problem: fixing this should be given low priority
- **M (moderate)** = Moderate usability problem: important to fix, so should be given high priority
- **H (high)** = Usability emergency: imperative to fix this now

1. Page Layout			
Category	Best Practice	Rating	Brief Comments & Location(s)
First Impression	Appealing to the target audience (why/why not?)		Yes. I think so because of the cuteness factor. The website has tons of cute poodle pictures all over the site. We know how millennials love cute pets. The generation is obsessed with furry little animals that are so nice and cuddly. https://www.standardpoodlepup.com/availablepups

First Impression	The obvious purpose of the page	M	I didn't instantly grasp the purpose of the website until I did some further digging into the site. Possibly put something like "adopt a poodle today" on the site's first page.
First Impression	Designed for scanning, not reading	L	I would say that it is mostly designed for scanning. The website had a few thick paragraphs, though.
Design Basics	Consistent site header/logo	M	The logo at the top is skewed to one side. It may be better to center it.
Design Basics	Consistent navigation area		The navigation looks good. No problems.
Design Basics	Balance of text/graphics/white space on page (No clutter)	M	Some areas of the site have too much white space. It needs to be centered and balanced out.
Design Basics	Good contrast between the text and background	M	The contrast is good but not great. It may be straining the eyes of the visually impaired.
Design Basics	Header and nav occupy less than $\frac{1}{4}$ to $\frac{1}{3}$ of the browser		Yes. No problems here.
Design Basics	The home page has compelling, interesting info above the fold		It shows the logo and contact information. Looks good.
Design Basics	Responsive design displays content easily for mobile devices		It looks good on mobile. No problems.
Client Identification	Informative page title has company/organization/site name		Yes. It has Standard Poodle Pups. I can clearly see it.
Client Identification	Page footer area includes copyright, last update, contact email, or other useful site info.		Yes, all of those things are in the footer.

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2. Browser Capability

	Best Practice	Rating	Brief Comments & Page URL
Test display on current version of at least two (for this class).	Internet Explorer		
	Microsoft Edge		Works great!
	Firefox		
	Google Chrome		Works great!
	Opera		
	Safari (both Mac and Windows)		

3. Navigation

Category	Best Practice	Rating	Comment/Location
	Main navigation links are clearly and consistently labeled.		Yes. They are labeled and easy to see/use.
	Navigation is easy to use for the target audience.		Yes. I had no problems using the navigation, and I'm in the age group.
	Navigation is structured in an unordered list.		Yes. It is structured in a format that is easy to use and ordered.
	Navigation aids, such as site maps, skip navigation links, or breadcrumbs, are used.		The navigation is at the top of the website. I was able to navigate through the website with ease.
	All navigation hyperlinks function properly		All links work correctly. I had no problems at all.

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4. Graphics

Category	Best Practice	Rating	Comment/Location
	Images are sharp, not blurred or pixelated.	L	Most of the images were sharp. However, one or two of the images of the dogs were blurry. I would assume this is because they were pictures that previous owners sent to the business and not the fault of the business itself.
	Graphics are optimized and do not significantly slow download.		The graphics seemed well and loaded correctly. I had no issues with loading.
	Each graphic serves a clear purpose.		I would say yes. The user is bombarded with images of cute dogs. It serves a purpose by enticing you to get a puppy.
	Images have alt-text descriptions.	H	No alt-text descriptions.

5. Multimedia

Category	Best Practice	Rating	Comment/Location
	Each audio/video element is focused and serves a clear purpose that enhances the site.	N/A	No audio/video is on the site.
	Each audio/video file has accurate captions.	N/A	No audio/video is on the site.

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6. Content Presentation

Category	Best Practice	Rating	Comment/Location
Fonts	The site uses a common sans-serif font (e.g., Arial)	M	It seems that the site used a common font for the headers and paragraphs. However, the testimonials section used a bunch of random fonts.
Fonts	No more than one web font	M	Multiple fonts were used.
Formatting	Organized consistently with headings, bullet points	M	Headings but not really any numbering or bullet points.
Formatting	Short paragraphs	L	Most paragraphs were short.
Content	Writing is concise, relevant, and focused.		Yes. It seemed that the paragraphs were well written.
Content	No typographical or grammatical errors		Not any that I could see.
Hyperlinks	Content includes links to useful sites/pages, when appropriate		Yes, the links and content are all appropriate.
Hyperlinks	Links provide descriptive text rather than the term "Click here" (why?)	M	Click here was used a few times on the site.
Hyperlinks	Hyperlinks consistently use color to indicate visited/nonvisited status	M	The color does not change when clicked.

7. Functionality

Category	Best Practice	Rating	Comment/Location
	All internal hyperlinks work.		Yes, all work.
	All external hyperlinks work.	L	The link for EpiKlean Ear Cleaner doesn't work.
	All forms function as expected.		Yes.
	No JavaScript errors are generated.		I didn't see any.

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8. Accessibility

Category	Best Practice	Rating	Comment/Location
Navigation	Navigation is structured in an unordered list (in HTML)		Good structure.
Navigation	Navigation features aid such as site map, skip navigation link or breadcrumbs		Fully functioning menu.
Color	Color is not the only method of conveying meaning		Conveys meaning through text/images.

Color	The text color has <u>sufficient contrast</u> with the background color	M	It could be better contrasted.
Images	If the main navigation uses images rather than text, text links are in the footer section of page.	N/A	
Images	Images use an alt attribute to configure an alternate text description		There is alt text for each image.
Images	If graphics convey meaning, the alternate text equivalent is provided. The alternative text does not contain "image of," "picture of," or file extension (e.g., ".jpg").		Yes, it does.
Media	If media convey meaning, the alternate text equivalent is provided	N/A	
Media	Captions are provided for each audio or video file used	N/A	
Formatting	<u>Attributes</u> such as Title are used to improve accessibility when appropriate (Optional: Evaluate it if you know how.)	N/A	

Adapted from the following:

Krug, S. 2014. *Don't make me think*. New Riders.

[Web Design Best Practices Checklist](#)

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