

# Website Usability Report

Report Date: 11/21/24

Client: Victoria Schatt

Home Page: <https://www.standardpoodlepup.com/>

## Overview:

The website is called Standard Poodle Pup. The website specializes in breeding poodles. The puppies are sold to customers in a shop near Lake Elsinore. The website also offers information on the Poodles' parents, grooming poodles, potty training, neutering, and poodle training. The purpose of the website is to bring customers to the store.

## Usability Strengths:

- The website has consistent navigation. I was able to navigate through the website easily, with no problems getting lost or not knowing where to go.
- I could find no typos or grammatical errors on the website. The writing was clear, concise, and easy to read. Overall, the writing was well-written.
- All internal hyperlinks worked. I was able to navigate through the site internally.
- The site had alt text for every image that I checked. The descriptions were well-written and accurate.
- The website was also appealing to the target audience because of the cuteness factor of the puppies. The puppies were so adorable. Any person who is a pet lover would want to buy one immediately.

# Usability Problems & Recommendations

Page URL: <https://www.standardpoodlepup.com/poodles>

## Problem 1: Low

### Breed Standard

### *History of Poodles*



The Poodle is the national dog of France, and the French sure do love their Poodles. There is, however, no such breed as the "French Poodle." In France, Poodles are known as the Caniche, or "duck dog."

Despite the Poodle's association with France, the breed originated as a duck hunter in Germany, where the word "pudelchen" refers to splashing in water. The Standard Poodle began its development as a retrieving water dog more than 400 years ago. With a crisp, curly coat as protection against the elements, superlative swimming ability, and off-the-charts intelligence, the Poodle was, and still is, a magnificent retriever. (The Standard and Miniature varieties are classified as a non-sporting dog and are eligible for AKC, Retriever and Spaniel Hunting Tests).

The flamboyant Poodle show coat served a practical purpose in the breed's early years. Hunters wanted their dogs to have free range of movement in the water, but they also wished to protect vital areas of the anatomy from the cold. They shaved the legs, neck, and tail but left the chest, hips, and leg joints coated. The rounded tufts on the legs, hips, and tail tip are called pompons. (Note the spelling: Cheerleaders have pom-poms; Poodles have pompons.)

The Poodle's many fine qualities allowed it to move from the lake to the lap of luxury. Elegant Poodles of the Standard and Miniature varieties found favor among the nobles of France and, eventually, all of Europe. The breed's showy looks and trainability made it a natural entertainer, and Poodles have long been associated with the European circus tradition. An excellent nose brought the Poodle additional work as a truffle hunter.



Low Priority

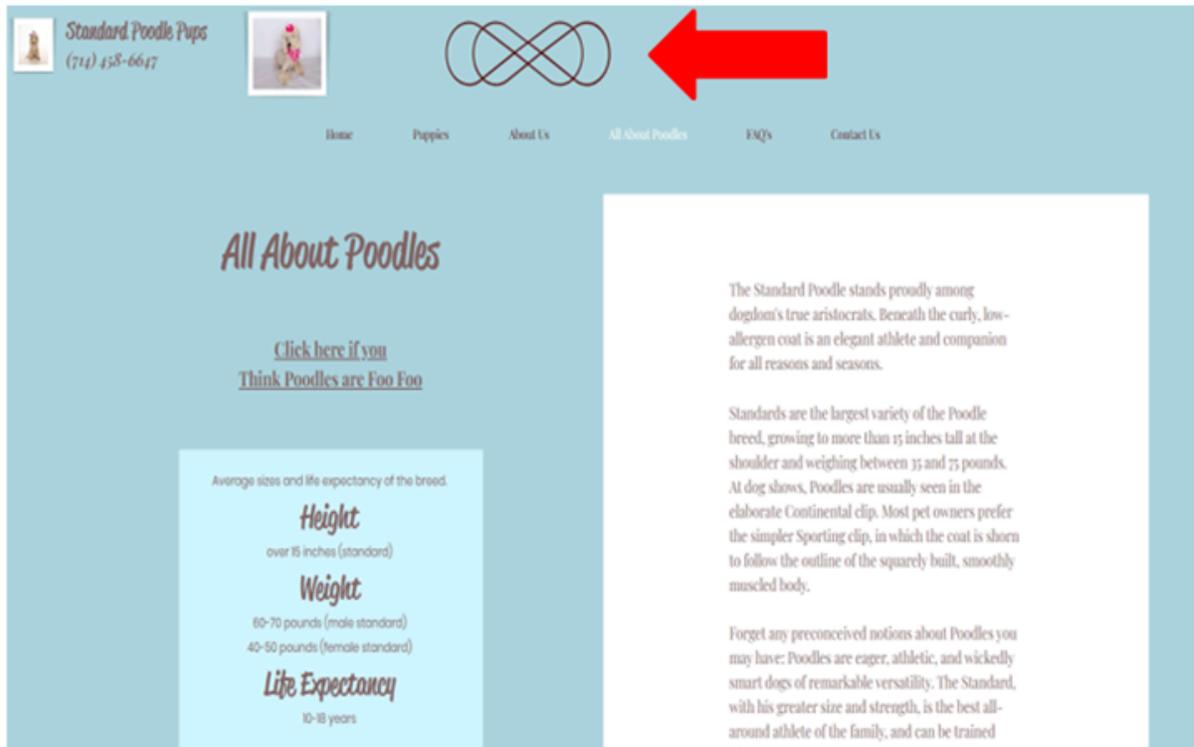
**Problem: Not designed for scanning**

**Recommendation: I would recommend that the owner chunks the information using bullet points and shortens the paragraphs.**

# Usability Problems & Recommendations

URL: <https://www.standardpoodlepup.com/poodles>

## Problem 2: Moderate



Moderate Priority

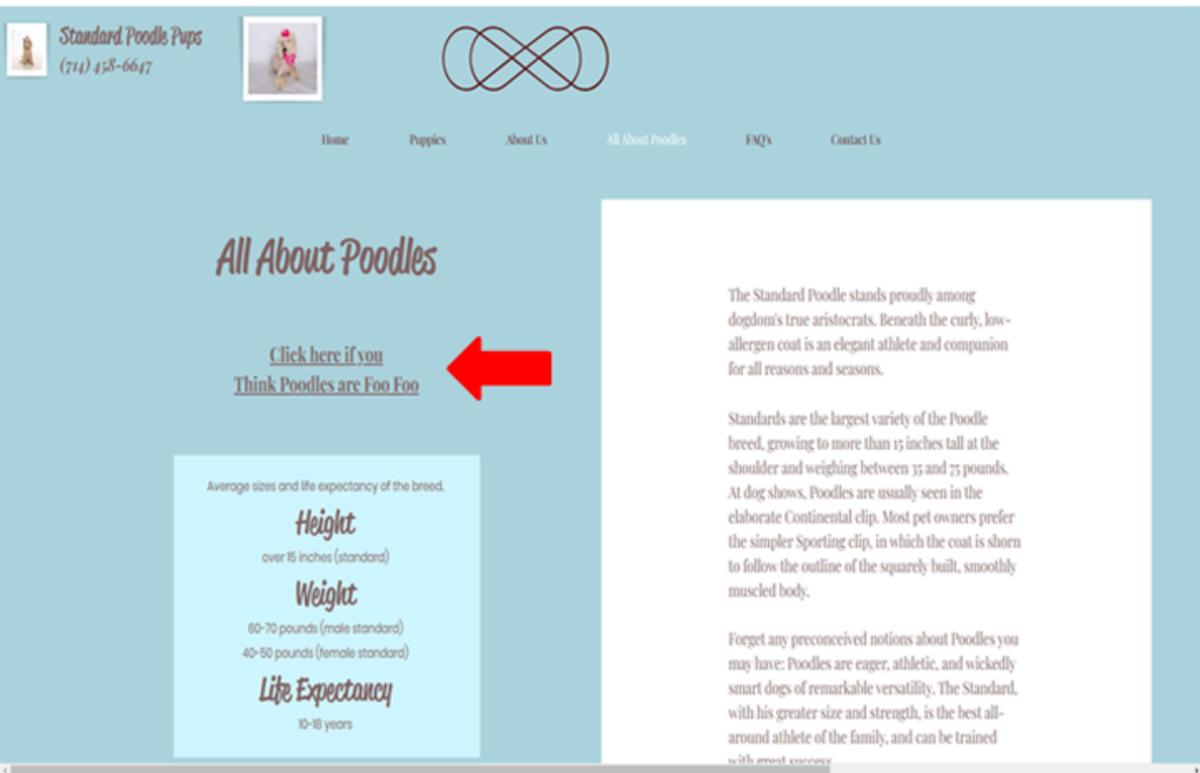
**Problem:** The logo is not in the center.

**Recommendation:** I would recommend moving the logo into the center to give the website better aesthetic appeal.

# Usability Problems & Recommendations

URL: <https://www.standardpoodlepup.com/poodles>

## Problem 3: Moderate



Moderate Priority

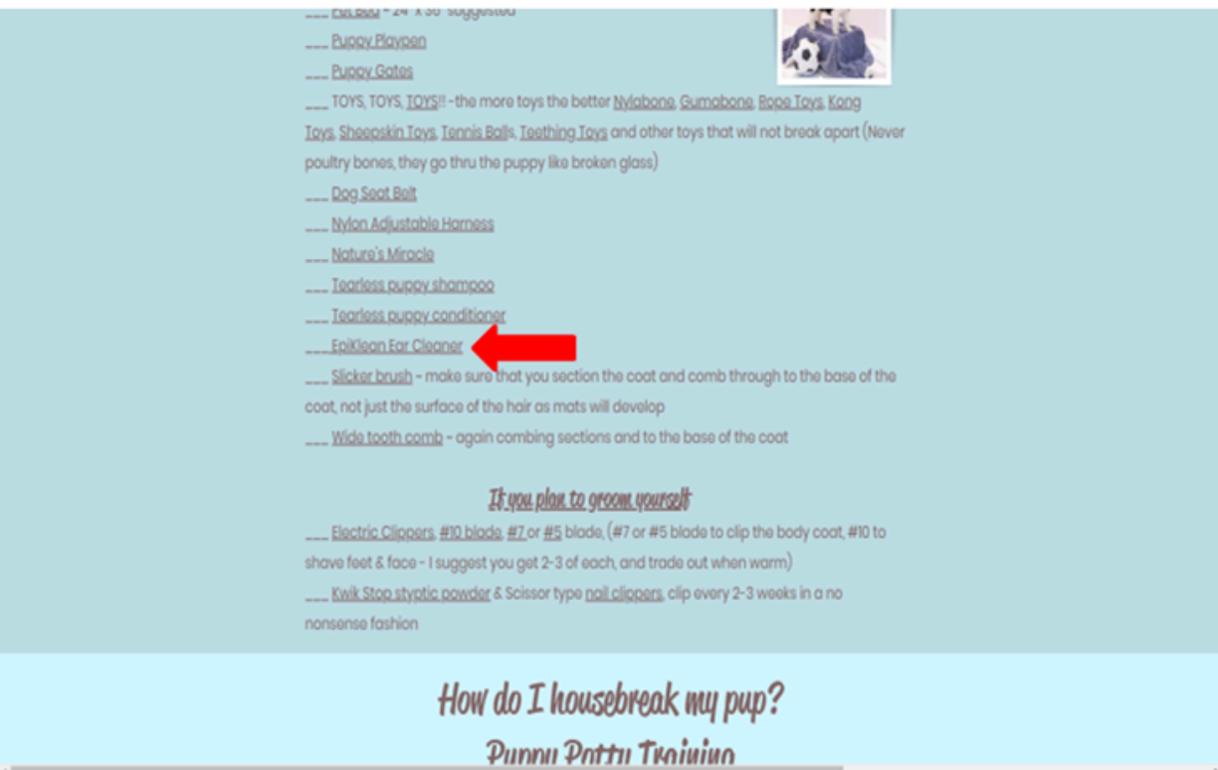
**Problem:** “Click here” is displayed on one of the links.

**Recommendation:** I would recommend that you get rid of the “click here” and replace it with text that is more descriptive of the link.

# Usability Problems & Recommendations

URL: <https://www.standardpoodlepup.com/faqs>

## Problem 4: Low



The screenshot shows a list of FAQ items on a light blue background. A red arrow points to the link 'EpiKlean Ear Cleaner', which is underlined but does not work. Other links in the list include 'Puppy Playpen', 'Puppy Gates', 'Dog Seat Belt', 'Nylon Adjustable Harness', 'Nature's Miracle', 'Tearless puppy shampoo', 'Tearless puppy conditioner', 'Slicker brush', 'Wide tooth comb', 'Electric Clippers', and 'Kwik Stop styptic powder'. A small image of a puppy is visible in the upper right of the list. At the bottom of the page, there is a section titled 'How do I housebreak my pup?' with the subtitle 'Punni Patti Training'.

..... [Puppy Playpen](#)

..... [Puppy Gates](#)

..... TOYS, TOYS, TOYS!! - the more toys the better [Nylabone](#), [Gumabone](#), [Bene Toys Kong Toys](#), [Sheepskin Toys](#), [Tennis Balls](#), [Teething Toys](#) and other toys that will not break apart (Never poultry bones, they go thru the puppy like broken glass)

..... [Dog Seat Belt](#)

..... [Nylon Adjustable Harness](#)

..... [Nature's Miracle](#)

..... [Tearless puppy shampoo](#)

..... [Tearless puppy conditioner](#)

..... [EpiKlean Ear Cleaner](#)

..... [Slicker brush](#) - make sure that you section the coat and comb through to the base of the coat, not just the surface of the hair as mats will develop

..... [Wide tooth comb](#) - again combing sections and to the base of the coat

*If you plan to groom yourself*

..... [Electric Clippers](#), #10 blade, #7 or #5 blade, (#7 or #5 blade to clip the body coat, #10 to shave feet & face - I suggest you get 2-3 of each, and trade out when worn)

..... [Kwik Stop styptic powder](#) & Scissor type [nail clippers](#), clip every 2-3 weeks in a no nonsense fashion

*How do I housebreak my pup?*

*Punni Patti Training*

Low Priority

**Problem:** The link for EpiKlean Ear Cleaner doesn't work.

**Recommendation:** Please insert the correct link into the website.

# Usability Problems & Recommendations

URL: <https://www.standardpoodlepup.com/allgrownup>

## Problem 5: Low



Low Priority

**Problem:** The website has a few blurry images.

**Recommendation:** Please insert images that are less blurry.

Contact:

For questions about this review, please contact Anthony Justus.

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