

This Guy's Coffee

Observations & Recommendations

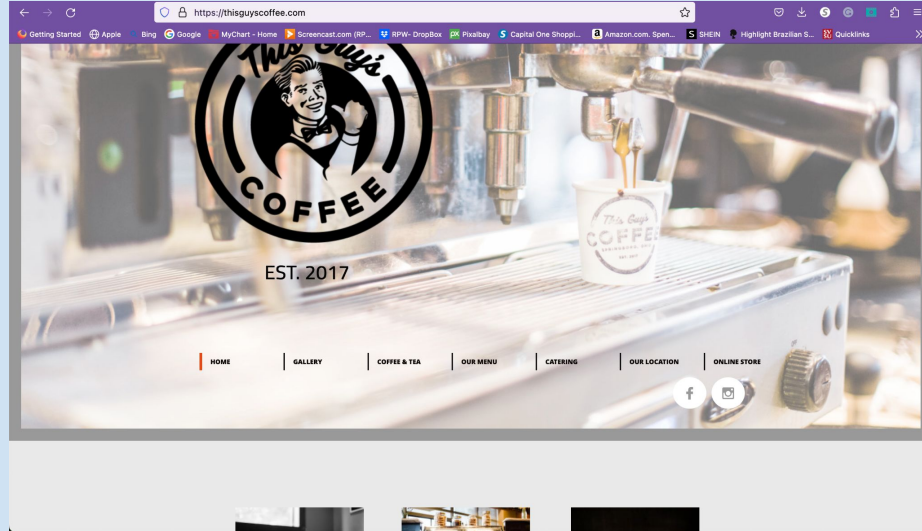


First Thoughts on the Website

This report frames the multimethod study we designed and executed to examine the usability of the This Guy's Coffee Coffee Shop Website.

This Guy's Coffee is a small, locally owned coffee shop in Springboro Ohio. Their website while lackluster, was built by hand by one of their original owners. This coffee shop was just purchased by two young entrepreneurs who are looking to revamp the way this coffee shop looks.

Before we get into the teams' observations, insights, and recommendations, we want to emphasize the opportunity this tool offers to connect with students and to establish a student-centered persona with those stakeholders.



Study Methods

To study the usability and propose new designs, we used several research methods to investigate the usability and accessibility.

Artifact Analysis -

An artifact analysis was conducted to discover the important features of the site. This revealed several issues with content, formatting and structure.

Comparative Analysis -

Sites similar in purpose and audience were compared. Aspects of the site that are positive were kept and implemented in new site.

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Heuristic Analysis -

An assessment of the company's values, standards, needs, and wants of their website by comparing original site against another to produce guidelines of what a new and improved site should be composed with.

Priority Assessment -

A priority assessment was done to assess which features would take precedence over others while reviewing the site to establish what aspects would make for better site.

RITE Wireframe Development & review -

Team members individually creating wireframes of an improved site based on issues from original site and comparative sites and drawing recommendations that would make a final, improved site.

Artifact Analysis

Process

Using the artifact analysis method, we were able to discover and identify the important features of the site and their function.

Furthermore, when our team conducted artifact analysis several usability issues were discovered with features on the site containing their functions.

The features whose functions cause issues for users and consumers of This Guy's Coffee are website tabs: "Home"/ "Menu", "Gallery", "Coffee" & "Tea", "Our Menu", "Catering", "Our Location", "Online Store", and categories "Coffee Bean 12 OZ", "Coffee Bean 5 LB", and "Merchandise".

Artifact Analysis Findings:

Website Tab: The main website tab read, "Page 4" for some unknown reason and through all website pages: Home"/ "Menu", "Gallery", "Coffee" & "Tea", "Our Menu", "Catering", "Our Location", "Online Store".

Home/Menu: The picture and logo are large for the page, menu title options are too small on a mobile device as the text is very small and hard to read.

Social Media Buttons: Social media buttons (facebook and Instagram) are hard to see, its colors are mixed with the background picture making it hard to see. Suggest to make the buttons a little larger.

Track Orders, Favorites, Shopping Bag, and Sign In Features: The features not available at top of the website page, but at the bottom. The bottom of the page is in a peculiar place as these functions are generally not found there. It switched to various spots on the page (top and middle). However, users would have to scroll to the bottom.

Photo Gallery: Takes up a large area on desktop/computer. However on a mobile device the gallery is too small to see. Furthermore, users often have to zoom in as they can't make out details with photo quality and that it's not interactive (select to view, zoom). Finally the gallery has unknown data.

Artifact Analysis continued

Coffee and Tea: Overall impression shows its availability for coffee. “For Coffee & Expressos” its title is easy to view and read since its bold. Bold text is easy to read, while unbolded text is harder to read. However, its images doesn’t expand to give a description so its difficult to understand its purpose. Furthermore, its unclickable, which is an obstacles for consumers with poor eyesights. Its context does not explain how the online store shows available coffee to “order online.”

Tea & Tea Lattes: Has the same issues as “Coffee and Tea” with bold and unbolded text and viewing images. However, Chai Tea Lattes section is a little long and hard to read quickly and the logo in the text is very hard to see.

Our Menu: Menu is very simple and easy to read with its design, images are too small, requires zooming (image quality is lost when zoomed), and images are not able to be clicked on.

Catering: Bold text under the title easy to see and read, possibly minimum for text readability design through the website, unbolded text is small and hard to see, unknown what is specifically pictured, and users wanting to contact the store through email may be unaware that this is the only location to find it and not under “our location”.

Our Location: Has the same issues as “Coffee and Tea” and “Tea and Tea Lattes” with bold and unbolded text and viewing images possibly minimum for text readability design through the website. The phone number does not explain its the store's number, map is too small to be interactive on the website and forces users to use google maps by clicking on it. No map labeling explaining its the stores location

Artifact Analysis continued

Online Store: The begging welcome message is hard to see because its too small and the color is grey. For the “Extras, Iced Classics, and Summer Specials categories” there is no label identification as categories, identifying photo in boxes, and items within categories.

For the 12oz, Merchandise, 5lb categories there is also no label identification as categorization and may not be apparent as categories since the placement of merchandise in middle adds to overall confusion. There is no immediate identifiable difference in product photos except for the weight of coffee or flavor on pictured product bag’s label. Furthermore, product photos and weight category and flavors are not immediately identifiable from each other and all unbolded text is small and hard to see

The Product/category titles featured products are cut off on the bottom and other areas of the website page opened with the new category or product selection. This can confuse users if they move up on website.

Coffee Bean 5 LB Category:“Coffee 5 lb. Bag” has no product details explaining flavor/profile.

Merchandise” Category : Tea Box (20 Ct)” has no product details explaining flavors and a way to select other flavors. Furthermore, there is an unknown shipped flavor with no additional nutritional tea box label photo. The “Cup Cozy” explains “Handmade by This Guy’s Barista Rachel T.” which does not explain the materials made with.

Artifact Analysis continued

“Coffee Bean 12 OZ” Category: Medium Roast Coffee 12 OZ explains “Medium Roasted Fair Trade Arabica Beans”, but lacks to explain the added profile and the available profiles. Light Roast Coffee 12 OZ” explains “Light Roasted Fair Trade Arabica Beans”, but lacks additional information.

Dark Roast Coffee 12 OZ explains “Dark Roasted Fair Trade Arabica Beans, but lacks additional information. Flavored Roast Coffee 12 OZ explains “Flavored Roasted Fair Trade Arabica Beans”, lacks additional information on what is “flavored”. Decaffeinated Roast Coffee 12 OZ explains “If you are trying to avoid caffeine, please try one of our delicious Decaffeinated Coffee blends.”

Furthermore, its personable message may details interesting and easier to read but lacks: contains explicitly less caffeine, Housblen profile, and added espresso profile. All text and functions on the right side of the photo are small and hard to read on a phone and can create difficulty when trying to interact by selecting and/or zooming.

Comparative Analysis

Process

Using the comparative analysis method, we were able to compare and contrast the current This Guy's Coffee website to website of similar coffee shops and competitors. We compared the current website to the websites of:

- Cafe 476
- Creation Coffee
- Live Oak Coffee House
- And Populace Coffee Roaster

Comparing This Guy's Coffee to other coffee shops allowed us to select multiple different elements we could consider implementing on This Guy's Coffee

Elements Identified from Competitors

Cafe 476

- Good categorization of product.
- Consistency throughout.

Creation Coffee

- Good navigation menu.
- Subtle but engaging color scheme.

Live Oak Coffee House

- In-depth descriptions.
- Interactive features.

Populace Coffee Roasters

- Good categorization of product
- Consistency throughout.

Heuristic Analysis

Process

This Method calls for the researchers to find a set of heuristics or standards that the website is supposed to apply to. After comparing issues seen with This Guy's Coffee and how other sites deal with this issue, We generated abstract statements that address the issues we seen.

The statements were written in the form of "A good site should..." This encourages web developers to focus on incorporating this into features instead of a negative statement that discourages development. Like "A bad site should not..."

Heuristics generated:

A good site has coherent & consistent patterns with fonts & colors

A good website uses creative methods to display various content

A good site should communicate differences in products for sale

A good site should have working features

A good site should Offer help in context

A good site needs Clear branding

A good site is Flexible and efficient of use

A good site has visibility of system status

A good site gives feedback to the user when used

Priority Assessment

We organize the discussion that follows into 4 categories:

For each issue identified, we provide a description of what we observed and how that issue impacts survey participants. This section concludes with recommendations of strategies that could address the issues.

Note. We refer to usability study participants as USPs throughout this report.

- The computer literacy across various age brackets and individual teachers is vast, and all need to be accommodated. The time of busy teachers/children restricted to an hour-long lesson plan needs to be considered when designing a website. The less time users spend navigating and learning about the site, the more efficiently they can use their time
- Users would appreciate better site navigability (education tab more prominently displayed on page)

- More robust/comprehensive search features using keywords generated by AI like ChatGPT
- Links to corresponding teach/learn articles at the bottom of each page + visual feedback for whether a corresponding article exists at all (colors, symbols near title)
- More prominent display/filtering features (list vs picture view, hovering filter bar, etc.)

RITE Wireframe Development

We organize the discussion that follows into 4 categories:

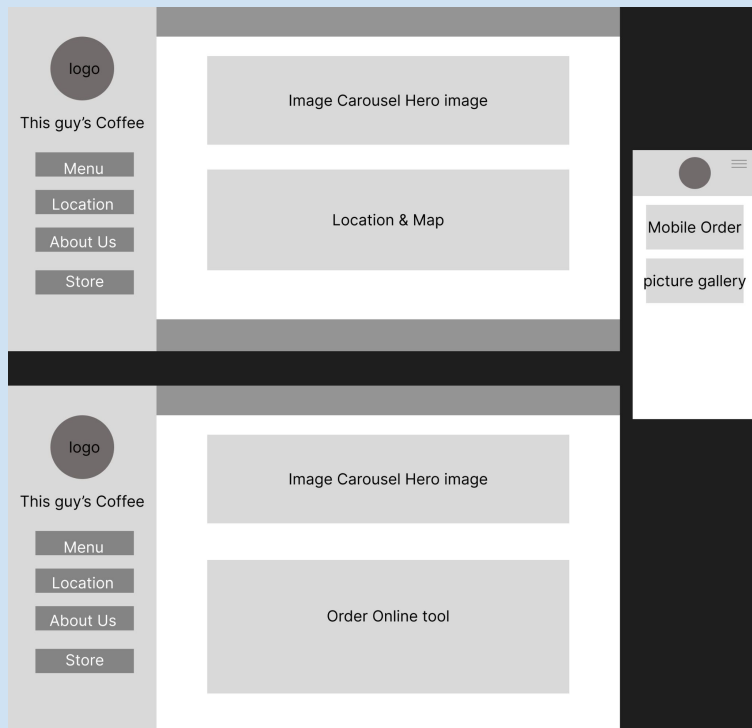
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Wireframe One



Recommendations Based on Wireframe:

Pros

- Side menu instead of top menu; As users scroll through the page the navigation bar is constantly there, no scrolling back to the top
- “Location” and “Map” on the home page; adding hours would be beneficial
- Navigation bar includes Location
- Sections are short and rectangular allowing for more information on screen
- Only four menu options

Cons

- Navigation bar organization; menu, store, location, about us
- Nav tab should use original tabs on site ‘coffee & tea’ ‘catering’ ‘store’ ect.
- Image carousel; Images could be better utilized on the page than having them take up space
- Adding arrows on the sides to indicate image slide-show function to be useful.
- The about us could be about our drinks

Wireframe Two



Recommendations Based on Wireframe:

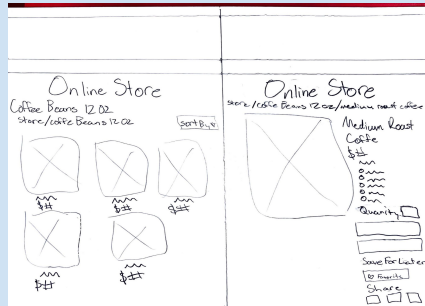
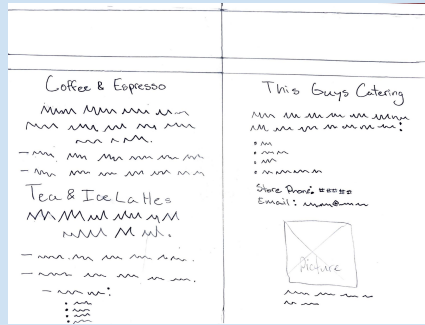
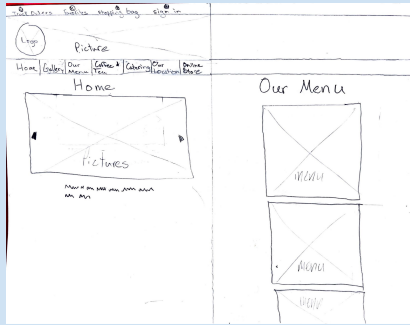
Pros

- Page link to the store at the bottom of the Coffee and Tea page
- This layout would work great for the mobile version of "This Guy's Coffee"!

Cons

- Homepage feels repetitive with nav. tab but also able to scroll and click on the same tabs.
- Homepage feels like it is a way to advertise/ brag about what the company offers
- Should have more pics/what other cool things This Guy's Coffee has to offer.

Wireframe Three



Recommendations Based on Wireframe:

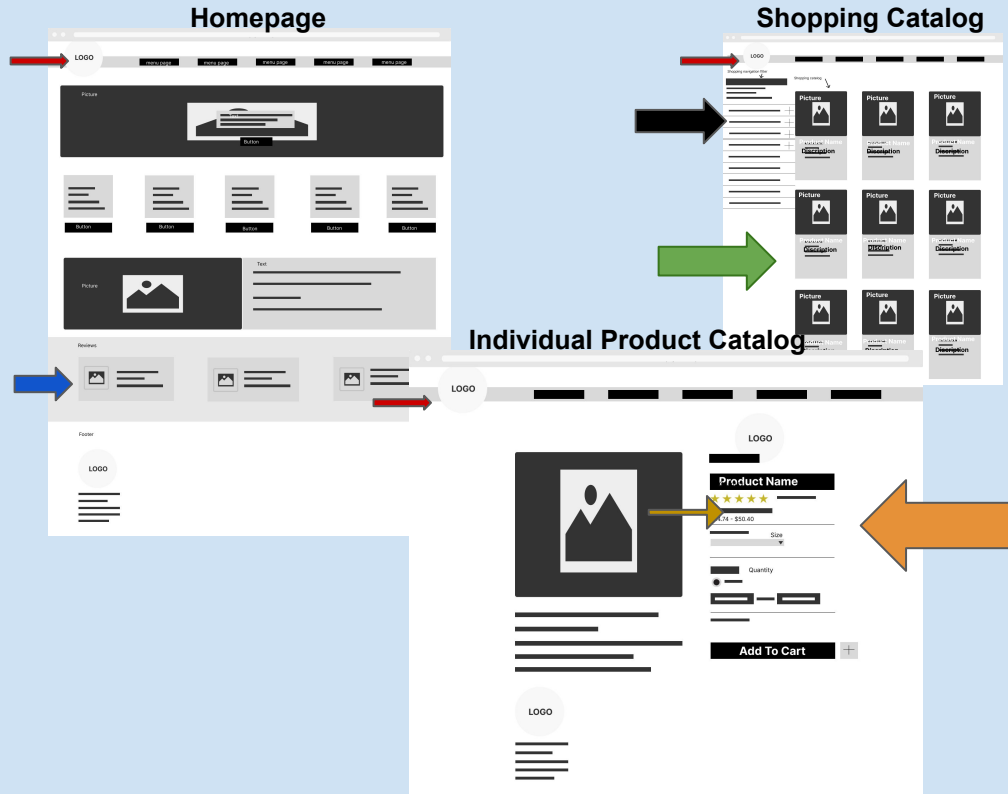
Pros

- Clear hierarchy
- Room for pics so the viewer is able to see the product on every page

Cons

- Would make more sense to put 'Home,' 'Gallery,' 'Our Menu,' ect. At top of page and switch with 'Track order,' ect.
- Coffee and Tea explanations; put them into two columns to save on scrolling space
- Add pics to the coffee and tea sections; background images to create more visually unified with the other pages.
- The map should go right beside the location instead of below it

Wireframe Four



Recommendations Based on Wireframe:

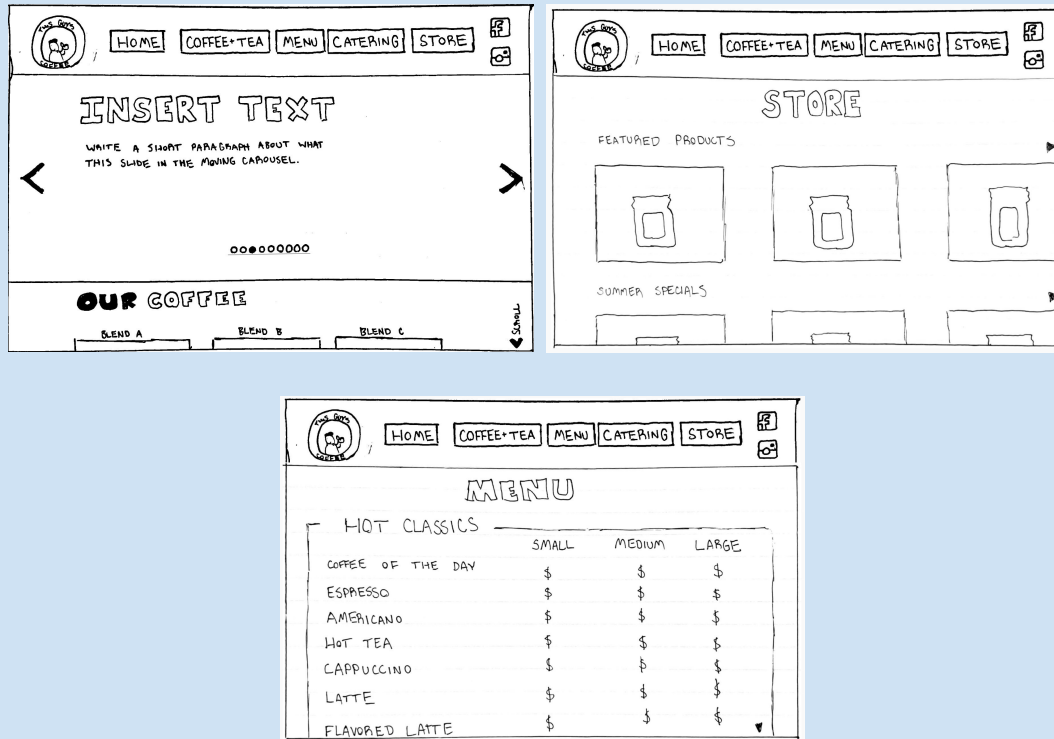
Pros

- **Filter Feature** in Shopping Catalog to help users to find products faster and easier.
- **Shopping catalog** gives users a quick overview of all “This Guy’s Coffee” products.
- **Review section** on the homepage highlights the great things about This Guy’s Coffee and attract more sales and consumers (users).
- **Individual Product Catalog** gives key details (quantity and size) about the product that users can change and review (price and star rating review).
- **Logo** featured on each page; Helps with branding to the web users.
- **Stars Rating** for products

Cons

- **Shopping catalog** layout might makes product look repetitive.
- **Star Rating/Review section** might not be possible due to This Guy’s Coffee not having enough sales and reviews to accurately put that information on the website.

Wireframe Five



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Recommendations Based on Wireframe:

Pros

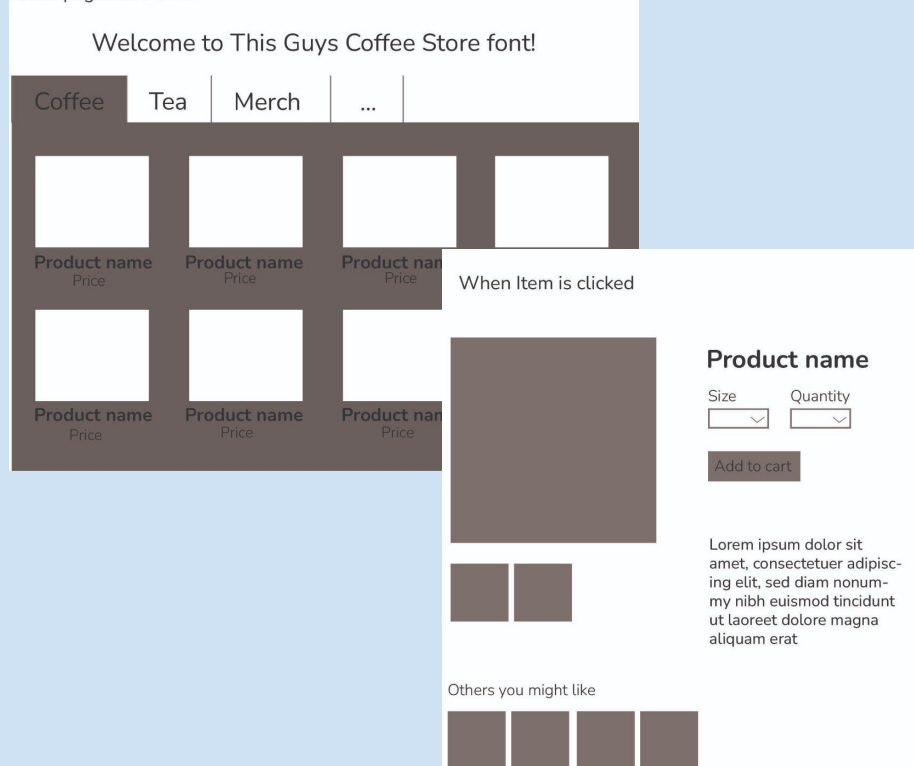
- The layout of the page; more accessible, organized, clear hierarchy
- The 'header'; doesn't waste space, logo's still present, sections and social media plugs
- The menu looks really nice; how the small medium and large prices are listed (really like the coffee of the day idea)
- Moving carousel to advertise store and brand
- Nav tab would always be visible when scrolling

Cons

- The website opening with store; feels like the website is begging users to buy things
- A description of products should be available on the menu
- The order of the nav tabs; to be ordered 'Home' 'Menu' 'Coffee & Tea' 'Store' 'Catering'
- A navigation menu should be present at the same spot on all pages
- Website should exhibit a common theme including but not limited to fonts, colors, pictures, and copy.

Wireframe Seven

Home page store front



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Recommendations Based on Wireframe:

Based on recommendations this version of wireframe is effective and would benefit the This Guy's Coffee company through utilizing the aspects of a large obvious title featuring logo, company name, and storefront title. Easy, obvious navigation between tabs of storefront content, products are structured the same with an image, title and price. When item is clicked there is redirections to a new page with that products details featuring product name, image(s), a 'size' drop down selection (if relevant to the product), 'quantity' drop down, 'add to cart' tab, a small written explanation of product (if there is an origin of the product such as where the coffee is farmed from). Below is a suggestion bar 'others you might like' with images of similar products the user is most likely to buy based on the product they are currently viewing to encourage product purchasing.

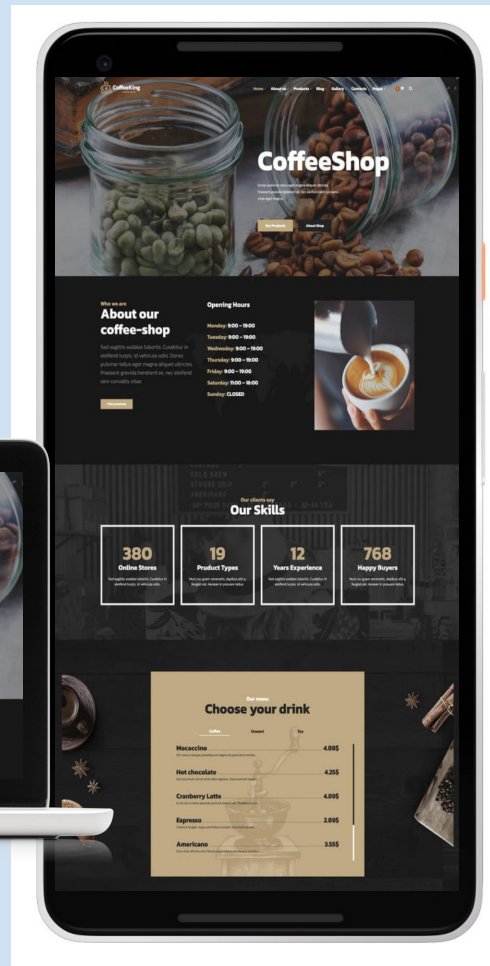
This wireframe emphasizes cleanliness and clarity to the user, encourages the sale of store merchandise to effectively help brand the company and connect with the customers through encouraging sharing where coffee, tea, or merch products are made/farmed from to create a sense of local community.

In regards to the Coffee and Tea tabs, it is recommended that to use varying pictures (different angles, colored filters, backgrounds) to lesson the repetitiveness of featuring the same image of a coffee bag.

Final Recommendations

List of General Recommendations

Title tag change



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Continuing the Process

We appreciate the opportunity to participate in and potentially contribute to such an important university initiative. If your timeline allows, we would welcome the chance to assess a revised survey tool, or even participate in the revision process.

Thank you for bringing this project to Team 430.

Team430 — This Guy's Coffee - Website Usability Testing



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