



Evaluation Report by  
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February 2017  
IN4MATX283

[www.keancoffee.com](http://www.keancoffee.com)

# Heuristic Evaluation



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# Executive Summary

This report contains the results from a heuristic evaluation for the Kean Coffee website. The specific task evaluated was the process of purchasing coffee online. The heuristic evaluation usability method was used based on Jakob Nielsen's *Ten Usability Heuristics*.

The following are the key findings of the report:

- The evaluation results identified 12 positive findings in compliance with the heuristic principles.
- The evaluation results also identified 16 negative findings in violation of the heuristic principles.
- The main pain points of the site which received the highest severity ranking were the site's main header and navigation, and the shipping & billing page.
- By implementing the suggested recommendations, the site would attract more new and returning customers thus increasing site revenue.



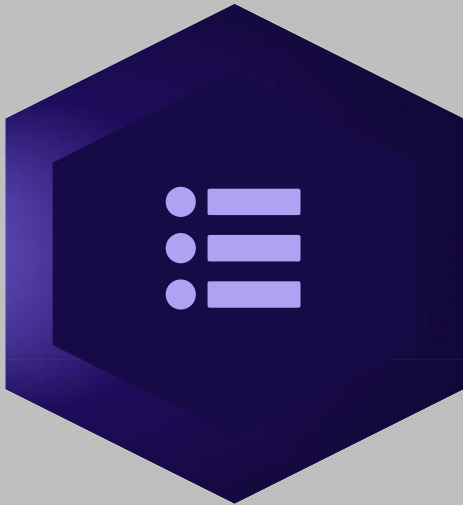


# Introduction

Kean Coffee is a coffee shop in California with two locations located in Newport Beach and Tustin. While the coffees shops have received rave reviews, the website has received negative feedback. The purpose of this report is to identify pain points of the site and make recommendations for improvement.

This report contains the results of a heuristic evaluation conducted on the Kean Coffee website. Three evaluators were given the task of buying a bag of coffee on this website. The evaluators started on the homepage and proceeded without any other instruction. The process was evaluated against Jakob Nielsen's 10 Heuristic Principles.

The report contains both positive and negative findings. The Findings Summary section contains a table with each issue listed in order of severity of violation. The report also contain Positive & Negative Findings sections which details each area of the website that was in compliance or violation listed by heuristic principle. The last table contains recommendations to improve the site.



# Methodology

The heuristic evaluation was conducted on the Kean Coffee website by utilizing a team of three evaluators who were given a task to complete on the website. The specific task was to enter on the homepage and attempt to buy a bag of coffee. The participants used Jakob Nielsen's 10 Heuristic Principles as a guideline to provide feedback. The feedback involved analyzing each screen and identifying heuristic principles that were in compliance or in violation throughout the process. The violations were given a severity rank of 1 to 4.

## Task

- Buy a bag of any type of coffee

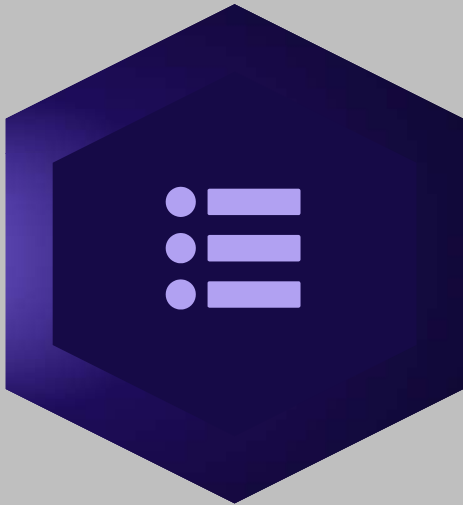
## Task Screens

- Homepage
- Coffee List
- Coffee Detail
- Shopping Cart
- Shipping & Billing

# Methodology (cont'd)

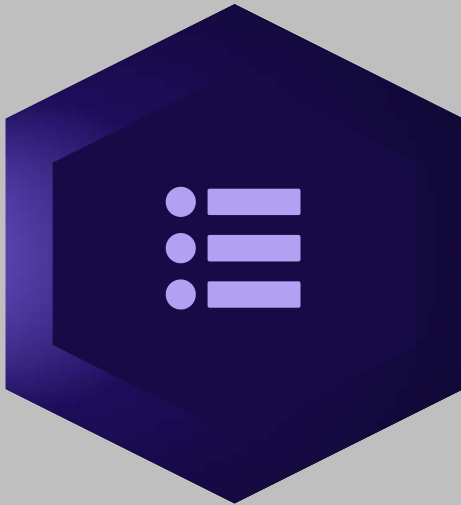
## Jakob Nielsen's 10 Heuristic Principles

- H1. Visibility of system status** - The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
- H2. Match between system and the real world** - The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- H3. User control and freedom** – Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- H4. Consistency and standards** – Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- H5. Error prevention** – Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.



# Methodology (cont'd)

## Jakob Nielsen's 10 Heuristic Principles



**H6. Recognition rather than recall** – Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

**H7. Flexibility and efficiency of use** – Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

**H8. Aesthetic and minimalist design** – Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

**H9. Help users recognize, diagnose, and recover from errors** – Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

**H10. Help and documentation** – Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

# Methodology (cont'd)

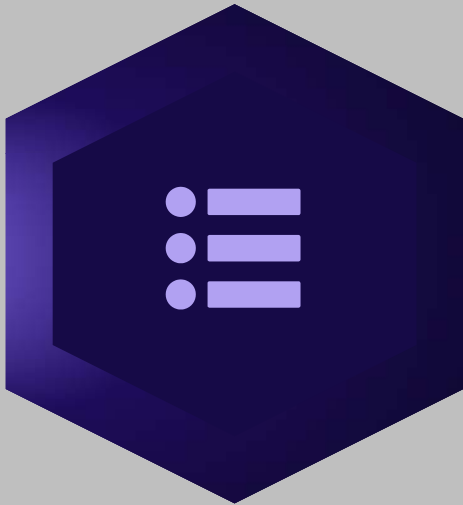
## Ranking System

- 1** – Cosmetic Issue
- 2** – Minor Issue
- 3** – Major Issue
- 4** – Major Issue

## Compliance & Issue IDs

Compliance and Issue IDs are marked first by heuristic principle number, then the number of the finding. For example:

“4.3” = 4<sup>th</sup> Heuristic Principle identified ;  
3<sup>rd</sup> finding under that principle





A grayscale photograph of a person wearing a white lab coat, sitting at a desk and writing in a notebook with a pen. The person's face is not visible, and the background is blurred. A dark blue horizontal band with a fine grid pattern is overlaid across the middle of the image, containing the text 'Findings Summary'.

# Findings Summary

# Findings Summary

<b>*In order by highest severity to lowest</b>		
Issue ID	Severity	Screen & Issues
2.1	3	<b>Sitewide, header.</b> The user need to click “Our Coffees” to buy coffee. Another link labeled “Merchandise”. These labels do not clearly convey to the user which link to use to buy coffee. The term “merchandise” is more closely related to a commerce area, so users will be inclined to look there first”.
4.2	3	<b>Sitewide, header.</b> The “Our Coffees” link in the main navigation has secondary links that do not relate to the title. The category title is “Our Coffees”, however, “Loose Leaf Teas” can be found here. Also, the secondary link to the coffee details page is labeled “Fresh Roasted Beans”. There is inconsistency in the naming convention and can easily confuse users.
4.4	3	<b>Sitewide, links.</b> Delineation between links and regular text does not exist throughout website. Links and regular text on screens have the same font and font color thus adding confusion for the user. Users are forced to guess what is clickable and what is static on the pages.
5.2	3	<b>Sitewide, popups.</b> The default system error message popup gives users the option to select “Prevent this page from creating additional dialogs.” If the user accidentally selects this, it will block all error messages until the screen refreshes. This will leave the user confused and wondering about system status.

Table 1 of 4

# Findings Summary (cont'd)

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Issues
1.1	3	<b>Shipping &amp; Billing.</b> If a user enters invalid information or skips a field, an error message pops up displaying how errors should be fixed. However, upon exiting the popup, the information on how to correct the errors is gone. Only red error icons remain.
5.1	3	<b>Shipping &amp; Billing.</b> None of the fields are marked as required. If the user decides to enter just their name and shipping address, they will be presented with an error message which then marks the required fields with a red exclamation point icon.
2.2	2	<b>Sitewide, header.</b> In the header, the shopping cart section at the top of the page is text only. It is very easy to scan over text and user can not realize it is there.
4.3	2	<b>Coffee List.</b> Inconsistent use of images for each coffee type. Some of the coffee types have an icon image with a number and others have a nature picture. This leaves the user guessing how the number is relevant to the type of coffee. Also, some of the images seem grainy while others are clear.

Table 2 of 4

# Findings Summary (cont'd)

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Issues
6.1	2	<b>Coffee List.</b> The page looks like an informational page for each coffee type. The user would need to remember that this is where they can select a coffee type to purchase.
6.2	2	<b>Coffee List.</b> The coffee types are randomly listed, so user is forced to memorize locations of coffees. If a user likes a specific type and returns to see if it is available, they would need to scan the whole page to find it. Or remember where it was during the last visit.
7.1	2	<b>Coffee List.</b> Selecting a coffee type to purchase is limited to clicking the title link and image for each type. This is not intuitive nor efficient.
8.2	2	<b>Coffee Detail.</b> Redundant information makes this screen unnecessary. Most of the information on this screen exists in the previous screen.
10.1	2	<b>Coffee Detail.</b> The page does not offer tool tips or a help with regard to the type of grind. Users may not be familiar with the different types of grind and become frustrated or confused as to which to pick.

Table 3 of 4

# Findings Summary (cont'd)

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Issues
2.3	2	<b>Shipping &amp; Billing.</b> The order of elements lack an intuitive flow. The title of the page is “Shipping & Billing Info” so the expected display of elements should follow that order. Shipping Address information should be entered first, then user checks box if billing address is different from shipping address, the user will enter Email address to receive confirmation and status of order.
4.1	1	<b>Sitewide, header.</b> Move shopping cart to upper right corner as per current convention and user’s mental model.
8.1	1	<b>Sitewide, header.</b> Move “Order & Shipping” link in main navigation under “Merchandise” or remove altogether since it is in the checkout process already.

Table 4 of 4



# Positive Findings

# Positive Findings

## H1. Visibility of system status

*The system should always keep users informed about what is going on through appropriate feedback within reasonable time.*



### Compliance ID 1.1:

The shopping cart at the top of the page displays how many items are in the cart. This is real-time feedback functionality which keeps users informed shopping cart status. This information is visible during user's entire site visit.

The screenshot shows the Kéan Coffee website. At the top, a shopping cart notification displays "shopping cart: 1 item in your cart". Below this, there are several coffee bags on a shelf. To the right, there is a section titled "Our Coffees" with a description of the coffee and a link to "Find out what goes into selecting our Coffees". Below this, there is a "FEATURED COFFEES" section with three coffee products: Kenya Lenana (\$16.25), Nicaragua La Cascada "Nicaragua Finest" (\$24.00), and Sumatra Tano Batuk (\$15.25). At the bottom, there is an "ABOUT COFFEE" section with links to Coffee Regions, The Coffee Ritual, Latté Art, Coffee Roasting, Contact Us, Wholesale Information, and Employment. To the right of this is a "MAILING LIST" section with input fields for first name, last name, and email address, and a "Submit" button. At the bottom of the page, there is a copyright notice for 2017 Kéan Coffee and links to Terms of Use and Privacy Notice.

# Positive Findings

## H3. User Control and Freedom

*Users often choose system functions by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo & redo.*



### Compliance ID 3.1:

The shopping cart links to the shopping cart page so user can modify items in the cart at any time during their visit. If there are any discrepancies in the cart, the user can easily correct it.

The screenshot shows the Kéan Coffee website. At the top, a shopping cart notification reads "shopping cart: 1 item in your cart". Below this, there are several coffee bags on a shelf. To the right, there is a text block describing the coffee: "FINE ORGANIC AND FAIR TRADE SPECIALTY COFFEES FROM AROUND THE GLOBE ROASTED FRESH DAILY. ESPRESSO DRINKS AS CULINARY WORKS OF ART. INDULGENT CHOCOLATE DRINKS. VIRTUOUS TEAS. AUTHENTICALLY INDEPENDENT. A TRUE COMMUNITY GATHERING PLACE. TAKING COFFEEHOUSE CULTURE TO THE NEXT LEVEL. Find out what goes into selecting our Coffees".

Below the main content, there is a "FEATURED COFFEES" section with three items:

- Kenya Lenana** \$16.25 [Buy] (Image of a giraffe)
- Nicaragua La Cascada "Nicaragua Finest"** \$24.00 [Buy] (Image of coffee beans)
- Sumatra Tano Batuk** \$15.25 [Buy] (Image of a coffee review award: "COFFEE REVIEW 95 points 2016")

At the bottom, there are two sections: "ABOUT COFFEE" and "MAILING LIST".

**ABOUT COFFEE**

- Coffee Regions
- The Coffee Ritual
- Latté Art
- Coffee Roasting
- Contact Us
- Wholesale Information
- Employment

**MAILING LIST**

first name   
last name   
email address   
Submit

At Kéan Coffee, we respect your privacy and will not share your personal information with anyone at any time.

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# Positive Findings

## H3. User Control and Freedom



### Compliance ID 3.2:

The add-to-cart screen offers a “Return to Coffee List” link which directs the user back to the coffee selection list. This is useful in case the user decides they would like to consider a different coffee type or maybe selected one in error.



# Positive Findings

## H3. User Control and Freedom



### Compliance ID 3.3:

The 'View Cart' screen provides the user with many options to edit, change, or add to the cart before checking out. This screen also has instructions for how each element functions for the novice user.

shopping cart: 2 items in your cart

AN ROASTERS About Us Our Coffees Locations & Hours Merchandise Events & Classes

### YOUR SHOPPING CART

- To **update** a quantity for an item, change the number in the 'Qty' column and then click the 'Update Cart' button.
- To **delete** an item from your cart, click the X to the left of the item.
- When you are finished shopping, click the 'Check Out' button to continue your order.

Product Name	Qty	Unit Price	Item Subtotal
X Nicaragua La Cascada *Nicaragua Finest* \$24.00, Whole Bean	1	\$24.00	\$24.00
X Kenya Lenana \$16.25, French Press	1	\$16.25	\$16.25

Order Subtotal: \$40.25  
(Any applicable tax and/or shipping will be calculated on the final checkout page.)

Update Cart Check Out

Continue Shopping

OUT COFFEE

Coffee Regions The Coffee Ritual Latté Art Coffee Roasting  Contact Us  Wholesale Information

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# Positive Findings

## H4. Consistency & standards

*Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.*




### Compliance ID 4.1:




Each coffee type is easy to follow and read due to consistent layout. The coffee products each contain the same elements following the same easy-to-scan layout. They each have the name of the coffee with its corresponding product price, history, flavor notes, and roast level.

**FRESH ROASTED BEANS**

Below is our current selection of seasonally available coffees. Check back often



**Regular Coffees**

	<b>Nicaragua La Cascada *Nicaragua Finest* \$24.00</b>	<b>Papa New Guinea Purosa \$15.</b>
<b>Title &amp; Price</b>	<b>Nicaragua La Cascada *Nicaragua Finest* \$24.00</b>	<b>Papa New Guinea Purosa \$15.</b>
<b>History</b>	 Don Genaro de Jesus Herrera of Finca La Cascada is a 1st generation coffee grower. In 2015, his award winning Maracaturra ranked 21 in the "Cup of Excellence" (COE) competition. This year it placed in the top five in "Nicaragua Finest Coffee".	 In the Eastern Highlands Papua New Guinea, smallholder farmers in the Purosa and Okapa valleys have been producing exceptional coffees for some time now.
<b>Flavor</b>	Intense vanilla, honeydew, and paprika aromas with rushes of tamarind, toffee, dark chocolate, and butter cream. Rich and luxurious acidity with honey sweetness. This vibrant offering lingers with a finish of dried apricot, walnut and a hint of nutmeg.	Aromas of plum wine, vanilla, and cedar are the gateway to a full, juicy, rich, smooth body and gentle apple and plum acidity. The flavors of brown sugar, tangerine, semi-sweet chocolate, molasses, and almond butter finish long and silky with warm and allspice notes.
<b>Roast</b>	Medium Roast	Medium to Full Roast
	<b>Sumatra Tano Batak \$15.25</b>	<b>Colombia, Los Naranjos \$14.8</b>
	 From the slopes above Lake Toba, in the Tano Batak Highlands, smallholder farmers take great care to harvest and prepare this clean, bright, full-bodied example of high quality Sumatra coffee.	 In the Southwest Highlands of Huila, 97 farmers and their families work together in the San Augustino de Los Naranjos group to produce exceptionally fine quality Colombia coffee.
	The aromatics of tarragon, vanilla, and sweet basil open into a full, creamy body and a soft red apple acidity. Lush notes of butterscotch, molasses, hazelnut, and allspice linger into the long, buttery finish. Scored 95 by Ken Davids of Coffee Review.	This smooth, delicately complex coffee features sweet floral aromas of vanilla and carnation and a creamy, silky body. Flavors of honey, milk chocolate and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.
	Full Roast	Light to Medium Roast

# Positive Findings

## H5. Error Prevention

*Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.*



### Compliance ID 5.1:

Deleting an item from the shopping cart presents user with a confirmation popup to confirm deletion. If the user mistakenly clicks “X” next to the product, they can recover and avoid the error.

The screenshot shows a shopping cart page for 'AN FEE COFFEERS'. The cart contains two items: 'Nicaragua La Cascada \*Nicaragua Finest\* \$24.00, Whole Bean' and 'Kenya Lenana \$16.25, French Press'. A confirmation dialog box is displayed over the cart, asking 'Are you sure you wish to delete this item?' with 'OK' and 'Cancel' buttons. A red arrow points from the 'X' icon next to the first item in the cart to the dialog box. The page also includes navigation links like 'About Us', 'Our Coffees', 'Locations & Hours', and 'Merchandise'. At the bottom, there is a footer with 'AN FEE COFFEERS' and various links.

	Product Name	Qty
X	Nicaragua La Cascada *Nicaragua Finest* \$24.00, Whole Bean	1
X	Kenya Lenana \$16.25, French Press	1

# Positive Findings

## H9. Help user recognize, diagnose, and recover from errors

*Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.*



### Compliance ID 9.1:

Icons of accepted credit cards are listed in the “Order Online’ section of the ‘Add to Cart’ screen. This info allows the user to know upfront what cards are accepted which saves time in case their credit card is not accepted.



# Positive Findings

## H9. Help user recognize, diagnose, and recover from errors



### Compliance ID 9.2:

If users change quantity amount to "0", the system will generate an error message informing the user a number value between 1-100 is required. This guides user in how to correct the error.

The screenshot shows a shopping cart page for 'KEAN COFFEES'. At the top, it says 'shopping cart: 2 items in your cart'. Below the navigation menu, there's a 'SHOPPING CART' section with instructions: 'To update a quantity, click the quantity button.', 'To delete an item, click the delete button.', and 'When you are finished, click the Update Cart button.'. A table lists items:

Product Name	Qty	Unit Price
Nicaragua La Cascada "Nicaragua Finest" \$24.00, Whole Bean	1	\$24.00
Kenya Lenana \$16.25, French Press	0	\$16.25

An error message dialog box is displayed over the cart, stating: 'www.keancoffee.com says: - Please enter a number (1-100) in the quantity field for the "Kenya Lenana \$16.25, French Press" item.' Below the table, there's an 'Order Subtotal' section with a note: '(Any applicable tax and/or shipping will be calculated on the final checkout page.)'. At the bottom of the cart area, there are buttons for 'Update Cart', 'Check Out', and 'Continue Shopping'. Red arrows point from the error message to the '0' quantity field and the 'Update Cart' button.

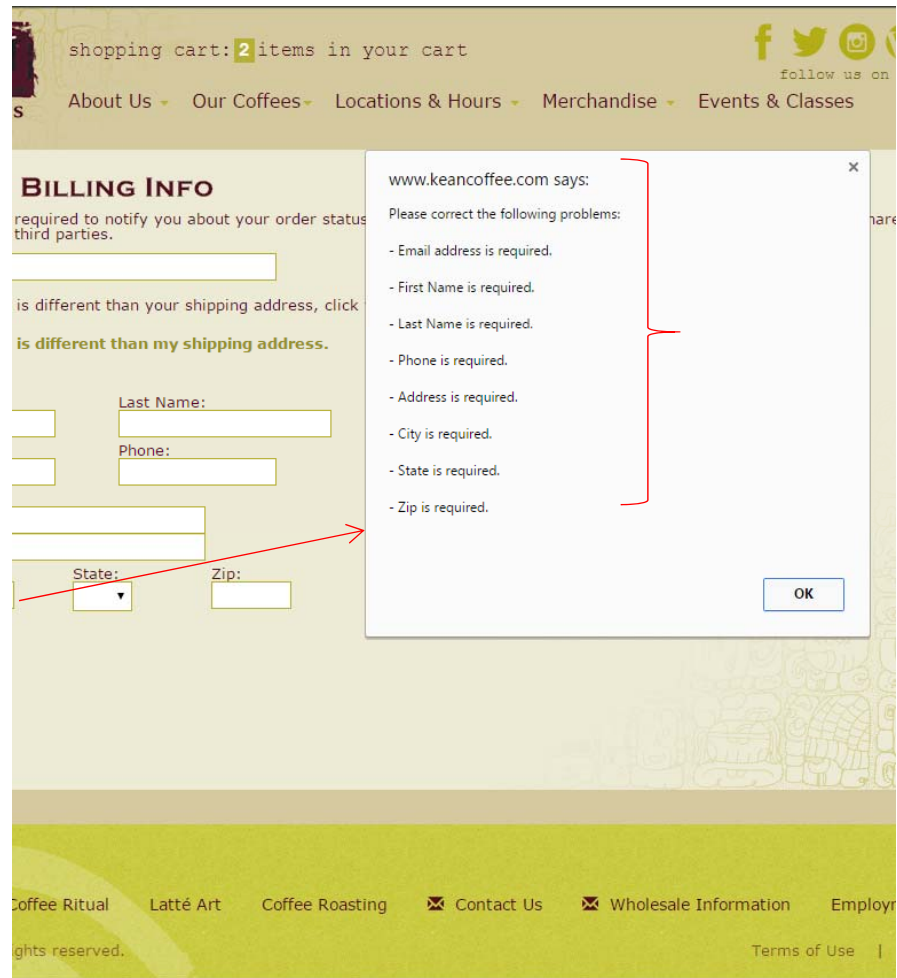
# Positive Findings

## H9. Help user recognize, diagnose, and recover from errors



### Compliance ID 9.3:

If user enters invalid information, the system will pop up an error message. The message clearly provides information on what fields were invalid and how to correct them.



# Positive Findings

## H10. Help & documentation

*Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.*



### Compliance ID 10.1:

This screen includes an order and shipping information link in the “Order Online” section. This provides users quick and easy access to this information before proceeding with purchasing coffee.

ABOUT US ▾ Our Coffees ▾ Locations & Hours ▾ Merchandise

### ASCADA \*NICARAGUA FINEST\* \$24.00

Don Genaro de Jesús Herrera of Finca La Cascada is a coffee grower. In 2015, his award winning Maracaturra ran for "Cup of Excellence" (COE) competition. This year it placed 1st in the "Finest Coffee".

Intense vanilla, honeydew, and paprika aromas with dark chocolate, and butter cream. Rich and luxurious sweetness. This vibrant offering lingers with a finish hint of nutmeg.

Medium Roast

Quantity:  [Add to Cart](#) [View Cart](#)   

[Ordering & Shipping Information](#)



# Positive Findings

## H10. Help & documentation



### Compliance ID 10.2:

This screen offers a clear description on how the cart functions. If the user was not familiar with the shopping cart functionality, they have easy access to the information without navigating away from the screen.

shopping cart: 2 items in your cart

social media icons: f, t, w

follow t

AN ROASTERS About Us Our Coffees Locations & Hours Merchandise Events & Classes

### YOUR SHOPPING CART

- To **update** a quantity for an item, change the number in the 'Qty' column and then click the 'Update Cart' button.
- To **delete** an item from your cart, click the X to the left of the item.
- When you are finished shopping, click the 'Check Out' button to continue your order.

Product Name	Qty	Unit Price	Item Subtotal
X Nicaragua La Cascada *Nicaragua Finest* \$24.00, Whole Bean	1	\$24.00	\$24.00
X Kenya Lenana \$16.25, French Press	1	\$16.25	\$16.25

Order Subtotal: \$40.25

(Any applicable tax and/or shipping will be calculated on the final checkout page.)

Update Cart Check Out

Continue Shopping

### OUT COFFEE

Coffee Regions The Coffee Ritual Latté Art Coffee Roasting  Contact Us  Wholesale Information ER

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# Positive Findings

## H10. Help & documentation



### Compliance ID 10.3:

This screen includes information at the top which informs the user what their email will be used for. By providing this information, the user gets a sense of safety and security. Also, it saves time by avoiding user hesitation.

shopping cart: 2 items in your cart

**KÉAN COFFEE** ARTISAN ROASTERS

About Us | Our Coffee | Locations & Hours | Merchandise | Events

### SHIPPING & BILLING INFO

Your email address is required to notify you about your order status. We will use your information with third parties.

Email Address:

My Billing Address is different than your shipping address.

**Shipping Address**

First Name:  Last Name:

Company Name:  Phone:

Address:

City:  State:  Zip:

**ABOUT COFFEE**

Coffee Regions | The Coffee Ritual | Latté Art | Coffee Roasting |  Contact Us |  Wholesale Info

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# Negative Findings

# Negative Findings

## H1. Visibility of system status

*The system should always keep users informed about what is going on through appropriate feedback within reasonable time.*

### 3 Issue ID 1.1:

If a user enters invalid information or skips a field, an error message pops up displaying how errors should be fixed. However, upon exiting the popup, the information on how to correct the errors is gone. Only red error icons remain.



### Recommendation:

Red error icons should display with instructions how to clear error. Instructions should be visible to user until error is corrected.

The screenshot shows a web form titled "BILLING INFO" with fields for Last Name, Phone, State, and Zip. A popup window titled "www.keancoffee.com says:" is overlaid on the form, listing the following errors: "Please correct the following problems: - Email address is required. - First Name is required. - Last Name is required. - Phone is required. - Address is required. - City is required. - State is required. - Zip is required." A red arrow points from the Zip field to the popup. The popup has an "OK" button. The background shows a shopping cart with 2 items and navigation links like "About Us", "Our Coffees", "Locations & Hours", "Merchandise", and "Events & Classes".

# Negative Findings

## H2. Match between system and real world

*The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.*

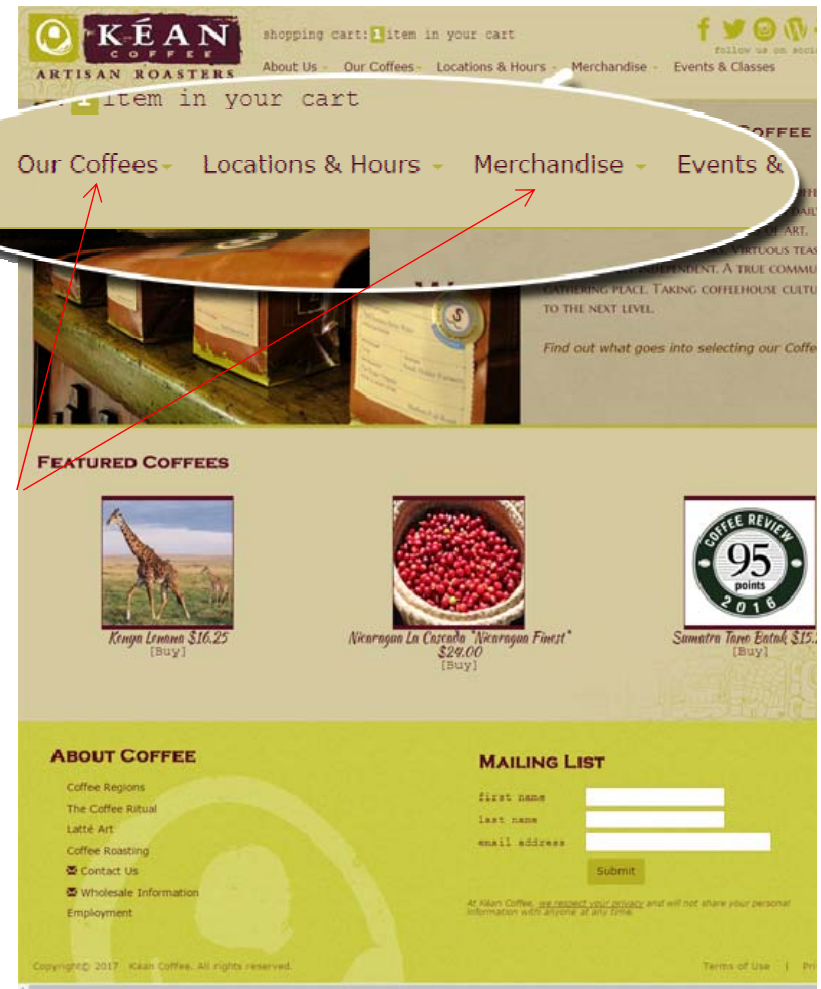
### 3 Issue ID 2.1:

The user need to click “Our Coffees” to buy coffee. Another link labeled “Merchandise”. These labels do not clearly convey to the user which link to use to buy coffee. The term “merchandise” is more closely related to a commerce area, so users will be inclined to look there first.



### Recommendation:


There should be one commerce section for coffees, teas, and merchandise. Change labels to more intuitive phrases like “Buy Coffee/Tea” or “View Products”.



# Negative Findings

## H2. Match between system and real world

**2 Issue ID 2.2:**  
The shopping cart section at the top of the page is text only. It is very easy to scan over text and user can not realize it is there.

 **Recommendation:**  
Add a shopping cart icon since users generally scan pages for familiar images and an icon is more likely to capture a user's attention.



# Negative Findings

## H2. Match between system and real world

2

### Issue ID 2.3:

The order of elements lack an intuitive flow. The title of the page is “Shipping & Billing Info” so the expected display of elements should follow that order. Shipping Address information should be entered first, then user checks box if billing address is different from shipping address, the user will enter Email address to receive confirmation and status of order.



### Recommendation:

Move billing address checkbox below shipping address. Move “Email Address” below billing address checkbox section.

ÉAN  
OFFEE  
ROASTERS

shopping cart: 1 item in your cart

About Us - Our Coffees - Locations & Hours - Merchandise - Events & Classes

### SHIPPING & BILLING INFO

Your email address is required to notify you about your order status. We will not send you unsolicited communications, nor will we share your information with third parties.

Email Address:

If your billing address is different then your shipping address, click the checkbox below.

My Billing Address is different than my shipping address.

**Shipping Address**

First Name:  Last Name:

Company Name:  Phone:

Address:

City:  State:  Zip:

Next Step

This information should come after "Shipping Address"

OUT COFFEE

# Negative Findings

## H4. Consistency & standards

*Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.*

1

### Issue ID 4.1:

The shopping cart is located in an unexpected area. Generally, the shopping cart is on the upper right hand corner by other utilities.



### Recommendation:

Move shopping cart to upper right corner as per current convention and user's mental model.





# Negative Findings

## H4. Consistency & standards

3

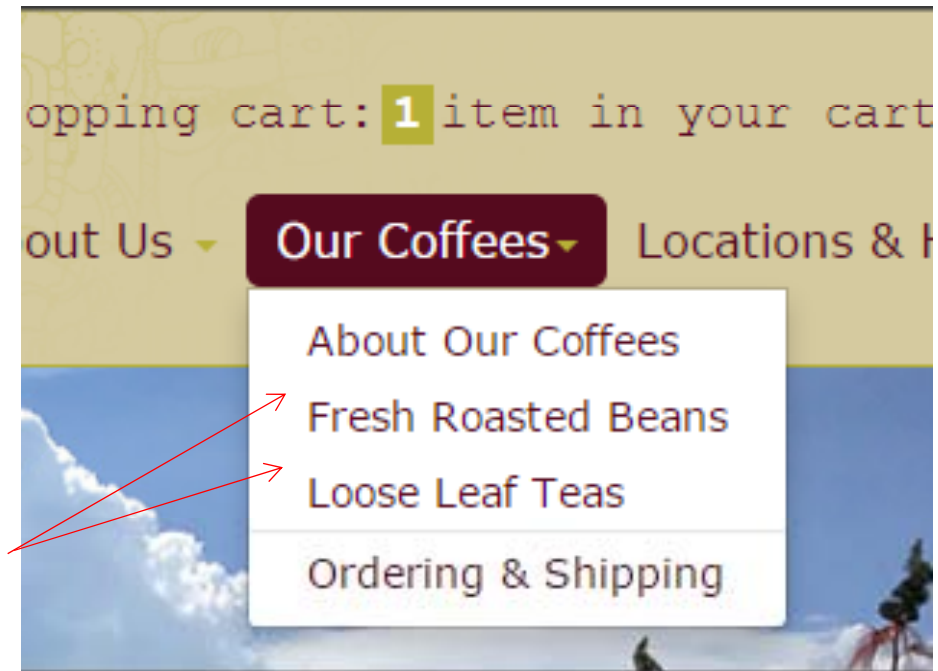
### Issue ID 4.2:

The “Our Coffees” link in the main navigation has secondary links that do not relate to the title. The category title is “Our Coffees”, however, “Loose Leaf Teas” can be found here. Also, the secondary link to the coffee details page is labeled “Fresh Roasted Beans”. There is inconsistency in the naming convention and can easily confuse users.



### Recommendation:

Keep naming convention consistent by labeling coffees as “Coffees” or labeling them all as “Roasted Beans”. For the main navigation link label, it should say “Coffee & Teas”.



# Negative Findings

## H4. Consistency & standards

2

### Issue ID 4.3:

Inconsistent use of images for each coffee type. Some of the coffee types have an icon image with a number and others have a nature picture. This leaves the user guessing how the number is relevant to the type of coffee. Also, some of the images seem grainy while others are clear.



### Recommendation:

Use consistent images. Either all nature images or all icons with numbers. Also, use the same size and resolution for each image.

**Regular Coffees**

**Nicaragua La Cascada \*Nicaragua Finest\* \$24.00**  
 Don Genaro de Jesús Herrera of Finca La Cascada is a 1st generation coffee grower. In 2015, his award winning Maracaturra ranked 21 in the "Cup of Excellence" (COE) competition. This year it placed in the top five in "Nicaragua Finest Coffee".  
Intense vanilla, honeydew, and paprika aromas with rushes of tamarind, toffee, dark chocolate, and butter cream. Rich and luxurious acidity with honey sweetness. This vibrant offering lingers with a finish of dried apricot, walnut and a hint of nutmeg.  
Medium Roast

**Sumatra Tano Batak \$15.25**  
 From the slopes above Lake Toba, in the Tano Batak Highlands, small holder farmers take great care to harvest and prepare this clean, bright, full-bodied example of high quality Sumatra coffee.  
The aromatics of tarragon, vanilla, and sweet basil open into a full, creamy body and a soft red apple acidity. Lush notes of butterscotch, molasses, hazelnut, and allspice linger into the long, buttery finish. Scored 95 by Ken Davids of Coffee Review.  
Full Roast

**Guatemala La Bolsa, Las Ventanas \$15.50**  
 Las Ventanas refers to a rock formation Finca La Bolsa in the region of Huehuetenango, Guatemala's highest elevation coffee growing region. Coffees from this region are the most prized of the country.  
Crisply sweet with subtle, layered

**Papa New Guinea Purosa \$15.45**  
 In the Eastern Highlands of Papua New Guinea, small holder farmers in the Purosa and Okapa valleys have been producing exceptional coffees for quite some time now.  
Aromas of plum wine, vanilla, and cedar are the gateway to a full, juicy, rich, smooth body and gentle apple and plum acidity. The flavors of brown sugar, tangerine, semi-sweet chocolate, molasses, and almond butter finish long and silky with walnut and allspice notes.  
Medium to Full Roast

**Colombia, Los Naranjos \$14.85**  
 In the Southwest Highlands of Huila, 97 farmers and their families work together in the San Augustine de Los Naranjos group to produce exceptionally fine quality Colombia coffee.  
This smooth, delicately complex coffee features sweet floral aromas of vanilla and carnation and a creamy, silky body. Flavors of honey, milk chocolate, and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.  
Light to Medium Roast

**Nicaragua La Esperanza \$14.85**  
 We have developed a close relationship with farmer Luis Alberto Balladarez at Beneficio Nuevo Segovia in the northern highlands of Nicaragua. He has reserved for us the highest quality coffee he has this year.  
A gentle and well composed coffee, with honeysuckle and plum aromas

# Negative Findings

## H4. Consistency & standards

3

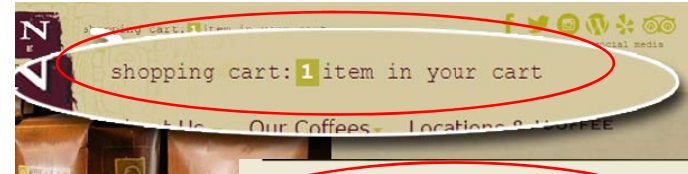
### Issue ID 4.4:

Delineation between links and regular text does not exist throughout website. Links and regular text on screens have the same font and font color thus adding confusion for the user. Users are forced to guess what is clickable and what is static on the pages.



### Recommendation:

Have a consistent link style that makes it obvious for users to see what is clickable at first glance.



# Negative Findings

## H5. Error Prevention

*Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.*

3

### Issue ID 5.1:

None of the fields are marked as required. If the user decides to enter just their name and shipping address, they will be presented with an error message which then marks the required fields with a red exclamation point icon.



### Recommendation:

Clearly mark any required fields with a standard red asterisk or label that says “required field”.

Your email address is required to notify you about your order status, your information with third parties.

Email Address:

If your billing address is different than your shipping address, click

My Billing Address is different than my shipping address.

**Shipping Address**

First Name:  Last Name:

Company Name:  Phone:

Address:

**SHIPPING & BILLING INFO**

Your email address is required to notify you about your order status, your information with third parties.

Email Address:

If your billing address is different than your shipping address, click t

My Billing Address is different than my shipping address.

**Shipping Address**

First Name:  Last Name:

Company Name:  Phone:

Address:

City:  State:  Zip:

Next Step

# Negative Findings

## H5. Error Prevention

3

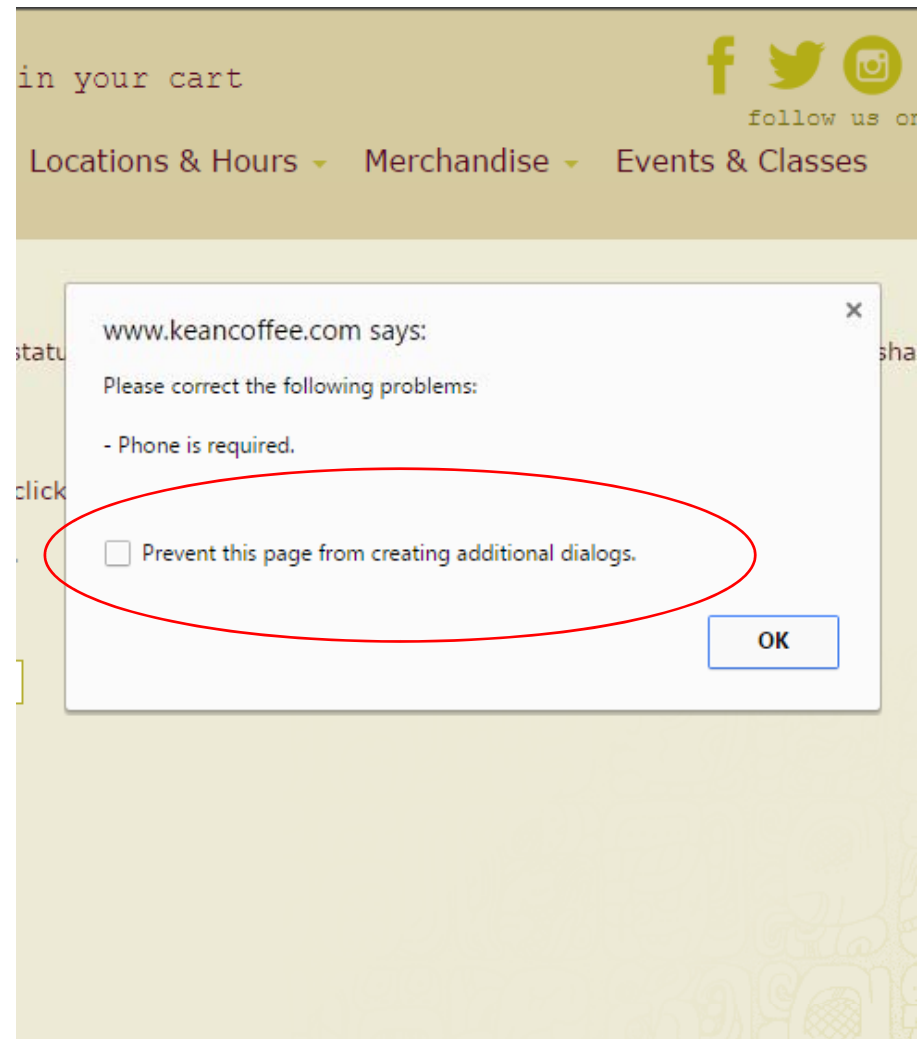
### Issue ID 5.2:

The default system error message popup gives users the option to select “Prevent this page from creating additional dialogs.” If the user accidentally selects this, it will block all error messages until the screen refreshes. This will leave the user confused and wondering about system status.



### Recommendation:

Disable option in error message popups which prevent additional dialogs. Another option would be to display error messages inline without a popup.



# Negative Findings

## H6. Recognition rather than recall

*Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.*

2

### Issue ID 6.1:

The page looks like an informational page for each coffee type. The user would need to remember that this is where they can select a coffee type to purchase.



### Recommendation:

Add a label or button to add selected coffee to cart.

### FRESH ROASTED BEANS

Below is our current selection of seasonally available coffees. Check back often for updates as new coffees are added regularly.



#### Regular Coffees

**Nicaragua La Cascada \*Nicaragua Finest\* \$24.00**



Don Genaro de Jesús Herrera of Finca La Cascada is a 1st generation coffee grower. In 2015, his award winning Maracaturra ranked 21 in the "Cup of Excellence" (COE) competition. This year it placed in the top five in "Nicaragua Finest Coffee".

Intense vanilla, honeydew, and paprika aromas with rushes of tamarind, toffee, dark chocolate, and butter cream. Rich and luxurious acidity with honey sweetness. This vibrant offering lingers with a finish of dried apricot, walnut and a hint of nutmeg.

Medium Roast

**Sumatra Tano Batak \$15.25**



From the slopes above Lake Toba, in the Tano Batak Highlands, small holder farmers take great care to harvest and prepare this clean, bright, full-bodied example of high quality Sumatra coffee.

The aromatics of tarragon, vanilla, and sweet basil open into a full, creamy body and a soft red apple acidity. Lush notes of butterscotch, molasses, hazelnut, and allspice linger into the long, buttery finish. Scored 95 by Ken Davids of Coffee Review.

Full Roast

**Guatemala La Bolsa, Las Ventanas \$15.50**



Las Ventanas refers to a rock formation Finca La Bolsa in the region of Huehuetenango, Guatemala's highest elevation coffee growing region. Coffees from this region are the most prized of the country.

Crisply sweet with subtle, layered nuance. Brown sugar, rose-like flowers, tangerine, cashew, sandalwood in aroma and cup. Sweetly brisk acidity, lightly syrupy, buoyant mouthfeel. Taste notes carry into a rich, deeply flavor-saturated finish. Scored 92 by Ken Davids of Coffee Review.

Medium Roast

**Papa New Guinea Purosa \$15.45**



In the Eastern Highlands of Papua New Guinea, small holder farmers in the Purosa and Okapa valleys have been producing exceptional coffees for quite some time now.

Aromas of plum wine, vanilla, and cedar are the gateway to a full, juicy, rich, smooth body and gentle apple and plum acidity. The flavors of brown sugar, tangerine, semi-sweet chocolate, molasses, and almond butter finish long and silky with walnut and allspice notes.

Medium to Full Roast

**Colombia, Los Naranjos \$14.85**



In the Southwest Highlands of Huila, 97 farmers and their families work together in the San Augustine de Los Naranjos group to produce exceptionally fine quality Colombia coffee.

This smooth, delicately complex coffee features sweet floral aromas of vanilla and carnation and a creamy, silky body. Flavors of honey, milk chocolate, and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.

Light to Medium Roast

**Nicaragua La Esperanza \$14.85**



We have developed a close relationship with farmer Luis Alberto Balladarez at Beneficio Nuevo Segovia in the northern highlands of Nicaragua. He has reserved for us the highest quality coffee he has this year.

A gentle and well composed coffee, with honeysuckle and plum aromas developing into a syrupy body highlighting sweet cherry and dark chocolate flavors. Soft and pear-like acidity, perfectly complementing the cane sugar sweetness.

Medium Roast

**Kenya Lenana \$16.25**



Grown in the Lenana region in the shadow of Mt. Kenya, our Kenya Lenana received a score of 94 by Ken Davids of Coffee Review. His taste notes: Sweetly tart, deeply floral, honeysuckle, mango, sarsaparilla, butterscotch, pipe tobacco in aroma and cup. Juicy, buoyantly tart acidity; full, syrupy mouthfeel. The quietly resonant finish centers around sarsaparilla and butterscotch. Reminiscent in part of a very sophisticated essence of root beer float, this attractive Kenya is deep, sweet, and richly smooth.

Medium to Full Roast

**Costa Rica Sonora \$15.75**



The changing climate and economy in Costa Rica have made finding exceptional coffees more difficult with each passing year. This is that cut-above coffee that we hold out for, from the slopes of the Volcano Poas in Alajuela.

A buttery soft body and brown sugar sweetness are the base of this complex cup, with semi-sweet chocolate and tangerine notes wafting in. Essence of honeysuckle and lilac complement the Meyer lemon acidity, finishing clean and smooth with a hint of ginger. Scored 92 by Ken Davids of Coffee Review.

Light to Medium Roast

**Golden Mean Espresso Blend \$15.35**



Named for Aristotle's ancient Greek philosophy of perfect balance, this blend of up to six origins and four different roasts is designed for the espresso purist but holds its own with milk and sugar or drip brewed.

Thick syrupy body carries the snappy acidity and intense marzipan, dried fruit, honeyed caramel and bittersweet chocolate flavors. The finish is complex and lingering with sweet floral notes. Rated 94 by Ken Davids of Coffee Review.

Light Espresso Roast

# Negative Findings

## H6. Recognition rather than recall

2

### Issue ID 6.2:

The coffee types are randomly listed, so user is forced to memorize locations of coffees. If a user likes a specific type and returns to see if it is available, they would need to scan the whole page to find it. Or remember where it was during the last visit.



### Recommendation:

Alphabetize coffee selection list.



### Regular Coffees

#### Nicaragua La Cascada \*Nicaragua Finest\* \$24.00



Don Genaro de Jesús Herrera of Finca La Cascada is a 1st generation coffee grower. In 2015, his award winning Maracaturra ranked 21 in the "Cup of Excellence" (COE) competition. This year it placed in the top five in "Nicaragua Finest Coffee".

Intense vanilla, honeydew, and paprika aromas with rushes of tamarind, toffee, dark chocolate, and butter cream. Rich and luxurious acidity with honey sweetness. This vibrant offering lingers with a finish of dried apricot, walnut and a hint of nutmeg.

Medium Roast

#### Sumatra Tano Batak \$15.25



From the slopes above Lake Toba, in the Tano Batak Highlands, small holder farmers take great care to harvest and prepare this clean, bright, full-bodied example of high quality Sumatra coffee.

The aromatics of tarragon, vanilla, and sweet basil open into a full, creamy body and a soft red apple acidity. Lush notes of butterscotch, molasses, hazelnut, and allspice linger into the long, buttery finish. Scored 95 by Ken Davids of Coffee Review.

Full Roast

#### Guatemala La Bolsa, Las Ventanas \$15.50



Las Ventanas refers to a rock

#### Papa New Guinea Purosa \$15.45



In the Eastern Highlands of Papua New Guinea, small holder farmers in the Purosa and Okapa valleys have been producing exceptional coffees for quite some time now.

Aromas of plum wine, vanilla, and cedar are the gateway to a full, juicy, rich, smooth body and gentle apple and plum acidity. The flavors of brown sugar, tangerine, semi-sweet chocolate, molasses, and almond butter finish long and silky with walnut and allspice notes.

Medium to Full Roast

#### Colombia, Los Naranjos \$14.85



In the Southwest Highlands of Huila, 97 farmers and their families work together in the San Augustine de Los Naranjos group to produce exceptionally fine quality Colombia coffee.

This smooth, delicately complex coffee features sweet floral aromas of vanilla and carnation and a creamy, silky body. Flavors of honey, milk chocolate, and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.

Light to Medium Roast

#### Nicaragua La Esperanza \$14.85



We have developed a close relationship with farmer Luis

#### Kenya Ler



Gr... the... Ke... so... Coffee Rev... Sweetly ta... honeysuck... butterscot... and cup. J... full, syrup... resonant fi... sarsaparilla... Reminisce... sophisticat... float, this... sweet, and

Medium to

#### Costa Rica



Th... ec... mi... co... each passi... above coff... from the s... Alajuela.

A buttery s... sweetness... complex c... chocolate... in. Essenc... compleme... finishing c... of ginger... Coffee Rev...

Light to Me

#### Golden M \$15.35



Na

# Negative Findings

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## H7. Flexibility and efficiency of use

*Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.*

### 2 Issue ID 7.1:

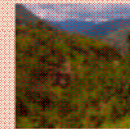
Selecting a coffee type to purchase is limited to clicking the title link and image for each type. This is not intuitive nor efficient.



### Recommendation:

Create a bigger selection target for efficiency by surrounding the title, image, and description with a border and make the whole thing clickable. Should also look clickable.

### Colombia, Los Naranjos \$14.85



In the Southwest Highlands of Huila, 97 farmers and their families work together in the San Augustine de Los

Naranjos group to produce exceptionally fine quality Colombia coffee.

This smooth, delicately complex coffee features sweet floral aromas of vanilla and carnation and a creamy, silky body. Flavors of honey, milk chocolate, and strawberry preserves are complemented by a rounded apple acidity. The finish is gently long with fig and brown sugar notes.

Light to Medium Roast



# Negative Findings

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## H8. Aesthetic and minimalist design

*Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.*

1

### Issue ID 8.1:

The “Ordering & Shipping” link in the main navigation under “Our Coffees” is not necessary, does not make sense here, and clutters the top navigation.



### Recommendation:

Move “Order & Shipping” link in main navigation under “Merchandise” or remove the link since it is in the checkout process already.



# Negative Findings

## H8. Aesthetic and minimalist design

2

### Issue ID 8.2:

Redundant information makes this screen unnecessary. Most of the information on this screen exists in the previous screen.



### Recommendation:

Move “Order Online” elements to previous screen to eliminate one extra step in selection/checkout process. This will make the selection process more efficient as well.

NICARAGUA LA CASCADEA \*NICARAGUA FINEST\* \$24.00

Don Genaro de Jesús Herrera of Finca La Cascada is a coffee grower. In 2015, his award winning Maracaturra placed in the "Cup of Excellence" (COE) competition. This year it placed in the "Cup of Excellence" (COE) competition. This year it placed in the "Cup of Excellence" (COE) competition. This year it placed in the "Cup of Excellence" (COE) competition.

Intense vanilla, honeydew, and paprika aromas with dark chocolate, and butter cream. Rich and luxurious sweetness. This vibrant offering lingers with a finish hint of nutmeg.

Medium Roast

**Order Online**  
\$24.00 per 12oz Bag (USD)

Grind: Whole Bean ▾ Quantity: 1

Add to Cart View Cart

VISA MasterCard DISCOVER

Ordering & Shipping Information

# Negative Findings

## H10. Help & documentation

*Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.*

2

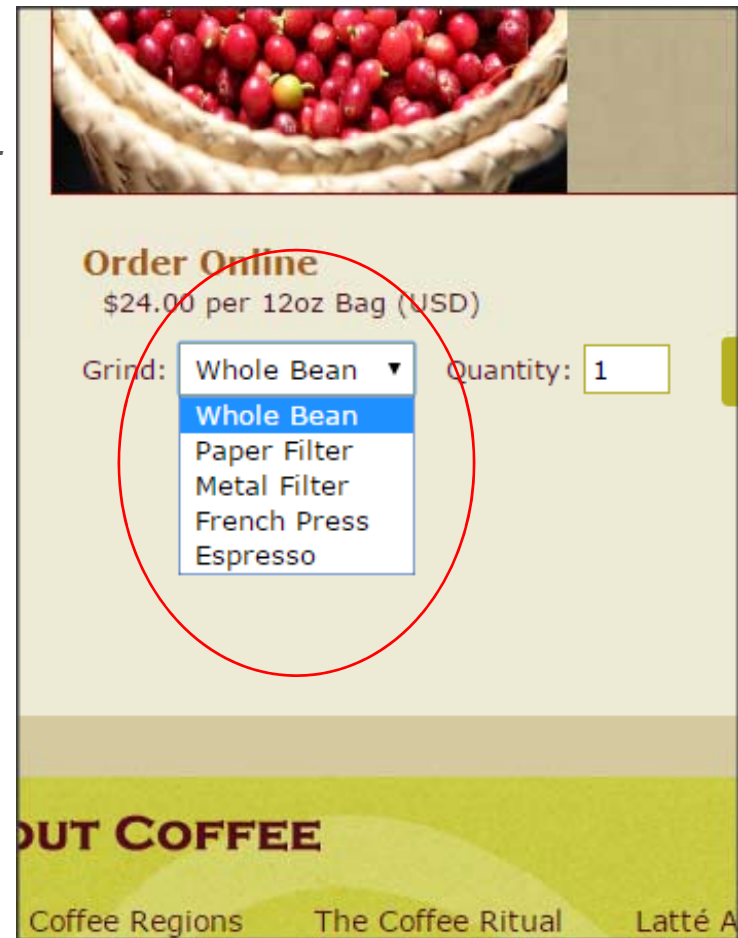
### Issue ID 10.1:

The page does not offer tool tips or a help with regard to the type of grind. Users may not be familiar with the different types of grind and become frustrated or confused as to which to pick.



### Recommendation:

Offer a tool tip or help icon that opens a separate window or modal explaining each type of grind.



A grayscale photograph of a person in a suit holding a smartphone. The person's hands are visible, holding the phone in a way that the back of the device is partially visible. The background is blurred, showing what appears to be a window with curtains. A dark purple horizontal bar is overlaid across the middle of the image, containing the text 'Recommendations Summary' in white. A smaller, solid purple rectangle is positioned to the right of the main bar.

# Recommendations Summary

# Recommendations Summary

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Recommendations
2.1	3	<b>Sitewide, header.</b> There should be one commerce section for coffees, teas, and merchandise. Change labels to more intuitive phrases like “Buy Coffee/Tea” or “View Products”.
4.2	3	<b>Sitewide, header.</b> Keep naming convention consistent by labeling coffees as “Coffees” or labeling them all as “Roasted Beans”. For the main navigation link label, it should say “Coffee & Teas”.
4.4	3	<b>Sitewide, links.</b> Have a consistent link style that makes it obvious for users to see what is clickable at first glance.
5.2	3	<b>Sitewide, popups.</b> Disable option in error message popups which prevent additional dialogs or display error messages inline without a popup.
1.1	3	<b>Shipping &amp; Billing.</b> Red error icons should display with instructions how to clear error. Instructions should be visible to user until error is corrected.

Table 1 of 3

# Recommendations Summary (cont'd)

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Recommendations
5.1	3	<b>Shipping &amp; Billing.</b> Clearly mark any required fields with a standard red asterisk or a label that says “required field”.
2.2	2	<b>Sitewide, header.</b> Add a shopping cart icon since users generally scan pages for familiar images and an icon is more likely to capture a user’s attention.
4.3	2	<b>Coffee List.</b> Red error icons should display with instructions how to clear error. Instructions should be visible to user until error is corrected.
6.1	2	<b>Coffee List.</b> Add a label or button to add selected coffee to cart.
6.2	2	<b>Coffee List.</b> Alphabetize coffee selection list for easy recognition.
7.1	2	<b>Coffee List.</b> Create a bigger selection target for efficiency by surrounding the title, image, and description with a border and making the whole thing clickable. Should also look clickable.

Table 2 of 3

# Recommendations Summary (cont'd)

*In order by highest severity to lowest		
Issue ID	Severity	Screen & Recommendations
8.2	2	<b>Coffee Detail.</b> Move “Order Online” elements to previous screen to eliminate one extra step in selection/checkout process. This will make the selection process more efficient as well.
10.1	2	<b>Coffee Detail.</b> Offer a tool tip or help icon that opens a separate window or modal explaining each type of grind.
2.3	2	<b>Shipping &amp; Billing.</b> Move billing address checkbox below shipping address. Move “Email Address” below billing address checkbox section.
4.1	1	<b>Sitewide, header.</b> Move shopping cart to upper right corner as per current convention and user’s mental model.
8.1	1	<b>Sitewide, header.</b> Move “Order & Shipping” link in main navigation under “Merchandise” or remove altogether since it is in the checkout process already.

Table 3 of 3



# Conclusion

While Kean Coffee shops have become successfully popular and have received an abundance of positive feedback and awards, the findings show they would benefit from a website that would match their reputation.

The highest ranking severities involved the site's header and their shipping & billing page. The issues with the header are enough to confuse and frustrate users to leave the site and not return. The shipping and billing page issues would also deter potentially returning users.

By implementing the suggested recommendations, users would have a pleasant user experience thus increasing the number of new & return customers and site revenue.



The background of the slide is a dark, blurred image of a person in a suit writing on a whiteboard with a marker. The person's hand and the whiteboard are visible, but the details are out of focus.

Thank You