

Checkpoint	
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	-1
The home page contains a search input box	-1
Product categories are provided and clearly visible on the homepage	-1
Useful content is presented on the home page or within one click of the home page	0
The home page shows good examples of real site content	-1
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	0
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	-1
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	1
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	-1
The home page contains meaningful graphics, not clip art or pictures of models	0
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	0
The title of the home page will provide good visibility in search engines like Google	1
All corporate information is grouped in one distinct area (e.g. "About Us")	0
Users will understand the value proposition	0
By just looking at the home page, the first time user will understand where to start	-1
The home page shows all the major options	-1
The home page of the site has a memorable URL	1
The home page is professionally designed and will create a positive first impression	-1
The design of the home page will encourage people to explore the site	-1
The home page looks like a home page; pages lower in the site will not be confused with it	0

Comments
Lacks navigation and doesn't provide much information at all. It looks like a billboard. You have to scroll to get more info. The few buttons available are not intuitive. Only a box for searching locations is provided. You have to scroll down to find it
No product categories are provided
There is a lack of "useful" or "user centered" content on the homepage. Just a big picture
There is hardly any "content" on the homepage. Just an add for their latest lattes
"shop now" is a nice "keyword" but still not enough to help customers.
Does not offer this
It is mostly compliant. The ad on the homepage is a link but the Navigation is recognizable.
Nope. Nowhere to be found
The ad is useful, but misplaced and oversized.
This can be improved. Shop now and a separate hamburger menu are provided as navigation. Order of hamburger menu can be improved. Seems to be effective
"our Story" is useful but it doesn't seem very organized or consistent
Quality is visible but it is not obvious that the company cares about the users finding what they want
I think first time users will get frustrated
Almost no options are available
agree. This is perfect
it looks like a wordpress template
I think people will leave the site without exploring
It's distinct, but it is way different then the other "pages." inconsistent.

Checkpoint	
There is a convenient and obvious way to move between related pages and sections and it is easy to return to the home page	0
The information that users are most likely to need is easy to navigate to from most pages	-1
Navigation choices are ordered in the most logical or task-oriented manner	0
The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels)	-1
The site structure is simple, with a clear conceptual model and no unnecessary levels	-1
The major sections of the site are available from every page (persistent navigation) and there are no dead ends	0
Navigation tabs are located at the top of the page, and look like clickable versions of real-world tabs	0
There is a site map that provides an overview of the site's content	-1
The site map is linked to from every page	-1
The site map provides a concise overview of the site, not a rehash of the main navigation or a list of every single topic	-1
Good navigational feedback is provided (e.g. showing where you are in the site)	0
Category labels accurately describe the information in the category	1
Links and navigation labels contain the "trigger words" that users will look for to achieve their goal	1
Terminology and conventions (such as link colours) are (approximately) consistent with general web usage	0
Links look the same in the different sections of the site	-1
Product pages contain links to similar and complementary products to support cross-selling	-1
The terms used for navigation items and hypertext links are unambiguous and jargon-free	1
Users can sort and filter catalogue pages (e.g. by listing in price order, or showing 'most popular')	0
There is a visible change when the mouse points at something clickable (excluding cursor changes)	0
Important content can be accessed from more than one link (different users may require different link labels)	-1
Navigation-only pages (such as the home page) can be viewed without scrolling	-1
Hypertext links that invoke actions (e.g. downloads, new windows) are clearly distinguished from hypertext links that load another page	0
The site allows the user to control the pace and sequence of the interaction	1
There are clearly marked exits on every page allowing the user to bale out of the current task without having to go through an extended dialog	0
The site does not disable the browser's "Back" button and the "Back" button appears on the browser toolbar on every page	1
Clicking the back button always takes the user back to the page the user came from	1
A link to both the basket and checkout is clearly visible on every page	0
If the site spawns new windows, these will not confuse the user (e.g. they are dialog-box sized and can be easily closed)	1
Menu instructions, prompts and messages appear on the same place on each screen	

Comments
The navigation is noticeable, but it is not convenient
Menu is buried in the homepage nav and nowhere else. Shopping is a new site with separate navigation Sure. I guess it's mostly logical
It's disjointed. Two website one deep and one shallow
Nope. Not simple. Dual site model is confusing. Where do I find relevant info?
Sure. It's possible but not intuitive
Yes. On both sites the navigation looks clickable
Can't find one
nope. Nowhere to be found
There is no site map
On the homepage there is no feedback. On the SHOP site there is a breadcrumb (This works well).
yes. The categories on the shop site work well. Simple and easy to Identify coffee, apparel, accessories. yes, I believe the shop links and the homepage links are well named
Between the two sites, there is not a consistent link type. the shop site does use conventions fairly well, but the homepage uses a mobile navigation hamburger If you stay on the shop site it will look the same. again the homepage is very different
No similar products are advertised alongside the product being viewed
yes the language is good. Easy to understand: "our story" "coffee" "Shop" works well
no option for filtering available
Homepage: mostly pointer change - not obvious, links in footer change color Shop: yes, color change and pointer change No this site is organized to work on way, no options for cross referencing
The homepage is mostly an advertisement. Need to scroll down to get some relevant info, but most "Nav" is in the Hamburger menu only the "shop now" button on the homepage does this action. and I guess it's "distinguished."
Yes, the user has to click and navigate on their own
Homepage: has some pages with an "X" to close Shop: has the navigation bar available to bale
Yes, sites are compliant
Yes, site are compliant
This is only true of the Shop site. The homepage does not offer this feature
yes, the shop site is launched in this manner. It is smooth, but unnecessary
I have not found any prompts - Maybe the help button on the lower right

Checkpoint	
The content is up-to-date, authoritative and trustworthy	1
The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.	-1
It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	0
The company comprises acknowledged experts (look for credentials)	0
The site avoids advertisements, especially pop-ups.	1
Delivery costs are highlighted at the very beginning of checkout	0
The site avoids marketing waffle	1
Each page is clearly branded so that the user knows he is still in the same site	0
It is easy to contact someone for assistance and a reply is received quickly	0
The content is fresh: it is updated frequently and the site includes recent content	0
The site is free of typographic errors and spelling mistakes	1
The visual design complements the brand and any offline marketing messages	0
There are real people behind the organisation and they are honest and trustworthy (look for bios)	-1

Comments
Yes, this seems to be true. "2019" in footer of both sites. Nothing seems untrustworthy. Terms and conditions provided as well as privacy info nowhere to be found
The homepage is a little confusing on if this place is real The shop site definitely looks like a real company buried in the terms of use but could be improved and made more visible
yes. I have not encountered any pop-ups
It's available, but it's not "highlighted" - you need to start the checkout process before you find out actual cost True, I don't really see any hype words (is that what this means)
inconsistent between the two sites, but it's there
Two different emails between the sites. Needs to be unified. I did receive request confirmation emails from both sites fairly quick I guess this is true... It's hard to tell. The ad on the homepage has recently updated. terms and privacy were a year old this seems to be true. I haven't found any noticeable errors
Kind of. There really is no consistent look and feel
No team or individual bios available

Checkpoint	
The site has compelling and unique content	0
Text is concise, with no needless instructions or welcome notes	1
Each content page begins with conclusions or implications and the text is written with an inverted pyramid style	1
Pages use bulleted and numbered lists in preference to narrative text	-1
Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another	
The most important items in a list are placed at the top	0
Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical	1
Content has been specifically created for the web (web pages do not comprise repurposed material from print publications such as brochures)	0
Product pages contain the detail necessary to make a purchase, and users can zoom in on product images	0
Hypertext has been appropriately used to structure content	1
Sentences are written in the active voice	1
Pages are quick to scan, with ample headings and sub-headings and short paragraphs	0
The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text	0
Each page is clearly labelled with a descriptive and useful title that makes sense as a bookmark	1
Links and link titles are descriptive and predictive, and there are no "Click here!" links	1
The site avoids cute, clever, or cryptic headings	1
Link names match the title of destination pages, so users will know when they have reached the intended page	1
Button labels and link labels start with action words	0
Headings and sub-headings are short, straightforward and descriptive	0
The words, phrases and concepts used will be familiar to the typical user	1
Numbered lists start at "1" not at "0"	
Acronyms and abbreviations are defined when first used	
Text links are long enough to be understood, but short enough to minimise wrapping (especially when used as a navigation list)	0

Comments
Well I guess apparel for a coffee shop is pretty unique. But it is mostly expected content. Text and images are expected.
This is true of the pieces of the site that people use for tasks. I omitted the "our story" and "about" sections. Shopping is not word heavy, neither is the menu.
I believe this to be true of both the shop and homepage sites. The text is minimal, with the occasional explanation under a heading with a conclusive statement.
Story sections are short paragraphs not scan-able. Products use a details list
There is a minimal use of lists and they are only bullets for product details
Hard to say. Not sure this applies
both the homepage and shop sites are compliant. Categories are broad and drill down. Page content is mostly compliant. Headings and explanations are available.
These do not look like brochures, but they still need improvement
No zoom on products. purchasing is easy enough
the basic structure looks solid. No weird stuff happening
I would agree with this for the most part "rise with the sun" sherpa pullover
Both sites are pretty bare.... only the story sections are wordy... and I don't think those count. Maybe they could be more focused and intentional.
Picture heavy
Yes, this is true of both the homepage and the shop site
links are easy to find
true. Pretty basic stuff like "about" "shop" "coffee" easy to use
Yes. about leads to about and apparel leads to apparel titles
Just descriptive
for the most part. some fat can be trimmed in the news and internship areas
yes. I have not seen anything that had me guessing.
Not numbered list on the site
Not really needed for this basic retail site
hmmm. not sure. Yes? but they aren't necessary.

Checkpoint	
The screen density is appropriate for the target users and their tasks	0
The layout helps focus attention on what to do next	-1
On all pages, the most important information (such as frequently used topics, features and functions) is presented on the first screenful of information ("above the fold")	0
The site can be used without scrolling horizontally	1
Things that are clickable (like buttons) are obviously pressable	1
Items that aren't clickable do not have characteristics that suggest that they are	1
The functionality of buttons and controls is obvious from their labels or from their design	1
Clickable images include redundant text labels (i.e. there is no 'mystery meat' navigation)	0
Hypertext links are easy to identify without needing to 'minesweep' (e.g. underlined)	0
Fonts are used consistently	0
The relationship between controls and their actions is obvious	1
Icons and graphics are standard and/or intuitive (concrete and familiar)	1
There is a clear visual "starting point" to every page	1
Each page on the site shares a consistent layout	-1
Pages on the site are formatted for printing, or there is a printer-friendly version	0
Buttons and links show that they have been clicked	0
GUI components (like radio buttons and check boxes) are used appropriately	
Fonts are readable	1
The site avoids italicised text and uses underlining only for hypertext links	0
There is a good balance between information density and use of white space	1
The site is pleasant to look at	1
Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not)	1
The site avoids extensive use of upper case text	1
The site has a consistent, clearly recognisable look and feel that will engage users	0
Saturated blue is avoided for fine detail (e.g. text, thin lines and symbols)	1
Colour is used to structure and group items on the page	0
Graphics will not be confused with banner ads	0
Emboldening is used to emphasise important topic categories	1
On content pages, line lengths are neither too short (<50 characters per line) nor too long (>100 characters per line) when viewed in a standard browser width window	-1
Pages have been designed to an underlying grid, with items and widgets aligned both horizontally and vertically	0
Meaningful labels, effective background colours and appropriate use of borders and white space help users identify a set of items as a discrete functional block	0
The colours work well together and complicated backgrounds are avoided	1
Individual pages are free of clutter and irrelevant information	1
Standard elements (such as page titles, site navigation, page navigation, privacy policy etc.) are easy to locate	0
The organisation's logo is placed in the same location on every page, and clicking the logo returns the user to the most logical page (e.g. the home page)	1
Attention-attracting features (such as animation, bold colours and size differentials) are used sparingly and only where relevant	1
Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family)	1
Related information and functions are clustered together, and each group can be scanned in a single fixation (5-deg, about 4.4cm diam circle on screen)	1

Comments
no container. Content goes to edges. it seems overwhelming. homepage needs margin
not really. There is no flow.
mostly true, but it's not very focused or framed well
yes, no horizontal scroll needed
Yeah, it's pretty obvious what is a button. they stick with most conventions
Yes, I have not run into this problem on the site
yeah, pretty basic things happening here. conventional modern square buttons
kinda. We get a pop up text nest to the cursor.
Different color is used. no underline. User will figure it out, but could be more obvious
For the most part. They have they're logo typeface that they use regularly and have a light and bold font that look consistent
yes. clickable items do as expected. no surprises
yes. magnifine glass, social media icons, and graphics are familiar
Yes. it seems like the main image on both the homepage and the shop site are the starting points
Shop site is consistent. Homepage site is a mess. Every link is different
Homepage site: no Shop site: yes
Shop site can be improved. Links do not show that they have been clicked
There is no use of these
Yes, both sites have no contrast, size, or type problems
No Italics and no underline
yes on the shop site. No on the homepage page - Too much stuff
For the most part, yes. The site is not an eye sore. Just needs some tightening up
have not encountered this yet
True, I have not found any abuse of uppercase letters
I'm not sure I would call it engaging. The shop site is definitely consistent and clear the homepage needs to be killed
Yes, I have not run into this yet
This is true of the homepage. The shop site uses spacing
This one is hard to tell. I found myself initially confused by the use of ads
Yes. This is one of the ways the establish hierarchy
Homepage has a major issue with long lines of text
Shop site: Yes Homepage: no - there is a misuse of grid and alignment. Too inconsistent
For the most part this is true, but it needs to be refined. Spacing on shop page can be improved and blocking in content on the homepage is needed. sure. they're not problematic and actually make sense
I think this is actually true. Not too much "fat" if any at all
hmm... for the most part yes. can be improved
this is perfect
Yes, this is true. Homepage has one big image Shop site has one animation
yes, I do not see any major variance
Yes, I can agree with this

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	-7	20	20	33%
Navigation & IA	-3	29	28	45%
Trust & Credibility	2	13	13	58%
Writing & Content Quality	9	23	20	73%
Page Layout & Visual Design	17	38	37	73%
Overall score		123	118	56%