

Website Usability Report

Report Date: 9/19/2022

Client: Burn All Books

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

Overview:

The “usability” of a website refers to whether or not a person of average ability and experience can easily determine how to use the site to accomplish desired tasks.

This report is provided as a general assessment of your website’s usability based on several key factors that were examined on primary pages. The review was not exhaustive. However, it does provide a sense of what your customers might experience when using your website.

Usability Strengths:

- **Page Layout** (GFC Global, 2022, White Space section)
 - Good balance of white space to text and graphics
 - Navigation and footer consistently placed across site
- **Typography** (GFC Global, 2022, San Serif section)
 - Easily legible font choice, sans serif
 - Good contrast between text and background
- **Responsive design**
 - Seamlessly changes between desktop and mobile viewing
- **All internal links work** (W3C, 2019)
- **Graphics** (GFC Global, 2022, The Importance of Quality section)
 - Good quality graphics that do not slow down site loading

Usability Problems & Recommendations:

The following screenshots contain the top five issues that were identified problems. Each screenshot includes recommendations for fixing them.

Problem 1: High - Home page content layout

Page URL: Page: <https://www.babandfriends.com/>

The screenshot shows the homepage of 'burn all books'. At the top, there is a navigation menu with links for Home, Shop, Print, Membership, Instagram, Resources, and Seeking Pitches. A 'Become a Member!' button is also present. A red arrow points to a red-bordered box on the left side of the page, which contains a 'Stay in the Loop' sign-up form. To the right of this box is a graphic for 'Burn All Books' featuring a globe and text. Below the graphic is a contact form with fields for 'Full Name' and 'Email'. A red 'High Priority' banner is located on the right side of the image.

High Priority

Problem: Above the fold homepage layout lacks critical information. It appears as a contact page rather than a homepage.

Recommendation: Consider organizing content with the "about" text at the top and "stay in the loop" form after. Also, there may be a missing image next to the about text

Resource: To learn more about best practices for homepage design, read this article [Top 10 Guidelines for Homepage Usability](#).

Problem 2: High – Text not conducive for scanning (Nielsen, 1997)

URL: <https://www.babandfriends.com/print>

The screenshot shows a webpage titled 'Available Colors' with a list of color names and their corresponding hex codes. A red box highlights the text under the heading 'Tips, Considerations & Disclaimers'. To the right of the page, a red box with the text 'High Priority' is positioned above a 'Problem' and 'Recommendation' section.

Available Colors

VIOLET (pentone 265 U, hex 5c7af0), AQUA (pentone 637 U, hex 56c6e5), FLUORESCENT PINK (pentone 606 U, hex ff498b), SUNFLOWER (pentone 156 U, hex ff5533), BLACK (pentone BLACK U, hex 000000)

Tips, Considerations & Disclaimers

FILE PREP: When creating your images, it is helpful to remember the RISE is not unlike a screen printing machine. You will need to provide PSD, PDF (rasterized copy), or JPEG gray-scale images if printing with digital files, and each layer must be its own separate file or channel. Images should be 300-600 dpi. If possible, please include a full color JPEG for our reference. When creating your gray-scale image be aware large, dark areas will cause jams and color marks. It is wise to keep them at 75% opacity or less for the best result. Reserve 100% opacity for important details and text.

The limits of RESOLUTION allow for the best experimentation, try halftones or textures to break up large areas of print.

We also encourage experimentation using the scan bed for less predictable results. Collage, illustration, and photographs retain to fit coarseness this way. Always, we are happy to work with you to find your RISE class, but keep in mind we do charge hourly for any image formatting and preparation you may require from us.

REGISTRATION: Images with more than one layer will have imperfect registration. That is, we can accomplish duo-tone and multi-color images that look great, but they may not be perfectly lined up. The swiftness of the printing process means that paper shifts quite a bit during a run. This increases with the number of prints produced at once, but do not despair! Most registration looks super neat and you can tell all your friends it was on purpose.

MARKS + SMUDGING: Rubber marks may appear when images have heavily inked areas or when printing double-sided images. We try to mitigate these effects by printing the most heavily inked parts of an image last, however, there is still opportunity for smudging. These marks can easily be lightened or removed with a soft rubber eraser.

DRYING: Because of the sticky nature of soy based inks we tend to wait a couple days between printing layers and prefer to retain finished projects an additional week to allow for optimal drying. Please let us know if a deadline for your project exists, as we're happy to expedite the drying process at your request. In such cases please be aware smudging and markings WILL occur especially on multi-color prints. This could look a little rough.

IMPERFECT: Smudged marks, uneven areas and ink transfer are all possible and LIKELY although we do our best to keep your images as crisp and neat as possible. Part of the art and uniqueness of a RISE print is its unpredictability! Each print is different from the last, creating a work that exists under the same law that continues to produce your own individual beauty, cutting + binding.

While we do not offer in-house cutting and binding at this time, we can connect you with binders we trust to give you an ideal finished product.

High Priority

Problem: Text is not designed for scanning visually or with a screen reader. This issue appears across multiple pages.

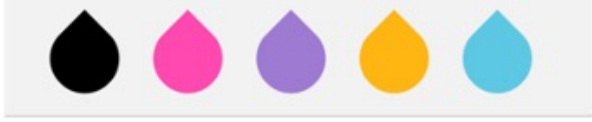
Recommendation: Make text concise and use bullet points. Use heading tags to create visual hierarchy. Use of heading tags (<h1>, <h2>, <h3>) also makes pages more accessible to visitors using screen readers.

Resource: For more information on writing for website and how people read online the Nielsen Norman group shared their findings in their article [How Users Read on the Web](#).

Problem 3: High - Missing image alt-text across multiple pages

URL: <https://www.babandfriends.com/print>

up to 10.25" x 16.25" on 11"x17" paper	1 color	2 color	3 color	4 color	5 color
\$0	\$0.55	\$0.84	\$1.51	\$1.93	\$2.60
100	\$0.41	\$0.67	\$1.07	\$1.34	\$1.78
200	\$0.35	\$0.53	\$0.84	\$1.04	\$1.37
500	\$0.31	\$0.45	\$0.71	\$0.86	\$1.12
1000	\$0.29	\$0.43	\$0.66	\$0.80	\$1.04



Available Colors

VIOLET (pantone 265 U, hex 9c77d0), AQUA (pantone 637 U, hex 5ec6fd), FLUORESCENT PINK (pantone 806 U, hex ff4b8b), SUNFLOWER (pantone 335 U, hex ffcc00), BLACK (pantone 6u, hex 000000)

Tips, Considerations & Disclaimers

FILE PREP: When preparing your images, it is helpful to remember the RISO is not unlike a screen printing machine. You will need to provide PSD, PDF (flattened copy), or JPEG gray-scale images of printing with digital files, and each layer must be its own separate file or channel. Images should be 300-600 dpi, if possible, please include a full color JPEG for our reference. When creating your gray-scale image be aware large, dark areas will cause jams and roller marks. It is wise to keep them at 75% opacity or less for the best result. Reserve 300% opacity for important details and text. The limits of RISOGRAPHY allow for the best experimentation, try halftones or textures to break up large areas of print. We also encourage experimentation using the scan bed to for less predictable results. Collage, illustration, and photography retain to a craftiness this way. Always, we are happy to work with you to test your RISO ideas, but keep in mind we do charge hourly for any image for matting and preparation you may require from us.

considerations + disclaimers

High Priority

Problem: Alt-text missing from all images. Alt-text allows users image impaired to know what the images are.

Recommendation: To make site 508 compliant add detailed alt-text to all images. Template sites should have an option to add alt-text to images that you have uploaded. Makes images readable by a screen reader.

Resource: For more information on the importance of alt text and how to write good alt-text read this article on [Alt Text](#).

Problem 4: Moderate - Membership button links not intuitive

URL: <https://www.babandfriends.com/membership>

The screenshot shows the 'babandfriends' website's membership page. The page features a grid of photos on the left and a text block on the right. Below the text are four membership tiers, each with a button. Red boxes and arrows highlight the button text, which is not descriptive enough for users to understand the link's purpose.

Moderate Priority

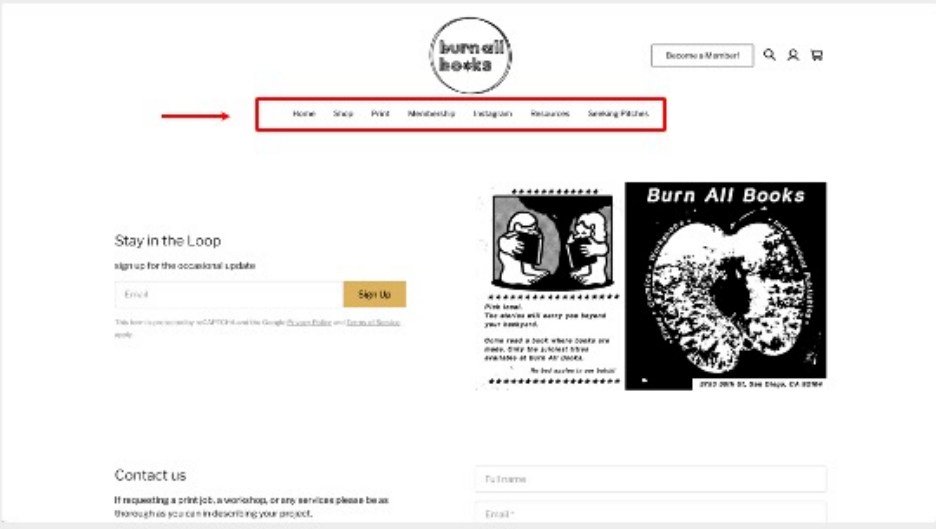
Problem: Subscription buttons not intuitive.

Recommendation: Add a visual cue to note that the text is a link to subscription. Also avoid "click here" text, provide better descriptive text that allows a screen reader user more information.

Resource: To learn more about best practices for buttons, Baymard Institute has a great article on [best practices for button user interface](#).

Problem 5: Low – Navigation lacking “visited” state or visual cue

URL: <https://www.babandfriends.com/>



The screenshot shows the website for 'burn all books'. At the top, there is a navigation menu with links: Home, Shop, Print, Membership, Instagram, Resources, and Submit Photos. A red box highlights this menu, and a red arrow points to it from the left. To the right of the navigation menu is a 'Become a Member!' button and search, social media, and cart icons. Below the navigation menu, there is a 'Stay in the Loop' section with a sign-up form for an occasional update, a 'Burn All Books' book cover, and a 'Contact us' form with fields for 'To Name' and 'Email'.

Low Priority

Problem: Lacking visual cue or visited state.

Recommendation: While I think the consistent placement and labels make the navigation button clear, adding a “hover” or “visited” effect would make them more clear that they are buttons.

Resource: To learn more about best practices for buttons, Baymard Institute has a great article on [best practices for button user interface](#).

Contact:

For questions about this review, please contact Meredith Sward at

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Evaluation References:

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