

User Experience Website Testing Report

URL of website reviewed: <http://www.██████████.com/>

Testing Information

Tester Name Phil Miotto

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Reporting Date August 14, 2022

High-Risk (Short-Term) Action Items

Action Item (Issue)	Remediation
There are color-contrast problems and inconsistencies between menu headings and sub-menus on multiple pages. Main menu text correctly changes from black to white when selected, but when selecting a sub menu item, text remains dark on a dark background.	Adjust color contrast for all menus and sub-menus.
There are businesses listed without links to their business pages, and some with dead links.	Review all businesses and related links and verify links are present and functional.
Text is embedded in images which makes them unreadable by a screen reader. Alt Text is not implemented.	Implement Alt Text for these images.
Style headings are not implemented for section headings; this will cause issues for a screen reader.	Implement style headings for all sections.
The link to "Contact us HERE" on the "Events" page opens to a new page that contains FAQ's about vendors, and an application, but it does not specify what the application is for or provide any contact information.	Modify the link to open to the "Contacts" page and make the "Contacts" page the central location for applications of any type (e.g. vendor food cart, boutique space, etc.).

Low-Risk (Long-Term) Design Issues

Issues	Remediation
Both the "Hours" and "Businesses" pages have an unbalanced design and do not make good use of white space, causing the user to unnecessarily scroll vertically.	Re-design these pages to make better use of white space. The suggestion is to vertically center the lists of "Boutiques" and "Carts" on the page. Each list should be split into two columns with the title for each section horizontally centered at the top of the section.

Issues	Remediation
Redundant links to "Businesses", "FAQs", and "Contact" appear on every page, linking to the same information provided in menus at the top of the page.	Remove the links at the bottom of all pages and keep them in menus to reduce redundancy.
Link text and non-link text appear the same - both are underlined (e.g. "Home" page).	Differentiate between link text and non-link text by only underlining link text, as per convention, and to maintain consistency.
Generally, there are too many pages; this interferes with ease of navigation.	Combine pages with similar information (e.g. "Businesses" and "Business Hours") to streamline navigation.

Good Design Components

- Conceptually, you have done a good job of enticing people to visit the [REDACTED].
- The three words - "Shopping" "Food" "Community" - on the "Home" page succinctly describe "[REDACTED]."

Concerns

- There are spelling and grammar errors in several areas that need to be addressed.
- The mobile version of the website has formatting issues:
 - While in portrait view, the "r" at the end of "[REDACTED]" appears on a line by itself.
- The address text on the home page should link to Google maps to easily guide the user to the business location.