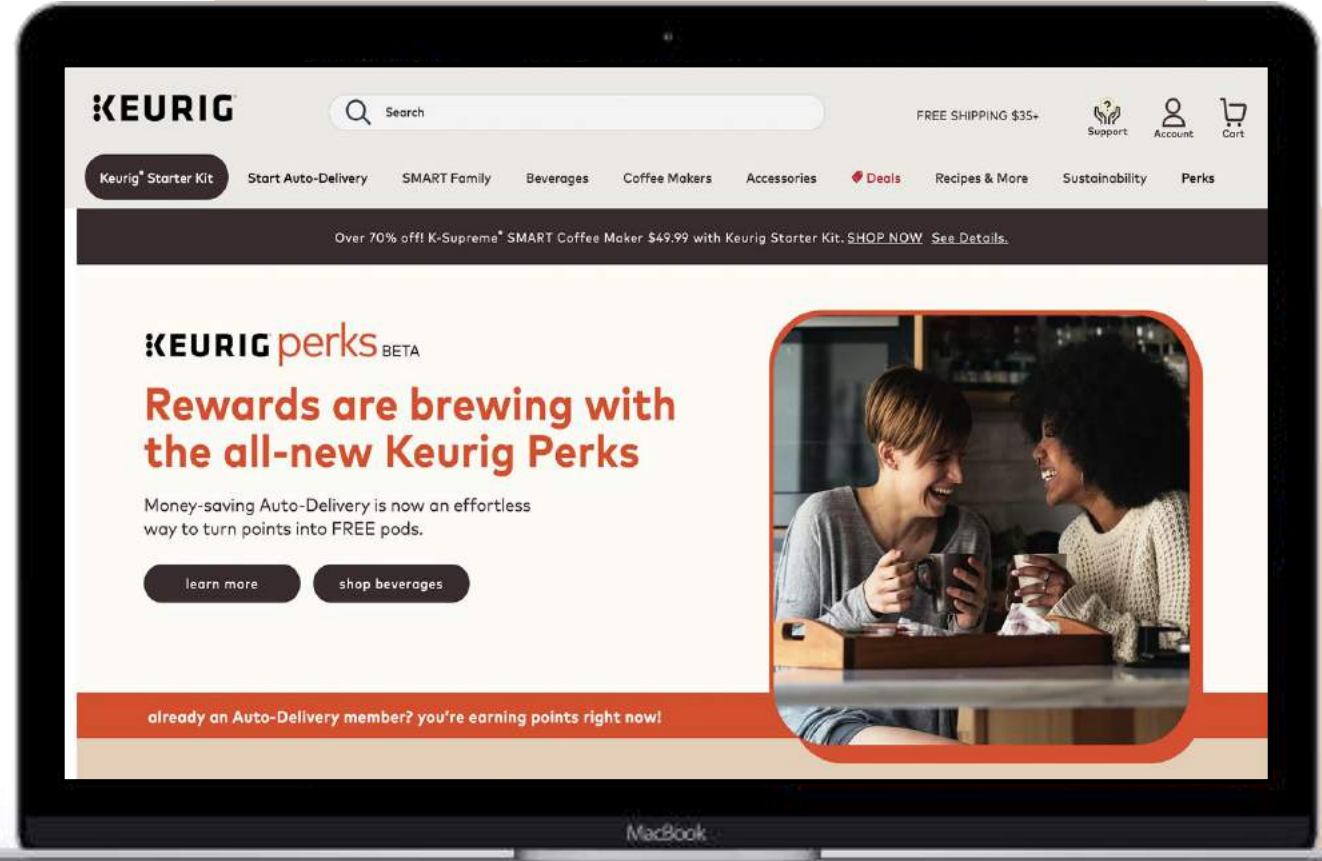
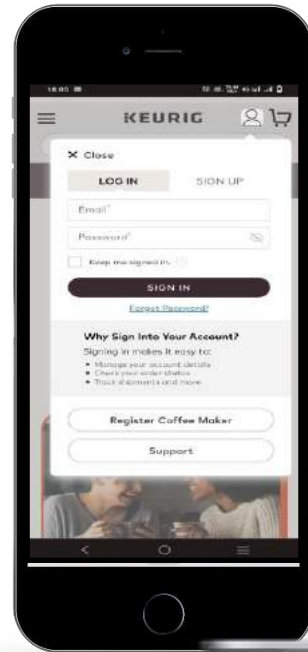
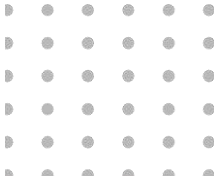


Objectives and Project Overview

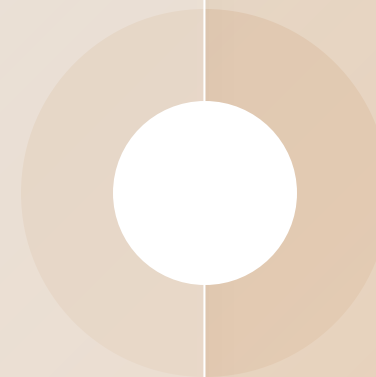
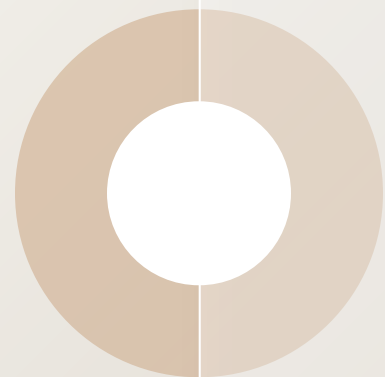
The objective of this heuristic evaluation is to review and score the Keurig websites and recommend enhancements to improve the overall customer experience. We reviewed the following digital properties:

Keurig.com 🔍 (Public site)





APPROACH

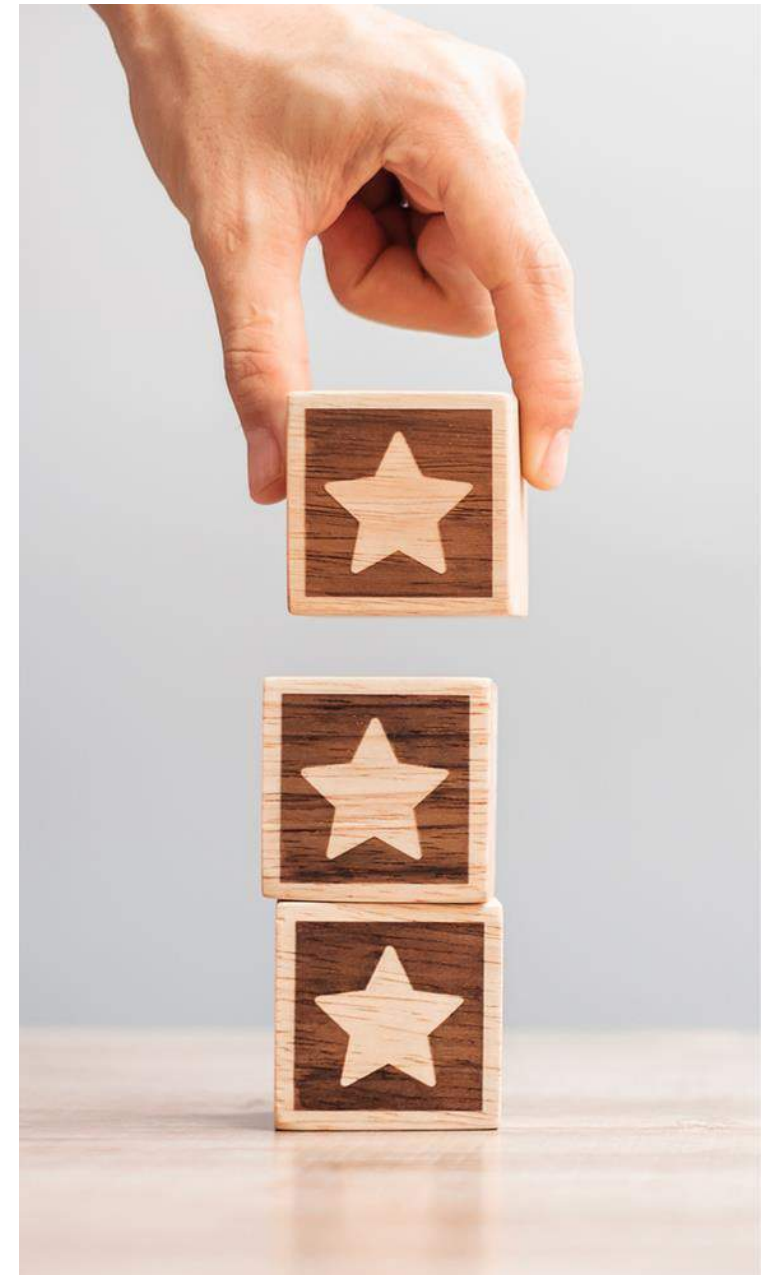


Scope of Evaluation Activities

Heuristic evaluations rely upon the judgement and expertise of usability professionals with an adequate number of years' experience. Ideally these professionals are represented by a mix of individual subject matter experts to ensure issues are not overlooked.

In conducting this review:

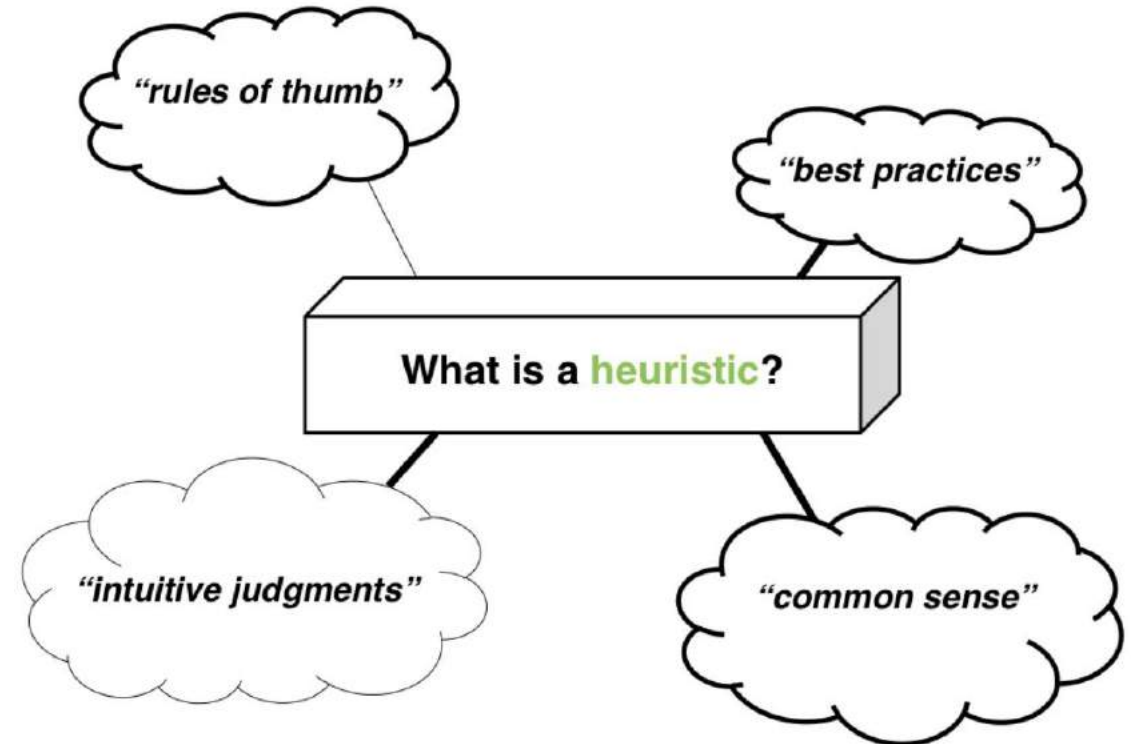
- A total of two (2) usability experts spent approximately two days each evaluating the Keurig digital experience.
- The skillsets of these consultants include the following:
 - Information Architect (1)
 - Visual Designer (1)



What is a Heuristic Evaluation?

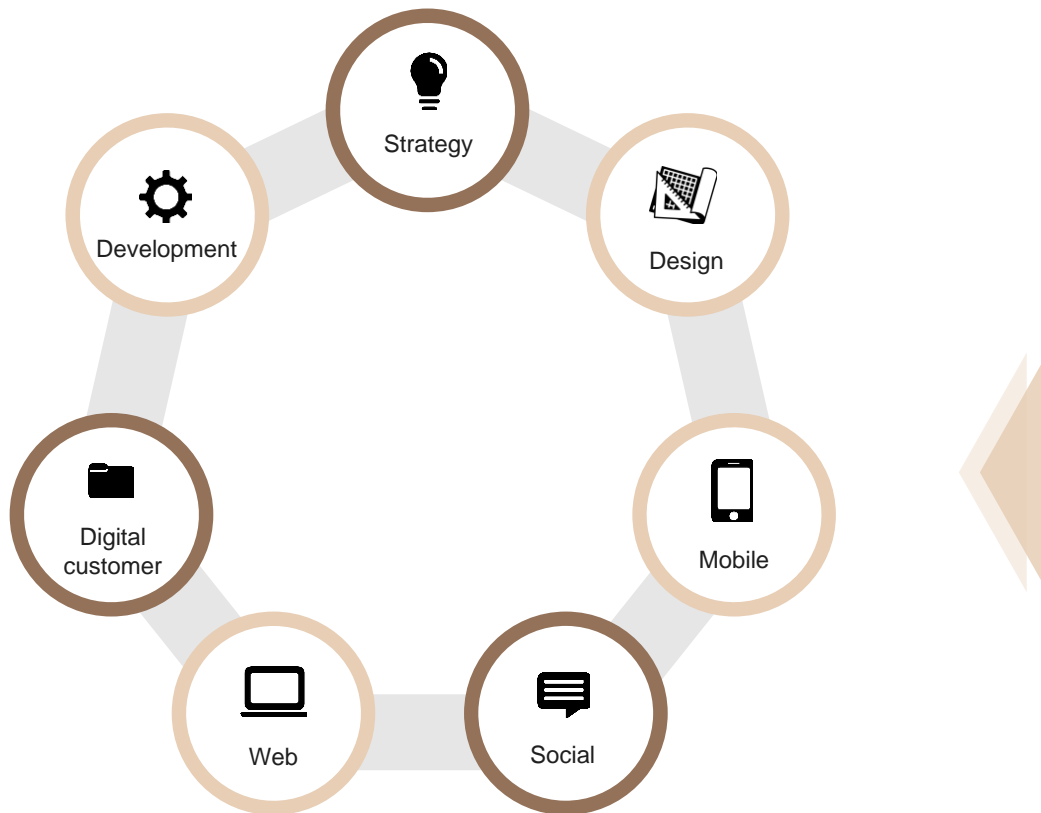
A heuristic evaluation is an inspection-based review of a digital site that identifies usability issues. Heuristics are used to...

- **Evaluate** the strength and quality of what is currently offered to users.
- **Facilitate** critique during planning, design, and development.
- **Predict** the effectiveness of a potential solution.



Heuristic Review Framework

The Nielsen Norman Group (NN/g) framework for evaluating the usability of digital experiences considers information presentation, look-and-feel, and any underlying characteristics such as user mental models and data manipulation.



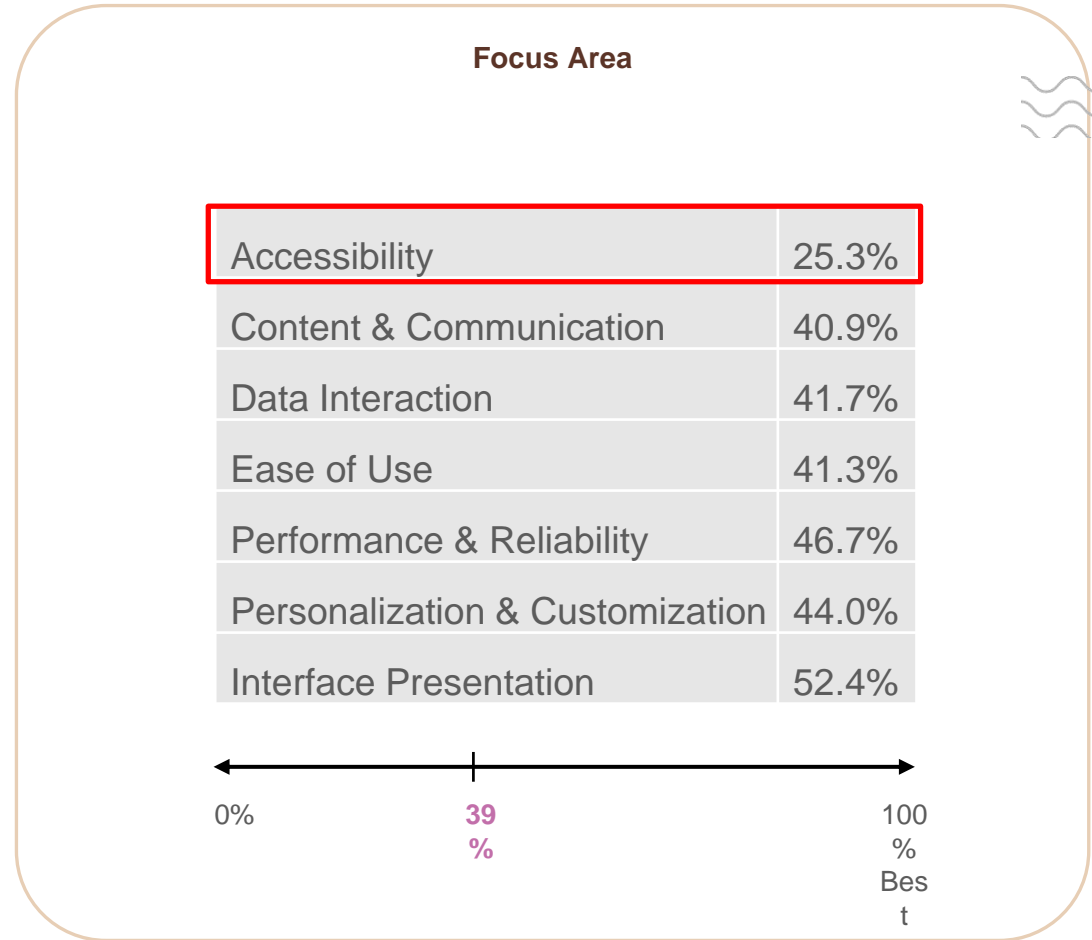
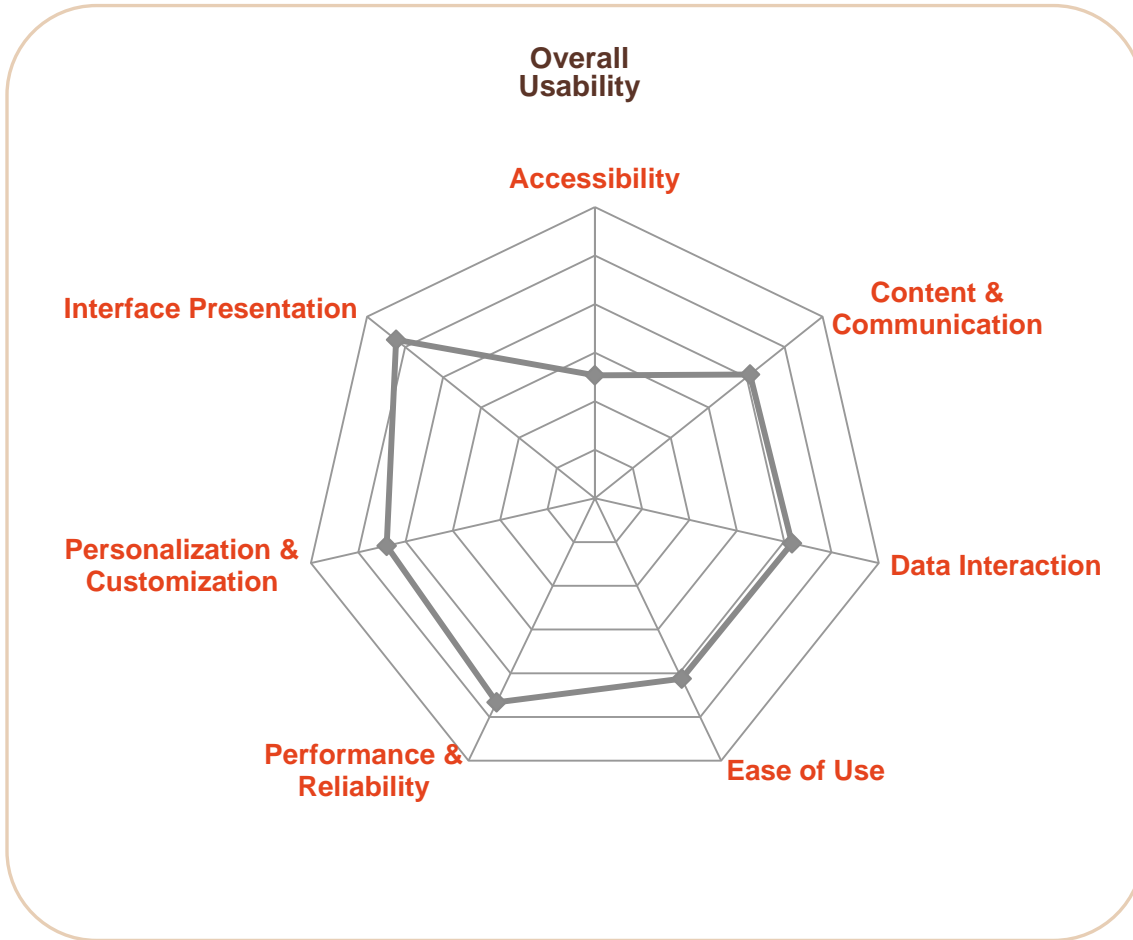
Best Practices

Overall Usability	Considers the usability of the site or application as a whole – focusing on navigation, content structure and overall presentation including brand alignment.
Forms & Flow	Considers the usability of interactive elements of the site or application – focusing on helping users flow through the task at hand efficiently and without errors.
Social (out-of-scope)	Considers the social networking components of a site or application that has such features – focusing on how users engage with the social network and the kinds of content they contribute and consume.

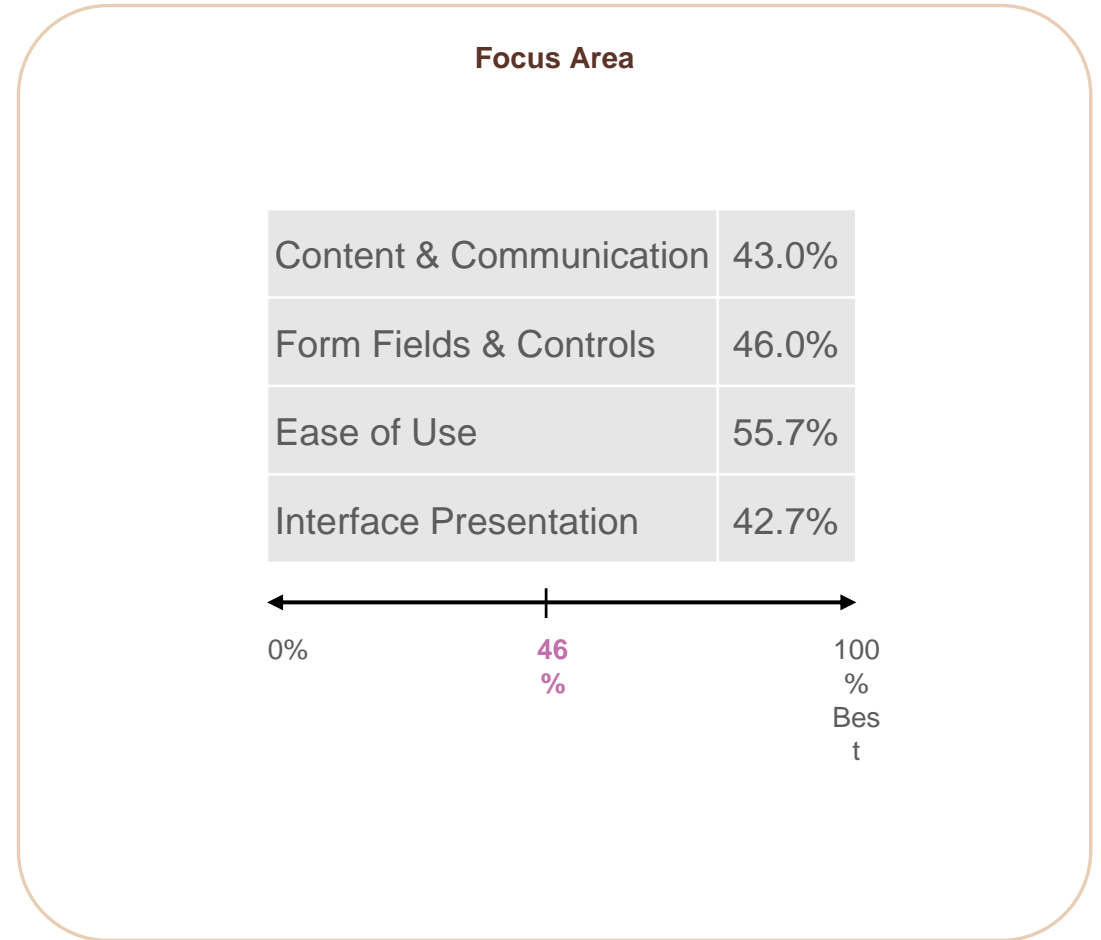
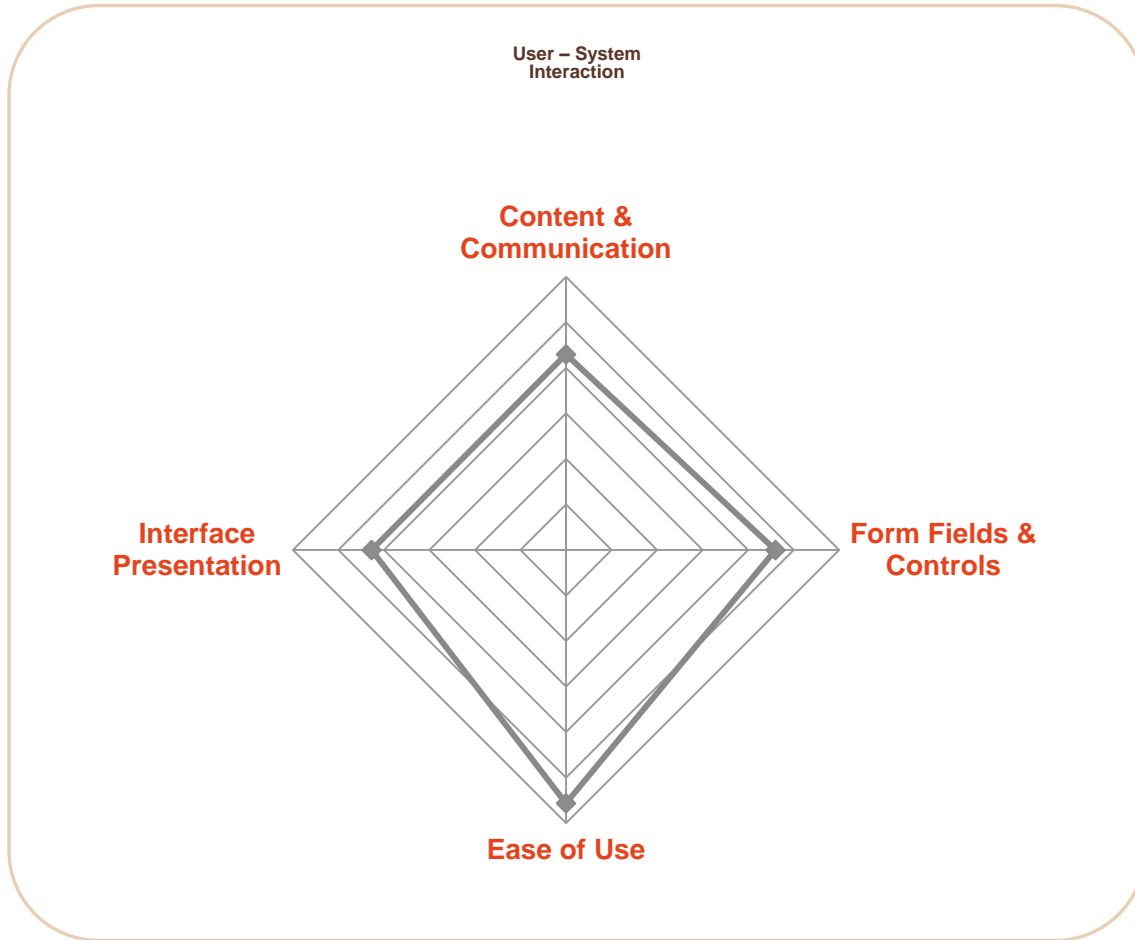
Evaluation Results: Data Aggregation for Scoring

	Never (1)	Rarely	Sometimes	Almost Always	Always (5)	N/A (0)	Comment	Hx Principle
Accessibility	7	12	0	0	0		25.3%	
Are navigation choices ordered in a logical or task-oriented manner (i.e. with more common tasks given precedence)?	x							
Does the homepage provide easy access to search functionality?		x						
Does the homepage provide easy access to commonly-accessed functions and content items (i.e. 'quick links')?		x						
If the navigation scheme has been customized, is naming intuitive and consistent with organizational terminology?		x						
Are links clear, descriptive and well-labelled?	x							
Do button and link labels use verbs/action words?	x							
Are users easily able to access the site and key sections therein (i.e. are URLs friendly)?	x							
Is the search function consistently available on all pages?								
Is the search tool configured to search all appropriate record types and display identifiable information for each?		x						
Is the overall site compliant with WCAG 2.0 guidelines? (Accessibility Quick Reference)		x						
Content & Communication	1	18	18	8	0		40.9%	
Do all content items have an appropriate header?			x					
Does the site have clearly and consistently defined content types? Examples include news articles, brand messages, comments, instructions			x					
Are content types presented consistently across the site? E.g. if news articles exist in multiple sections, are they consistently structured & displayed throughout?		x						
Does the site effectively make use of non-text content formats in the site? E.g. images, video, illustrations, interactive components (data-driven, non-tabular)	x							
Are non-text content formats effectively integrated into pages? E.g. with appropriate metadata, situated in context		x						
Do search results display an appropriate set of fields for users to locate and select the desired item if present, and sort or filter by meaningful categories?				x				

Evaluation Results: Overall Usability Score



Evaluation Results: Forms & Flow Score



Executive Summary: Immediate Opportunities For Improvement



Navigation

Users have trouble finding what they're looking for on the site. **This is a usability problem that can be solved by improving your site's navigation.** Primary, secondary, and local navigation should all be clear and easy to use. Breadcrumb trails can also help users track their progress and stay oriented.



Content

More white space can be added by increasing the margins around the text and images. Also can use a more consistent color scheme by choosing a few colors to use throughout the website. and more high-quality images, organizing the text in a more logical way.



Accessibility

The site does not meet all of the WCAG 2.1 guidelines. Specifically, **we should consider having hover state tool tips, error messaging, or text-to-speech functionality.**



Forms & Flows

Currently, there is no **single sign-on (SSO)** functionality for business and residential customers. **This would allow customers to sign into all your services with a single username and password.** This would reduce the risk of password issues, help desk costs, and security issues.

Executive Summary: **Broader Considerations for Improvement**



Controls

The primary buttons can have strong call-to-action verb labels, drop-down menus can be used instead of radio buttons, and the calendar picker functionality should follow conventional design practices.



Visual Design

More white space can be added by increasing the margins around the text and images. Also can use a more consistent color scheme by choosing a few colors to use throughout the website and more high-quality images, organizing the text in a more logical way.



Navigation – Search

Customers often use the global search field when they cannot find the content they are looking for through navigation, there is no way to filter or sort them, which is a basic user expectation.



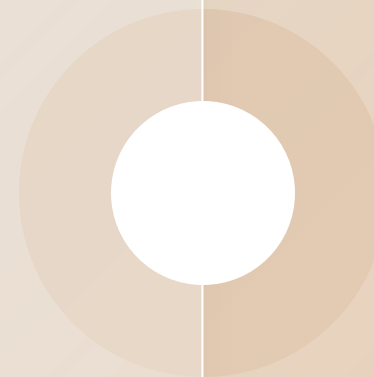
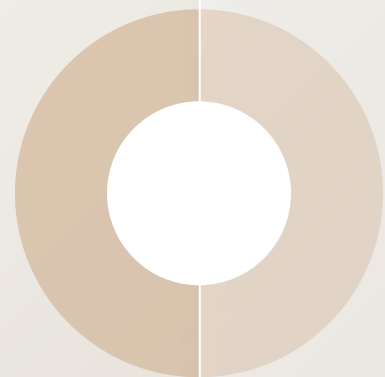
Content - Personalization

Customers expect personalized experiences, and those who don't get them are more likely to leave. Metrics support this statement: **33% of customers abandon business relationships because personalization is lacking; 81% of customer want you to know and anticipate their needs (Accenture, 2017).**



Appendix: 2

Detailed Review Criteria

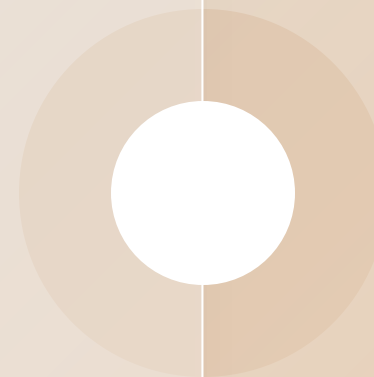
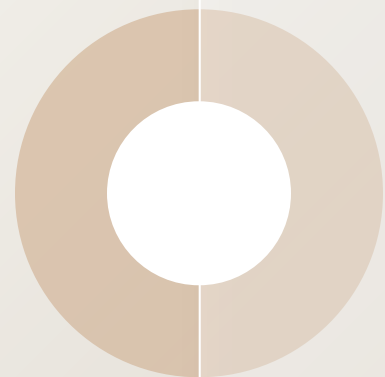


Quick Snapshot of Analysis

Section	Recommendation	Innovation	CX ideas
Accessibility	Add alt text to all images . Make sure all forms are accessible to screen readers . Provide transcripts for all videos. Make sure the website is compatible with all major browsers and devices and better intuitiveness	Make your website responsive so that it can be accessed on any device, including mobile phones and tablets . This will make your website more accessible to folks who are unable to utilize a typical desktop computer. we can create options to allow users to filter products by accessibility features, such as those with large buttons or adjustable settings .	To experience something with an equivalent depth and completeness as everyone else. It has its foundations in equality, empathy, and what's just plain right to do, but all of those are simply factors in crafting an equivalent, excellent experience .
Content	The content should be well-organized and easy to find , forms should be easy to fill out. It creates legible and convincing content to assist users in interacting with the interface, effectively compelling them to act. we can use a variety of content formats, such as text, images, videos, and infographics .	Write clear and concise copy. People are busy and don't have time to read long, rambling articles. Get to the point quickly. Create a blog that focuses on coffee culture and brewing techniques . Offer personalized recommendations for coffee makers . An easy-to-use FAQ page	Personalize the experience for each visitor . Provide helpful information and resources. Make it easy to contact you
Forms & Flow	Provide clear and concise instructions for completing the purchase process. Offer multiple payment options. Make the checkin/checkout process more lean .	Makes the forms more accessible via screen readers and speech recognition tools .	The forms more accessible via screen readers and speech recognition tools . Make it easier for users with visual impairments to read your content by ensuring the color contrast is legible.
Navigation	The navigation should be clear and easy to use with a clear hierarchy of pages . it should be responsive and consistent throughout the website, so that it works well on all devices.	Our Navigation should guide the user through the content in a way that is either logical or narrative , depending on the site's purpose.	Our navigation is inconspicuous and it creates a memorable user experience .
Visual Design	Use more high-quality images and videos . Create a more modern and user-friendly design . Use a consistent color scheme and font throughout the website.	Create a Memorable Visual Experience is a process for solving problems by prioritizing the consumer's needs above all else	Focused on enhancing a customer's experience throughout all types of Images and Interactions .



ACCESSIBILITY



Accessibility: ADA compliance and WCAG guidelines

The Americans with Disabilities Act (ADA) of 2010 requires all electronic and information technology be accessible to people with disabilities. The DOJ encourages self-regulation and the use of WCAG 2.1 level guidelines.

Accessibility checker Evaluation Tool

Audit results for <https://www.keurig.com/> Download audit

Status:
 ✗ **NOT COMPLIANT**
 You are currently at risk of accessibility lawsuits
[FIX ISSUES](#)

Score:
 40
 Websites with a score lower than 85% are at risk of accessibility lawsuits

Results:

Critical Issues	9 items (37%)
Passed Audits	15 items (63%)
Required Manual Audits	68 items

Critical Issues (9): ⓘ

Visual & motor | Access key values are not unique

Web Content Accessibility Guidelines (WCAG)

Perceivable

Text alternatives to non-text content; alternatives for time-based media; ability for people with hearing and sight disabilities to see and hear content.

Operable

All functionality available from keyboard; adequate time to consume content; no designs that may cause seizures; adequate navigation.

Understandable

Content is readable and understandable; pages appear and operate in predictable ways; help users avoid and correct errors.

Robust

Maximize compatibility with current and future user agents, including assistive technologies.

Accessibility: Assistive Text-to-Speech Functionality

The screenshot shows the Keurig website's 'Keurig perks BETA' section. Several text elements are highlighted with red boxes and labeled as follows:

- Read First:** A promotional banner with the heading 'Rewards are brewing with the all-new Keurig Perks' and subtext 'Money-saving Auto-Delivery is now an effortless way to turn points into FREE pods.' Below this are 'learn more' and 'shop beverages' buttons.
- Read Second:** A smaller line of text below the main banner: 'already an Auto-Delivery member? you're earning points right now!'
- Read Third:** A heading 'Start earning points now' above a three-step process.
- Read Fourth:** The first step of the process: '1 join' with subtext 'To get started, sign up for Auto-Delivery or build a Keurig Starter Kit.'

Visually Impaired Experience

When run through a text-to-speech application the content does not read aloud in a manner that is clear to the user and the sequence of what they are trying to use.

User Impact

High

Medium

Low

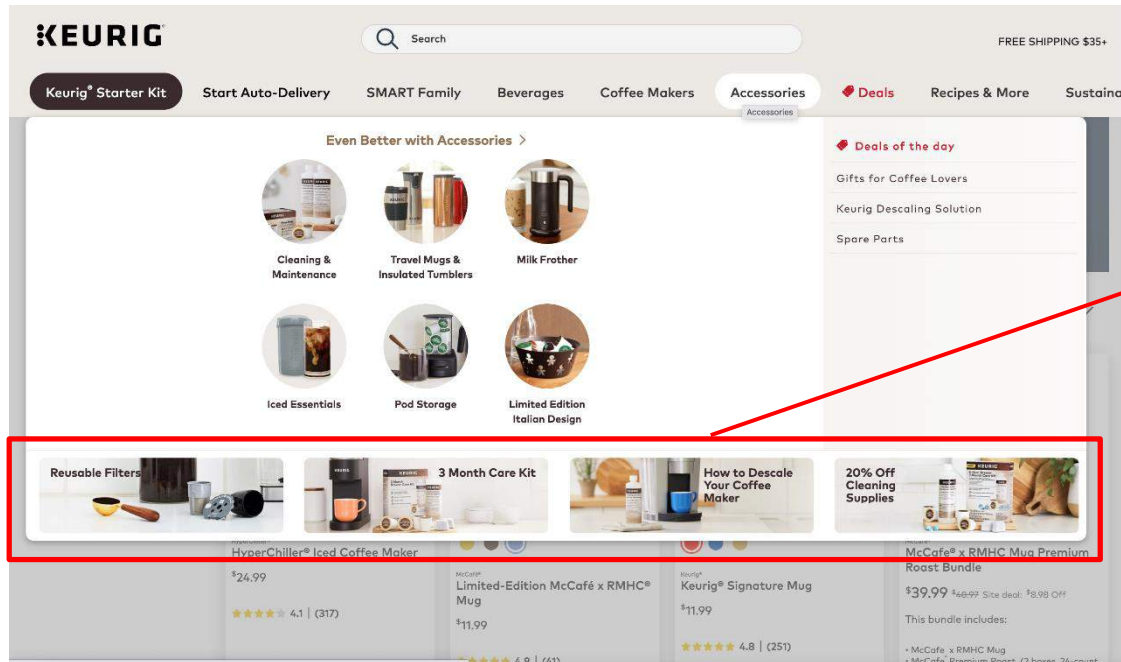


Recommendations

Disabled users often use assistive technology. A common example of assistive technology is the screen reader, also known as dictation or text-to-speech, which essentially dictates text-based content to visually impaired users. Consider these guidelines:

- Alternative text for images and hotspots
- Alternative text for icons without visual text labels
- Alternative text for video-based media
- Visual text labels for form fields (for those *not* visually impaired)
- Dictation for on-screen changes like errors, alerts, and notifications
- Logically-ordered content, since screen readers read from top-to-bottom

Accessibility: Visual Design for the Color Blind



* Blue-Yellow color deficiency filter applied to visual.

Inability to Interpret Colors

With the abundance of blue being used throughout the site, and **lacking any other secondary or distinguishing colors**, the small percentage of user suffering from **Yellow-Blue confusion in their color vision** will struggle to execute simple tasks.

User Impact

High



Medium

Low

Recommendations

Color blindness, or Color Vision Deficiency, affects **approximately 4.5%** of the global population.

- Color should not be used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
- A user with **Blue-Yellow confusion** is on the more rare side for color vision issues, but is an example of this issue that can be prevented altogether with a **simple rework of the executable colors and patterns** used throughout the site.

Accessibility: Multi-lingual Content Easier to Access

Customer Language Needs

No multi-lingual content is available, ensure users can translate the content in other languages

User Impact

High

Medium

Low

Recommendations

Cities with large populations who are also utilities customers need extra assistance to ensure they can still complete tasks such as paying bills online in their own language.

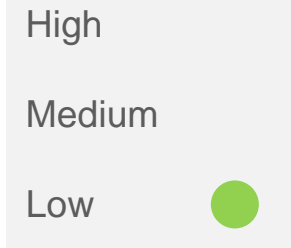
- Insert link for other languages near top. Make easy to find.

Accessibility: Missing Alt Text for Images

Recommendations

- Add **Alt text to all images**, describing what they depict.
- Make sure all links on the **website are text-based**.
- Make the **content accessible to screen readers** by **using proper markup and avoiding using non-standard elements**.

User Impact



KEURIG STARTER KIT

Choose the Starter Kit that's right for you, select your beverages, and set your schedule for convenient Auto-Delivery.

Over 70% Off a K-Supreme® SMART Coffee Maker
 \$49.99 \$179.99
 Commit to just 1 cup a day.
 BUILD YOUR KIT

ONLY 1 CUP PER DAY ONLY 1 CUP PER DAY ONLY 1.5 CUPS PER DAY

Alt Text on Hover

Some images on the website do not have Alt text. People who are visually impaired will struggle to understand the images

Text Based Links

Some of the links on the website are not text-based, which makes it difficult for people who use screen readers to use the links.

Screen Readers

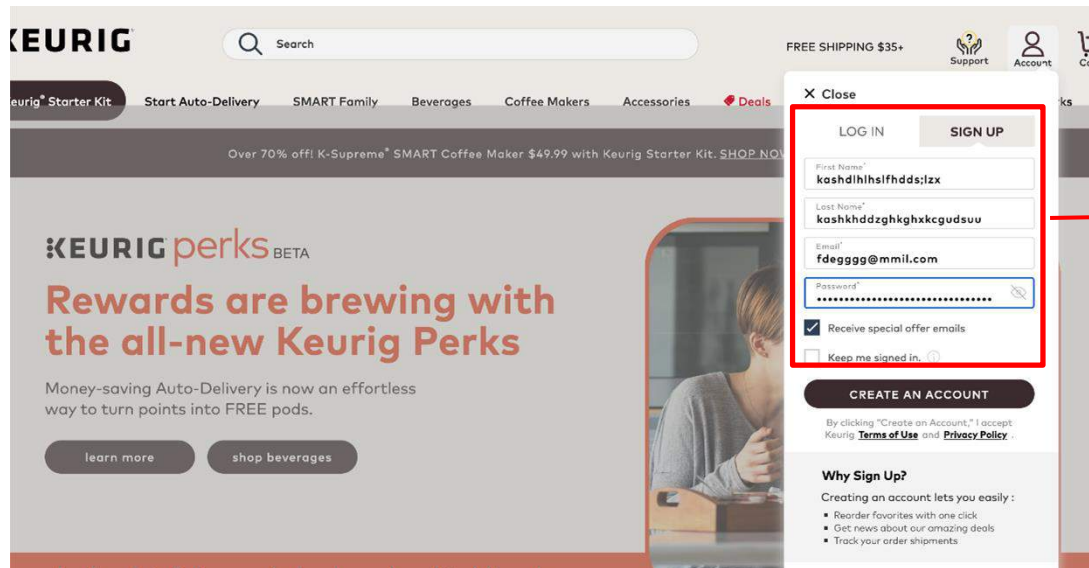
Some of the content on the website is not accessible to screen readers, which makes it difficult for people who are blind to use the website.

Coffee how you want it, only when you need it with Smart Delivery.

[Why you need it](#) [How it works](#) 96 Free Pods

- Easiest Coffee Delivery**
Get more only when you run low
- Best Everyday Value**
Save 25% every time
- You're In Control**
Change, delay, or cancel - with no hassles

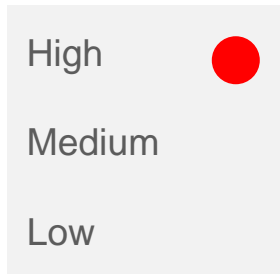
Accessibility: Poor Error Prevention



Supported Inputs

Some of the fields on the website do not **preventing input errors**, which makes it difficult for people to create/ maintain an account

User Impact



Recommendations

Make sure all input fields prevent input errors.

- Provide **instant input validation**
- **Show password requirements clearly**
- **Use related button label**

Accessibility: Animations that are not Skippable

Recommendations

Make sure all animations on the website can be skipped.

- It makes **user to feel comfy**
- **Add Enable options**

Skippable Animations

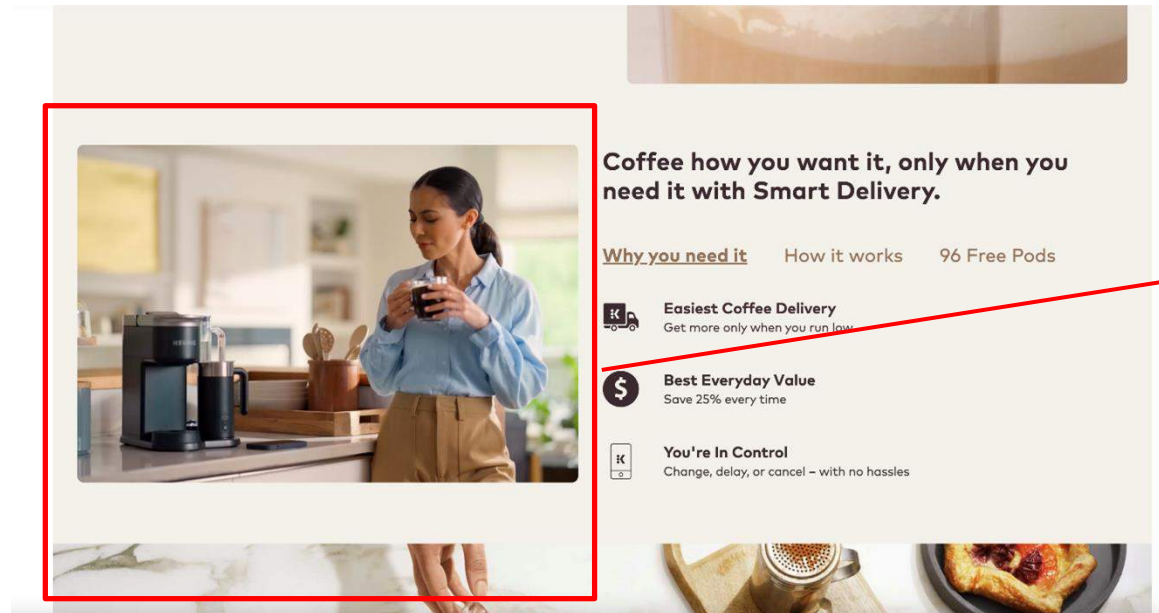
Some of the animations on the **website cannot be skipped**, which can be **distracting for people with attention deficit disorders**.

User Impact

High

Medium

Low



Accessibility: Lack of keyboard Navigation

Video
The use of video on the website is not accessible to people who are **deaf or hard of hearing**.

Keyboard Navigation
The website is not fully keyboard accessible, which makes it difficult for people **who cannot use a mouse** to navigate the website.

Audio
The use of audio on the website is not **accessible to people** who are deaf or hard of hearing.

Creating your coffee subscription is as easy as 1-2-3

LIVE CHAT

Recommendations

- Make sure that all parts of the website can be navigated using only the keyboard. You can use a keyboard **crawler to test** the keyboard accessibility of your website.
- Provide **captions for all video content** on the website.
- Provide transcripts for all **audio content on the website**.

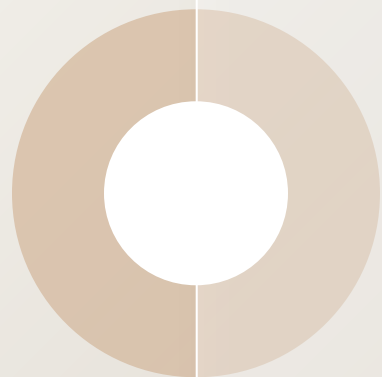
User Impact

High

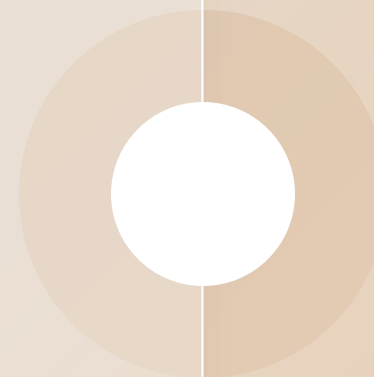
Medium

Low





CONTENT



Content: Too Much Text on a Page

The screenshot shows a promotional banner for a coffee subscription service. The banner is titled "Start earning points now" and is divided into three numbered steps: 1. join, 2. earn, and 3. enjoy. Each step has a small amount of text below it. Below the steps are two main promotional cards. The left card is for "Sign up for Auto-Delivery" and the right card is for "Build a Starter Kit". Both cards have a "join now" button. Below each card is a list of bullet points. A red box highlights the "1 join" step and the "Sign up for Auto-Delivery" card. Another red box highlights the "2 earn" step and the "Build a Starter Kit" card. A third red box highlights the "3 enjoy" step and the "Build a Starter Kit" card. A fourth red box highlights the "you're in control:" section of the "Sign up for Auto-Delivery" card. A fifth red box highlights the "your best deal:" section of the "Build a Starter Kit" card. A red arrow points from the "More Text" box to the "Sign up for Auto-Delivery" card. A "User Impact" scale is shown at the bottom right of the screenshot, with a red dot next to "High".

Start earning points now

1 join
To get started, sign up for Auto-Delivery or build a Keurig Starter Kit

2 earn
Every \$1 spent on beverages & accessories* = 10 points

3 enjoy
Every 2,100 points = up to 24 free pods

Sign up for Auto-Delivery
get 25% off beverages
join now

you're in control:

- add, change, or pause anytime
- delivered when you want it
- free shipping on \$35+
- Green Mountain Coffee Roasters®, Starbucks®, Dunkin'® & more

Build a Starter Kit
get a brewer 50% off or free
join now

your best deal:

- choose your brewer & 4 beverages
- 25% off beverages with Auto-Delivery
- free shipping on \$35+
- drink as little as 1 cup a day

More Text

Some pages on the website have too much text, which makes it difficult for people to read and understand the information.

User Impact

High ●

Medium

Low

Recommendations

Break up the text on each page into smaller chunks, and use headings and subheadings to help people scan the page

- We can **enlarge the text** in the CTA.
- Make the **numbers and button distinct by changing their colors.**
- The **orange bullets can be eliminated.**
- The product images may all be the same size.
- **Capitalize all sub**text.

Content: A Phased Strategy for More Personalization

Big Everyday Deals

FREE SHIPPING
Free Standard Shipping on
Brewers and Orders over \$35

Get 1 FREE Box of Coffee
with the purchase of select
brewers.
USE CODE: FREEBOX4ME
SHOP NOW
Ends 6/1. [See details](#)

30% OFF
all cleaning & maintenance
accessories
USE CODE: BREWLIKENEW30
SHOP NOW
Ends 6/1. [See details](#)

Personalization
The first step to enabling a more **personalized experience for customers** will be the ability to **support SSO**.

Don't Miss a Single Deal
Get the latest offers and news delivered right to your inbox.

Enter your email address **SIGN UP**

Submitting your email address is subject to our [privacy policy](#).

User Impact

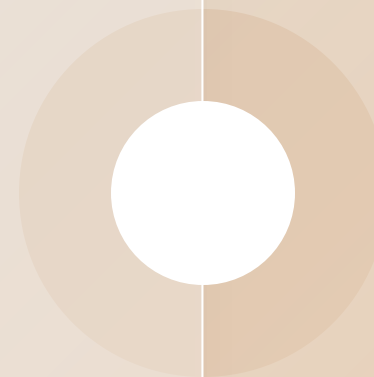
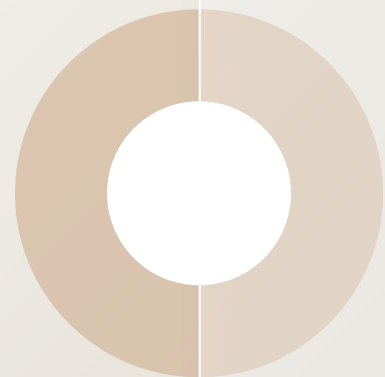
High
Medium
Low ●

Recommendations

- Take a phased approach to **greater levels of personalization**.
- Start with the understanding you already have about your customers behavior patterns by **analyzing existing data**.
- Build on that data through **time and roll-out more features**.
- **Enable geolocation**
- Start where users left off
- Identify **opportunities to personalize** their Account Summary page.



CONTROLS



Controls: Users Expect Conventional Calendar Functionality



Please enter the serial number exactly as it is shown on your brewer, including any special characters.

[Can't find your serial number?](#)

If you already have an account please enter your password. If not, add one to create an account.

[Forgot Password?](#)

Have you used a different single-serve brewer during the past year?

Prev Next

May 2023

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Next

I'm not a robot

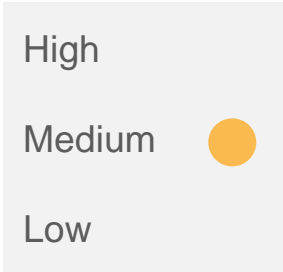
reCAPTCHA Privacy - Terms

Click below to register your brewer and to receive 50% off your next beverage order and other

Calendar Picker Conventions

The functionality and button labeling of this calendar is **challenging to use**. Why is Today an option if pre-populated by default? Why is Clear even necessary?

User Impact



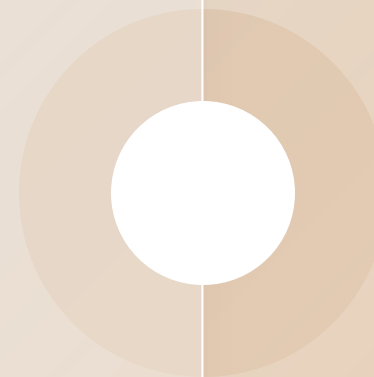
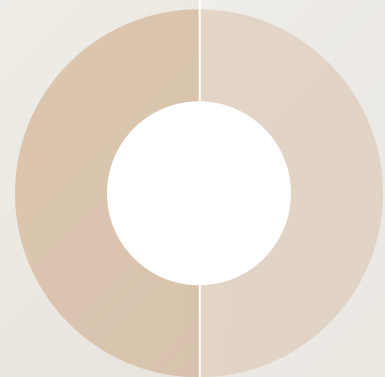
Recommendations

Users encounter calendar functions all over the internet. **Design conventions** are very well established, and **user expect that functionality to behave the same or very similar** to what they've found elsewhere.

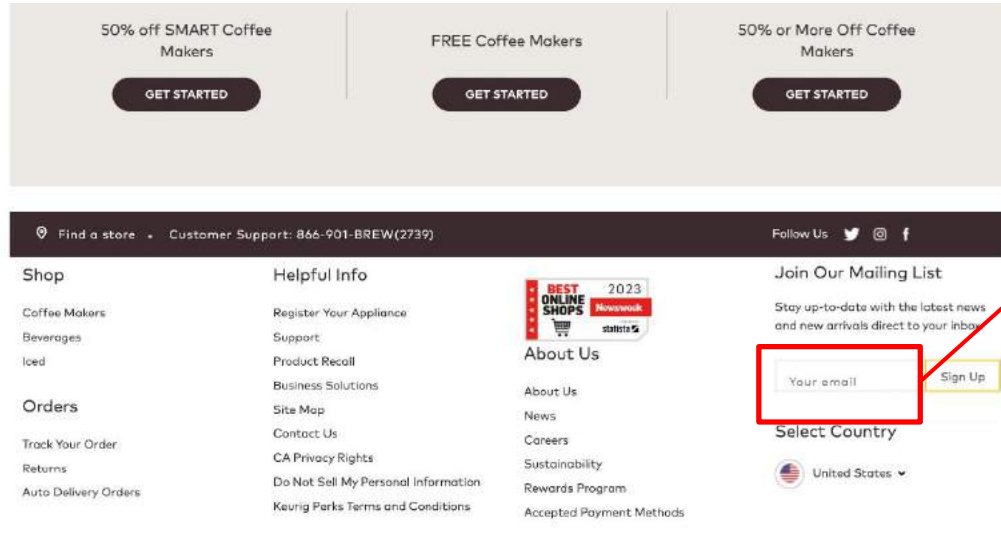
- Remove "Today" button. Instead, develop functionality that upon user selection of a specific date the calendar captures that date and closes without requiring user to initiate a click.



FORMS & FLOWS



Forms & Flow: Button Alignment and Inputs



Primary Button Alignment

Aligning inputs and actions with a **strong vertical axis more clearly communicates** how to go about completing a field.

User Impact

High

Medium

Low

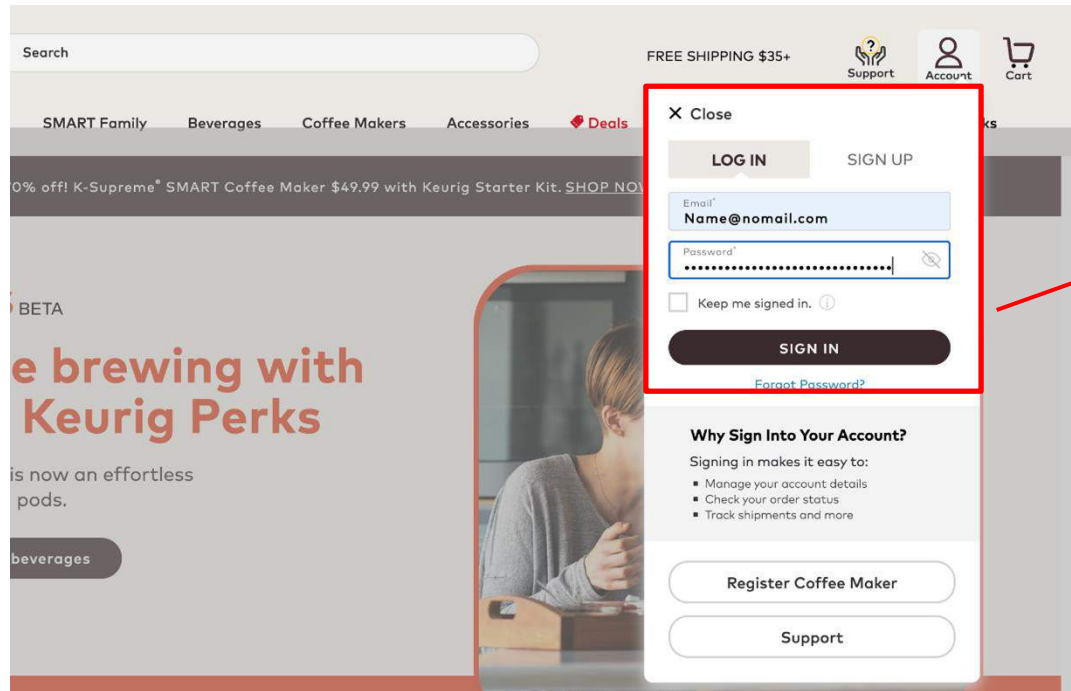


Recommendations

Primary input text alignment is another focus area to consider in **overall design system and subsequent templates**. Users can move more quickly and with less friction if input text are aligned with form fields.

- Align the primary text to vertically center of input fields

Forms & Flow: Error Messaging



Email & Forgot Password

Errors appear above the element they are referencing. This can cause a bit of confusion when the error appears between two possible elements. Ex: Input Correct Email but Password entered was too short. Error appears between the two fields with no clear relationship to either.

User Impact

High

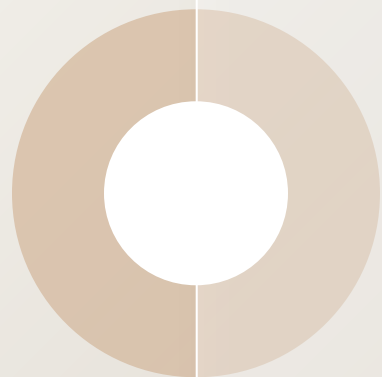
Medium

Low

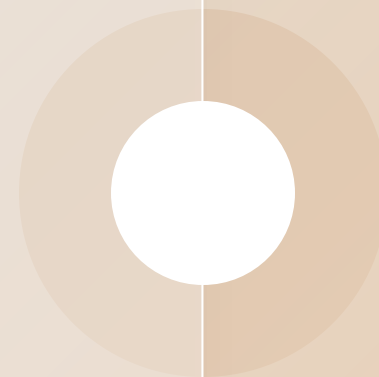


Recommendations

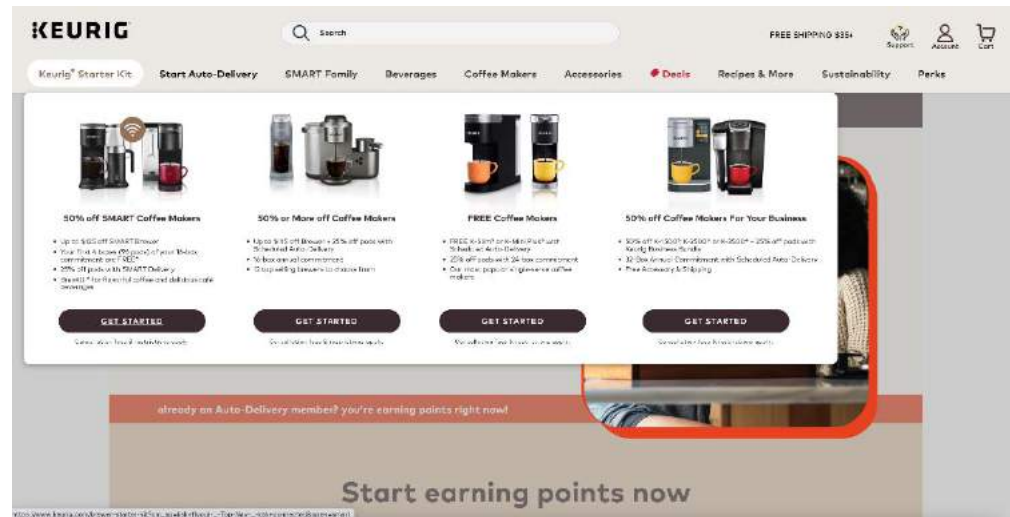
- Revise design patterns for displaying errors and check that the global template accounts for cases such as these when layout creates user uncertainty.



NAVIGATION



Navigation: Breadcrumbs, Orientation, and Findability



Home > Keurig Starter Kit > Get Started > Select Coffee Maker > Choose Pad

Design clear interactions?

Navigational inconsistencies may result from content that doesn't fit neatly into the site's sections, so is listed on its own. Consistency comes down to making a choice. Ensure that **secondary navigation is used consistently across all sections.**

User Impact

High	●
Medium	
Low	

Recommendations

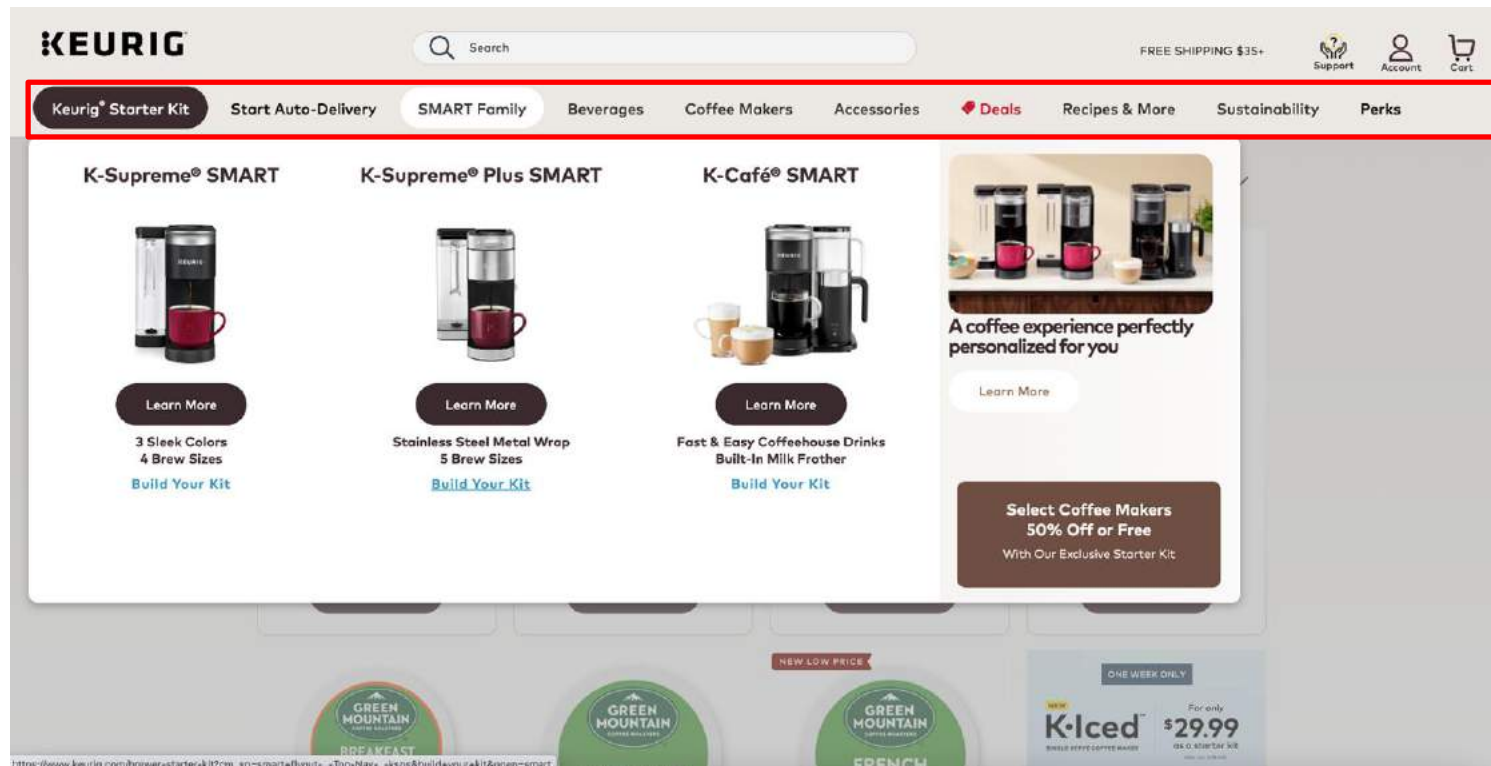
Breadcrumb navigation

- **Two possible solutions.**
- Revise left hand navigation to give better/more clear feedback on where the user is in the site and how they can navigate back to where they came from.
- Add a breadcrumb to the top of the page to provide **contextual information and quick links.**

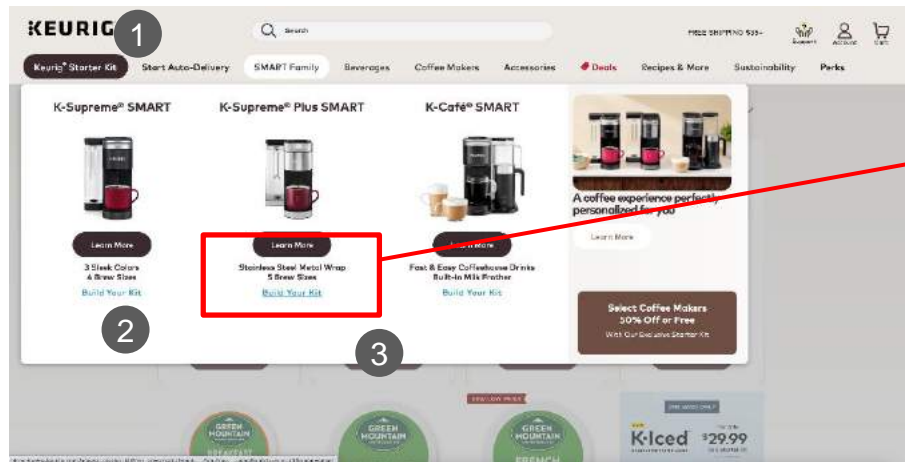
Navigation: Clear and Consistent Navigation

Recommendations

Place a **clear & well – organized navigation bar** at the top of the website, visible on all pages. It should include the primary categories such as “Home, Products Shop, and About Us. **Use standard and easily recognizable labels for these categories.**



Navigation: Primary CTA must be Persistent and Present



User Disorientation

Here a user has to click at CTA is an essential part of the process of **providing your visitors with satisfactory navigation.** We can use a Highlight button to CTA.

User Impact

High



Medium

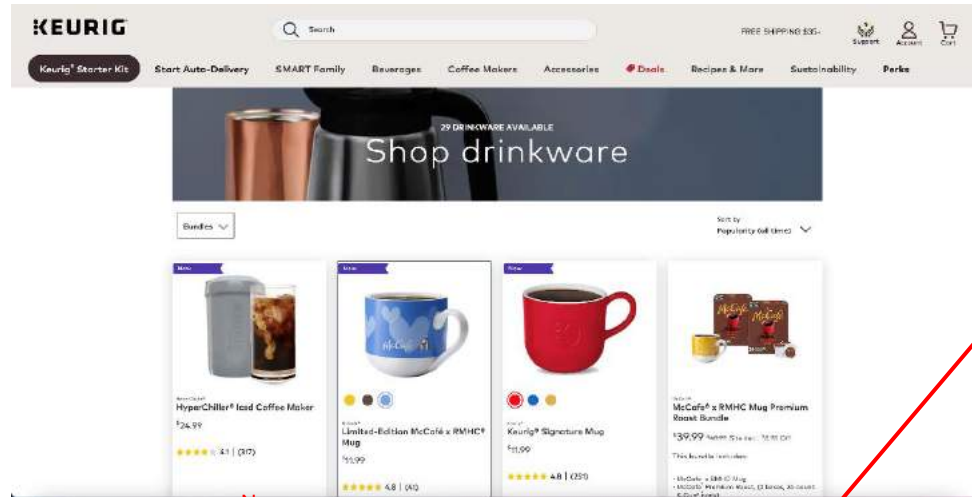
Low

Recommendations

Global navigation systems are the single consistent navigation element for users. It has a huge impact on usability. Therefore it should be subjected to intensive usability testing.

- **Global navigation systems are always evolving, from mega-menus to vertical bars to horizontal bars.**
- A site-wide navigation system must enable direct access to key areas and functions no matter where the user travels across the site's hierarchy.
- Breadcrumbs are also a necessary **visual aid and quick escape route** for the lost user.

Navigation: Wayfinding and Orientation for the Desktop



No wayfinding navigation in this page

Lateral Navigation

Lack of breadcrumb navigation **inhibits user's ability to navigate** from page-to-page.

User Impact

High



Medium

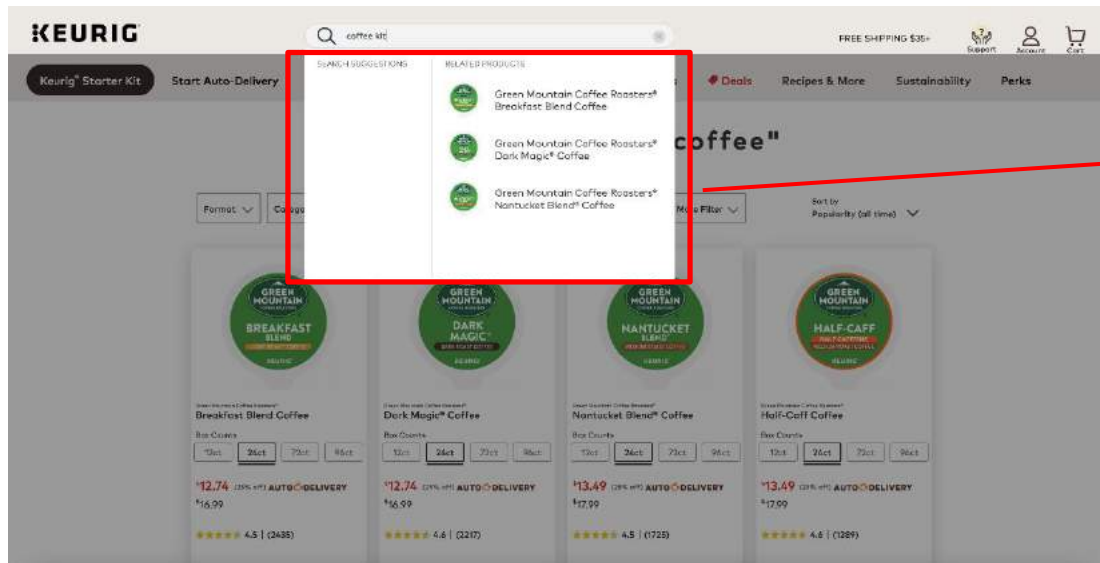
Low

Recommendations

Users encounter digital environments similar to physical ones: they make mental models of their surroundings and find their way around using their own model.

- Introduce a global breadcrumb trail in a logical page locations to **enable users to quickly orientate and quickly link to contextually relevant information.**
- Alternatively, consider revising the left-side (primary) **navigation scheme to provide clearer feedback on user's current location.**

Navigation: Search Results Formatting and Style



Suggestion Link Conventions

Suggestions are shown in the search results has a significant effect on **how fast users can find the information** that they are looking for on your site and gave all related results.

User Impact

High

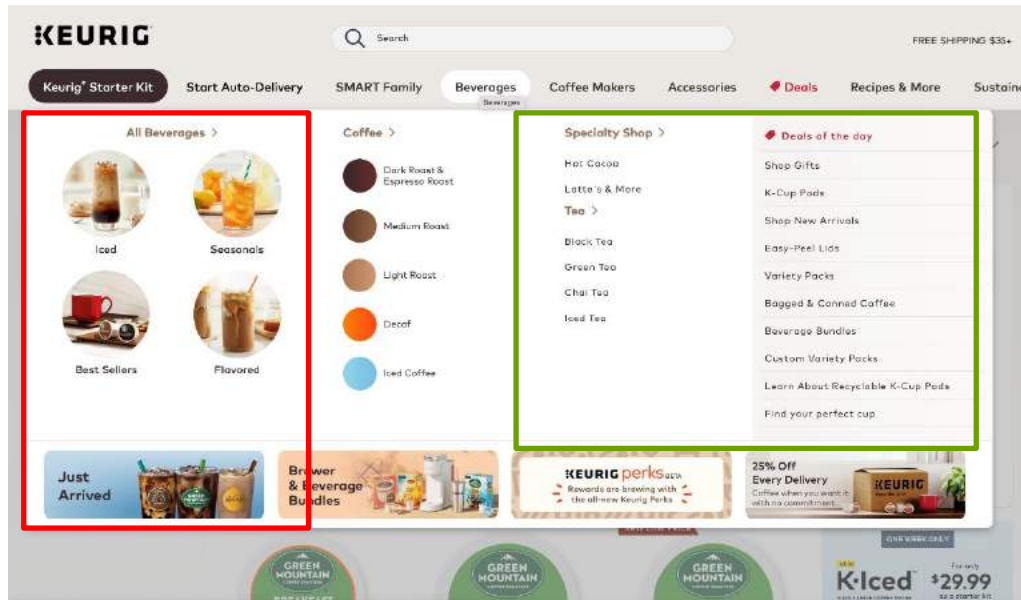
Medium ●

Low

Recommendations

- Consider Hiding URL from results and just show **title and description to reduce confusion.**

Navigation: Information Hierarchy and Visual Style



Behavior 1: Image changes size and whole tile is clickable

Behavior 2: Only black text is clickable, underline on hover.

Tile Navigation Behavior

There are information and call-to-action tiles located at the Floating menus of the website.

User Impact

High

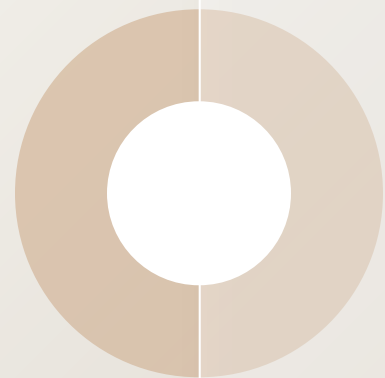
Medium

Low

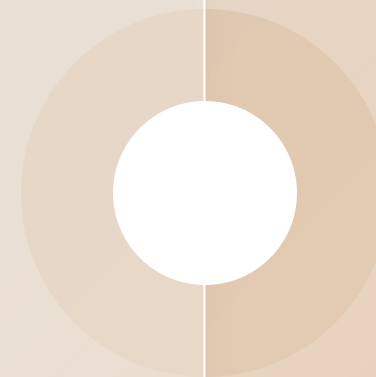


Recommendations

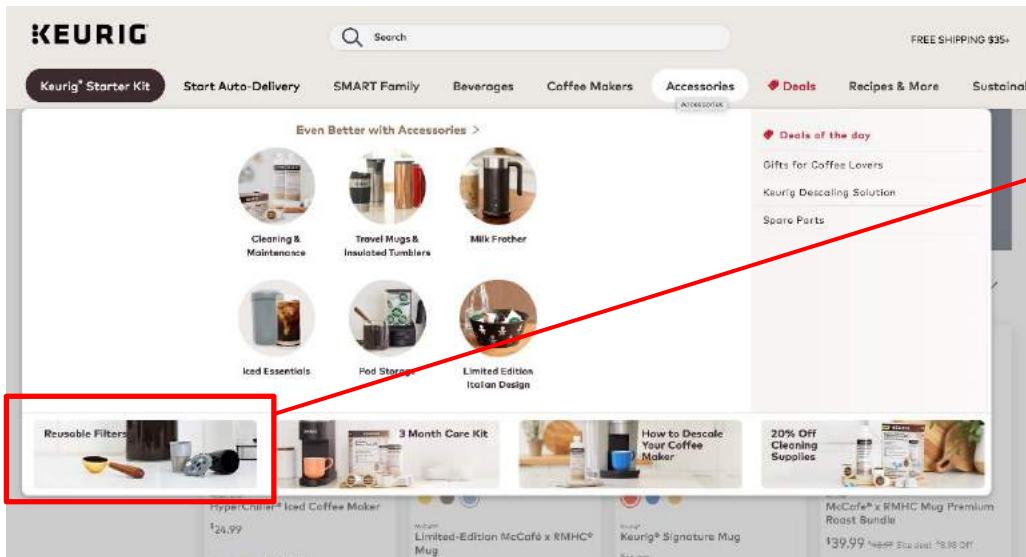
- **Unify behavior and try to find a clearer way to show the link.** Especially on Mobile as this is very unclear what is interactive and what is not.
- Functionality behaves one way for 1 of the tiles and a different way for the other 3.
- In any tile with a picture the user can click anywhere on the tile to action the link.
- In any tile without the picture the user needs to hover over the secondary text to activate the link.
- The only indicator of a link is an underline when hovering over the exact text.



Visual Design



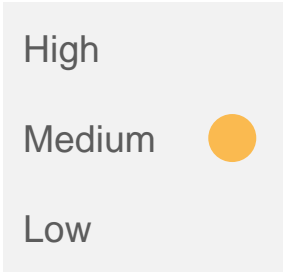
Visual Design: Use of Color Alone



Color Alone

Some elements on the website rely on color alone to convey information, which makes it difficult for people who are **colorblind** to understand the content.

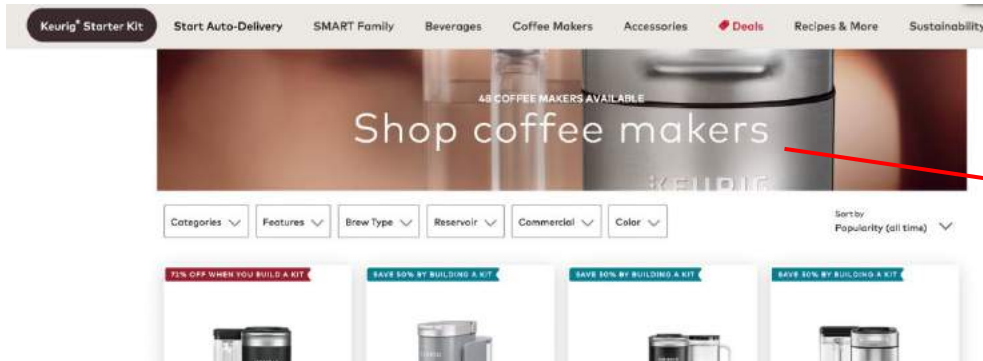
User Impact



Recommendations

Use other visual cues, such as text labels, to convey information that is currently conveyed by color alone.

Visual Design: **Poor contrast**



Better Contrast

Some elements on the website have low contrast, which makes it **difficult for people with low vision to read them.**

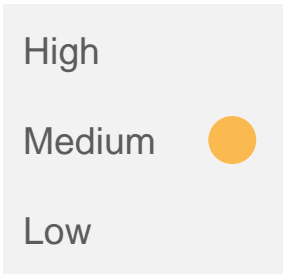
Text color: #FFFFFF Background color: #B7B4B4

Contrast: **2.06** Very poor ★☆☆☆☆

Small text: ★☆☆ Large text: ★☆☆

Poor contrast for all text sizes. [Click to fix](#)

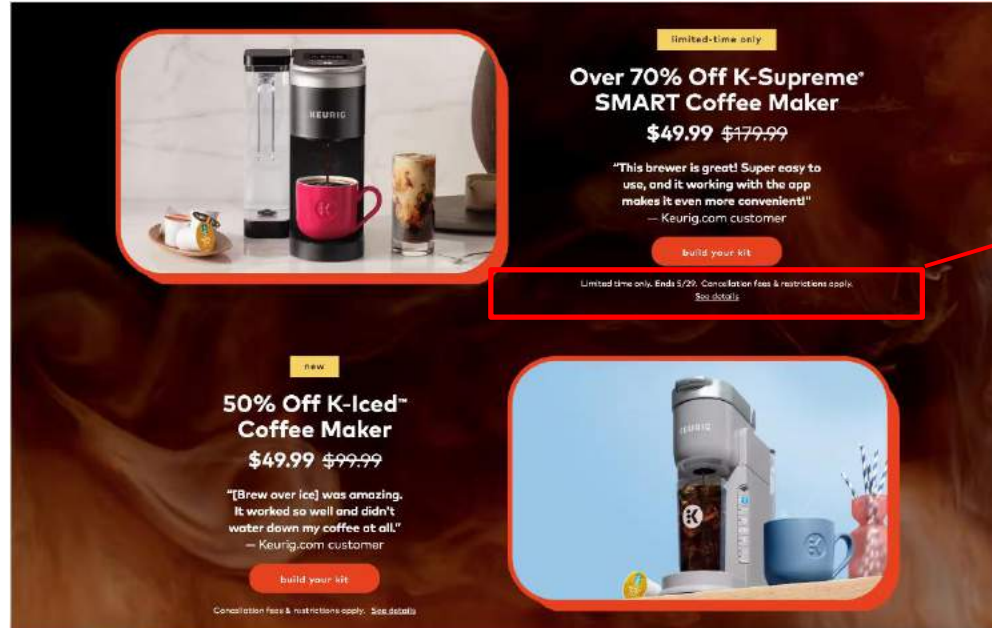
User Impact



Recommendations

Increase the contrast between foreground and background colors to make text and other elements easier to read.

Visual Design: Unreadable Fonts



Better Readable Fonts

Some of the fonts on the website are difficult to read, especially for people with dyslexia.

User Impact

High



Medium

Low

Recommendations

Use fonts that are easy to read for everyone, such as **Arial** or **Times New Roman**.

Visual Design: Typography and Formatting

Product Details PURCHASE OPTIONS

Support Ronald McDonald House Charities (RMHC) in their efforts to keep families together and near the care their child needs when you buy this limited-edition, McCafé® At Home x Ronald McDonald House Charities bundle.

This bundle includes a K-Mini® Coffee Maker in Poppy Red, a Limited-Edition McCafé® x RMHC Mug, and 2 boxes of McCafé® Premium Roast K-Cup® pods (24-count) for \$99.99.

Purchase of any of these colorful mug designs or as part of a bundle and the following amounts will be donated to RMHC* (up to a maximum of \$15K, through 12/31/2022):

- \$1 per standalone mug
- \$5 per mug + McCafé coffee bundle
- \$10 per K-Mini® + McCafé Mug + Coffee Bundle

McCafé At Home is a proud partner of Ronald McDonald House Charities. Learn More at www.McCafeAtHome.com

Product Features:

K-Mini® Coffee Maker:

- Less than 5 inches wide, perfect for small spaces.
- Brew any cup size between 6-12oz.
- Just add

[SEE MORE](#)

Button highlight & Importance

CTA need to always inform users, “You are here”. This is accomplished via **highlighting the selected/hover area**

User Impact

High

Medium ●

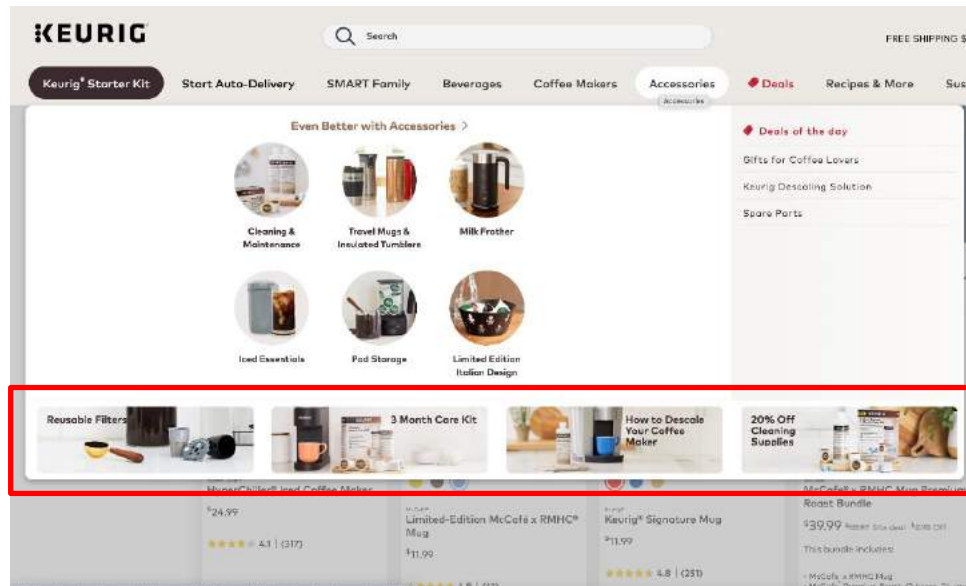
Low

Recommendations

CTA Button names in the page are like street signs: they tell us where we’re at so we know what we should do.

- Ensure use of CTA clearly convey the Action/information importance to users.

Visual Design: Color Style Guide and Readability



Readability of Buttons

Throughout the site color usage could be improved upon. There are many cases where colors are used that can create difficulty reading the information.

User Impact

High

Medium

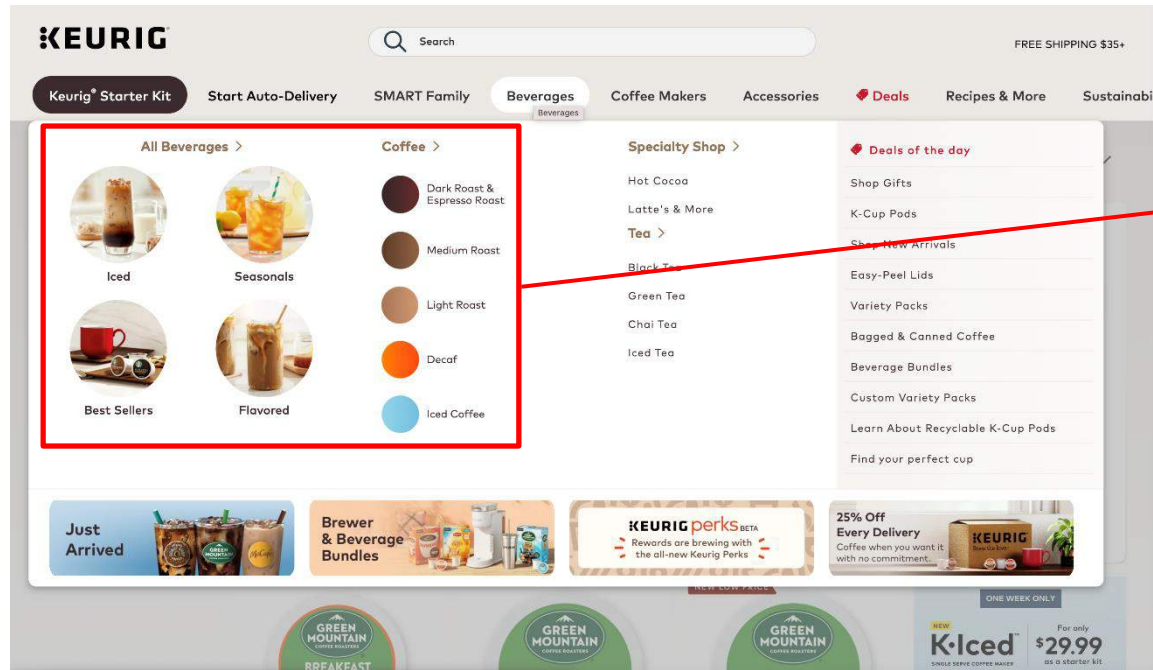
Low



Recommendations

- Revisit the usage of color on areas that create visual difficulties

Visual Design: Navigation Tiles and Functionality



Navigation Behavior

The Power out? tile features similar styling as the information tiles but behaviorally it doesn't match any of the other tiles.

User Impact

High

Medium

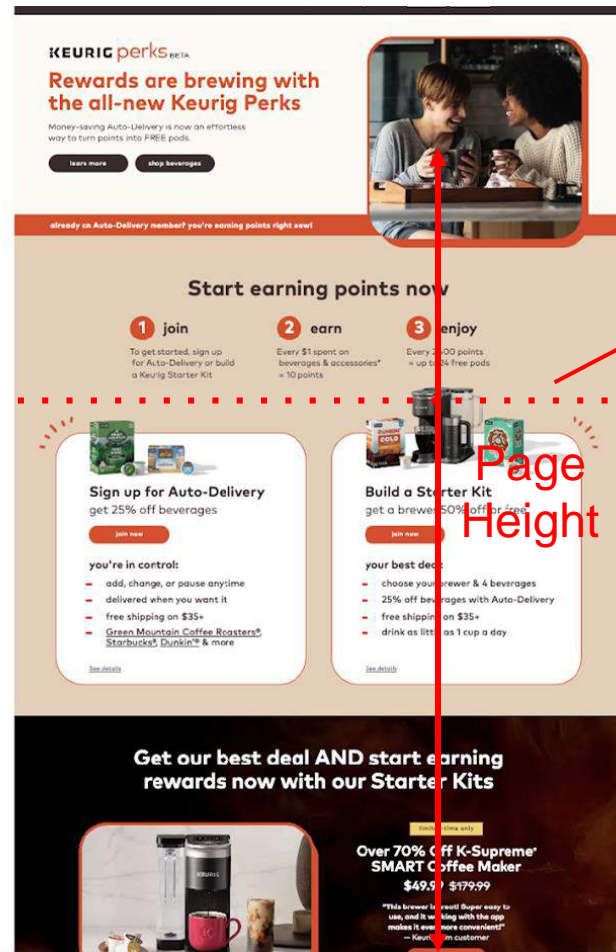
Low ●

Recommendations

When elements in a UI function consistently across the site users are able to quickly learn and know what to expect..

- **Refine visual style**, to give this **more importance**. As an energy user understanding the status of my power could be important. Should not blend in with other tiles when scaled to a sub 1428 pixels viewport. **Energy icon feels lost floating on right side**. Consider moving to left.

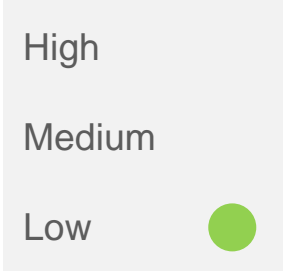
Visual Design: Scrolling Functionality



Scrolling Behavior

Pages throughout the site are long and require multiple scrolls to reach the bottom of the content and return to the top.

User Impact



Recommendations

- Consider reducing the content length on each page or adding a back to the top feature to reduce overall scrolls.