Expert Review

Norton's Flowers & Gifts
http://www.nortonsflowers.com/

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Executive Summary

An expert review was conducted of the nortonsflowers.com website examining the various pages that comprise the website. The inspection focused on identifying any usability issues while also pointing out strengths of the website that should be maintained.

Several practices to continue were noted throughout the evaluation of the site. For instance, products are easily organized by category and results are presented in a manner that promotes easy navigation through these items. Additional "just in time" links are also presented for the user to see other similar products and recently viewed items.

The most significant usability issues in this evaluation include:

- **Navigation menus should reflect the current page and pages should be given a unique name and page heading.** Proposed interface changes clarify the user's location within the site and allow easy identification of individual pages.

- **Pages with local navigation should be reorganized into separate pages and redundant information should be removed to reduce page length.** This is primarily an organizational structure issue, although this also affects readability and scannability. Removing redundant information and re-grouping related information into separate pages improves usability and readability.

- **Inconsistencies exist in the page layout, particularly between the homepage and subpages, which may potentially confuse users.** A consistent page layout with the same elements in the same locations facilitates a more efficient and satisfying user experience.

- **Web conventions are not always followed for linked text and inconsistencies exist in the visual format of these links.** Users expect that linked text be underlined, yet this is not always the case on the website. A standard color for linked text should also be established. Following user expectations supports easier location of links and navigation throughout the site.

- **Remove unnecessary text and navigation areas to reduce cluttered appearance and improve alignment of images with navigation links.** These recommendations improve both aesthetics and functionality as users are able to locate desired information more efficiently.

- **A reduced font size within some pages inhibits readability as consistency of font size within similar content should be maintained.** An appropriate text size supports user readability. Inconsistencies within similar content regarding text size may confuse users and lead to a less pleasant user experience.

While these issues are among the most pressing usability concerns for the nortonsflowers.com website, a number of additional usability issues that also deserve attention are detailed in the analysis, including recommended solutions.

Finally, wireframes of the proposed homepage and the proposed subpage template – both that implement the recommended changes – are presented in Appendix A with screenshots of potential coding errors presented in Appendix B

Terminology & Conventions Used

Different terms are often used when referring to the same part of the browser window or web page. To facilitate understanding of this analysis, one term was used consistently for each browser/web page element. The terms are:

Button: An image or graphical area that serves as the activation point for a link.

Footer navigation: The series of navigational links available from every page, located near the bottom.

Global navigation: Links/buttons available from every page, leading to major sections of the website and/or significant pages. On the nortonsflowers.com website, global navigation is found both at the top of pages as well as on the left-hand side (with the exception of the homepage).

Link label: The label in this case is the word or words that are linked. These words can be in graphical form (such as the graphical buttons found on the homepage of the nortonsflowers.com interface) or HTML text that is linked.

Local navigation: Links/buttons for moving between pages within a section of the website (such as within a particular section).

Page name: The primary heading for the page, often shown in larger text and located between the global navigation at the top of the layout and the text content of the page.

Page title: The text at the upper left of the browser window, located in the title bar, and specified through the use of HTML <title> tags.

Single quotes are used to indicate link labels, page names, and window names. Double quotes indicate non-linked body text, file names, and are used when generally referring to a page.

Priority Levels

The issues identified in this evaluation are grouped into three levels of priority:

High priority: These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

Medium priority: These issues are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

Low priority: These issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

Usability Guidelines

Efficient Navigation

Navigation refers to browsing a website, clicking links to move from page to page. Navigation should be an intuitive experience so the user does not take the wrong path, get lost or disoriented, or have difficulty retracing their steps on a future visit.

Practices to Continue

- **A sitemap page is present and maintained.** A sitemap page allows a user to get an overview of the entire site in a single location and thereby, if desired, go directly to a particular page without navigating along a multi-page path to reach it.

- **Breadcrumb links are located at the top of most category and all product pages.** Breadcrumb links allow the user to keep track of their location on the greater website and see what section or category the current page falls under.

Suggested Changes

High Priority:

- **Give each page a unique page title.** Currently, many pages utilize the same value for their page title ("Ann Arbor Michigan (MI) Flowers, Florist, Norton's Flowers & Gifts, Michigan Flower Delivery, Buy Flowers, Ypsilanti Michigan (MI) Florist, Flowers, Saline MI, Dexter MI, Belleville MI, Canton MI, Milan MI"). Others include the page name as well as a selection of the cities mentioned and associated zip codes. The page title is an area where the user may look to determine what page they are on and also serves as the default value for any bookmarks set in a web browser. Each page should have its own unique page title which incorporates "Norton's Flowers" and the page name while avoiding the use of various city names which only makes the page title unnecessarily long and cluttered.

- **Links to the current page located in the navigation should be disabled and clearly indicate that they represent the current page.** There is no need for a link that points to a particular page to be present and active on said page. However, removing the link entirely is not desirable. For text links, disabling the link and bolding the link label text (as depicted in Figure 2 of Appendix A) serves to further indicate to the user what page they are on. For graphic links, an alternative graphic – similar to those used when the mouse hovers over them – should be implemented.

Medium Priority:

- **Utilize breadcrumb links on all subpages.** For consistency and ease of navigation, all subpages should utilize breadcrumb links, not just category and product pages.

Low Priority:

- **Modify top global navigation to eliminate duplicates.** Currently, the 'Satisfaction Guarantee' and 'FAQ' links in the top global navigation point to the same page ("info.asp?id=2143") and the 'Worldwide Deliveries' link points to a subsection of the 'Delivery Policy' page ("info.asp?id=2153"). By eliminating these duplicates, additional pages can be placed in the top global navigation as necessary (as depicted in Figure 2 of Appendix A).

- **Modify left-hand global navigation to eliminate duplicates.** Currently, there are two links in the left-hand global navigation for weddings – a text link labeled 'Weddings' (which links to "Wedding-Flowers") and an image link labeled 'Wedding & Events' (which links to "wedding.asp"). Both of these pages have identical content though slightly different layouts. As this appears to be a high-traffic page, it is recommended that both links are eliminated and a new link labeled 'Wedding & Events' is added to the top global navigation (as depicted in Figure 2 of Appendix A).

- **Local navigation located at the top of the 'Weddings' section should be separated from any heading graphics.** The local navigation in the 'Weddings' section is represented as a bulleted list that partially overlaps a heading graphic. Even though the links are underlined, their proximity to this graphic may cause the reader to interpret them as bulleted points of information, not navigation links. Separating these links from the image should solve this potential issue.

Organizational Clarity

Organization refers to how content is chunked (broken up into sections and discrete units), sequenced, and grouped. The quality of an organizational system is dependent on how well the system is divided, as well as how easy it is for the user to see and understand the system being used.

Practices to Continue

- **Products are sorted into categories represented in the left-hand global navigation.** Sorting products into categories such as 'By Occasion', 'By Product', 'By Holiday', and 'By Price' allows the user to find what they are looking for quicker.

- **Search results are separated into multiple pages.**   If a user searches for a particular kind of product those results are separated into numeric pages. This allows users to navigate through the results more efficiently and users do not have to scroll down through a long list of products on a single page.

Suggested Changes

High Priority:

- **Chunk pages with local navigation into separate pages and remove any redundant information to reduce page lengths.** Under the 'Delivery Policies' and 'About Us' pages users must scroll repeatedly to read all the content on a page. Local navigation links do allow the user to jump to a particular point on the page but the user may have to scroll back up or down repeatedly to locate other information or to return to the local navigation. By removing redundant content and chunking the information into separate pages, the user will be able to more easily find the information they are seeking.

Medium Priority:

- **Create two categories of questions on the 'FAQ' page.** Currently there are 14 questions under the 'FAQ' page. The delivery questions appear randomly within the 'FAQ' list. By grouping the questions related to deliveries under a 'Delivery FAQ' heading, users will be able to find answers about deliveries more easily instead of having to read through all the questions on the 'FAQ' page.

Low Priority:

- **Order the list of links in the 'By Occasion' category on the 'Site Map' page.** There is a long list of links under the 'By Occasion' category that are seemingly randomly ordered. By ordering this list, perhaps alphabetically, a user searching for a particular occasion may be able to find the item in the list more easily.

- **Reorder the 'By Holiday' links in the left global navigation.** The items appear to be listed with the next upcoming holiday first, but the order is not

consistent. For instance, 'Grandparents Day' is listed first but the holiday has already passed.

Clear Labeling

The choice of labels is vital to website usability. Most online activity involves reading so the name given to a part of a page or a link label is crucial to accurately understanding and using the website. Poorly chosen and/or vague labels confuse users, leading them down the wrong paths on websites or causing them to leave the website because none of the labels appear to represent the desired content. Labeling issues that pertain to other guidelines may be mentioned under that guideline and are therefore not mentioned here.

Suggested Changes

High Priority:

- **All pages should utilize a level one (<h1>) heading.** Pages should have a level one heading at the top to make it clear to the user what page they are currently on. Currently, the 'Delivery Policies' and 'FAQ' pages do not have level one headings.

Medium Priority:

- **Level one (<h1>) headings should match link labels that point to the page.** To prevent user confusion, pages should be referred to consistently in all references to the page. This is especially true of the level one heading and the link labels of any inbound links for the page. Currently, the following pages are the most inconsistent:

  - 'Sympathy' (link label) compared to 'Sympathy & Funeral Flowers' (page name)

  - 'Summer Bouquets' (link label) compared to 'Summer Flowers' (page name)

  - 'Secretaries Week' (link label) compared to 'Secretaries Day Flowers' (page name)

  - 'Flowers & Gifts' (link label) compared to various headings based on the time of the year such as 'Flattery Will Get You Everywhere! Bosses Day is this Monday' (page name)

  Additional inconsistencies exist, mostly involving the inclusion or exclusion of the word "Flowers" and the addition of the phrase "by Norton's Flowers & Gifts". These are not of great concern as they both reflect the nature of the site and should not confuse the reader.

Low Priority:

- **Choose a consistent name for the Shopping Cart feature.** The "Shopping Cart" feature, as it is commonly referred, is referred to inconsistently throughout the site. The link in the masthead is 'Cart'. The level one header on the cart page is 'Shopping Basket'. The filename for the cart page is "Basket.asp". It is

recommended that one of these, preferably 'Cart', is used consistently throughout.

Consistent Design

Consistency pertains to all aspects of a website: layout, labeling, error messages, whether something is HTML text or graphical text on all pages, even the choice of colors. Widespread (multi-page) inconsistencies are noted here with issues specific to a given page provided in Additional Usability Issues By Page & Section.

Practices to Continue

- **All subpages utilize the same basic template.** By utilizing the same layout on all subpages, users can quickly become familiar with the site, speeding up site navigation in the long run.

Suggested Changes

High Priority:

- **Utilize the same template for the homepage and the subpages.** The width, global navigation menu, and masthead on the homepage all differ from those of the subpages. The differences from the subpages, particularly the change in width, may be disconcerting to a user as it seems as if the user is entering a completely different site.

- **Standardize the alignment of the content area in relation to the left-hand global navigation.** The horizontal spacing between the left-hand global navigation and the content area is inconsistent between pages. This alignment should be standardized between pages to provide for a consistent look and feel within the site so the user does not feel as if the content is moving around.

Medium Priority:

- **Establish a single format for the left-hand global navigation links.** The links in the left-hand global navigation and 'Site Map' are a mixture of text links and buttons. Those image-based links should be removed and changed to text to match the rest of the global navigation. These links should also match in alignment; currently, the buttons are left-aligned while the text is right-aligned. By changing these buttons to text, the alignment issue will also be fixed.

- **Use a consistent font size for text in the content area.** There is a mixture of font sizes across and within pages. The 'Flowers & Gifts' and 'About Us' pages have a mixture of font sizes within the page content. If a block of text has a smaller font size than elsewhere, the user may deem that content less important and may also have more difficulty reading the text (see the 'Readability and Scannability' section for further recommendations on text size).

- **Establish one text color for clickable links in the body text area.** Using a consistent text color for links helps the user discern which text is clickable. Most links on the site are presented in black, with some in gray, and at least two presented in the traditional blue. A consistent color makes it easier for users to indentify links within surrounding text.

Low Priority:

- **Use a consistent capitalization style for global navigation.** The top global navigation links are presented in all capital letters whereas the left-hand global navigation uses title-case. It is recommended that the top global navigation be changed from all capitals to a title-case format to match the left-hand global navigation and other text within the site.

- **Establish a consistent button color and text format for "submit" buttons on forms.** The 'Cart' page has a red 'Continue' button with the button text in white capital letters. The 'submit' button on the 'Wedding Consultation Request' form has a gray appearance with title-case text. A consistent look for these buttons may enable the user to more easily identify these buttons.

Matching User Expectations

The internet has been in existence long enough for users to develop consistent, widespread expectations concerning web page behavior. For instance, underlined text and/or text that is the color blue are interpreted automatically as indicating a link.

Practices to Continue

- **The basic layout of the subpage template utilizes the common "inverted-L" design.** By utilizing the "inverted-L" design, users are somewhat familiar with the site before they even arrive: navigation is located along the top and the left-hand side with additional. Additionally, utility navigation items such as 'My Account' and 'Cart' are located in the upper right of the page.

- **The logo in the masthead of the page serves as a hyperlink to the homepage.** The practice of utilizing a company logo in the upper-left-hand corner of pages as a link to return the homepage has become a common practice on the web. By following this practice, users can quickly return to the top of the site tree.

- **Breadcrumb links are appropriate underlined.** Where present, breadcrumb links are properly underlined – the current page is not underlined while the higher level pages are links which are underlined.

- **Product names which serve as links on category pages are underlined.** By underlining the product names, the user can infer that they can click on the link to learn more about this product.

- **Product images on category pages serve as links to their respective product pages.** Clicking on a product image will often load the product page on similar shopping sites.

Suggested Changes

High Priority:

- **Links present in the content area of the page must be discernible as links and not confused with surrounding text.** Links at the top of the 'Delivery Policies' and 'FAQ' pages are bold, black, non-underlined text. Unfortunately, this is also the established format for headings on these particular pages. It is recommended that these links adopt a different formatting, such as utilizing the color blue and/or underlining, and remove the bolding completely as bolding is generally not associated with linked text.

Effective Visual Design

Visual design concerns the "look and feel" of the website, specifically how well interface design principles have been applied or followed. Adherence to these principles improves both aesthetics and functionality because users are able to locate desired information more readily. Widespread (multi-page) interface design issues are noted here with issues specific to a given page provided in Additional Usability Issues By Page & Section.

Practices to Continue

- **Pages featuring numerous product results are nicely aligned into rows.** Adequate spacing and the alignment of product results makes it easier for users to browse through the results and locate products they are interested in.

Suggested Changes

High Priority:

- **Improve the overall alignment of interface elements.** Proper alignment of interface elements is necessary to create a professional looking appearance. Currently, the following are areas of concern:

  - The left-hand global navigation links should be consistently aligned. Currently there is a mixture of left aligned links and right aligned buttons.

  - The top global navigation links are not fully represented as buttons and therefore the alignment can appear inconsistent. It is recommended that these links are not treated as buttons and that a consistent amount of horizontal space between them be implemented.

  - In general, non-product images should be aligned with other elements within the page so they do not appear to be randomly placed.

- **Increase the amount of vertical space between form elements.** The forms on the 'Search' and 'Wedding Consultation Request' pages have no vertical space between form elements. Adding vertical space between these elements reduces the cluttered feel and makes it easier to distinguish between fields, particularly during data entry.

- **Reduce or remove the text located below the main content area of each page.** Most pages suffer from having unnecessary text or links located below the main content area of the page. These should be addressed as follows:

  - Text located after the footer navigation on the 'Home' and 'Flowers & Gifts' pages needs to be greatly reduced in quality to make it worthwhile to the user to read through or removed altogether.

  - The category and product pages all feature redundant 'By Occasion' link menus and store information at the bottom of each page. Removing these will drastically reduce unnecessary clutter and reduce overall page size.

Medium Priority:

- **Increase the amount of vertical space between the search box and the top global navigation.** The search box is directly below the navigation bar. By increasing the vertical space below the navigation bar, more attention is drawn to the search box.

Low Priority:

- **Increase the horizontal space between the 'My Account' and 'Cart' links above the top global navigation.** Increasing the white space between these two options will make it easier to read and reduce the cluttered feel of this area.
- **Add vertical spacing between links in lists.** The 'FAQ' and 'Delivery Policies' both feature lists of links at the top of the page with a limited amount of vertical space between each link. Increasing this spacing will make it easier to both identify and scan each link.

Supporting Readability & Scannability

Most of the time users spend online is spent reading and a good portion of that reading is done by scanning through pages, looking for headings and links to follow. For this reason, a site should be structured to assist in the scanning process.

Practices to Continue

- **An appropriate contrast between font color and background color is maintained throughout most of the site.** For the most part, black text is presented on a white background which ensures that it is easy for the user to read.

Suggested Changes

High Priority:

- **Avoid use of text less than 10 pixels in size.** While the base size for content on the site is currently set at 10 pixels, there are multiple instances throughout the site of text set at 8 pixels in size, with some text even smaller. Not only is smaller text harder to read, large amounts of smaller text – such as that at the bottom of the current homepage – may be mistaken for legal fine print or something else that the company does not want the user to see or read.

Medium Priority:

- **Avoid the use of bold text in content areas unless it is for emphasis.** Many category subpages have a single paragraph under the level one header explaining the contents of the page that is presented entirely in bold. This unnecessary emphasis makes the text difficult to read.

- **Create a Print stylesheet.** While websites are generally designed for viewing on the web, there is always the possibility that a user will want to print something off the site, be it basic information or a particular product page. Doing so under the current configuration will print the entire global navigation scheme as well as all the content located at the bottom of the page. A print stylesheet should be created so that when a user goes to print a page, this excess material is hidden and all text is converted to black.

Low Priority:

- **Use black as the default font color on the current white background on the 'About Us' page.** The current contrast of gray text on a white background on this page makes the text difficult to read. The gray text on light gray background headers also present on a contrast issue, but it is recommended that these colored backgrounds are removed for consistency across the site.

- **Avoid placing non-graphic text inside of a graphic.** On the 'Gift Certificates' page, the text located below the gift certificate image is currently part of the

image. The text is incorrectly non-anti-aliased and as the image has been reduced in size for quicker loading on the web there are multiple artifacts present making the text hard to read. The image and text need to be separated, with the text placed in the HTML of the document.

Facilitating User Tasks

Web users are task-oriented and users of the nortonsflowers.com website are certainly no different in that regard. Websites that support these tasks by facilitating access and reducing the time required for the task are best positioned to keep visitors returning and satisfied with the experience.

Practices to Continue

- **Just-in-time links are present on product pages.** Similar items to the product in question are presented in a box labeled "You May Also Like" at the bottom of the product page. Previously visited product pages, where applicable, are presented in a box labeled "Recently Viewed" at the bottom of the product page. By providing these links, users can both easily proceed to the next viable item as well as return to a previous item to reconsider.

- **Easy access is provided to additional product information.** The user may click on the product image, the title of the item, or the accompanying 'Info' button to see additional details about the product.

Suggested Changes

High Priority:

- **Provide a 'Logout' option once the user is logged in.** Once a user is logged in to their account there is no option for them to logout. This can be disconcerting to the user, particularly if they are using a public computer. Users may spend valuable time looking in vain for the 'Logout' option as part of their current task.

Low Priority:

- **Relocate the "Sign up for special offers!" field higher up on the page.** The field to sign up for special offers is currently located near the bottom of the page and is unlikely to be seen by the average user. Relocating the field closer to the top of the page (as depicted in Figure 2 of Appendix A) will likely lead to an increase in the number of sign-ups.

Providing Help

Even the most carefully designed website may need a help section, especially if the site functionality is fairly complex and users are expected to step through various processes. While a formal help section is not always necessary, instructions or answers to possible questions should be placed in appropriate places where needed throughout a website.

Practices to Continue

- **A "Deal of the Day!" box is present at the bottom of each product page.** If a user is lost on the site in that they cannot determine what product to buy, the 'Deal of the Day' page is present and requires answering only a few questions to request a customized bouquet.

- **Users are informed of an invalid entry in the 'email specials' field via a JavaScript popup.** Providing feedback such as this for invalid form field entry is always recommended.

- **Continue to maintain the 'FAQ' section.** For the most part, questions found on the 'FAQ' page are plausible questions that a user might ask. Continue to add to this page as necessary.

Suggested Changes

Medium Priority:

- **Make the failed search error message stand out.** If a search is performed and no results are found, an advanced search page is displayed. The error message at the top of the page ("We were unable to find items that matched your search.") is displayed in the same formatting and on the line immediately before the instructions for using the search form. This error message should stand out so it is not mistaken for instructions, which are often ignored. It is recommended that the message be spaced separately from the instructions at the very least, with it being presented in red an ideal choice.

Low Priority:

- **Remove the "How do I know you are a real florist?" question from the 'FAQ' page.** This question likely does more harm than good, especially when listed first. Most information here is either already present or better placed on the 'About Us' page.

Additional Usability Issues By Page & Section

Further usability issues specific to a page or section are indicated. Some repetition may occur with issues noted in the general analysis if the page or section in question requires significant and/or specialized assistance with that issue. Only the pages or sections with further issues are considered.

Global Issues

High Priority:

- **Modify the HTML code for the links in the footer navigation to avoid using inline JavaScript.** Utilizing inline JavaScript in hard-coded links renders these links unusable for users who have JavaScript disabled in their browser. Currently, five out of the six links found in the footer navigation are coded this way. These links should be re-coded to either be direct links (in the case of the "Home" link) or be coded in such a way that they will work whether JavaScript is enabled or not.

Low Priority:

- **Fix alignment and linking issues in the footer navigation.** A single space is missing before the 'Site Map' link in the footer navigation, causing the link to bump into the delimiter. Additionally, each link encompasses the two spaces surrounding the link rather than just the text link itself.

Homepage

High Priority:

- **Change the width of the page to be consistent with that of the subpages.** The current width of the homepage (just over 700 pixels) is smaller than that of the subpages (roughly 1000 pixels) and this inconsistency may be disconcerting to some users.
- **Add 'My Account' and 'Cart' links to the masthead.** The 'My Account' and 'Cart' options are listed on all subpages but missing from the homepage. By adding these links, consistency is maintained throughout the site and the user has easier access to these important pages.

Medium Priority:

- **Move relevant content that is currently below the footer navigation up to the main content area.** There is almost no text on the home page above the utility navigation, yet there are multiple large paragraphs at the bottom of the page. A short paragraph could be added to the main content area to introduce the store. The remaining content below the utility navigation should be removed (as stated above in the 'Effective Visual Design' section).

- **Modify the text in the content area to be left aligned.** The homepage is the only page that has content in the main content area center-aligned.

Subpage Template

High Priority:

- **When utilizing a graphical area as a link, the area of the image that activates the link must be clear.** The links in the top global navigation of subpages only activate when the text present in each graphical area is clicked, despite the fact that the entire graphical area for each link responds upon the hovering of a mouse. These text links must be set to display as block elements so that they take up the entire height and width of each applicable graphical area.

Medium Priority:

- **Fix link for 'Worldwide Deliveries' in top global navigation on all subpages.** The value in the HTML for the 'Worldwide Deliveries' link has a leading "/". This causes the top-level domain of the site to change to "33804500.telefloristonline.com" instead of "nortonsflowers.com". While the site will still function, a user who glances at the address bar of their web browser may become confused.

- **Remove all "Coming Soon" pages from the global navigation.** There are currently three pages in the left-hand global navigation ('Gift Cards', 'Meaning of Flowers', and 'Send Flowers by the Month') that all point to a page with a heading of "Coming Soon…" ("info.asp?id=2153"). As users expect links to deliver them to desired content when clicked, an under construction page is almost as bad as a dead link and should not be included on the site until the page(s) in question is completed.

Low Priority:

- **Modify the subpage template to ensure that the "submit" button graphic is on the same line as the search box in all web browsers.** While exploring the site, it was discovered that some browsers force the "submit" button graphic for the search box (a right-pointing triangle) onto a new line due to the width of the left hand navigation column not being wide enough (compare Figures 3 and 4 in Appendix B). As this graphic is used instead of a labeled button, it may be unclear to some users what this graphic is supposed to be when it is displayed on a separate line.

Category pages

High Priority:

- **Ensure that the category pages are displaying as intended in all browsers.** While exploring the site, it was discovered that certain browsers displayed the

category pages drastically different than others. While most browsers display a more stylized version of the page, it should be noted that the most recent release of Firefox does not while the previous two versions do.

- The more stylized version utilizes a green horizontal bar to hold the "Sort by" function, rounded corners, and gray text for the intro paragraph (see Figure 5 in Appendix B). This version is displayed in Internet Explorer 7+, Firefox 5 and 6, Google Chrome, and Safari 5.

- The more basic version utilizes a standard dropdown menu to hold the "Sort by" function, standard rectangular buttons, and black text for the intro paragraph (see Figure 6 in Appendix B). This version is displayed in Firefox 7 and Opera 11.5.

As the seemingly intended version utilizes a less than adequate contrast between text color and background color, the styling for these pages should be both re-evaluated and re-validated.

Low Priority:

- **Eliminate the 'Info' button on category pages.** With the product name clearly a link (based on its underlined state) and the product image also a link, it is recommended that the 'Info' button be eliminated to free-up valuable page room (as depicted in Figure 2 of Appendix A). Doing so can potentially eliminate the question of "what exactly do I click?" in a user's thought process while on a category page.

'About Us' page

High Priority:

- **Change the styling of this page to match other pages.** This page is styled significantly different from other pages on the site. Consistency across pages provides for a more comfortable user experience and makes the site feel like one cohesive unit. The text color should be changed to black instead of gray, headings should be standardized, and the level one 'About Us' heading changed from uppercase to title-case.

Medium Priority:

- **Evaluate quantity of content in each section of this page.** Some sections on this page are much longer than ideal. While an excess of content is usually not an issue, each successive long section further pushes succeeding sections down the page.
  - The "About The Company" section should be reduced to a single paragraph.
  - The "Store Hours" and "Contact Information" sections should be combined into a single section, called "Store Information", as there is an overlap of information.

- The "business hours" section should be removed as it is entirely redundant to the more complete "Store Hours" section.

- The "Products & Services" section should be renamed "Additional Products & Services" and be reduced in size, focusing instead on driving business to the physical store by emphasizing products not available on the site.

- The "Substitution Policy" and "Privacy Policy" should remain as separate pages that are linked in the footer navigation. These pages should still be linked to from the 'About Us' page.

- The "Professional Affiliations & Recommended Partners" section should be relocated to a separate page that should then be linked to from the 'About Us' page.

Low Priority:

- **Partner names in the 'Professional Affiliations & Recommended Partners' section should be presented in a consistent text color.** The color for the partner names differs in this section, with approximately the first half presented in gray and the second half in black. The use of different colors may be confusing to users as they may be wondering if there is a reason for the difference in text color (i.e. "is the partner is gray less important than the partner in black?").

- **Center the image vertically in the "Norton's Flowers & Gifts.** There is a large vertical gap under the image that makes the box feel unbalanced.

'Delivery Policies' page

Medium Priority:

- **Remove the links that match the delivery questions on the 'FAQ' page and instead provide a crosslink to the 'FAQ' page.** Five links in the section list at the top of the page are questions that are also found on the 'FAQ' page. Duplication of information like this can become an issue, particularly if one page is updated and another is missed. Having the information centralized in one place also provides for additional organizational clarity and reduces the length of the 'Deliveries' page to improve readability. The following links should be removed from the local navigation:
  - 'Sunday Deliveries'
  - 'Why We Need So Much Information'
  - 'What If Recipient Is Not Available to Receive Delivery?'
  - 'Leaving Packages Outside'
  - 'Delivering to College Dorms'

  A cross-link should be added to the 'Deliveries' page, such as "Please see our FAQ page for more information on delivery related questions." to allow the user easy access to the delivery-related 'FAQ' questions.

Low Priority:

- **Float the image at the top of the page so the link list appears to the left and the image to the right.** This will free up some space for content and also provide for a better alignment of the image.

'FAQ' page

Medium Priority:

- **"Back to Top" links should be placed at the end of each section.** With so many questions placed on a single page, providing "Back to Top" links at the end of each section allows the user to quickly return to the list of questions located at the top of the page.

'Local Bargains' page

Low Priority:

- **Remove the use of italics on product names and item numbers.** Some of the products listed on this page have their product names and numbers listed in italics. This use of italics is inconsistent with other items on this page as well as with other pages where products are listed.
- **Establish a consistent presentation of the labeling for "Local Only" products.** Products on the page are listed as "Local Only", with the message presented in two ways: "(Local Only)" and "**Local Only**" with the latter in presented in bold-face. A consistent presentation should be selected to prevent any potential user confusion.

'Weddings' page

Medium Priority:

- **Links in the content area should be underlined.** There are links to the right of the images in the "Wedding Party", "Wedding Ceremony", and "Wedding Reception" sections that are not underlined and can be easily missed by the user. These links should be underlined for easy identification.
- **The image to the right of the page heading should be aligned with the heading.** This image is currently aligned just above the text, making the page feel somewhat unbalanced.

'Wedding Consultation Request' page

Medium Priority:

- **The image to the right of the page heading should be aligned with the heading.** This image is currently aligned just above the text, making the page feel somewhat unbalanced.

- **The CAPTCHA image and entry box should be aligned relative to the rest of the form.** This image and entry box are currently center-aligned with the content of the page. However, no field in the form takes up the entire width of the content area and is therefore not in alignment. It is recommended that both are left-aligned with the rest of the form.

- **The '"Send Request' button should be aligned relative to the rest of the form.** This button is currently center-aligned with the content area of the page. As the content area is slightly larger than the actual content, the button is not even aligned properly in relation to the CAPTCHA section. It is recommended that the button is left-aligned with the rest of the form.

Appendix A: Wireframes

Figure 1: Redesigned Homepage
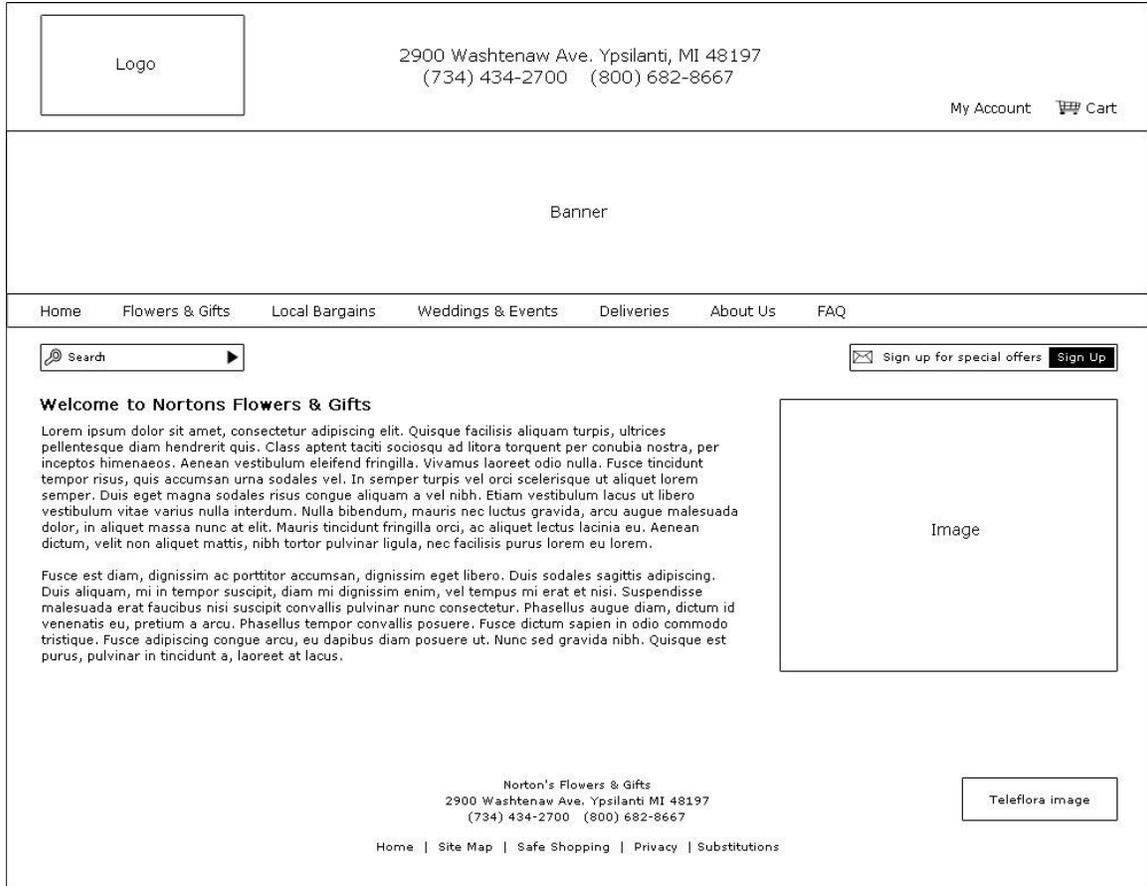
Figure 1: Redesigned Homepage The redesigned homepage is designed to more closely match the subpage template, including use of the standardized global navigation at the top of the page. The text on the page is also reduced in length and put in a more prominent location.

Figure 2: Redesigned Subpage
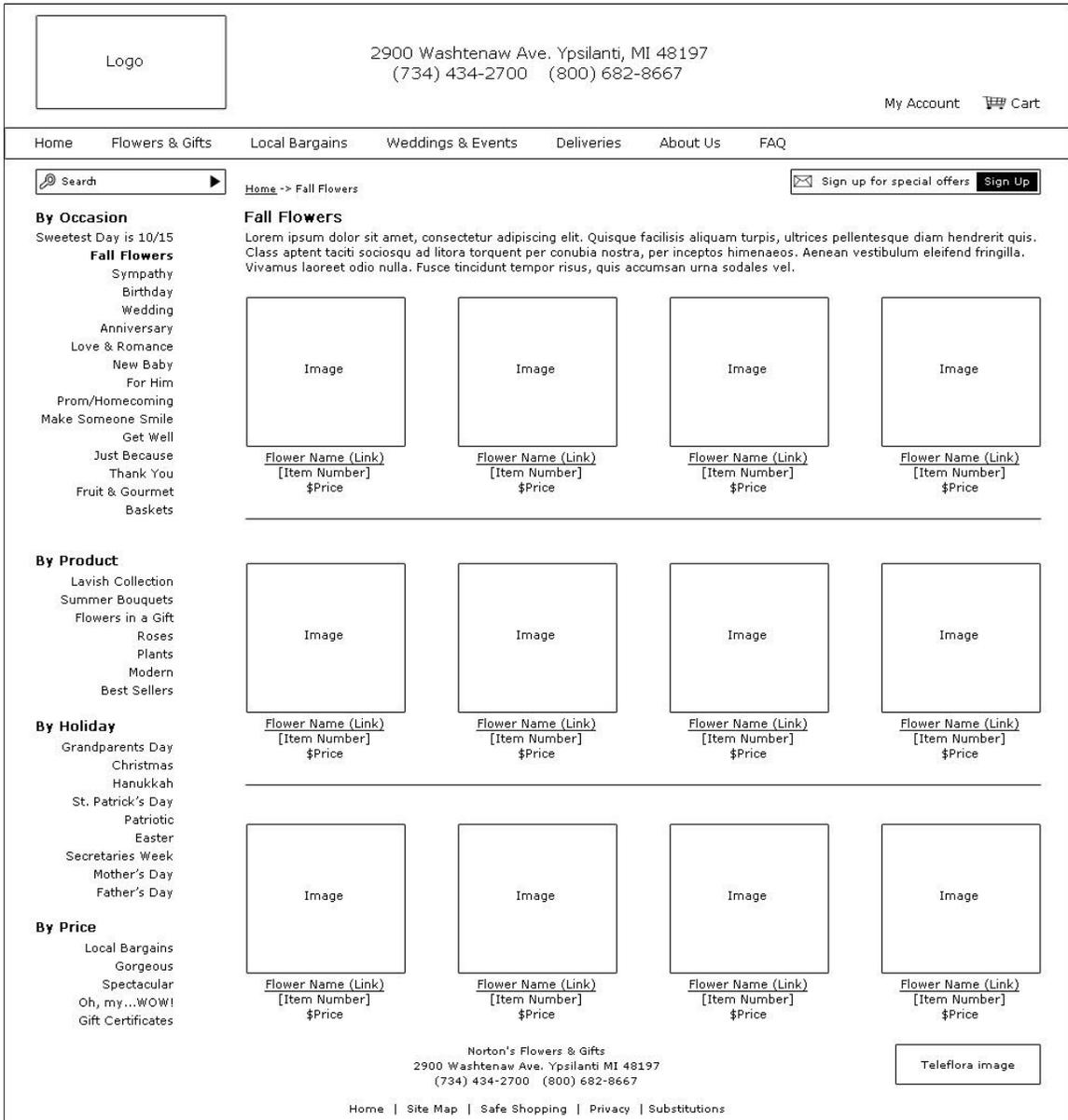
Figure 2: Redesigned Subpage ('Fall Flowers' category page depicted) The redesigned subpage template includes the new site-wide top global navigation, modifications to the left-hand global navigation, and a reduction of text located at the very bottom of the page.

Appendix B: Images

Figure 3: Search Box
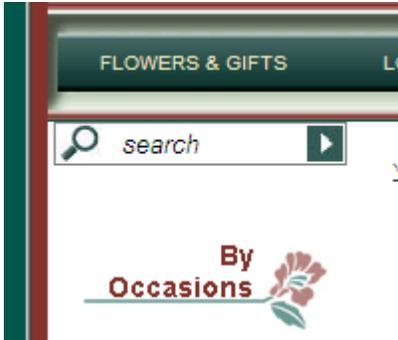
Figure 3: Search Box "Submit" Button Graphic Some browsers display the "submit" button graphic (the right-pointed triangle) within the search box. (screenshot taken in Internet Explorer 8)

Figure 4: Search Box Error
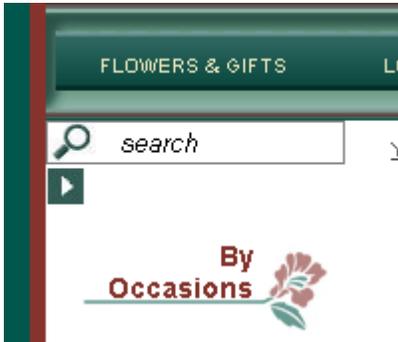
Figure 4: Search Box "Submit" Button Graphic In some browsers, however, the "submit" button graphic is forced onto a new line. (screenshot taken in Firefox 7)

Figure 5: Stylized Category Page

Figure 5: Stylized Category Page ('Fall Flowers' category page depicted) In some browsers, the category pages are much more stylized than others. (screenshot taken in Internet Explorer 8)

Figure 6: Basic Category Page

Figure 6: Basic Category Page ('Fall Flowers' category page depicted) In some browsers, the category pages are depicted with a more basic style. (screenshot taken in Firefox 7)