Competitive Analysis

A Heuristic evaluation of competitive companies

Focus and Function of Heuristic Evaluation

This competitive analysis report focuses mainly on a Heuristic evaluation of the websites belonging to three competitors and our client, Tabletop Alchemist. The Heuristic evaluation is based on predetermined or qualitative guidelines from **Jacob Nielsen's *"10 Usability Heuristics for User Interface Design"*** *(https://www.nngroup.com/articles/ten-usability-heuristics/)* While there are over 200+ criteria for website evaluations and requirements between **ADA Compliance**, **WCAG Compliance**, and **Section 508 Compliance**; Nielsen's Usability Heuristic principles use 10 blanket categories that help with the identification of factors that may be hindering or helping a websites success with users. Evaluating with these principles is less time consuming and intimidating for stakeholders than listing out each compliance violation code.

With each of the four websites evaluated, this report lists a maximum of ten specific Heuristic violation examples. This is to avoid information overload to the reader of this report, but provide a basic understanding of what these violations look like and why they can hinder the websites users.

Specific Points Searched For:

The websites evaluated were primarily reviewed on the content and handling of:

* **Call to Action Presence**
    (Visibility of System Status)

* **Aesthetic and Minimalist Design**

* **User Education/ Understanding of Site Offerings**
    (Visibility of System Status)

* **Consistency and Standards**

Severity of violations rating key:

Really bad or non-existent ○ ○ ○ ○ ○

Bad, but better than nothing ● ○ ○ ○ ○

Not best practice ● ● ○ ○ ○

OK, it works, but needs more work ● ● ● ○ ○

Really good, but could be improved ● ● ● ● ○

Near perfection ● ● ● ● ●

Terms and Definitions

Visibility of system status

Communicating the current state allows users to feel in control of the system, take appropriate actions to reach their goal, and ultimately trust the brand.

Match between system and the real world

Systems should speak the users' language with familiar words, phrases, and concepts rather than system-oriented terms. Interfaces that follow real-world conventions and make information appear in a natural and logical order demonstrate empathy and acknowledgment for users.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Standards ensure a consistent vocabulary, but don't limit designers' freedom (and responsibility) in deeper design issues. Also: Guidelines for writing design standards.

Error prevention

Users are often distracted from the task at hand, so prevent unconscious errors by offering suggestions, utilizing constraints, and being flexible.

Recognition rather than recall

Showing users things they can recognize improves usability over needing to recall items from scratch because the extra context helps users retrieve information from memory.

Flexibility and efficiency of use

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Established wisdom holds that good error messages are polite, precise, and constructive. The Web brings a few new guidelines: Make error messages clearly visible, reduce the work required to fix the problem, and educate users along the way.

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Call to Action/ Compel to Action

Content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive. (Such as going from visitor of the site to customer of a site)

Ecommerce

Refers to the buying and selling of goods online or over the internet. More commonly known as an online store. (Example: Amazon)

Branding/ Identity

Presentation of a company and it's desired perceived by target customers by means of name, logo, colors, design, tone, and tag-lines in a consistent and appealing manner.

ADA Compliance

The Department of Justice (DOJ) published the Americans with Disabilities Act (ADA) Standards for Accessible Design in September 2010. These standards state that all electronic and information technology must be accessible to people with disabilities.

WCAG Compliance

WCAG (2.0) is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a shared standard for Web content accessibility that meets the needs of individuals, organizations, and governments internationally.

Section 508 Compliance

An amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law mandating that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities.

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*

Anne Appleman

flowers

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*

Business Target Market

Weddings and Events

Primary Function

Wedding Florist

Secondary Functions

Event Styling, Flowers on Cakes

First impression of site

Lists vendors. Simple but gallery images feel thrown together. A lot of different font typefaces used. Ordering button opens new tab or new page on same tab depending on where on the site you click to go to it. Multiple calls to action. Pages are inconsistently formated from each other.

Responsivity of site

Works on Multiple size devices. Web is very nicely set up for window resizing with no issues.

Language and tone

Minimal and to the point. Not much Jargon.

Imagery/ media

Lots of framed images in galleries. Little to no detail about images. Images relate to content of page.

Number of page categories on site

14

Over-all rating of violations

Visibility of system status

● ● ● ○ ○

Match between system and the real world

● ● ● ○ ○

User control and freedom

● ● ● ● ●

Consistency and standards

● ○ ○ ○ ○

Error prevention

● ○ ○ ○ ○

Recognition rather than recall

● ○ ○ ○ ○

Flexibility and efficiency of use

○ ○ ○ ○ ○

Aesthetic and minimalist design

● ● ● ○ ○

Help users recognize, diagnose, and recover from errors

● ● ● ● ●

Help and documentation

○ ○ ○ ○ ○

Anne Appleman
flowers

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*
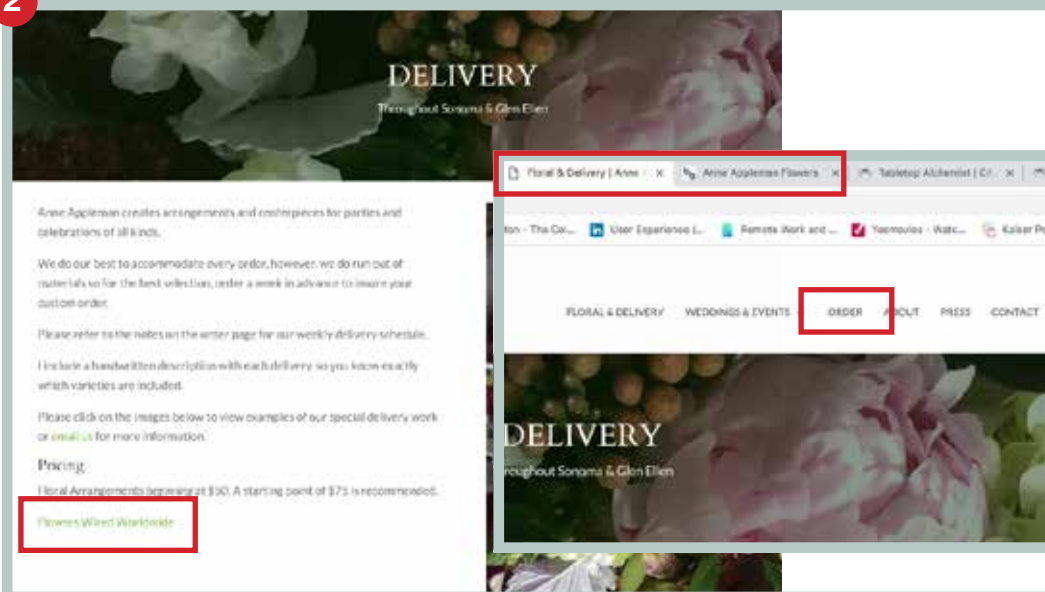
1 Instigram pictures at bottom of homepage should have a uniting feature, currently the images seem separate from the button. Hovering over images does not relay that they link to instagram and relate to the button below it. This can direct traffic away from the site.

Location of violation(s)

https://www.anneappleman.com/

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ○ ○ ○

2 Order button in navigation opens new tab, while pressing text link on floral and delivery page takes you to the same form but in the same tab. This can cause confusion and frustration in the user.

Location of violation(s)

https://www.anneappleman.com/delivery/

https://anne_appleman_flowers_and_plants.fineflowers.com/ecommerce/customer_order.php

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ● ● ○

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*
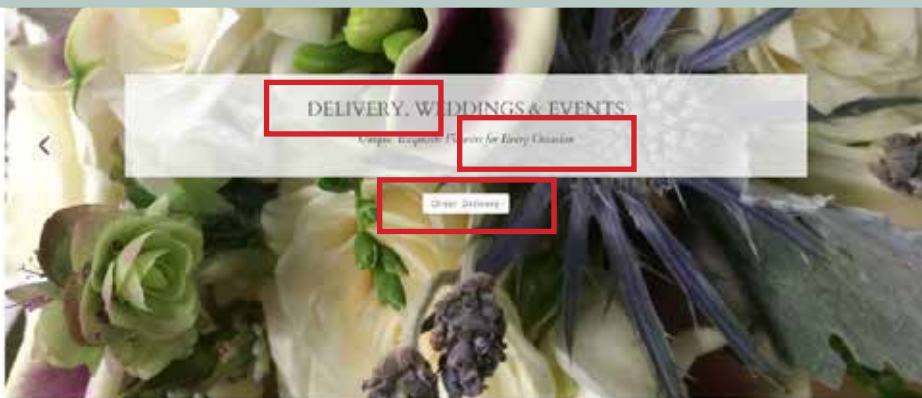
Violation

3 Some Images not loading. Creates bad impression and possible loss of interest in site.

Location of violation(s)

https://www.anneappleman.com/press-2/

Frequency of violation(s)

3 occurrences

Severity of violations

● ○ ○ ○ ○

4 Typography hierarchy font quantity rules ignored. More than 3 fonts used on same page. This gets confusing and can make the page look cluttered.

Location of violation(s)

https://www.anneappleman.com

Frequency of violation(s)

8 or more occurrences

Severity of violations

● ○ ○ ○ ○

Competitor 1

Anne Appleman Flowers *https://www.anneappleman.com/*
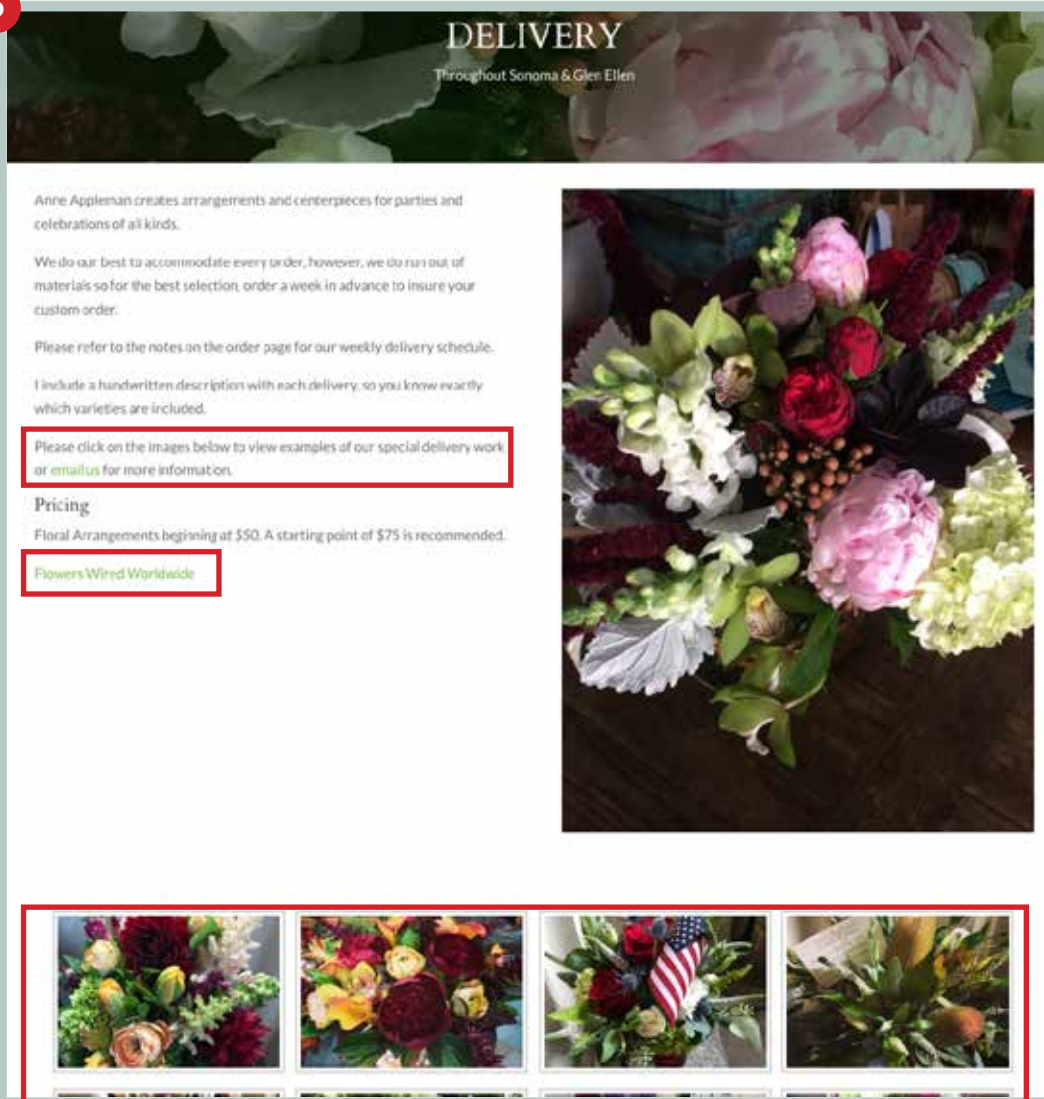

Violation

5 Floral and delivery page a bit confusing. It's got some information with links to order or ask questions… but it's also a gallery? Email link opens up a blank email with only sender and receiver of email information. Flowers Wired Worldwide opens up the order page. This unnecessarily confuses and frustrates users and will decrease site traffic conversion drastically. This also can create confusion, frustration, and invites errors on the Anne Appleman's side. Delivery page should be combined with the order form to avoid confusion.

Location of violation(s)

https://www.anneappleman.com/delivery/

Frequency of violation(s)

3 + occurrences

Severity of violations

○ ○ ○ ○ ○

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*

Violation

6 Images not consistently labeled. Confuses the user as to what they are looking at and what it's relevancy is to the image and category it is displayed in. Especially since the ordering page requests images to be referenced. Makes the site look cluttered, disorganized and unprofessional.

Location of violation(s)

https://www.anneappleman.com/delivery/

https://www.anneappleman.com/weddings/

https://www.anneappleman.com/weddings/ceremony/

https://www.anneappleman.com/weddings/reception/

https://www.anneappleman.com/weddings/personal-flowers/

https://www.anneappleman.com/weddings/cake/

Frequency of violation(s)

30+ occurrences

Severity of violations

● ○ ○ ○ ○

Competitor 1

Violation

Anne Appleman Flowers   *https://www.anneappleman.com/*
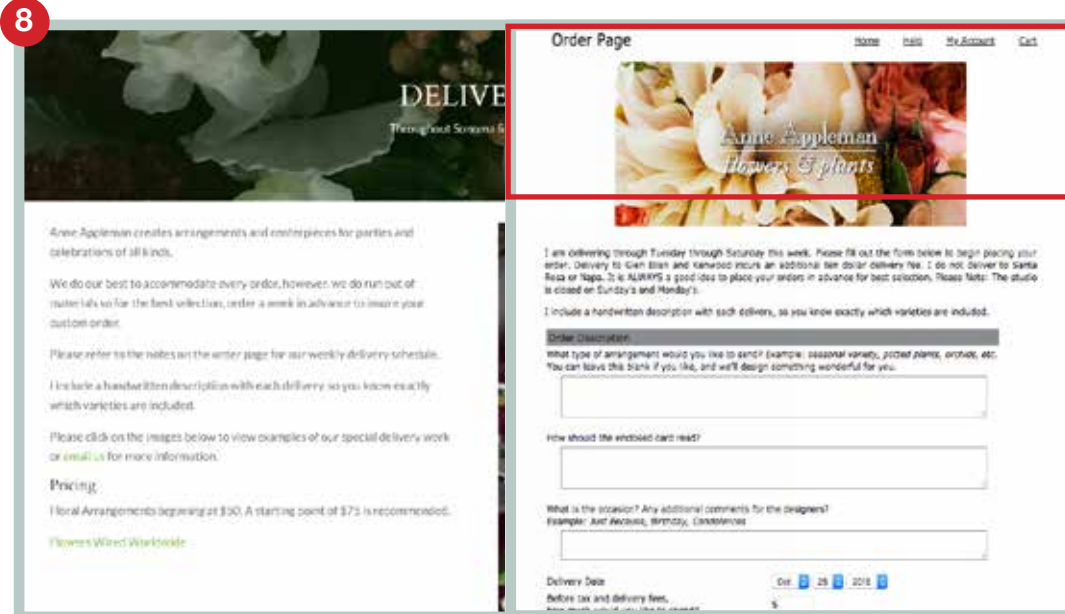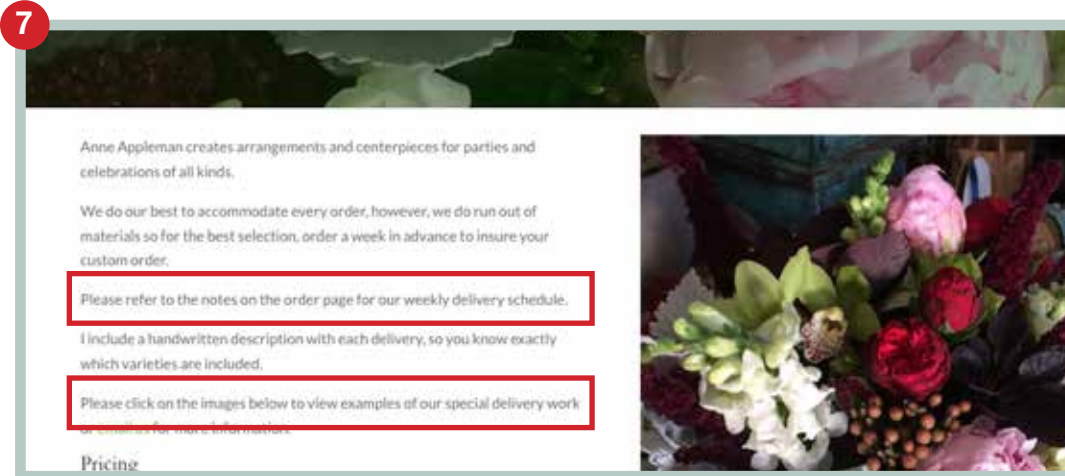
(7) Site is mostly recall, including on the order form… forcing floral name recall for ordering. This creates frustration when users are trying to remember and describe what it is that they would like to purchase.

Location of violation(s)

https://www.anneappleman.com/delivery/

Frequency of violation(s)

2 occurrence

Severity of violations

○ ○ ○ ○ ○

(8) Page headers and pages not consistently formated. This can confuse users into wondering if they are still on the same site and creates mistrust in the site.

Location of violation(s)

https://www.anneappleman.com/delivery/

https://anne_appleman_flowers_and_plants.fineflowers.com/ecommerce/customer_order.php

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*

Violation

9   Order form does not let the user know of a minimum purchase requirement until after submit button pressed, and then an error message pops-up. This is hugely frustrating for users, who will give up on following through with this transaction.

Location of violation(s)

https://anne_appleman_flowers_and_plants.fineflowers.

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

10   Help link is only on the order page, however that link goes to a page that asks you to fill out a non existent form. Huge frustration for the user. Site trust vanishes, conversion lost.

Location of violation(s)

https://anne_appleman_flowers_and_plants.fineflowers.com/ecommerce/customer_order.php

https://anne_appleman_flowers_and_plants.fineflowers.com/ecommerce/customer_help.php

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

Competitor 1

Anne Appleman Flowers   *https://www.anneappleman.com/*

Conclusion and Summary

Anne Appleman Flowers does have good branding and identity across the website. All of the images support the brand and reinforce a unified feeling and identity. The site has good contrast balances between images and main text against the background. The site is aesthetically pleasing and minimalistic laid out, not overloading users with unnecessary information. Users can get a concept of the services provided. The multiple calls to action are clear, obvious, and direct. The site is mostly consistent and maintains standards for users expectations.

Visibility of system status

● ● ● ○ ○

Match between system and the real world

● ● ● ○ ○

User control and freedom

● ● ● ● ●

Consistency and standards

● ○ ○ ○ ○

Error prevention

● ○ ○ ○ ○

Recognition rather than recall

● ○ ○ ○ ○

Flexibility and efficiency of use

○ ○ ○ ○ ○

Aesthetic and minimalist design

● ● ● ○ ○

Help users recognize, diagnose, and recover from errors

● ● ● ● ●

Help and documentation

○ ○ ○ ○ ○

Competitor 2

The Monkey Flower Group   *http://www.themonkeyflowergroup.com/*

Competitor 2

The Monkey Flower Group   *http://www.themonkeyflowergroup.com/*

Business Target Market

Weddings and tastings/ dinner parties

Primary Function

Weddings and tastings floral arrangements

Secondary Functions

Grows local flowers, use all green materials, sells candles

First impression of site

Clean, simple, containment boxes. Most categories are well laid out and easy to navigate. Clicking on gallery images seems to be inconsistent and clunky compared to the rest of the site.

Responsivity of site

Works on Multiple size devices. Web resizing is functional, though feels a bit dated.

Language and tone

Educational

Imagery/ media

Non-framed images all pinnable to Pintrist.

Number of page categories on site

31

Over-all rating of violations

Visibility of system status

● ● ● ● ○

Match between system and the real world

● ● ● ● ○

User control and freedom

● ● ● ○ ○

Consistency and standards

● ● ○ ○ ○

Error prevention

● ● ● ● ●

Recognition rather than recall

● ● ○ ○ ○

Flexibility and efficiency of use

○ ○ ○ ○ ○

Aesthetic and minimalist design

● ● ● ● ●

Help users recognize, diagnose, and recover from errors

● ● ● ○ ○

Help and documentation

○ ○ ○ ○ ○

Competitor 2

The Monkey Flower Group   *http://www.themonkeyflower-*

The Monkey Flower Group designs exclusively with local plant materials.

In addition to those grown by neighboring farmers and respectfully foraged from the landscape, we also grow materials for our own use. We focus most heavily on bearded iris, narcissus, and tiger lilies, but also grow many California natives and other perennials that are well-adapted to our climate and design needs including lambs ear, silver bush lupine, milkweed, anemone, passionvine, alstroemeria, manzanita, echinacea, yarrow, rehmannia, pieris, dogwood, allium, daphne, ceanothus, rosemary, carnations, and of course our namesake, monkey flower

Violation

1 Images of flowers grown, but names of what those flowers are not attached to the images. This does not help the user at all. The listing of what they grow doesn't match the image line up either, only an experienced florist would know what was actually what.

Location of violation(s)

http://www.themonkeyflowergroup.com/we-grow/

Frequency of violation(s)

26 + occurrences

Severity of violations

○ ○ ○ ○ ○

2 Subscription has two separate formats. This is inconsistent and can confuse users who may not trust the site as much because of the inconsistency.

Location of violation(s)

http://www.themonkeyflowergroup.com/subscription-flow-ers/

http://www.themonkeyflowergroup.com/shop-1/subscrip-tion-flowers-1

Frequency of violation(s)

2 occurrences

Severity of violations

● ● ● ○ ○

Competitor 2

The Monkey Flower Group *http://www.themonkeyflower-*

Violation

(3) Text Typeface and color make it a tad difficult to see clearly. The contrast of the text against the background may be difficult for people with vision issues to read and understand clearly without effort.

Location of violation(s)

All pages of http://www.themonkeyflowergroup.com/

Frequency of violation(s)

30+ occurrences

Severity of violations

● ○ ○ ○ ○

(4) Contrast between what is actively clicked vs not clicked is not obvious enough and difficult to see. Inconsistent methods to show what is clicked. This confuses and frustrates users.

Location of violation(s)

All pages of http://www.themonkeyflowergroup.com/

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ○ ○ ○

Competitor 2

Violation

The Monkey Flower Group   *http://www.themonkeyflower-*

5 Contact page lists info, but doesn't have direct links to contact. This minimizes the probability of people contacting The Monkey Flower Group because now the user has to take extra steps to do so.

Location of violation(s)

http://www.themonkeyflowergroup.com/contact/

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ○ ○ ○

6 In text links are not obvious enough. This can be problematic for those with vision issues as they will not be able to have the same experience of the site.

Location of violation(s)

http://www.themonkeyflowergroup.com/how-we-do-it/

And most pages under the services and shop drop down menu's

Frequency of violation(s)

5 + occurrences

Severity of violations

● ○ ○ ○ ○

THE MONKEY FLOWER GROUP

Competitor 2

The Monkey Flower Group *http://www.themonkeyflower-*

7 Hitting "add to cart" puts pop-up in upper left with no other indicator that there is an error. This makes it difficult to notice and is not obvious feedback to the user.

Location of violation(s)

http://www.themonkeyflowergroup.com/shop-1/subscription-flowers-1

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ○ ○ ○

8 Link that goes to dead page. This link should either be removed or the page should be fixed. Highly frustrating to users who are interested in that information.
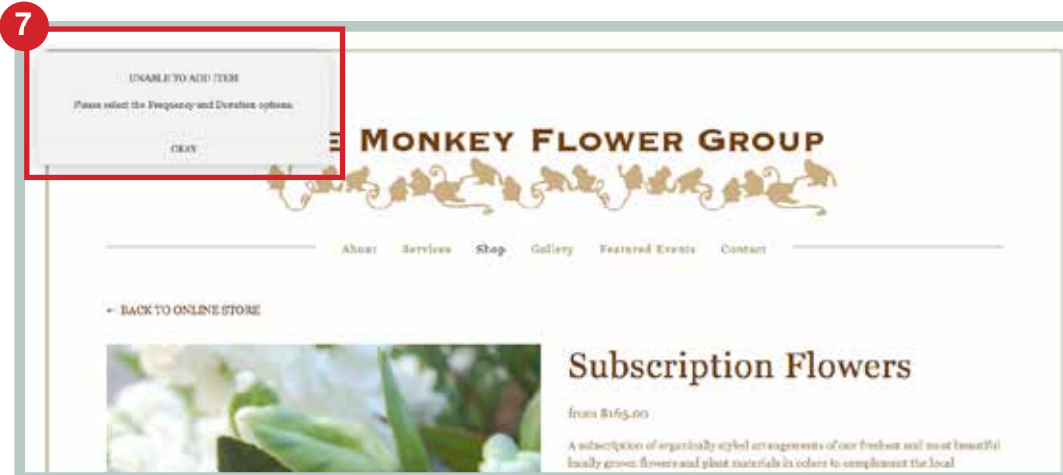
Location of violation(s)

http://www.themonkeyflowergroup.com/memorial-flowers/

https://jaime-giorgi.squarespace.com/shop-1/flowers-to-care

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

Competitor 2

The Monkey Flower Group   *http://www.themonkeyflowergroup.com/*

Conclusion and Summary

The Monkey Flower Group, even though the violations are severe, they were few in number. The site is informative, short, simple and to the point, users can gain a solid understanding of services provided. The aesthetics are pleasant and minimal. Finding something on their site is made easy as each topic was separated out into its own short page with minimal scrolling. The call to action is not present on the landing page, but is easy to find depending on what you want to do. Consistency for ordering services is not standard.

Visibility of system status

● ● ● ● ○

Match between system and the real world

● ● ● ● ○

User control and freedom

● ● ● ○ ○

Consistency and standards

● ● ○ ○ ○

Error prevention

● ● ● ● ○

Recognition rather than recall

● ○ ○ ○ ○

Flexibility and efficiency of use

● ● ● ○ ○

Aesthetic and minimalist design

● ● ● ● ●

Help users recognize, diagnose, and recover from errors

● ● ● ○ ○

Help and documentation

○ ○ ○ ○ ○

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*

Business Target Market

Floral Design & Décor

Primary Function

Styling & Event Design

Secondary Functions

Business Coaching & Consultation

First impression of site

Clean and short landing page. Trendy. Lists Clients worked with. Looks like may have been built in WIX. Most of site is easy to read and navigate. Difficult to see credited photographers names on our work page. Offers coaching, lists prices but does not have any link to sign up to those? Is it because it is not the main focus of the site?

Responsivity of site

Web is NOT size responsive.

Language and tone

To the point. Informative.

Imagery/ media

Non-framed images with hover over animation for interaction. Has video.

Number of page categories on site

60 +

Over-all rating of violations

Visibility of system status

● ● ● ● ○

Match between system and the real world

● ● ● ○ ○

User control and freedom

● ● ○ ○ ○

Consistency and standards

● ● ● ● ○

Error prevention

● ○ ○ ○ ○

Recognition rather than recall

● ● ● ○ ○

Flexibility and efficiency of use

● ● ● ● ○

Aesthetic and minimalist design

● ● ● ● ●

Help users recognize, diagnose, and recover from errors

● ● ● ○ ○

Help and documentation

○ ○ ○ ○ ○

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*
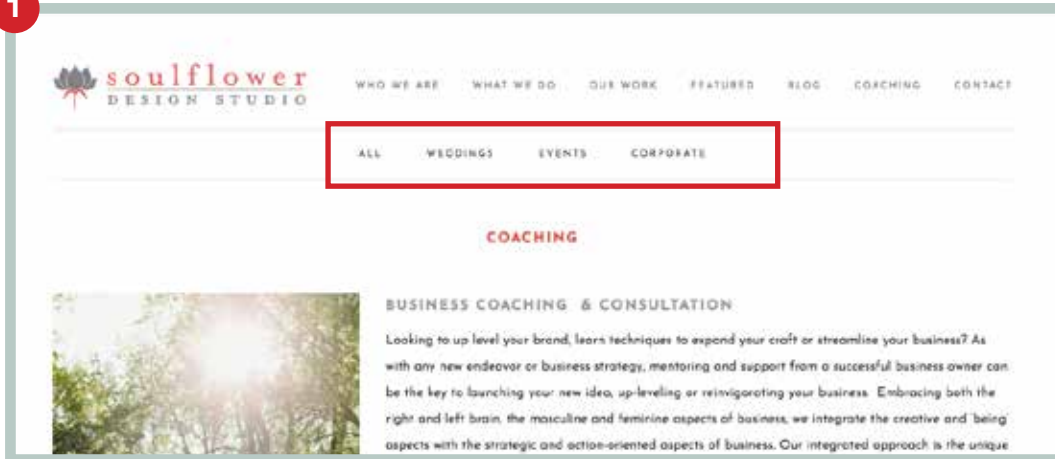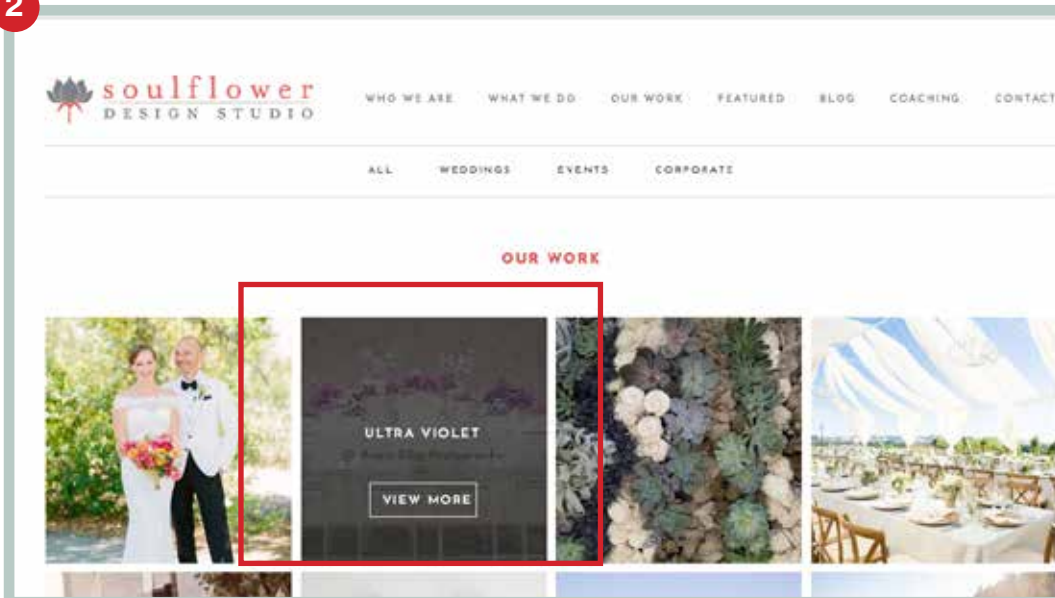
1 Sub navigation bar on two pages but not on the rest of the site, only one of those locations make sense. Sub navigation bar does not relate to coaching material. This might confuse users into thinking that Soulflower offers coaching for weddings etc, which it does not. That would frustrate users.

Location of violation(s)

http://soulflowersf.com/coaching/

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

2 Credit given to photographer hover over image is too similar in color and contrast to be seen and appropriately credited.. Users with vision issues will not see the text at all. Users that can see the text will struggle to make out what it says. This is frustrating for users and the point of crediting photographers is lost.

Location of violation(s)

http://soulflowersf.com/our-work/

Frequency of violation(s)

30 + occurrences

Severity of violations

● ○ ○ ○ ○

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*

FLORAL DESIGN & DECOR

Taking into consideration your personal style, color palette, linens, and the event space, we will custom design floral arrangements that are truly unique and a pure reflection of you. From large scale installations to prop fabrication, ambient decor is an important element to the event experience that we can lead from vision to full fruition. Full service wedding florals start at $6500 and event florals start at $3000.

STYLING & EVENT DESIGN

Looking to achieve the "wow" factor to amaze your guests with an unforgettable experience or freshen up your environment before a photoshoot? We offer hourly styling and design consultations and can provide unique ideas for you, review your concepts and assist with any of your design related questions.   Aesthetics are our specialty and we handle all of your design related details from color palette selection, tabletop design, linen &

Violation

3 No compel to action. Not clear how you can convert traffic easily. This forces recall rather than navigation *when* the user figures out that they have to go to the contact page to obtain services. This can be frustrating for users.

Location of violation(s)

http://www.themonkeyflowergroup.com/we-grow/

Frequency of violation(s)

26 + occurrences

Severity of violations

○ ○ ○ ○ ○

4 If you are trying to contact for the coaching service, you cannot submit the form unless floral required info is filled. Extremely frustrating and confusing for users who want the coaching service. Creates more work and more confusion than is necessary for Soulflower.

Location of violation(s)

http://soulflowersf.com/contact/

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*

5 Search function only seems to search for items on the blog page, not the entire site. This could confuse users who may think that they can look for anything on the entire site, and frustrate them when they realize it only searches the blog..

Location of violation(s)

http://soulflowersf.com/blog/

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○
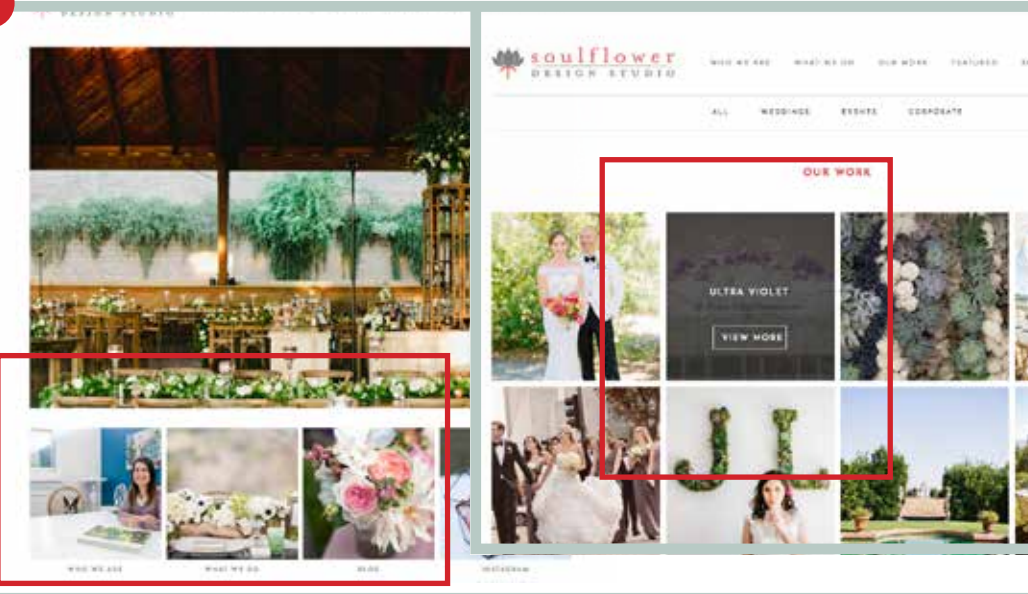
6 Hovering over an image on landing page changes cursor, everywhere else on site the entire image has an darken animation. Not consistent. Users might not understand that they can click on things they can click

Location of violation(s)

http://soulflowersf.com/

http://soulflowersf.com/our-work/

Frequency of violation(s)

4 + occurrences

Severity of violations

● ● ● ○ ○

Competitor 3

Soulflower Design Studio   *http://soulflowersf.com/*

Conclusion and Summary

Soulflower has a very aesthetically pleasing site that is well organized and minimal but informative. Despite having no clear call to action, the site is very engaging and compelling. The biggest and most severe violation is having all requests for services going through the contacts page... Which does not support requests for Soulflowers coaching services.

Visibility of system status
● ● ● ● ○

Match between system and the real world
● ● ● ○ ○

User control and freedom
● ● ○ ○ ○

Consistency and standards
● ● ● ● ○

Error prevention
● ○ ○ ○ ○

Recognition rather than recall
● ● ● ○ ○

Flexibility and efficiency of use
● ● ● ● ○

Aesthetic and minimalist design
● ● ● ● ●

Help users recognize, diagnose, and recover from errors
● ● ● ○ ○

Help and documentation
○ ○ ○ ○ ○

Client Website

Tabletop Alchemist   *https://www.tabletopalchemist.com/*

![Tabletop Alchemist logo]

Client Website

Tabletop Alchemist   *https://www.tabletopalchemist.com/*

Business Target Market

   Floral Design & Décor

Primary Function

   Floral Design for Wineries in Napa

Secondary Functions

   Ecommerce for silver, crystal, linens and other goods. Event rentals.

First impression of site

   Feels a bit cluttered/busy. Blue hover over buttons are distracting. Every page and pop-up is formatted differently.

Responsivity of site

   Web is NOT size responsive to window size changes. Is viewable on other sized devices with minimal issues.

Language and tone

   Friendly. Informative.

Imagery/ media

   Non-framed images with colored boxes around images. Has video.

Number of page categories on site

   50 +

Over-all rating of violations

Visibility of system status

● ○ ○ ○ ○

Match between system and the real world

● ● ● ○ ○

User control and freedom

● ● ○ ○ ○

Consistency and standards

● ○ ○ ○ ○

Error prevention

● ● ● ● ○

Recognition rather than recall

● ● ● ● ○

Flexibility and efficiency of use

● ○ ○ ○ ○

Aesthetic and minimalist design

● ● ● ○ ○

Help users recognize, diagnose, and recover from errors

● ● ● ● ○

Help and documentation

○ ○ ○ ○ ○

Client Website

Tabletop Alchemist   *https://www.tabletopalchemist.com/*

1

2
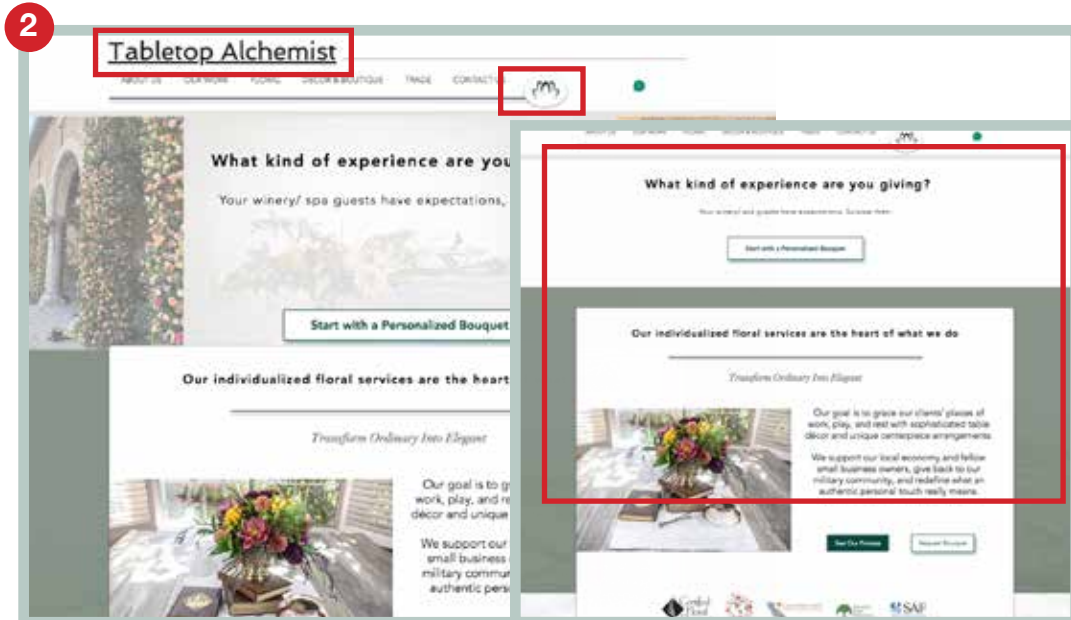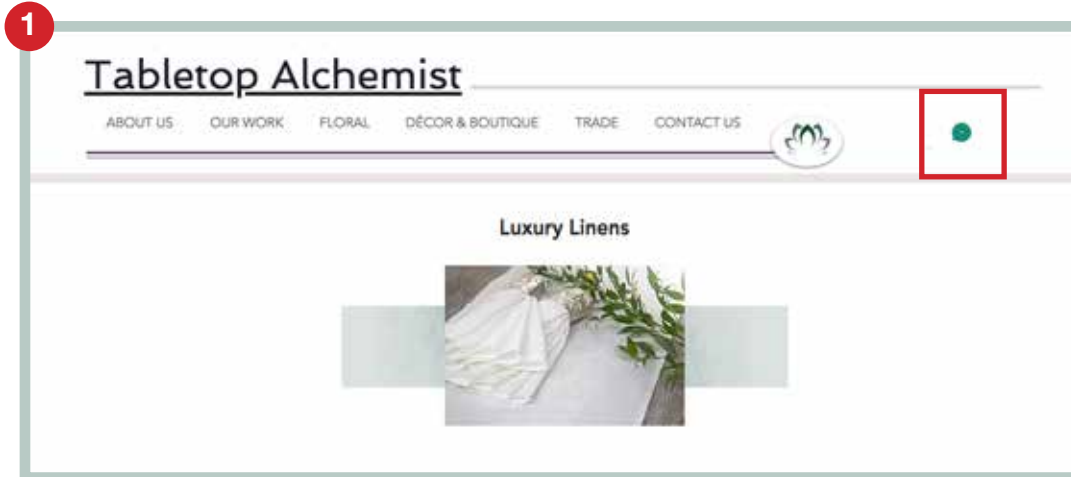
1 Cart quantity not showing up in bubble when something is added. That is frustrating and very confusing when a user first sees it and doesn't recognize it as an ecommerce item.

Location of violation(s)

https://www.tabletopalchemist.com/   locked in the navigation bar

Frequency of violation(s)

1 occurrence

Severity of violations

○ ○ ○ ○ ○

2 Link to homepage takes to an older homepage version. Not only is this confusing to the user, but also frustrating not being able to navigate back to the current landing page.

Location of violation(s)

https://www.tabletopalchemist.com/

https://www.tabletopalchemist.com/home-pt17

Frequency of violation(s)

2 occurrences

Severity of violations

○ ○ ○ ○ ○

Client Website

Violation

Tabletop Alchemist *https://www.tabletopalchemist.com/*
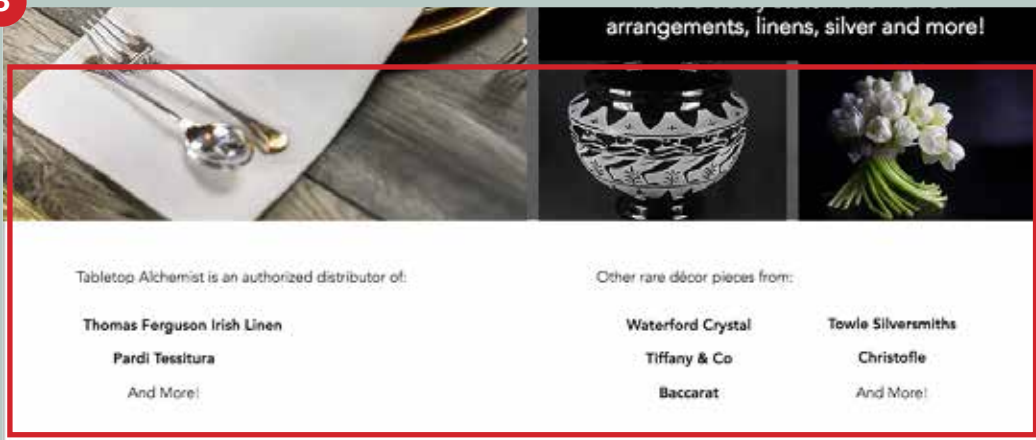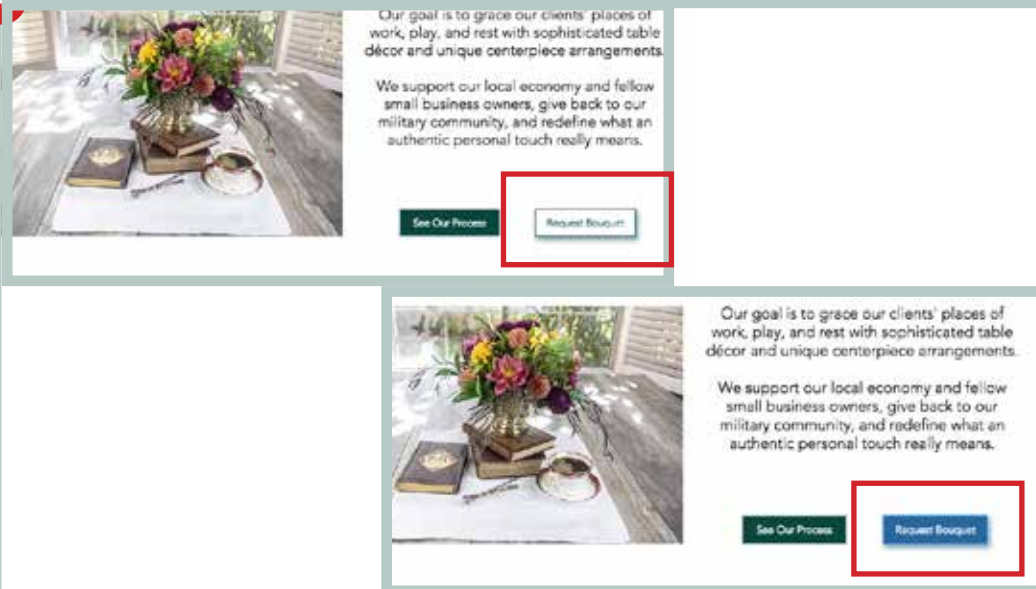
(3) Brand names listed, but not product type. Customers may get confused and set expectations for products types we do not provide.

Location of violation(s)

https://www.tabletopalchemist.com/online-store

Frequency of violation(s)

4 occurrences

Severity of violations

●●○○○

(4) Hovering over buttons produces a blue color that does not match color scheme and is distracting. Visual inconsistency, not professional or trust inducing.

Location of violation(s)

All pages that contain buttons on

https://www.tabletopalchemist.com/

Frequency of violation(s)

30+ occurrences

Severity of violations

●●○○○

Client Website

Tabletop Alchemist   *https://www.tabletopalchemist.com/*
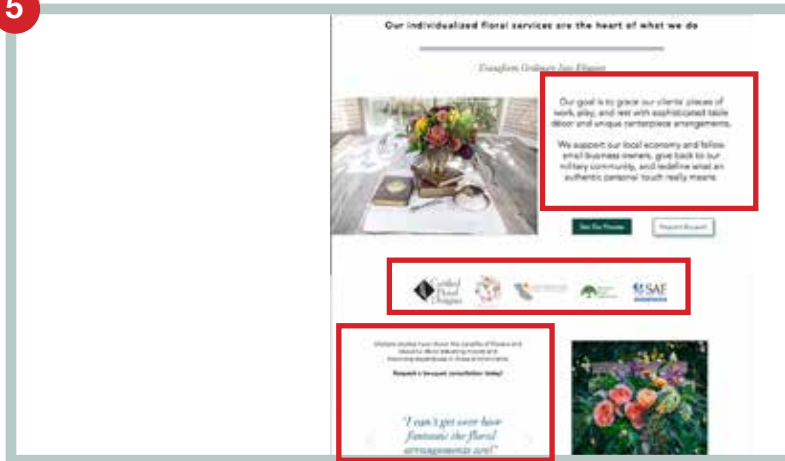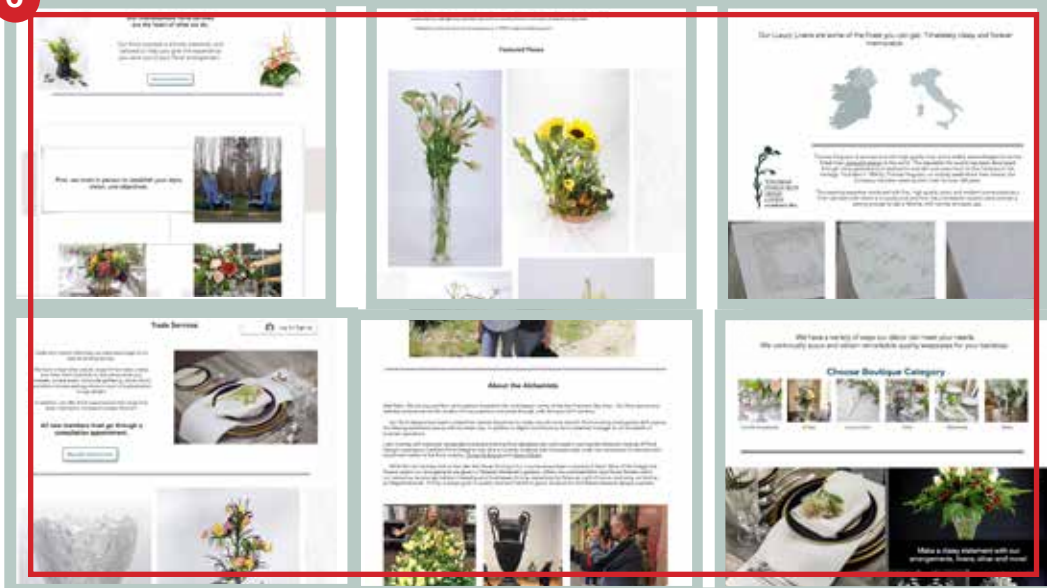
Violation

5 Landing/ homepage has too much information on it. May overwhelm and distract users from converting on the site.

Location of violation(s)

https://www.tabletopalchemist.com/

Frequency of violation(s)

3 + occurrences

Severity of violations

● ● ○ ○ ○

6 All pages have a different type of formatting. Can be confusing to users, as the may feel like they may have clicked a button and wandered away from the site.

Location of violation(s)

All web pages on this site

Frequency of violation(s)

2 occurrences

Severity of violations

● ● ○ ○ ○

Client Website

Tabletop Alchemist   *https://www.tabletopalchemist.com/*

7

What City or County are you in? *

What topic would you like to discuss with us? *

Give us some details about your vision and objectives *

Hmm... I don't think you would hear our response if we shout it at the wind. Please enter your Email address, we promise it's a bit more efficient

Send My Message Now

8

Thomas Ferguson is synonymous with high quality linen and is widely acknowledged to be the finest linen Jacquard weaver in the world. This reputation for quality has been developed through many generations of dedication and skill and heritage. Founded in 1854 by Thomas Ferguson, and Company has been weaving Irish Linen

This weaving expertise combined with fine, high quality linen damask cloth which is unusually soft and fine, strong enough to last a lifetime, with

THOMAS FERGUSON IRISH LINEN
established 1854

Choose Boutique Category

Shamrock   Patrick's Shamrock   Shamrock - Hand Drawn

Violation

7 Error message a bit long and cheeky. Users might misinterpret this error message and it's directions as insulting.

Location of violation(s)

https://www.tabletopalchemist.com/contact-us

Frequency of violation(s)

1 occurrence

Severity of violations

●●●○○

8 The ecommerce part of the site is very large, there are no drop down navigation categories to help users find what they are looking for easily. Difficult and frustrating to navigate.

Location of violation(s)

https://www.tabletopalchemist.com/online-store

https://www.tabletopalchemist.com/luxury-linens-home

https://www.tabletopalchemist.com/ferguson-linens-all

https://www.tabletopalchemist.com/tessitura-pardi-linens-all

Frequency of violation(s)

2 occurrences

Severity of violations

●○○○○

Client Website

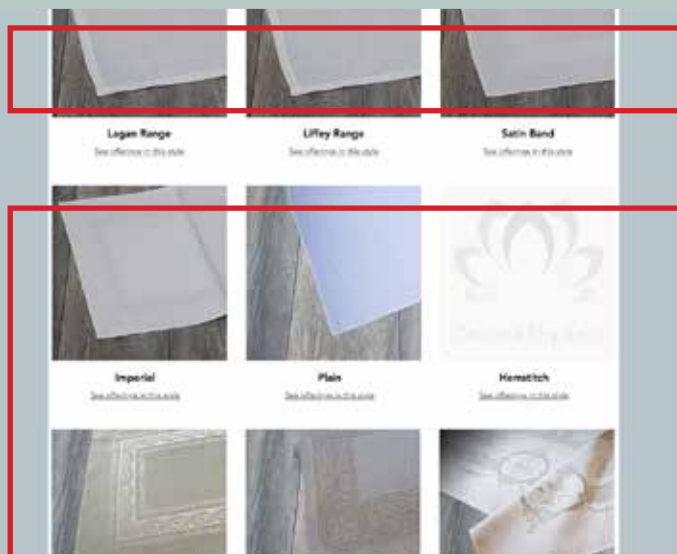**Tabletop Alchemist**   *https://www.tabletopalchemist.com/*

Violation

9 Not enough action to inspire a call to action. Not enough trust and understanding built.

Location of violation(s)

https://www.tabletopalchemist.com/floral-services

Frequency of violation(s)

1 occurrence

Severity of violations

● ● ● ○ ○

10 Images are inconsistent from each other. Creases in Linens, obvious Photoshoped images with inconsistent coloring. This may confuse and frustrate users on what they should expect. Trust of products and quality offered is not built.

Location of violation(s)

https://www.tabletopalchemist.com/online-store

https://www.tabletopalchemist.com/luxury-linens-home

https://www.tabletopalchemist.com/ferguson-linens-all

https://www.tabletopalchemist.com/tessitura-pardi-linens-all

Frequency of violation(s)

30 + occurrences

Severity of violations

● ● ○ ○ ○

Client Website

Tabletop Alchemist *https://www.tabletopalchemist.com/*

Conclusion and Summary

Tabletop Alchemist's branding is headed int the right direction. The multiple calls to action make the home page feel a bit cluttered and diminishes the aesthetics and minimalism. Needs better organization to help the user understand the products and services. Consistency is a bit all over the place, as colors and branding are a little more consistent than layouts and imagery. Some standards are met and others are lacking for a users navigation expectations of the site.

Visibility of system status

● ○ ○ ○ ○

Match between system and the real world

● ● ● ○ ○

User control and freedom

● ● ○ ○ ○

Consistency and standards

● ○ ○ ○ ○

Error prevention

● ● ● ● ○

Recognition rather than recall

● ● ● ● ○

Flexibility and efficiency of use

● ○ ○ ○ ○

Aesthetic and minimalist design

● ● ● ○ ○

Help users recognize, diagnose, and recover from errors

● ● ● ● ○

Help and documentation

○ ○ ○ ○ ○

Final Analysis Comparison

Conclusion and Summary

Each of the evaluated websites had some wonderful strengths and detrimental weaknesses. They all aimed to be minimal in terms of aesthetics and aimed to not overload users with information. None of the sites had any help or documentation features to assist users on thier sites, even though some of the sites really need it. Three of the four sites reviewed offered secondary services or products seemingly unrelated to the primary services offered on the site.

Anne Appleman Flowers does have good branding and identity across the website. All of the images support the brand and reinforce a unified feeling and identity. The site has good contrast balances between images and main text against the background. The site is aesthetically pleasing and minimalistic laid out, not overloading users with unnecessary information. Users can get a concept of the services provided. The multiple calls to action are clear, obvious, and direct. The site is mostly consistent and maintains standards for users expectations.

The Monkey Flower Group, even though the violations are severe, they were few in number. The site is informative, short, simple and to the point, users can gain a solid understanding of services provided. The aesthetics are pleasant and minimal. Finding something on their site is made easy as each topic was separated out into its own short page with minimal scrolling. The call to action is not present on the landing page, but is easy to find depending on what you want to do. Consistency for ordering services is not standard.

Soulflower has a very aesthetically pleasing site that is well organized and minimal but informative. Despite having no clear call to action, the site is very engaging and compelling. The biggest and most severe violation is having all requests for services going through the contacts page... Which does not support requests for Soulflowers coaching services.

Tabletop Alchemist's branding is headed int the right direction. The multiple calls to action make the home page feel a bit cluttered and diminishes the aesthetics and minimalism. Needs better organization to help the user understand the products and services. Consistency is a bit all over the place, as colors and branding are a little more consistent than layouts and imagery. Some standards are met and others are lacking for a users navigation expectations of the site.

Over-all ratings of competitors

	Anne Appleman flowers	The Monkey Flower Group	soulflower DESIGN STUDIO	Tabletop Alchemist
Visibility of system status	●●●○○	●●●●○	●●●●○	●○○○○
Match between system and the real world	●●●○○	●●●●○	●●●○○	●●●○○
User control and freedom	●●●●●	●●●○○	●●○○○	●●○●○
Consistency and standards	●○○○○	●●○○○	●●●●○	●○○○○
Error prevention	●○○○○	●●●●●	●○○○○	●●●○○
Recognition rather than recall	●○○○○	●○○○○	●●○○○	●●○○○
Flexibility and efficiency of use	○○○○○	○○○○○	●●●●○	●○○○○
Aesthetic and minimalist design	●●●○○	●●●●●	●●●●●	●●●○○
Help users recognize, diagnose, and recover from errors	●●●●●	●●●○○	●●●○○	●●●○○
Help and documentation	○○○○○	○○○○○	○○○○○	○○○○○