



Usability Audit for SampleWebsite.com

Audit completed by Sally Holman-Hebert on 4/2/2018.

Below you will find recommendations in 2 categories: UX Fixes and UX Enhancements/improvements. UX Fixes are issues that are broken on the site and need immediate attention. UX Enhancements or improvements are usability issues that your viewers may experience and should be considered for better site usability.

RECOMMENDED UX FIXES

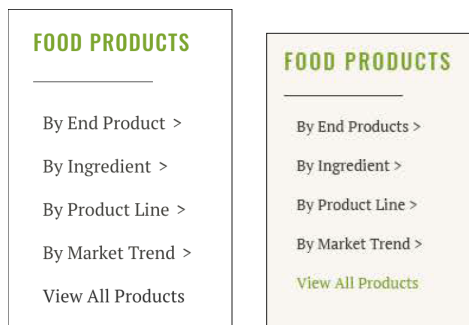
Global

Top Navigation Area

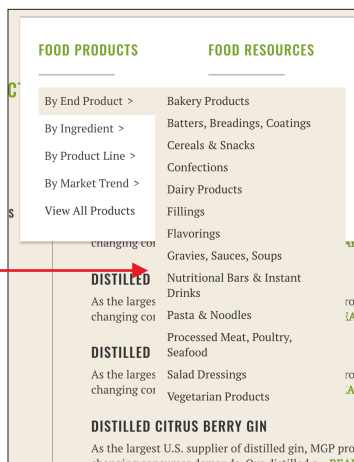
- Need to implement Active States on each top section when user is within a section



- Dropdowns - View All Products links need to be green (per original design) for better discoverability



- Dropdowns - By subcategory dropdown needs a drop shadow to distinguish it from the page content



Links throughout the site

- Update the Link Titles throughout the site and replace with proper SEO term OR remove altogether (see screen shots)

OTHER PRODUCTS	MORE INFORMATION
Consumer Alcohol Brands	Contact
Food Grade Industrial Alcohol	News & Press
Distillery Co-Products	link to taxonomy (just like food with filter in sidebar)

Our Values
Job FAQs
Working a
link to node
vironment.

Breadcrumbs

- The last breadcrumb in the line should not be a link. It should be the page the user is on and should not be clickable to another page - remove hyperlink

Home > Distilled Spirits > Beverage

RECOMMENDED UX ENHANCEMENTS/IMPROVEMENTS

Products Filter Pages

- Recommend adding a View All Products in the left side filter at the bottom to allow user to remove filters chosen

BY END PRODUCT
BOURBON
GIN
GRAIN NEUTRAL SPIRITS
WHISKEY

FAQ

- Increase font size of body copy for better readability
- Consider formatting questions/answers into accordion style for better scannability - currently it is challenging to sift through the questions to find a specific topic

FOOD FAQ
- Are your wheat starch products gluten-free? - Are your ingredients natural? - What are the sulfate levels of your ingredients? - What are the protein levels of your ingredients? - What are the usage levels of your ingredients? - Are your ingredients soluble or insoluble? - What are lead times and minimum order quantities? - Are your products GMO free? - What Studies do you have to support your claims? What studies do you have? - Are your ingredients approved for school lunch programs? - What is the nutritional profile of your products? - Is there any discomfort from ingesting your fiber? - Do you have ingredients made from grains other than wheat? - Do you have hydrolyzed proteins? - Do you have distribution partners? - Do you have allergen statements for your ingredients? - What are your AIB scores? - What are your Quality Audit Scores? - What kind of packaging do you use? - Are your ingredients available in bulk or tote bag sizes? - What TDF test method do you support/use for dietary fiber? - What does the term "resistant starch" mean? - How is resistant starch different from sources of conventional fibers? - Do you have formulations for finished foods? - What do you mean by ambient temperatures for storage? - What is the shelf life of your ingredients? - Are you ISO certified?
ARE YOUR WHEAT STARCH PRODUCTS GLUTEN-FREE? Most of our native and modified wheat starches have been tested for gluten content by the FARBP Laboratory (University of Nebraska, Lincoln) using an ELISA Method (B-Biopharm Ridascreen Gladin). The results showed that the majority of these wheat starch products contain less than 20 ppm gluten, which complies with the gluten-free definition of Codex Alimentarius (CODEX STAN 118-1979, Revised 2010) and the proposed FDA regulations for gluten-free labeling issued in 2007 (Federal Register Proposed Rule - 72 FR 275, January 23, 2007). While these are encouraging results, the level of residual gluten in wheat starch is oftentimes affected by process efficiency and other factors. For this reason, we need to work closely with our customers on their gluten-free projects so that we can define their needs, choose the right starch product, and develop the gluten-testing frequency and protocol.
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