Heuristic Evaluation (LEMErs)			
Category	**Supporting Question**	**Jen**	**Rating**
Learnability	What is the user's knowledge level coming into the site?	that they are coming to a site for a pet store	0
	What information have they been primed with?	the site will carry information for things regarding pets	0
	Do you have too many features?	some competing navigations and an almost useless chatbot	4
	Did you apply conventions from other sites your user is familiar with?	current site seems to follow a basic website template and rather then curating and streamlining, they filled in every area available.	3
	Did you provide way to learn features that aren't obvious?	yes, chatbot has a "can I help you" bubble when you first get to the site.	1
Efficiency	Does the system reduce hesitation with clear language and feedback?	multiple navigations to the same places makes me think I might miss something. Verbiage on the pages talks of the "deals page", but the navigation actually calls it Coupons	3
	Have you created special shortcuts for power users?	Brands button is clear and upfront and that is clearly the biggest draw based on reviews - they carry food brands that aren't widely available.	1
	Have you leveraged technology to reduce user effort?	chatbot could have, but is currently ineffectual.	4
	(Least importantly,) How many clicks does it take the user?	fairly streamlined to get to brands from 1 to 3 clicks	
Memorability	Does the system call out changes since the user's last login?	doesn't seem to...	
	Are UI elements placed in conventional positions?	yes, except there is currently no search bar.	2
	Would a user be able to re-establish proficiency after not using the site for a while?	yes, it's a pretty simple layout with straightforward labeling.	0
Error Management	Have you anticipated errors that users may make?	redundant navigation may be helpful to lost users	3
	Have you considered pre-emptive error management?	stock 404 error page, might do somethign with more character ala Amazon	2
	Are you forgiving of users' mistakes?	fairly easy to back out of mistakes	2

	Are error messages clear?	hit error 404 when I selected Diamond Naturals from the dog food brands array.	1
Satisfaction	Is the visual design appealing?	the elements are good, just too much on the home page...can scroll for days...	2
	Is the technical execution good?	chatbot is useless and having no search is limiting	4
	Is the product different from others in its category?	a brick and mortar store website that doesn't serve with new info or ecommerce capabilities would fall behind competitors like Petsmart	4
	Are there pleasant surprises?	The paw partition dividers are a pleasant detail.	1