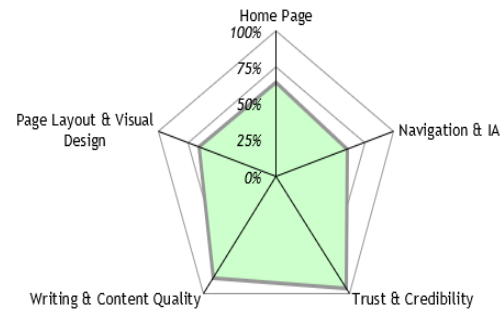


Expert Review

Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	6	20	20	65%
Navigation & IA	6	29	29	60%
Trust & Credibility	12	13	13	96%
Writing & Content Quality	17	23	23	87%
Page Layout & Visual Design	12	38	38	66%
Overall score		123	123	75%



Home Page

Checkpoint	
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	0
The home page contains a search input box	-1
Product categories are provided and clearly visible on the homepage	0
Useful content is presented on the home page or within one click of the home page	1
The home page shows good examples of real site content	1
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	1
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	-1
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	-1
The home page contains meaningful graphics, not clip art or pictures of models	1
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	0
The title of the home page will provide good visibility in search engines like Google	1
All corporate information is grouped in one distinct area (e.g. "About Us")	0
Users will understand the value proposition	0
By just looking at the home page, the first time user will understand where to start	0
The home page shows all the major options	0
The home page of the site has a memorable URL	1
The home page is professionally designed and will create a positive first impression	1
The design of the home page will encourage people to explore the site	0
The home page looks like a home page; pages lower in the site will not be confused with it	1

Comments
<p>The key tasks are featured on the home page, however they are labeled in a way that can be difficult for the average user to identify (e.x. the menu page is a cup of coffee), also many of the features are at the bottom of the page opposed to the top where websites commonly have their navigational aids</p> <p>There is no search input box on the home page</p>
<p>Some product categories are provided and clearly visible on the homepage, but others have been neglected (i.e. shop dutch, categories of drink types)</p> <p>I was able to click on multiple links with one click that took me straight to the page I expected it to take me too without further navigation</p> <p>The home page shows good example of their sites content, which are mostly drinks, but they also have a visual aid for other categories (i.e. dutch at home, we're hiring, our impact)</p> <p>Links begin with important keywords (i.e. Learn more, See full menu, Tell me more)</p>
<p>There is a banner that features the most recent seasonal drink (i.e. Caramel Pumpkin Brulee, etc.). They also feature links underneath to the full menu that is supplemented with images and menu sub-categories</p>
<p>The navigation areas for the menu and store locator are overly formatted to where they are images. At first glance, I would not assume they were what they were intended to be.</p> <p>The home page contains a link called "Our Story," but the actual homepage does not include a blurb about the company or site</p> <p>The home page exceeds in this category. They include imagery of actual drinks the company sells on their home page</p>
<p>One of the links to find the full menu is located in the middle of the page underneath the featured drinks, which is easy to locate. However, many customers go on the site to find store locations and view the menu which is harder to find, because their navigational aids at icons instead of words in the top right of the page</p>
<p>The title of the home page is easy to locate and read since it is at the top-center of the page. User's are less likely to be confused.</p> <p>While the company does have links to information like this, they are separated into two categories, "Our Story" and "Our Impact", which could easily be combined to ease user confusion</p> <p>The value proposition is not stated on the homepage. The information can be located inside "Our Impact", which is only a short click away and is clearly labled on the top of the homepage, so it will not be too difficult for users to find.</p>
<p>There is no drop-down menu for categories on the site. It is difficult for first time users to find commonly searched for features (i.e. menu, store locator, shop). Homepage focuses more on their company values, rather than what the customers really want.</p> <p>All major options are available on the homepage, however they are difficult to locate (i.e. menu and store locator icon, shop dutch, rewards, etc. are at the bottom of the page in smaller text).</p> <p>The URL is the same as the name as the company, so user's will have little to no issue finding the website.</p>
<p>There was clear care that went into designing the site and it looks professionally made. There are no off-putting fonts, or color schemes. Everything goes well together.</p> <p>While the site is professionally designed, there are certain parts that are overdone (i.e. menu and store locator), which are the most popularly used features. They are difficult to locate, leading to more people leaving the site rather than continuing their search through the site</p> <p>This is clearly the homepage. There is a banner at the top of the page that websites typically have on their homepage. Showcasing a featured item helps secure the homepage look. Links like "Our Story" and "Our Impact" would not be found on other site pages.</p>

Navigation & Information Architecture

Checkpoint	
There is a convenient and obvious way to move between related pages and sections and it is easy to return to the home page	0
The information that users are most likely to need is easy to navigate to from most pages	0
Navigation choices are ordered in the most logical or task-oriented manner	0
The navigation system is broad and shallow (many items on a menu) rather than deep (many menu levels)	1
The site structure is simple, with a clear conceptual model and no unnecessary levels	1
The major sections of the site are available from every page (persistent navigation) and there are no dead ends	1
Navigation tabs are located at the top of the page, and look like clickable versions of real-world tabs	0
There is a site map that provides an overview of the site's content	-1
The site map is linked to from every page	-1
The site map provides a concise overview of the site, not a rehash of the main navigation or a list of every single topic	-1
Good navigational feedback is provided (e.g. showing where you are in the site)	1
Category labels accurately describe the information in the category	0
Links and navigation labels contain the "trigger words" that users will look for to achieve their goal	1
Terminology and conventions (such as link colours) are (approximately) consistent with general web usage	1
Links look the same in the different sections of the site	1
Product pages contain links to similar and complementary products to support cross-selling	1
The terms used for navigation items and hypertext links are unambiguous and jargon-free	-1
Users can sort and filter catalogue pages (e.g. by listing in price order, or showing 'most popular')	0
There is a visible change when the mouse points at something clickable (excluding cursor changes)	1
Important content can be accessed from more than one link (different users may require different link labels)	0
Navigation-only pages (such as the home page) can be viewed without scrolling	-1

Comments
This is only possible with the store menu (i.e. if you are searching for specific drink, there are links back to the drink category, and then back to the full menu). However, this is not the case for every site category and none of the pages have a clear Home button, except for clicking the Dutch Bro's logo. If the customer clicks on the Dutch Bro's shop page, a whole new page opens up in a new tab and there is no clear direction of how to get back to the homepage
This is true for most pages, however there is not a clear direction from the homepage. Also, if someone is in the menu page, it is not clear how to get to a whole other section of the website without digging a bit or just going straight back to the homepage via the Dutch Bro's logo
It would make more sense to have the stores menu and store locator more front and center on the homepage, since that is the most likely reason someone would be on the website. The same goes for the Dutch Bro's shop and their reward system. It would make more sense to have Careers at the bottom of the page, since it is less likely to be the first reason someone would go to the site.
The navigation system is broad and shallow, it does not include many unnecessary menu levels to find what you are looking for
The site has a clear conceptual model with no unnecessary levels. Everything is within one or two clicks away from the homepage. The only issue is finding the initial links.
There are no deadends on the site where the user would be unable to click a link to another page.
Half of the navigation tabs located at the top of the page are displayed as icons (i.e. the menu is a hot coffee to-go cup), while the other half of the navigation tabs are real world ones.
There is not a site map that provides an overview of the site's content
A site map is not linked to from every page
Because there is not a site map, it is unable to provide a concise overview of the site.
The website does a good job of showing where you are in the site. Each page has a clear label of where you are and the content on the page shows clear indication of which page you are on.
Many of the labels are accurately described, however labels like "Rebel" does not provide clear indication what what this drink contains for new customers. Their first instinct may not be energy drink.
The site does a good job at using trigger words (i.e. More in "Learn more" and "Tell me more", Want in "Want more Dutch", Free in "Download our app to start earning free drinks")
Terminology is consistent through the website (i.e. Rebel). The color scheme is also consistent through each page (all pages consist of a variation of blue, yellow, orange, and red tones).
Links look the same on each page. Each page uses an oval to link to "Learn More" pages. Depending on the background color, they could be blue, yellow, or white. Links to other pages are consistent with the homepage.
They use this method very well in their "Dutch Shop". When the user clicks on a product, there will be a section underneath the product that says "You may also like" and lists up to five other products on their site.
They use quite a bit of jargon on their menu page (i.e. classics, frost, freeze, rebel, soda, goodies), which are copyrighted jargon by Dutch Bros. Newer customers can be easily confused by the amount of phrases unfamiliar to them.
This feature is unavailable on their menu page, however in their shop they are able to filter the products by availability and by price of the product.
There is a visible change in the mouse when it hovers over a clickable link. The mouse changes from pointer when there is no clickable link to a hand when there is a clickable link. If there are images (i.e. the images of the drinks in the menu) the image will enlarge.
This is true for some important links (i.e. the menu, which is both in the center of the homepage labeled clearly, as well as at the top right of the page as an icon), however this is not true for the store locator which is labeled once as an icon. This is an issue because the store locator is an important link that many users who go to the site will want to be able to find efficiently.
Users will need to scroll for a bit on the homepage to find specific navigational links they may require (i.e. Dutch shop, Contact Us, Rewards, etc).

Hypertext links that invoke actions (e.g downloads, new windows) are clearly distinguished from hypertext links that load another page	0
The site allows the user to control the pace and sequence of the interaction	1
There are clearly marked exits on every page allowing the user to bale out of the current task without having to go through an extended dialog	1
The site does not disable the browser's "Back" button and the "Back" button appears on the browser toolbar on every page	1
Clicking the back button always takes the user back to the page the user came from	0
A link to both the basket and checkout is clearly visible on every page	-1
If the site spawns new windows, these will not confuse the user (e.g. they are dialog-box sized and can be easily closed)	-1
Menu instructions, prompts and messages appear on the same place on each screen	1

This category is mostly true, however the link to the Dutch Bros shop is mixed in with other navigational tabs that load another page, but the "Shop Dutch" opens up a whole new window. This link aesthetically matches the surrounding links and does not show any indication that it would open into a new window.
The site allows the user to control the pace and sequence of the interaction. The banner on the top of the homepage that continuously switches between two images can be paused for the user to view until they are ready to switch.
There is no reason the user would not be able to exit or go back from any page if they did not want to continue with a task. There are always links for the user to click on to leave a page or stop an action.
The site does not disable the browser's "Back" button and this button appears on every page.
This statement is true for every page except for if the user click on the "Shop Dutch" link, which will open a new page. If that is the case, the user will just need to exit the browser window.
This is only true for the actual Dutch Bro's shop page. If you are on Dutch Bros original site there is no way to view your cart without opening a new page with the shop.
When the Dutch Bros shop opened up into a whole new browser window, I was confused as to the reason why and was thrown off for a quick moment. The shop should be accessible within the same window browser.
Menu instruction placement is consistant throughout the website (i.e. drink info and ingredients under the image). The same is true for product information on Dutch Bros shop page (i.e. product info is on the right-hand side of the image).

Trust & Credibility

Checkpoint	
The content is up-to-date, authoritative and trustworthy	1
The site contains third-party support (e.g. citations, testimonials) to verify the accuracy of information.	1
It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	1
The company comprises acknowledged experts (look for credentials)	1
The site avoids advertisements, especially pop-ups.	1
Delivery costs are highlighted at the very beginning of checkout	0
The site avoids marketing waffle	1
Each page is clearly branded so that the user knows he is still in the same site	1
It is easy to contact someone for assistance and a reply is received quickly	1
The content is fresh: it is updated frequently and the site includes recent content	1
The site is free of typographic errors and spelling mistakes	1
The visual design complements the brand and any offline marketing messages	1
There are real people behind the organisation and they are honest and trustworthy (look for bios)	1

Comments
The content is up-to-date, authoritative and trustworthy. Their dutch bros shop is copyrighted from 2022. There are also articles as recent as June 20, 2022 in their press release tab that indicates trustworthiness. Their investor tab includes a corporate overview and updates their stock as soon as the market shifts.
The site contains third-party support in their "Investors" tab. They offer updated links to their stock information, financials, governance, as well as a way to contact investors dutch bros.
There are many store locations along the west coast (i.e. California, Oregon, Washington), as well as Idaho, Arizona, and Texas. There is also a corporate office location listed with an address on their investor page in the investor contact tab
Information on expert credentials can be located in on the Investor page within the governance tab. They have listed names, positions, and a brief summary of each of the executive managements credentials (i.e. Co-Founder/Executive Chairman, President, Chief Financial Officer, etc.)
The site avoids any advertisements, especially pop-ups.
When adding products to your cart, they will mention that orders over \$60 will receive free domestic shipping. However, they say that the cost will be calculated at checkout for orders under this amount. This amount is calculated at step two of checkout.
The site does a good job at avoiding marketing waffle. They stay on brand which is selling coffee and coffee related products. They do not leave this bubble.
Each page contains Dutch Bros logo at the very top. It would be very difficult for a customer to be confused in this regard.
Their contact page can be reached from any page on their site. If your answer is not found on their FAQ section of this page, then you can reach out to them underneath. They only require, a name, subject, location, the message, and a way to contact you back (email). They mention in their description that they will respond ASAP.
Their content is fresh and is seemingly updated frequently. Their homepage features seasonal drinks that match with the season (i.e. pumpkin flavored drinks).
Their site is free of any typographic errors and spelling mistakes. It is clear that they have proofreaders that go over every bit of content before it is released.
The visual design complements the brand. The color scheme matters the companies colors and the imagery they use are focused on the actual coffee they sell, which is what they are trying to market to their customers. The same goes for coffee related products in the storefront.
They have a good description about the co-founders Dane and Travis Boersma on the "Our Story" page which gives off trustworthiness and honesty. They also have a more in-depth bios on their Executive Management tab on their Investor page. It shows that there is a clear team behind the company.

Writing & Content Quality

Checkpoint	
The site has compelling and unique content	1
Text is concise, with no needless instructions or welcome notes	1
Each content page begins with conclusions or implications and the text is written with an inverted pyramid style	1
Pages use bulleted and numbered lists in preference to narrative text	1
Lists are prefaced with a concise introduction (e.g. a word or phrase), helping users appreciate how the items are related to one another	1
The most important items in a list are placed at the top	1
Information is organised hierarchically, from the general to the specific, and the organisation is clear and logical	0
Content has been specifically created for the web (web pages do not comprise repurposed material from print publications such as brochures)	1
Product pages contain the detail necessary to make a purchase, and users can zoom in on product images	0
Hypertext has been appropriately used to structure content	1
Sentences are written in the active voice	1
Pages are quick to scan, with ample headings and sub-headings and short paragraphs	1
The site uses maps, diagrams, graphs, flow charts and other visuals in preference to wordy blocks of text	1
Each page is clearly labelled with a descriptive and useful title that makes sense as a bookmark	1
Links and link titles are descriptive and predictive, and there are no "Click here!" links	1
The site avoids cute, clever, or cryptic headings	0
Link names match the title of destination pages, so users will know when they have reached the intended page	1
Button labels and link labels start with action words	1
Headings and sub-headings are short, straightforward and descriptive	1
The words, phrases and concepts used will be familiar to the typical user	0
Numbered lists start at "1" not at "0"	1
Acronyms and abbreviations are defined when first used	0
Text links are long enough to be understood, but short enough to minimise wrapping (especially when used as a navigation list)	0

Comments
The site has compelling and unique content. Their drink titles and categories are unlike any other brand (i.e. rebels, frost, and freeze).
Text is concise. Each drinks description is no longer than two short sentences that mention the drinks flavors and how it is served.
Each content page begins with conclusions and is designed in an inverted pyramid style with the most important information at the top (i.e. drink picture, name, and description with ingredients underneath).
There bullet point list that can be located their storefront where it describes domestic shipping information and requirements. I was also able to find bulletpoint lists in their press release articles (i.e. Chill on the sunny side with Dutch Bros' newest drink duo). They used numbered list in their terms of service and UGC T+C page, however they were still in paragraph format.
This is true for all pages. The menu page follows this especially (i.e. one to two-word bolded title, sub-title with flavors, and short/concise description of the drink).
This is true for all pages. The menu page features the most popular items from a specific category the user has clicked on. They also offer a link that shows the full list of drink flavors that are not
The information on their pages are organized hierarchically, from general to specific (i.e. general drink category to specific drinks in the category), however some of the categories are not clear/logical. New customers may be confused by the names of these categories (i.e. rebel, freeze, frost) and will have a more difficult time finding what they are looking for on the menu.
The content has been specifically created for the web. It is clear that the website was an original design and not repurposed from another source.
Product pages contain the detail necessary to make a purchase, however users are unable to zoom in on the product's image on the drink menu. This zoom in is possible on their storefront.
Hypertext has been appropriately used on their site. When hovering over links, I will see the URL on the bottom left of my screen.
Sentences are written in active voice. This is a true statement for longer descriptive paragraphs as well as short two-sentence link titles.
Pages are quick to scan and easy to read. Important phrases are bolded and paragraphs are short. This is even true for pages like "Terms of Service" and "UGC T+C"
The site uses a flow-style visual when showcasing the origin of their company in their "Our Story" page. They also use visuals in "Our Impact" to add to the text under Our Beliefs. They make sure each visual they utilize are used as visual aids to the textual information. This makes scanning the site much easier for users.
Each page is clearly labelled with a descriptive and useful title (i.e. Our Impact, Careers, Our Story, Location Finder, Menu). These can be easily saved as a bookmark and can be easily found again in the future.
Instead of "Click Here!", the site uses short phrases like "Learn More", "Shop Now", "See Our Menu". Which all work as trigger phrases.
This is mostly accurate, however some drink categories are cryptic such as "Rebel" and "It's all goodies!". There are also links on their homepage that take the users to their seasonal drinks that say "I Need Pumpkin!"
Each link takes the users to the page it was indicated in the link name.
Action words are used in links, (i.e. Learn More, See Our Menu, Shop Now).
Headings and sub-headings are short, straightforward and descriptive. For example the drinks in the menu (i.e. Header is the drink name = one or two words, subheader is the flavors = one to four
This is true for most part, however phrases like "Rebel", "Frost", and "Freeze" may be confusing for new time customers
Numbered list are rarely used. The few numbered list on the site (i.e. Terms of Service, UGC T+C, and Privacy Policy), had numbered list that started with 1.
The site does not use abbreviations or acronyms.
This is mostly accurate. There are navigational routes users can go on within the Investors tab that will make the URL text long enough to wrap. Although, this occurrence is very minimal.

Pages are free of "scroll stoppers" (headings or page elements that create the illusion that users have reached the top or bottom of a page when they have not)	-1
The site avoids extensive use of upper case text	-1
The site has a consistent, clearly recognisable look and feel that will engage users	0
Saturated blue is avoided for fine detail (e.g. text, thin lines and symbols)	-1
Colour is used to structure and group items on the page	1
Graphics will not be confused with banner ads	1
Emboldening is used to emphasise important topic categories	1
On content pages, line lengths are neither too short (<50 characters per line) nor too long (>100 characters per line) when viewed in a standard browser width window	1
Pages have been designed to an underlying grid, with items and widgets aligned both horizontally and vertically	0
Meaningful labels, effective background colours and appropriate use of borders and white space help users identify a set of items as a discrete functional block	1
The colours work well together and complicated backgrounds are avoided	0
Individual pages are free of clutter and irrelevant information	1
Standard elements (such as page titles, site navigation, page navigation, privacy policy etc.) are easy to locate	1
The organisation's logo is placed in the same location on every page, and clicking the logo returns the user to the most logical page (e.g. the home page)	0
Attention-attracting features (such as animation, bold colours and size differentials) are used sparingly and only where relevant	0
Icons are visually and conceptually distinct yet still harmonious (clearly part of the same family)	0
Related information and functions are clustered together, and each group can be scanned in a single fixation (5-deg, about 4.4cm diam circle on screen)	1

The website is quite colorful, so when the user is scrolling down the site and reaches white space with no background color it would be easy to assume that it is the end of the page. However, there is most likely another banner of information underneath that followed by another white banner. The only indication the user has to go on is the website scroller on the right-hand side of the page that indicate an end hasn't been reached.
All headings, link names, menu items, and some sub-headings are all capitalized. Even the email section at the bottom of the page is capitalized, including the description which is a full sentence. There is clear use of extensive upper case text.
The color scheme is consistent, however the format changes from page to page. The investor page is especially guilty of this. There are no navigational menu's on any page, except for that specific page. The storefront include a drop-down menu that is not present on any other site.
Saturated blue is used throughout the entirety of the site, both text and background. The Terms of Use page is written entirely in blue text.
The website uses color to block sections of text and new pieces of information for easy scannability (i.e. Our Impact, Careers, and Our Story page).
The site uses "Carousel" banners to display advertisements for new drinks or products. Regular products are shown separately as to not confused customers.
Titles and headers are bolded to indicate importance. Information beneath the bolded header/title, such as descriptions are unbolded.
This is true for all content pages. The site breaks large paragraphs into short and easy to consume sections of information. No lines are longer than fifty words.
The site is good at using the "Rule of Thirds" to format their information and products. However on pages such as Careers and Our Impact, the sizing for the three horizontal sections shifts between color blocked sections, which makes the page look wonky. They use the rule of thirds well for the menu page.
The site uses meaningful labels and good color-blocking schematics. They will also use a bright yellow border around images on pages like Careers, which helps the image pop and look blocked off.
Color blocking is used well, but some pages can be a bit overwhelming at first glance, such as, Our Story page. There is not a break from the use of bright colors.
The site's pages stay on topic and information attempts to be as brief as possible. There is no unnecessary information that may cause information overload.
These will always be located at the bottom of each individual page and are easy to locate.
The logo is always located in the header of the page, however it will shift from center to the left-hand side depending on which page the user is on (i.e. center for homepage and menu, but left-hand for Investor page and Shop Dutch).
This is true for most pages, however the "Our Story" page feels overwhelming with bold colors and graphics (i.e. yellow, red, orange).
Icons such as the store locator and store menu are confusing and do not match with the rest of the site. Everything else works well with the site.
Related information and functions are clustered together. Groups are clearly identifiable and can be scanned in a single fixation (i.e. the menu).