

Zuhuri Beauty BIPOC Eco-Friendly Manufacturing Center and Marketplace

Usability Analysis

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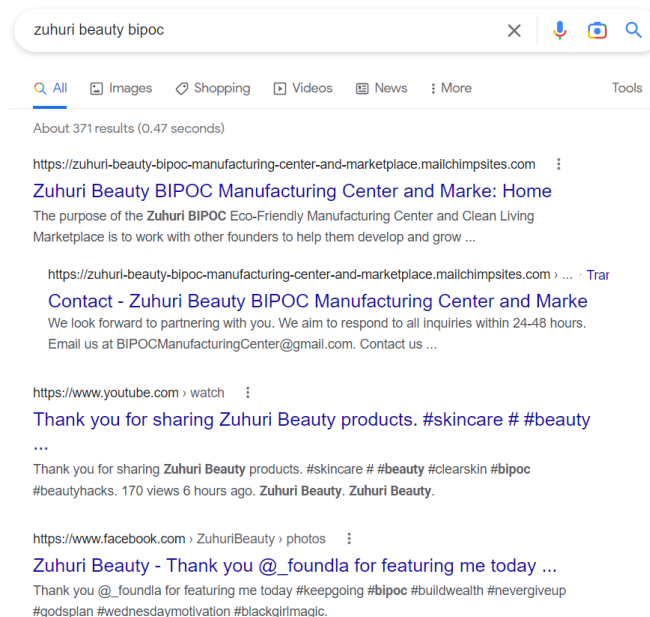
The Zuhuri Beauty BIPOC Eco-Friendly Manufacturing Center and Marketplace (ZBM) is a landing page that informs prospective collaborators of the services and resources available through ZBM. This analysis aims to evaluate usability, functionality and overall design to provide recommendations on how to make the site more user friendly.

Usability

Usability refers to how easily a user interacts with a website or product.

Website Access

The ZBM website shows up at the very top of the Google search results with few keywords such as “Zuhuri Beauty BIPOC”. The website name is relatively long and may be hard for site seekers to remember the name in its entirety. The recommendation is that all external sites and mentions across social media platforms include direct links to the ZBM site to ensure ease of user access.

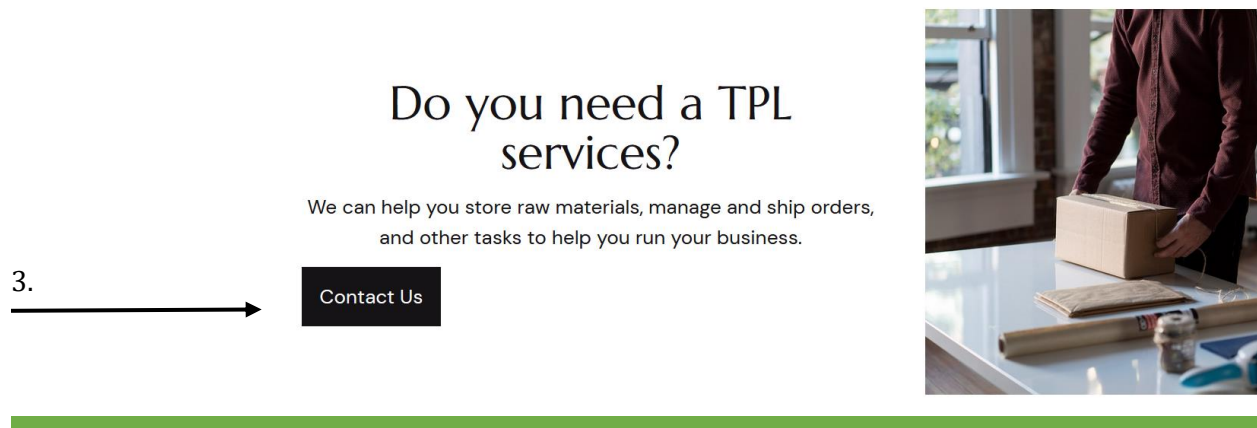


Navigation – Landing Page

The landing page includes six links, three of which are duplicates.



The footer of this image draws attention to the reader. The recommendation is that these labels be formatted as clickable links that provide further information.



This is one of three links on the landing page that lead to the Contact Us page. Analysis of the contact page will follow.



Be a part of Phase 1 of the BIPOC Eco-Friendly Manufacturing Center and Marketplace.

If you are a Founder, take a short survey (button below) and we will call you to discuss Phase 1.

Take the Survey

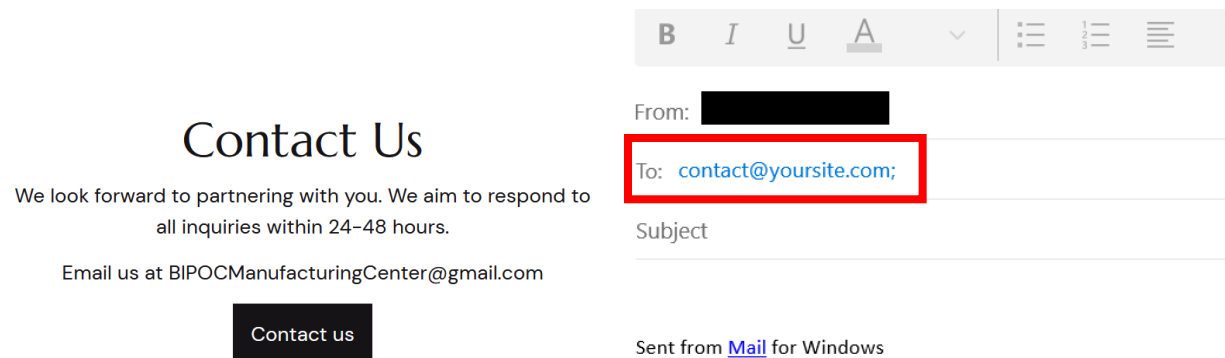
4.

The fourth unique link leads to a Google survey form that opens in a new tab, this is ideal so users still have access to the website page upon completion.

Navigation – Contact Page

The Contact Us page includes six links, four of which are duplicates, three leading back to the home page and one leading to the Contact page.

The contact us link on the Contact page opens to the users designated email application, however the email is not setup through this link, it currently defaults to **contact@yoursite.com**. It is recommended that this link be updated to read **BIPOCManufacturingCenter@gmail.com**.

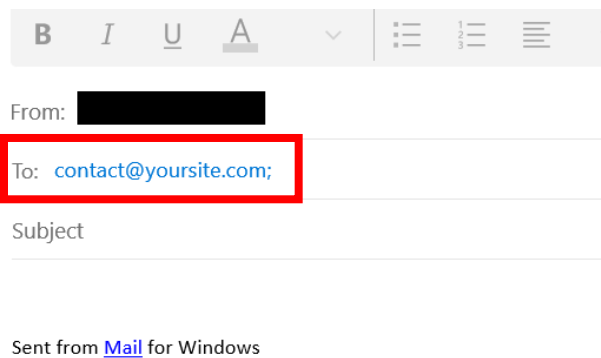


Contact Us

We look forward to partnering with you. We aim to respond to all inquiries within 24-48 hours.

Email us at BIPOCManufacturingCenter@gmail.com

Contact us



Subscribe

To get updates about the BIPOC Eco-Friendly Manufacturing Center and Clean Living Marketplace, provide your email. We promise no spam.

Email Address *

Subscribe

The second unique link on the Contact page is the subscribe button. Testing of this link is recommended to ensure the user information reaches the desired email address.

Functionality

Website functionality is defined by the ease of how a user can navigate your site, get the information they are seeking, and/or purchase the product they want.

Overall, the functionality of the website is good, all links lead to designated pages and forms. Adding social media links will increase user trust and enable them to stay up to date with ZBM. The site is also mobile friendly; however, some images and text are slightly skewed to the left or right.



Design

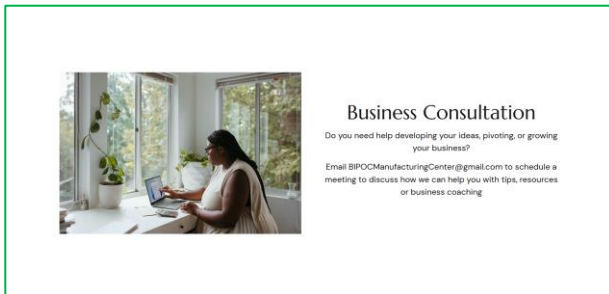
The overall design of the website is clean, inviting and fresh. Recommendations in design primarily include reduction or increase of image size, text corrections and inclusion of hyperlinks for email addresses.

Here the header width extends past the Zuhuri Beauty logo.

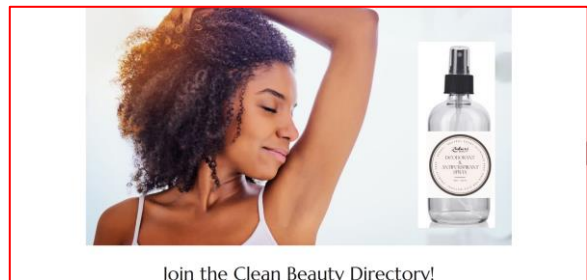
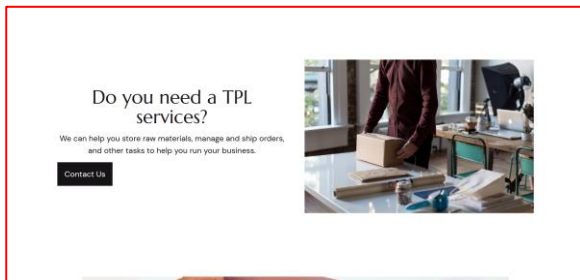


Sections of the website are spaced in a visually pleasant manner that allows the reader to focus in on a section at a time. Some images should be reduced or increased in size to maintain the visual appeal and enhance the user experience.

These sections are spaced well.



These sections cut into each other, in this instance, the image on the right should be reduced in size.



The following are recommendations for text corrections on the home page:

1. Do you need a **TPL services**?
 - a. Correct to read “a TPL service” or “TPL services”

2. We are seeking short and **long term** support to help implement all **phrases** of this project.
 - a. Add a hyphen to “long-term”
 - b. Correct phrases to “phases”

It is recommended that hyperlinks be included on the **Business Consultation** section as well as **the Join the Clean Beauty Directory** section for ease of access and enhanced user experience.

Business Consultation

Do you need help developing your ideas, pivoting, or growing your business?

Email BIPOCManufacturingCenter@gmail.com to schedule a meeting to discuss how we can help you with tips, resources or business coaching

Join the Clean Beauty Directory!

Email BIPOCManufacturingCenter@gmail.com to join for FREE!

Conclusion

Overall, the website is inviting and easy to navigate. Minor changes are recommended throughout to enhance the overall look and feel of the website. Users and prospective collaborators are likely to want to know more details about the ZBM and stay up to date on any progress. Consider including a newsletter or blog section in the near future once the site is updated and live. One final recommendation is to include a professional image of EnJunaya on the contact page in the founder section.