

	Issue	Finding	Recommended Fix	Priority
	Font a little too large	Some users found the font too big on the screen	Nudge down font size while keeping accessibility	medium
	G in header font hard to read	One user read gold star as cold star	possibly change font or change wording of checklist	low
	Darker photos	User felt the pictures felt very dark and slightly dated as a result	Up brightness of images	medium
	checklist items hard to scan	one user found the check list to be difficult to track	explore bullets	medium
	review pics too squat	one user didn't like the cropping of photo for reviews	look into redesigning the review box to have image be more square	medium-low
	Section about how staff are treated was confusing	One user took a long time to understand what the staff section was about, another user thought the different style was confusing	Put "who we are" section above staff section to help provide context	medium-high
	Didn't know about was dropdown	One user pointed out that they didn't know the about menu was a dropdown, researcher observed that a couple of other users took time before they clicked on about, likely they thought it was linking to one page	find a way to indicate that the about menu is a dropdown	medium - high
	Services not at top of service page	one user expected all services listed at top of page in hero	move services to hero	low
	Info about what to do with pets tricky to find	When users asked to find info on what to do with pets, all went to "Pet and family friendly" section to get info	Either add info on how to manage pets or rename the section	medium
	Users missed info about green/environmentally friendly products	User missed that All Star uses only green products unless they scrolled down on pet page and most were surprised to see the information there	Add FAQ question about green products	high
	Users missed info about green/environmentally friendly products	User missed that All Star uses only green products unless they scrolled down on pet page and most were surprised to see the information there	Create a separate section and page about green products, or rethink working for the pet & family friendly section	high
	Did not know where to look for staff info	one scenario presented finding info about a staff person. Users only found info when scrolled to "who we are" section, then clicking "Our Story" - one user specifically said they would not click "our story"	Consider either, separate "our story" page and "who we are"/"meet the team" pages, or rename "Our Story" to "who we are"	high
	Extra's heading confusion on service page	on the cleaning checklist one user did not realize the room specific info was included with the rest of the clean	Explore ways to make the room specific info more clear, then the "on request" info separate	high
	FAQs better match for each page	when exploring prototype with users, researcher noted that some of the FAQs on service page were less connected to services	explore ensuring the FAQs better match the page type	medium-low
	Where do reviews come from	one user wanted to know more about how the reviews come to the site (direct to owner, from other online resources like yelp/google?)	explore with owner where reviews come from, decide/explore how to present that info	medium
	How long for call/email back?	some users wanted to know more about timeframe to hear back- this would impact how they might contact the company (email vs phone)	Check in with client on timeframe for hearing back, add to form intro	high
	Prices for services	on form one user wanted more info on prices/ranges	explore adding prices/ranges to site	medium
	How long for bookings	one user wanted to know how far out bookings will be	explore if adding this info is feasible or flu	low
	Choice of callback or email	user would like to choose if all star call/email and time of day	explore with client - likely a future consider	low
	Would like to add more in message	users wanted to be able to add more info on their form	consider open text field to add to form	low
	walk through to cleaning setup	one user wanted a wizard for cleaning setup	consider for future option	low
	Staff about info was hard to read	users weren't able to quickly scan the information on the staff drop down	explore ways to add sections to make section more scannable	medium
	Missed staff drop down	one user totally missed the staff dropdown on the meet the team page	explore how to visually show new information came up when clicked on staff picture	medium
	Cleaning caddies headline very long	one user struggled to read heading "whats in our cleaning caddies right now"	consider shortening the heading e.g. "What products we're using"	medium

<b>Effort</b>
low
medium
medium
low
medium-low
low
medium
medium-low
medium-low
low
medium
medium-high
medium-high
medium
medium
low
high
medium
high
medium-high
high
medium-low
medium
low