

BRANDING

clean, modern, and elegant

maybe icons are too big

looks pleasing / slick

font seems condensed / hard to read

type hard to read in smaller sizes

Sleek, professional, & trustworthy

High end, sophisticated, beautiful

USER EXPERIENCE

easy to navigate through pages

being able to search would help

the images looked too big to me

Overall, easy to use!

intuitive

hamburger menu not active

CHECKOUT

log in / sign in as guest is confusing

Could Apple Pay be an option?

Showing steps in text is distracting

too many entries to fill and scroll

very easy & standard

too many inputs - i would give up

modal in 1st screen is too large

CATEGORY PAGE

font in categories is hard to read

can we select multiple categories?

page #'s are bold - maybe too bold?

I like the filters to guide the search

I'd like to filter by wood type

FAQ / FOOTER / HEADER

Didn't see it on top, so I went to footer

I expected "FAQ" in the menu icon

"FAQ's" are always in the footer!

Couldn't find the FAQ section

FAQ could be a link in header nav

"FAQ" was right where I expected it

I'd like to access it through header