

TevoKicks Website Usability Report

April 2025

Executive Summary

- TevoKicks is a sneaker showcase website with strong potential.
- Usability enhancements are needed to improve navigation, product display,
- mobile accessibility, and overall user engagement.

Navigation & Structure

- - Navigation menu lacks clarity
- - No product filtering options
- - Recommendation: Add dropdowns, filters, and clearer categories

Visual Design

- - Inconsistent color palette and typography
- - Minimal use of whitespace
- - Recommendation: Update fonts, color scheme, and layout spacing

Mobile Responsiveness

- - Not optimized for mobile devices
- - Potentially poor experience for mobile users
- - Recommendation: Implement responsive design with media queries

Product Display

- - Images and details are limited
- - No size selection or detailed specs
- - Recommendation: Include multiple images, full descriptions, and reviews

Functionality & Interactivity

- - No search bar or sorting tools
- - Cart and checkout system could be improved
- - Recommendation: Add filters, search, and dynamic cart features

Summary of Recommendations

- 1. Enhance menu navigation and site structure
- 2. Update visuals with consistent branding
- 3. Make site responsive for mobile devices
- 4. Improve product listings with more detail
- 5. Add interactivity like search and filtering

Product Display

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- - No size selection or detailed specs
- - Recommendation: Include multiple images, full descriptions, and reviews