

# Website Usability Report

Report Date: 4-28-25

Client: Clarissa Constantine, The Parent(w)een Connection

Home Page: <https://parentweenconnection.com/>

## Overview:

The “usability” of a website refers to whether or not a person of average ability and experience can easily determine how to use the site to accomplish desired tasks.

This report is provided as a general assessment of your website’s usability based on several key factors that were examined on primary pages. The review was not exhaustive. However, it does provide a sense of what your customers might experience when using your website.

## Usability Strengths:

- All graphics are clear and relevant to the target audience(s)
- Colors are bright and inviting
- Site header is consistent throughout
- Site navigation is located in the header for easy access
- Text headings are bold and obvious
- Logo is beautifully designed
- Good use of white space to break up the content
- Sections are clearly defined
- Responsive web design in web browser, and displays well in most major desktop browsers
- Few to no typographical errors found
- Balanced contrast between background and text in most sections of the website

## Usability Problems & Recommendations:

The following screenshots contain the top five issues that were identified problems. Each screenshot includes recommendations for fixing them.

**\*See next page**

## Problem 1:

Page URL: <https://parentweenconnection.com/>

### Site Map Navigation

**Explore Site**

- About us
- Courses
- Interested in Being a Guest?
- Interested in Being a Guest?
- Testimonials
- FAQ's
- Events

**Useful Links**

- Contact us
- Terms & Conditions
- Privacy Policy
- Policy Settings
- Cookies

**Newsletter**

Subscribe To Our Newsletter

**Priority: High**

**Problem:** Site map navigation links do not redirect to destination, only to the top of the current page.

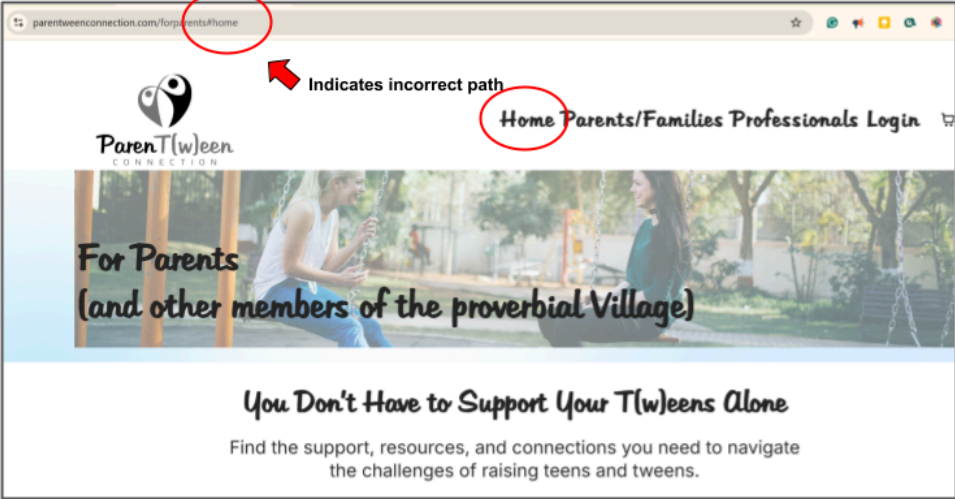
**Recommendation:** Double check to make sure all navigation links redirect to the desired destination.

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## Problem 2

URL: <https://parentweenconnection.com/parentweenvillage#home>

### Incorrect Homepage Redirect



**You Don't Have to Support Your T(w)eens Alone**

Find the support, resources, and connections you need to navigate the challenges of raising teens and tweens.

**Priority: High**

**Problem:** Home navigation does not redirect to the specified path (home page). This issue occurs throughout the website when linking back to Home.

**Recommendation:** Double check to make sure all navigation links redirect to the desired destination. For example, Homepage links to /index

```

<a href="#home" aria-label="Home" target="#" bla
nk" rel="noreferrer noopener">Home</a> flex
== $0

```

← path redirects to blank page

### Problem 3

URL: <https://parentweenconnection.com/podcast>

#### Broken Media Links



**Priority:**  
Medium

**Problem:** Media links/files are broken, do not exist, or else incorrectly embedded.

**Recommendation:** Double check to make sure all links redirect to the appropriate media. If using embedded links,

```
<iframe data-v-84ebab29 src="https://www.youtube.com/live/RPmTKwAXLKg?si=seMoX4SrBuvZHgyY" allow="autoplay" title="player" allowfullscreen loading="lazy"> == $0
```

src="https://www.youtube.com/embed/VIDEO\_ID"

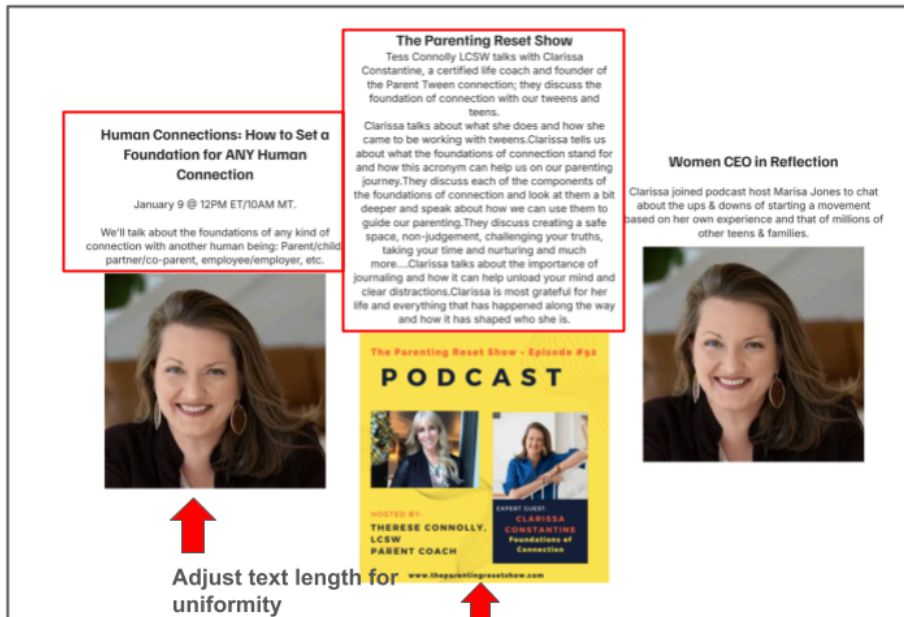
[View Reference](#)

[Google Support Page](#)

### Problem 4

URL: <https://parentweenconnection.com/podcast>

#### Unbalanced Text Descriptions



**Priority:**  
Medium

**Problem:** Descriptive text is unbalanced, contributing to uneven distribution of graphics.

**Recommendation:** Consider showing only one or two lines of descriptive text, followed by a "Read More" or "Continue Reading" link to reveal more text.

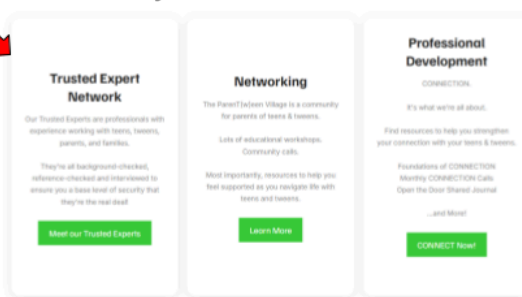
## Problem 5

URL: <https://parentweenconnection.com/forparents>

### On-screen Button Color Consistency



Different button colors  
= inconsistency



**Priority:**  
**Medium**

**Problem:** Inconsistent button colors throughout the website.

**Recommendation:** Consider selecting one or two uniform colors for button navigation.

### Other Suggested Recommendations:

- The website uses at least six different font types for body - Arial, Lato, Open Sans, Montserrat, Roboto, Inter. The best practice is to limit it to two font types only - one for headings and one for body/descriptions. (Priority - High)
- The heading font (Familjen Grotesk) is not very accessible and can be hard for some people to read. Consider choosing a more accessible font for those with visual impairment or reading disabilities. (Priority - High)
- The current website serves two audiences - parents/guardians or caretakers of teens and tweens, as well as industry professionals who provide services to the first audience. Consider having a separate website or portal for professionals for networking purposes, and keep the main site for the families with resources and information about available services. (Priority - Low)
- Make graphics and images accessible by adding alt text for screen reader software. (Priority - Medium)

**Contact:**

This Usability Report has been prepared free of charge. For questions about this report, please contact:

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Website - <https://ildsolutions.com>

**References:**

Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd ed.). New Riders.

Morris, T. (n.d.). Web Design Best Practices Checklist.

<https://terrymorris.net/bestpractices/>

*YouTube Help: Embed videos & playlists.* (2025, April 28th).

<https://support.google.com/youtube/answer/171780?hl=en>