Usability Checklist for a Bakery Website - chatGPT

- **Clear Navigation**
  Ensure that the main menu is prominently displayed and intuitive to use (e.g., "Home," "Menu," "Order Online," "Contact Us").

- **Mobile Responsiveness**
  Check that the layout and functionality remain user-friendly on smartphones and tablets.

- **Fast Page Load Times**
  Optimize images and website code so customers can quickly view product photos and details without delays.

- **High-Quality Product Images**
  Provide clear, well-lit photos of baked goods from multiple angles to encourage purchases.

- **Prominent Call-to-Action Buttons**
  Make "Order Now," "Add to Cart," or "View Menu" buttons eye-catching and easy to find.

- **Visible Store Hours & Location**
  Clearly display your hours, address, and map/directions on the homepage or in a dedicated "Locations" area.

- **Easy Online Ordering**
  If offering online orders, ensure the process is straightforward, with minimal steps required.

- **Accessible Contact Information**
  Place phone number and email contact links where they are easily visible (e.g., header or footer).

- **Social Media Links**
  Include recognizable icons (Facebook, Instagram, etc.) that link directly to your social pages.

- **Simple, Readable Fonts**
  Use large, easy-to-read typography for body text, headlines, and product descriptions.

- **Consistent Branding**
  Match color schemes, logos, and style across all pages for a professional, cohesive appearance.

- **Detailed Menu Descriptions**
  Include ingredients, potential allergens, and prices to help users make informed decisions.
- **Search Function**
  Provide a search bar so customers can quickly find products or relevant information (e.g., "gluten-free").
- **Clear Shopping Cart Icon**
  Make sure the cart icon is visible on every page, showing how many items are currently in the cart.
- **Secure Checkout**
  Use SSL certificates and highlight secure payment methods to build customer trust.
- **Promotions & Special Offers**
  Feature any ongoing deals or seasonal specials prominently (e.g., "Holiday Cupcakes" or "Weekly Discount").
- **Customer Testimonials or Reviews**
  Display social proof to reassure new visitors about product quality and service.
- **Quick Access to FAQs**
  Anticipate customer questions (shipping, refunds, custom orders) and provide concise answers.
- **Easy-to-Find Policies**
  Ensure terms of service, privacy policies, and return/refund policies are accessible and understandable.
- **Consistent Footer Navigation**
  Include crucial links (About Us, Contact, Careers) in the footer on every page for quick reference.
- **Breadcrumb Navigation**
  If your site has multiple product categories, include breadcrumb links to help users keep track of where they are.
- **Accessibility Features**
  Provide alt text for images, proper heading structure, and consider color contrast for visually impaired users.
- **Minimal Pop-Ups**
  Use pop-ups sparingly to avoid frustrating visitors and blocking main content.
- **Load Testing During Peak Times**
  Verify the site can handle increased traffic (e.g., holiday orders) without slowdowns or crashes.

- **Clear Confirmation Messages**
  Display immediate feedback (e.g., "Your order has been placed!") after users complete an action.