STEVE MOORE CONSULTING

Website Audit

Foxglove Outdoor Supply

A heuristic, accessibility, and checkout review of foxgloveoutdoor.com: what a first-time visitor meets, what a careful buyer finds, and what to fix first.

SAMPLE REPORT

Sample report. Foxglove Outdoor Supply is a fictional business created to demonstrate this audit; all findings are illustrative. This document shows the structure, depth, and standard of a Steve Moore Consulting website audit. It describes no real company, and no real website was reviewed to produce it.

PREPARED FOR	PREPARED BY	DATE
Demonstration (fictional client)	Steve Moore Consulting	November 2026

BEFORE THE FINDINGS

What this audit covers

100	10	WCAG 2.2 AA	2
Point scale for the heuristic scorecard	Usability categories, scored 0 to 10	Accessibility standard applied	Passes: content read, then rendered review

What was reviewed

The subject is the public website of Foxglove Outdoor Supply (foxgloveoutdoor.com), a specialty outdoor retailer with three stores and an online catalog of roughly 640 products. The review covered the whole public surface: the homepage, the catalog and product pages, the store pages, the rental and repair services, the boot fitting booking flow, the help pages (FAQ, size guides, shipping and returns), and the cart and guest checkout.

It was reviewed as it actually renders, on desktop (1440 px) and phone (390 px), in two passes: a full content read, then a rendered pass of screenshots and measurements, ending with the purchase path walked by hand as a guest. Nothing was purchased; no account was created.

What is graded

Two instruments produce the grades. The first is a heuristic scorecard: ten usability categories, each scored 0 to 10, for 100 points total. The bands run 90 to 100, excellent; 80 to 89, good, with named fixes; 70 to 79, usable, with real friction; 60 to 69, poor; and below 60, failing. Each finding also carries a severity rating from 0 to 4, where 4 is a catastrophe and 1 is cosmetic.

The second is an accessibility review against WCAG 2.2 Level AA: Level A failures are named first, and contrast figures are measured from the site's own color values, not estimated. Every finding carries a recommended fix, an Effort tag, and an Owner tag.

What you will see

In order: Executive summary; Scores at a glance; What is working; Fix this first; Findings by severity, with exhibits; The purchase path; ADA review; Action plan, the work order in three tiers; Method and limits; and the closing note.

How to use this report

Start with Fix this first: one finding, on the page where the money changes hands. Then work from the back. The action plan is the work order, in three tiers.

START HERE

Executive summary

Foxglove Outdoor Supply is a well-kept store run by people who clearly know footwear, and the best parts of this site are genuinely good: fit guides written by the staff who do the fittings, exact stock counts per store instead of vague promises, rental rates published down to the deposit, and a checkout that shows its totals early and adds nothing at the till. A first-time visitor, though, meets a store that is harder to shop than it needs to be, for reasons that have little to do with the products.

The friction is concentrated in three places: the front door (a marketing popup that will not stay dismissed, and a search box that only understands the catalog's own vocabulary), the moment of commitment (a pickup promise on the product page that quietly changes at checkout), and one color asked to do a job it cannot quite do (the brand moss carrying prices, labels, and every purchase button at a contrast ratio just under the legal minimum). None of these are redesign problems. The first two are decisions and one integration fix; the third is an afternoon with a color token.

The commercial core of this site (find it, try it, buy it, pick it up) works. It works best where a staff member's knowledge has been written down, and worst where the platform's defaults were left to speak for the business.

71/100

Heuristic score across the ten Nielsen categories. Band: **Usable, with real friction (70 to 79)**, held down by findability, the booking flow, and form behavior, not by the store itself.

0 + 5

No severity 4 findings (nothing here is a catastrophe), and five severity 3 findings, out of 16 findings in total. The full list is graded and tagged inside.

3

Named WCAG Level A failures, each listed by name in the Accessibility section. Level A is the floor, not an average, so they are reported individually.

Fix the three clusters and this site reads the way the business behind it actually operates: knowledgeable, straight about money, and careful with other people's time. The knowledge is already on the site. The work below is mostly about stopping the platform from getting in its way.

THE GRADES

Scores at a glance

Two instruments, applied to the rendered site and its source: a heuristic scorecard (Nielsen's ten categories, 0 to 10 each) and an accessibility review against WCAG 2.2 Level AA.

Heuristic scorecard

CATEGORY	WHAT THE SCORE RESTS ON	SCORE
Visibility of system status	Adding to cart confirms clearly, and the free shipping progress bar in the cart is the best status display on the site. Against that: the cart total lags silently after a quantity change (B2), and a pickup status changes between the product page and checkout without a word (B1).	**7**
Match with the real world	Staff-written pages speak the customer's language. Search does not: it answers the catalog's words, not the shopper's (G1), and "free returns" on product pages means something narrower in the policy (T1).	**7**
User control and freedom	Guest checkout with no forced account is the right call. Against that: a popup that returns on every visit no matter how often it is dismissed (P1), and an account demanded before a fitting can be booked (F1).	**6**
Consistency and standards	Layout, cards, and components are disciplined; the site looks like one store. The disagreements are factual, not visual: store hours and an address that differ between pages (T2), and one service carrying three names (L2).	**8**
Error prevention	The funnel is careful: totals before fields, one decision at a time. Prevention failed in the forms instead: an address block that can be wiped by one bad field (F2), a balance checker that refuses pasted input (G2), and a rental reservation that cancels in one tap with no confirmation.	**6**
Recognition rather than recall	Options are visible, stock counts are concrete numbers, and the order summary persists through checkout. But facts a buyer needs at the moment of	**7**

	decision (the return label fee, what to bring to a fitting) must be hunted down in other documents (T1, F1).	
Flexibility and efficiency of use	Account holders get saved sizes and a fit profile, a real accelerator. Everyone else pays the catalog tax: search that misses ordinary words (G1) and suggestions that still offer a discontinued pack (L4).	**6**
Aesthetic and minimalist design	Calm, well spaced, and confident; nothing decorative competes with the products. Points off for the popup, which is the one element on the site that behaves like an advertisement for itself (P1).	**8**
Error recognition and recovery	Most forms behave well, and the newsletter form names its errors inline, which proves the pattern exists in-house. The standout failure is the checkout's "Invalid entry," which names no field and deletes the work around it (F2).	**7**
Help and documentation	The strongest category on the site. Fit guides, rental explainers, and repair pages are specific, current, and written by people who do the work. Points off only for a size guide that drops a column its printed twin carries (L3).	**9**
Total	Band, per the scorecard: 70 to 79 is Usable, with real friction. The store's knowledge outperforms the score; the friction is concentrated in findability, the booking flow, and one color.	**71/100** USABLE

Accessibility summary (WCAG 2.2 AA)

Three Level A failures, named here because Level A is the floor: 1.4.1 Use of Color (stock status in the store list is carried by a colored dot alone), 2.1.1 Keyboard (the price range slider and the rental calendar cannot be operated from a keyboard), and 3.3.1 Error Identification (the checkout error message does not say which field failed). The key Level AA failure is 1.4.3 Contrast: the brand moss carries text at 4.35 to 1 where 4.5 to 1 is required, close enough to look intentional and still short. The full section, with the measured table, is on the Accessibility pages.

Severity counts

16 findings: none at severity 4 (catastrophe), 5 at severity 3 (major, high priority), 7 at severity 2 (minor, fix at low priority), 4 at severity 1 (cosmetic). Every finding also carries an effort tag (One sitting, One afternoon, A project) and an owner tag (Content, Theme, Platform, Business decision), so the list can be scheduled, not just read.

Severity, graded

Severity grades the problem, not the page it sits on, and the grades mean specific things. The other two tags on every finding, effort and owner, are defined in the Action plan, where they do their scheduling work.

GRADE	WHAT IT MEANS	HERE
4 · Catastrophe	A main task cannot be completed, or completes wrongly.	**0**
3 · Major	An important task is blocked, misled, or made needlessly hard. Fix at high priority.	**5**
2 · Minor	A real problem with a workaround. Fix at low priority, in sittings already scheduled.	**7**
1 · Cosmetic	Surface untidiness a returning customer notices without ever mentioning.	**4**
0 · Not a problem	Recorded where a suspected issue was checked and cleared. None appear in this audit.	**0**

THE TWO OR THREE TRUE PRIORITIES

Priority in this report follows the scorecard's rule: severity first, then how many main tasks a finding touches, then how often a visitor meets it. By that rule, three things outrank everything else. First, **B1**: the pickup promise that changes at checkout, because it breaks trust at the exact moment money is committed. Second, **V1**: the brand moss carrying text just under the contrast minimum, because it sits on every price and every purchase button, and the fix costs an afternoon. Third, **G1**: search that cannot hear the customer's words, because it quietly caps the catalog's best category before any design quality gets a chance to matter.

CREDIT WHERE IT IS DUE

What is working

An audit that only criticizes is not honest. These are real assets, verified on the rendered site, and several of them are better than what most specialty retailers publish.

The fit guides are the real thing

The boot fitting guides are written by the fitting teams in the stores, and they read like it: how a heel should sit on a downhill, why a trail runner's size is not a boot size, and a plain list of who should not buy the flagship boot at all. There is a printable foot measurement sheet, with instructions that work at a kitchen table. This is the single strongest trust asset on the site, because it is expertise a competitor cannot copy by hiring a copywriter.

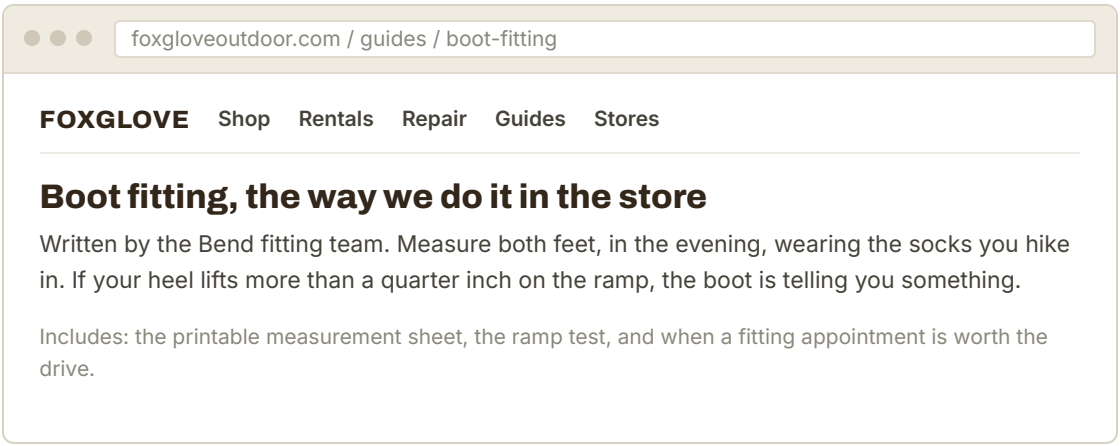


EXHIBIT 1 · FIT GUIDE, DESKTOP (ILLUSTRATIVE RECONSTRUCTION)
The guide's opening: who wrote it, and the first useful instruction, before any product is mentioned.

WHAT TO NOTICE The page teaches before it sells, and it is signed by the team that does the work. That order, expertise first and products second, is exactly right for a store whose advantage is its people.

Stock counts told straight

Product pages give exact counts per store ("3 pairs, Bend, in your size") instead of the industry standard "in stock" that can mean anything. The cart carries a free shipping progress bar that fills toward the $75 threshold and says, in dollars, how far away it is.

Both are small features. Both treat the customer like an adult, and both were verified working in the walk.

Rental rates published in full

The rental pages list every rate, every deposit, and the late fee, in a table anyone can read before reserving. Outdoor retailers routinely hide rental pricing behind a phone call. Publishing it, deposits included, is rarer than it should be, and it converts the rental desk's most common phone question into a page that answers itself.

The repair program is specified like a service, not a slogan

Resoling, rewaxing, and zipper work each carry a price, a turnaround time, and a status page where a customer can watch a repair move through the shop. The stated turnaround (10 to 14 days for a resole) is the kind of specific promise a business only makes when it is keeping it.

The checkout keeps its books honestly

We walked the full path as a guest. Tax is estimated in the cart, the total is on screen from the cart onward, no fee appears at the till that was not visible earlier, and no account is ever demanded. Section 7 maps it step by step. Whatever else this report asks you to fix, protect this: it is the part of the site closest to the money, and it is close to right.

One small form already behaves the way every form should

The newsletter signup, the smallest form on the site, names its errors where they happen. Type a malformed address and the message appears at the field, in words, saying what shape it expected, and nothing already typed is cleared. We tested it the same way we tested the checkout, with a deliberate error, and it behaved exactly the way finding F2 asks the checkout to behave. That matters beyond the form's size: it proves the standard exists inside the site's own components, written by whoever built them. The checkout's failure is not a house style. It is one form left behind by a pattern the store already owns, and the fix is promotion, not invention.

FIX THIS FIRST

The pickup promise changes at the till

Nothing in this audit rates severity 4, the scorecard's catastrophe grade, and that is worth saying: this site has no emergency. One finding still stands alone at the front of the queue, because it sits exactly where trust converts to money, and because a careful buyer will meet it on their very first order.

B1 "Free pickup today" on the product page becomes "ready in 2 to 3 days" at checkout

SEVERITY 3 · MAJOR **Effort:** A project **Owner:** Platform

WHAT IT IS

On the product page, in the buyer's size, the flagship boot shows a green chip: "Free pickup today, Bend, 3 pairs in your size." That is a specific, checkable promise, and the stock count behind it is real (we verified the count matches the store page). At checkout, with the same store and the same size selected, the pickup line reads "Ready in 2 to 3 days," with no explanation of the change. The two statements cannot both be true. What has almost certainly happened is mundane: the product page reads the store's shelf count, while checkout reads a fulfillment queue that excludes shelf stock already spoken for, and nobody owns the seam between them. The customer does not experience it as an integration detail. They experience it as a promise withdrawn at the register.

We confirmed the seam twice, once in each pass, at desktop width and at phone width, with the same boot, the same size, and the same store, so the difference is not a stale page or a size mix-up. We also checked the number underneath it: the store page's shelf count for this boot in this size agreed with the product page's three pairs. The product page, in other words, is reporting a true number. It is the promise built on top of the number, today, that the second system declines to honor, and it declines silently, which is the part a customer cannot forgive: not the wait, but learning about it at the till.

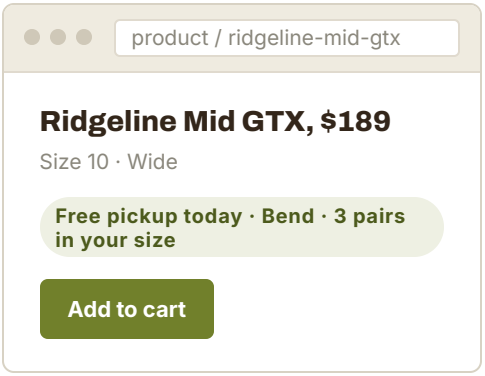


EXHIBIT 2A · PRODUCT PAGE (ILLUSTRATIVE RECONSTRUCTION)

WHAT TO NOTICE The promise is specific: today, this store, your size, with the count to back it.

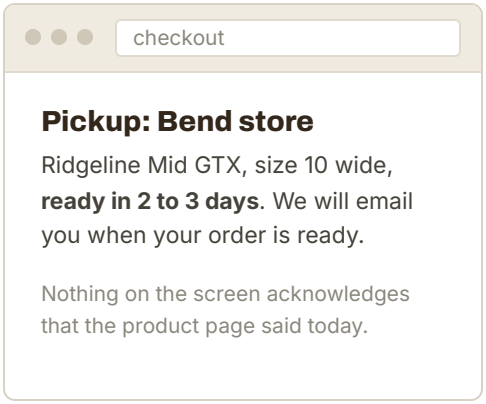


EXHIBIT 2B · CHECKOUT, SAME ITEM (ILLUSTRATIVE RECONSTRUCTION)

WHAT TO NOTICE Same boot, same store, same size. The only thing that changed is the promise.

WHY IT MATTERS

Pickup is this store's structural advantage over the big platforms: the customer can have the boots today, fitted, from people who know them. The "today" is the entire point of the feature. A buyer who rearranges an afternoon around pickup, and learns at checkout that the real answer is Thursday, does not blame a data feed. They learn that this site's promises are approximate, and approximate promises are the one thing a specialty store cannot afford, because trust is the product.

RECOMMENDED FIX

Make the two systems read the same truth, or make the words honest about the difference. The better fix is the first: the product page should promise only what the fulfillment queue can keep, which usually means reserving shelf stock the moment it is displayed as available. If the queue genuinely cannot see the shelf, then the product page language has to step back to what it can defend ("In stock at Bend, usually ready today") and checkout must say what changed and why ("One pair is being held for another customer; yours will be ready Thursday"). How you will know it is fixed: place a pickup order for an item showing the "today" chip, at each store, and compare the two screens. They should agree, word for word, on when the boots can be collected.

FINDINGS

Major findings: severity 3

Five findings at severity 3: important to fix, high priority. B1, the first of them, was presented in full in the Fix this first section. The remaining four follow.

P1 The email popup comes back on every visit, forever

SEVERITY 3 · MAJOR **Effort:** One sitting **Owner:** Theme

WHAT IT IS

Eight seconds into any first page, a modal offers 10 percent off the first order in exchange for an email address. That is ordinary. What is not ordinary is the memory: dismiss it, and it returns eight seconds into the next visit, and the next. It returns after signup, too, addressed to a visitor who already gave the address it is asking for. In the rendered pass it fired on the homepage, on a product page (over the fit notes, mid-read), and on the rental rates page. The dismissal is a small gray cross in the corner of the card, and the card's offer text does not change its message for a returning visitor, so there is no state in which the site believes you have already answered.

The firing log from the two passes, in the order we met it: the homepage, eight seconds after landing and before any scrolling; a product page, over the fit notes, on a return visit after dismissal on the previous one; the rental rates page, in the middle of the pricing table the visitor came to read; and the product page again after signup, still offering 10 percent off a first order to the person whose signup is the proof that the first order is coming. No entry point we used was exempt, and the offer's wording never acknowledged any of the earlier meetings.

The one control meant to end this works against the visitor twice over. The dismiss cross is small, it sits in the card's corner away from the offer's center of gravity, and it is set in the interface gray that measures 3.60 to 1 against white, the same gray the Accessibility section records failing where it carries placeholder text. The offer itself is set in the site's darkest, strongest text colors. The invitation is loud and the exit is faint, and a visitor who wants the interruption gone has to find the faintest element on the card to make it stop.

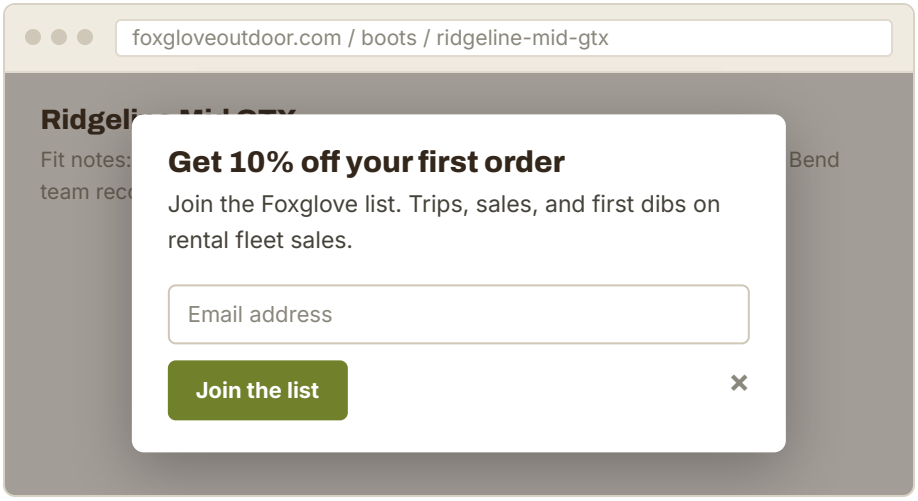


EXHIBIT 3 · PRODUCT PAGE, EIGHT SECONDS IN (ILLUSTRATIVE RECONSTRUCTION)

The popup over the fit notes, on a return visit, after dismissal on the previous one.

WHAT TO NOTICE The content underneath is the store's best work, its own fit notes. The popup cannot tell that it has already been answered, or that the visitor came back on purpose.

WHY IT MATTERS

A first-time visitor may forgive one interruption. A returning customer, exactly the person this store's model depends on, reads the repetition as indifference: the site does not remember them, and does not notice them declining. Every repeat firing also trains visitors to close overlays reflexively, which means the day this store has something genuinely urgent to say in a modal (a recall, a store closure), its customers will have been taught to dismiss it unread.

RECOMMENDED FIX

Give the popup a memory and a budget. Remember dismissal for at least 30 days, suppress it permanently after signup, and do not fire it on service pages (rentals, repair status, fitting booking) where the visitor is mid-task. Once is an offer; on every visit it is a toll. How you will know it is fixed: visit the site on three separate days, dismissing each time. The second and third visits should be silent.

G1 Search answers the catalog's words, not the customer's

SEVERITY 3 · MAJOR **Effort:** A project **Owner:** Platform

WHAT IT IS

The catalog holds about 640 products, and its front doors are the category pages and search. The categories are fine. Search is not: it matches the words in product names and almost nothing else. In the rendered pass, "rain jacket" returned zero results on a site that sells 23 sheltering products it calls "hardshells"; "waterproof jacket" found 4; "tent for two people" found nothing, where "2-person tent" is the house phrasing. The same gap applies to synonyms a boot buyer brings ("wide feet" finds nothing; "wide" as a filter exists, but only on the boot subcategory page, two clicks deeper than the shop landing where the shopper starts). A zero-results page offers a phone number and nothing else: no nearest matches, no popular categories, no spelling help.

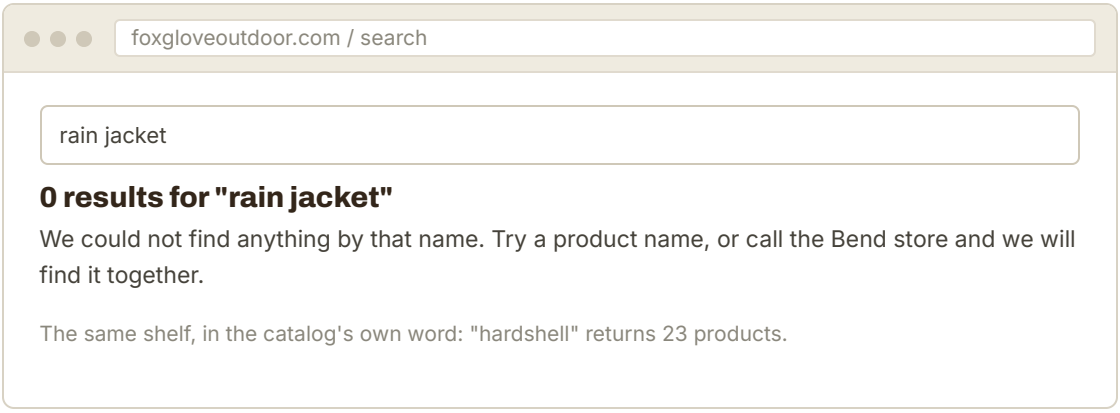


EXHIBIT 4 · SEARCH, THE CUSTOMER'S WORD (ILLUSTRATIVE RECONSTRUCTION)
A zero results page for the most ordinary phrase in the category.

WHAT TO NOTICE The tone is warm and the phone offer is genuine. Neither changes the arithmetic: the shopper asked for a product the store stocks 23 of, and was told, in effect, that it does not exist.

WHY IT MATTERS

Findability is the catalog's ceiling. A shopper who searches in their own words and gets zero does not conclude that the store uses a different word; they conclude the store does not carry it, and they leave for a site whose search listens better. This is also the rare finding where the fix compounds: every synonym mapped is a small door opened permanently, for every future visitor who uses that word.

RECOMMENDED FIX

Teach search the customer's vocabulary. Mine the zero-results queries monthly (the platform already logs them), map the top few hundred phrases to the catalog's terms, and index the words staff actually use in the fit guides, which are written in customer language

already. Give the zero-results page a second job: nearest categories, best sellers in the likely department, and the closest matches rather than a dead end. Surface the boot width filter on the shop landing for footwear, where the question starts. How you will know it is fixed: run the twenty most common zero-results phrases from last quarter's log. Every one should land on real products.

Start where the loss is largest. Sheltering is the first vocabulary project: 23 products sit behind the single word hardshell, and the phrases that miss them or nearly miss them (rain jacket, waterproof jacket, rain shell) are few enough to map in one sitting, with the department's buyer in the room to catch the words only staff use. Footwear is second, because its missing words are fit words (wide feet, narrow heel, high arch) that the fitting team already says out loud every day; several of them are written into the fit guides, which is why indexing the guides is part of the fix above. Category by category, the log gets shorter, the mappings get easier, and the zero-results page gets quieter.

V1 The brand moss fails contrast minimums where it carries text, including every purchase button

SEVERITY 3 · MAJOR **Effort:** One afternoon **Owner:** Theme

WHAT IT IS

The palette's accent, a moss green (#71802B), measures 4.35 to 1 against white and 3.77 to 1 against the site's pale sage section ground (#EEF0E3). The WCAG AA minimum is 4.5 to 1 for body text, so moss text on either ground fails, by a margin small enough that no one would ever catch it by eye. The rendered pass mapped where it happens. Moss carrying words, all failing: the regular prices on every product card; the section eyebrow labels ("New This Season", "Staff Picks", and their interior equivalents); the stock and pickup labels; and the primary buttons (Add to Cart, Reserve, Book a Fitting, Proceed to Checkout), which are white text on moss at the same 4.35 to 1, the highest traffic failure on the site because every purchase passes through at least two of them. Alongside it, the interface gray (#8A877C) used for placeholder text and the popup's dismiss control measures 3.60 to 1. Moss used safely: fills, borders, the free shipping progress bar, and chart accents, where it carries no words. The palette's dark bark brown passes at 14.66 to 1 and its rust sale color passes at 5.02 to 1; the full measured table is in the Accessibility section.

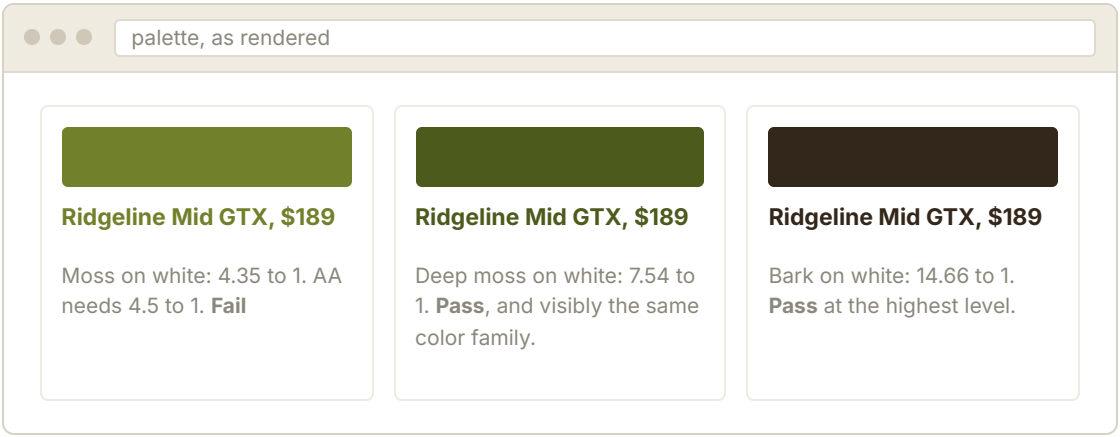


EXHIBIT 5 · THE TEXT COLORS, MEASURED (ILLUSTRATIVE RECONSTRUCTION)
The three greens and browns that carry words on the site, with their measured ratios.

WHAT TO NOTICE The failing color and its passing replacement are nearly indistinguishable on the swatch. This failure survives because it is invisible to everyone except the visitors it excludes, and a contrast checker.

WHY IT MATTERS

This is the most instructive failure in the audit, because 4.35 to 1 is not carelessness; it is a good color that was never measured in the role it was given. It is also a plain readability issue beyond compliance: prices are the most-read text on a product card, and they are set in the palest text color on the site. In bright light, on a trailhead parking lot screen, which is where this store's customers actually shop, that gap is not theoretical.

RECOMMENDED FIX

Split the moss into two tones and assign each its job. Keep #71802B for fills, borders, bars, and large graphic elements, where it looks right. Where moss currently carries words (prices, eyebrows, labels, links), use the deepened tone, #4C5A1C, which is the same hue darkened and passes at 7.54 to 1. Buttons deserve one explicit decision, because it is the only place the fix changes the feel: white text on the deepened moss passes at 7.54 to 1 and keeps the current look; bark buttons pass at 14.66 to 1 and match the header. Either is defensible. White text on the current moss, on the buttons every buyer must use, is the one option that is not. Raise the interface gray's text uses to a tone at 4.5 to 1 or better, and keep #8A877C for borders and disabled states only.

F1 Booking a boot fitting takes 14 fields and a forced account before a single time is shown

SEVERITY 3 · MAJOR **Effort:** A project **Owner:** Platform

WHAT IT IS

The fitting is this store's signature service, and the booking flow treats it like a mortgage application. Before any available time is displayed, the visitor is asked for: first name, last name, email, phone, an account password (account creation is mandatory, there is no guest path), store, boot category, current boot brand, current size, usual size in a second brand, sock preference, "primary terrain," injury history (a free text box), and a checkbox consenting to marketing email that arrives pre-ticked. Only then does a calendar appear. Three of those questions (sock preference, terrain, injury history) are questions a fitter asks in person, with the customer's foot in hand; moved online and made mandatory, they are friction wearing the costume of thoroughness. The confirmation screen, once reached, gives a date and time and nothing else: no summary of what to bring (the guides elsewhere say to bring your current boots and hiking socks), no calendar file, no directions.

THE FOURTEEN FIELDS, GROUPED

- **Who you are (4).** First name, last name, email, phone. Reasonable questions for an appointment, asked four fields too early.
- **Becoming a customer (1).** An account password. The wall. There is no guest path, and the account's benefits are never stated at the point where its cost is charged.
- **The appointment itself (2).** Store, and boot category. The two answers the calendar actually needs, sitting in the middle of the form.
- **The fitter's interview (6).** Current boot brand, current size, usual size in a second brand, sock preference, primary terrain, injury history. Good questions in the wrong room: each is asked better in person, with the customer's foot on the measuring device, and not one of them changes which times are free.
- **The toll (1).** A marketing email consent, pre-ticked, so the default answer to a question the visitor never asked is yes.

Counted this way, the shape of the problem is plain. Two of the fourteen fields serve the booking. Twelve serve the store's records, its marketing list, or a conversation that has not happened yet, and the customer's one question, when can I come in, is answered only after all fourteen are surrendered.

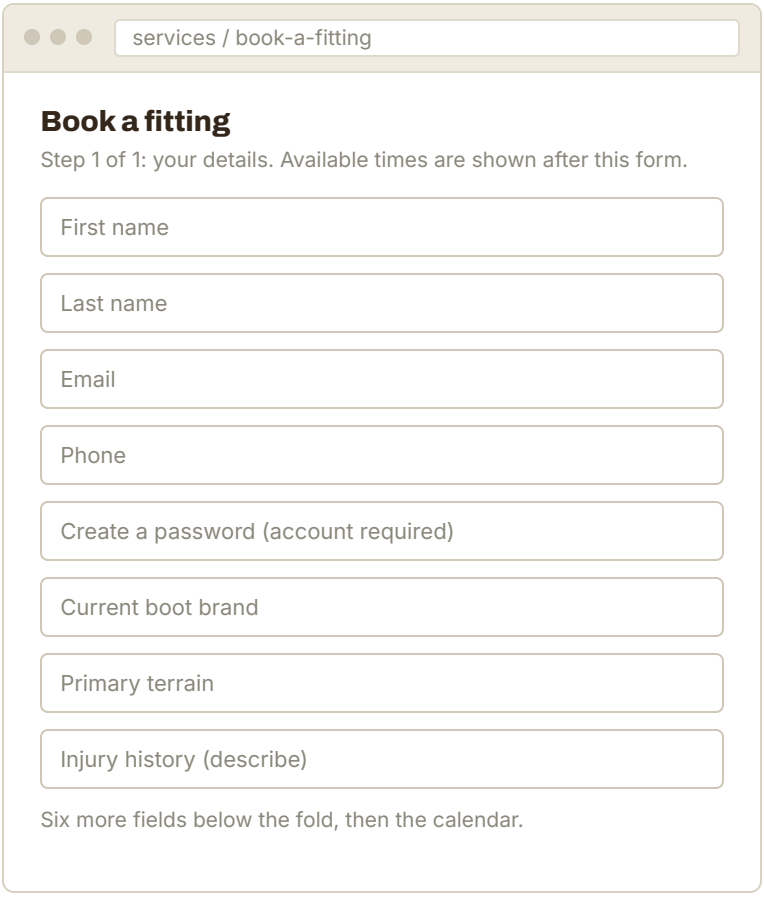


EXHIBIT 6 · FITTING BOOKING, THE FIRST SCREEN (ILLUSTRATIVE RECONSTRUCTION)
Fourteen fields stand between the visitor and the first available time.

WHAT TO NOTICE The form's order gives the game away: the store's questions come first, and the customer's question (when can I come in?) is answered last, if they stay that long.

WHY IT MATTERS

Every field before the calendar is a place to abandon, and the account wall is the tallest one: a customer booking a free 20 minute fitting is being asked to begin a permanent relationship before receiving anything. The store cannot see the cost directly, because abandoned bookings leave no record. It shows up instead as a fitting calendar that looks underused next to a service the staff know is valued, which is the kind of gap that gets misread as weak demand.

RECOMMENDED FIX

Rebuild the flow around the customer's question. Show the calendar first, with store and service preselected; ask for name, email, and phone after a time is chosen; make the account optional and offer it on the confirmation screen, where its benefit (saved sizes, fit history) can be explained in one line. Move the fitter's questions to an optional "anything your fitter should know" field, and untick the marketing consent. Finish the confirmation properly: what to bring, where to park, a calendar file, and the fit guide link. How you will know it is fixed: book a fitting as a stranger, on a phone, with one thumb. It should take under two minutes and no password.

THE SAME BOOKING, AFTER THE FIX

1 **The calendar answers first**
The visitor lands on available times: their store preselected, the service named the way the navigation names it, this week's openings visible. No form, no account, no questions. The schedule is the first thing the flow shows, because it is the only thing the visitor came for.

2 **A time is chosen, then a short form**
One tap holds the slot. Only now does a form appear, and it is three fields long: name, email, phone, the details the store needs if the appointment has to move. Everything the old form asked beyond those three has either moved to the room or been dropped.

3 **The fitter's questions, offered rather than charged**
Below the three fields, one optional box: anything your fitter should know. Sock preference, terrain, and injury history can be volunteered here or saved for the appointment, where they were always going to be used. The pre-ticked marketing consent is gone; the email list can earn its own signup somewhere else on the site, as it already does.

4 **A confirmation that prepares**
The confirmation screen and the email that follows carry the appointment itself, what to bring (current boots, hiking socks), where to park, a calendar file, and the fit guide link. One line offers an account, for saved sizes and fit history, at the moment its benefit is visible and its cost is zero. Offered there, some visitors will take it. Demanded at the door, it only emptied the calendar.

Count the change: four screens become two, fourteen fields become three plus one optional box, and the account moves from toll to offer. Nothing the fitters actually use is lost. It is waiting in the room, with the measuring device, where it was always going to be used.

Minor findings: severity 2

Seven findings at severity 2: minor usability problems, worth fixing at low priority. Several are quick, and two of them (T1 and T2) are single sittings that remove contradictions a careful buyer can find in minutes.

B2 The cart total changes silently, about a second after the quantity does

SEVERITY 2 · MINOR | **Effort:** One sitting | **Owner:** Platform

WHAT IT IS

Change a quantity in the cart and the line updates instantly, but the order total waits about a second, then swaps to the new figure with no spinner, highlight, or announcement. On the phone walk, the lag was long enough that the total visible when the checkout button came into view was the old one. A screen reader gets no announcement at all; a sighted visitor gets a number that changes when they may not be looking at it.

WHY IT MATTERS

Totals are trust data. A number that changes without a visible cause reads, for a beat, like a number that cannot be trusted, and it sits in the one flow where this site otherwise keeps its books impeccably (see What is working).

RECOMMENDED FIX

Announce the change: a brief updating state on the totals panel, a highlight flash on the new figure, and a live-region announcement for assistive technology. The platform supports all three; this is configuration, not construction.

F2 A mistyped ZIP code wipes the address block and reports only "Invalid entry"

SEVERITY 2 · MINOR | **Effort:** One afternoon | **Owner:** Platform

WHAT IT IS

We exercised one error deliberately: a four digit ZIP in the checkout address form. On submit, the form cleared the street and city fields the visitor had already typed, kept the bad ZIP, scrolled to the top, and displayed a single message: "Invalid entry." It did not say which entry, or what shape it expected. The visitor's correct work was deleted, the

incorrect work was preserved, and the explanation fits both and neither. The same failure is an accessibility failure, counted at 3.3.1 in the Accessibility section: an error message that does not identify its field in text.

WHY IT MATTERS

Errors are where a form's manners show. Punishing correct fields for a neighboring field's mistake teaches visitors to dread the form, and retyping an address on a phone is exactly the kind of small humiliation that gets repaid by abandoning the order to "do it later on the computer," which often means never.

RECOMMENDED FIX

Never clear a field the visitor did not get wrong. Put the message at the field ("ZIP codes are five digits; you entered four"), name it in the summary at the top, and move focus to it. The site's own newsletter form already does all of this correctly; the checkout should be brought up to the standard the site itself set.

T1 "Free 60-day returns" on the product page is narrower in the policy

SEVERITY 2 · MINOR | **Effort:** One sitting | **Owner:** Business decision

WHAT IT IS

Every product page carries the line "Free 60-day returns." The Returns policy, three clicks away, says: footwear that has been worn outdoors is not returnable; mail returns use a prepaid label that costs $9, deducted from the refund; and items must arrive in their original packaging. Each condition is defensible on its own. Together they describe a policy that is neither free nor, for the product this store sells most (boots people buy precisely to wear outdoors), as wide as the promise on the page where the decision is made. In-store returns are genuinely free and genuinely 60 days; the product page does not say that is the version it means.

WHY IT MATTERS

A returns promise is part of the price of the product, and buyers of $189 boots read it. The gap will be discovered at the worst possible moment, at the returns counter or in a refund that arrives $9 light, where it stops being a copy issue and becomes a story the customer tells.

RECOMMENDED FIX

Align the words or the policy, and say which. The cheap, honest fix is wording: "Free returns in store for 60 days; mail returns $9 with our label" fits in the same space on the product page and survives being read next to the policy. If the business wants the bigger

promise, it can buy it deliberately, knowing the worn-boot exclusion is the part customers will test. What it should not do is keep the current arrangement, where the generous version advertises and the narrow version governs.

T2 The Bend store's own page disagrees with the rest of the site about where it is and when it closes

SEVERITY 2 · MINOR **Effort:** One sitting **Owner:** Content

WHAT IT IS

The Bend store moved in March. The footer, the Contact page, and the directions link all carry the new address on NW Bond Street. The Bend store page itself still shows the old NW Wall Street address in its header block, while its own directions button points to the new one, so the page contradicts itself without leaving the screen. Sunday hours disagree too: the store page says closing at 7 PM, the site footer says 6 PM, and the store page's holiday banner (still up, for a holiday in October) says hours "may vary."

WHY IT MATTERS

Store information is the one content on the site a visitor acts on physically. Someone who drives to the old address, or arrives at 6:40 on a Sunday to a closing store, does not experience it as a content management issue. They experience it as the store not knowing where it is.

RECOMMENDED FIX

Correct the page today, then remove the opportunity: store facts (address, hours, phone) should live in exactly one record per store, rendered everywhere they appear, so a move edits one field instead of five pages. Add a quarterly ten minute check of the three store pages against the footer and the map listings to the site's routine. How you will know it is fixed: search the site for the old street name. It should return nothing.

T3 Reviews are undated, unsortable, and still reviewing a boot that was replaced in 2023

SEVERITY 2 · MINOR **Effort:** One afternoon **Owner:** Content

WHAT IT IS

The flagship boot shows 214 reviews and a 4.6 average, respectable numbers. Open them and the corpus has no dates, no sort control, and no way to filter by the current model. The two most prominent reviews describe a lacing system and a sole compound the boot

has not had since its 2023 revision; the reviewers are praising and criticizing, accurately, a product that is no longer sold under this page. Nothing on the page tells a reader which reviews belong to the boot they are actually considering.



EXHIBIT 7 · REVIEWS ON THE FLAGSHIP BOOT (ILLUSTRATIVE RECONSTRUCTION)

Five star praise, for features the current model does not have.

WHAT TO NOTICE The reviews are not fake and the sentiment is real. The failure is curation: a careful reader cannot tell which decade of the product they are reading about, so the whole corpus quietly loses authority.

WHY IT MATTERS

Reviews are the trust engine of a product page, and their value is precision. A corpus that mixes two generations of a boot teaches careful readers to discount all of it, including the current, relevant praise the store earned honestly.

RECOMMENDED FIX

Date every review, default the sort to most recent, and tag reviews with the model year they describe, with a filter for the current model. Reviews for discontinued versions should move to an archive link rather than the main list. None of this requires new reviews; it is a week of data hygiene on a corpus the store already owns.

G2 The gift card balance checker refuses pasted numbers, on the device people paste from

SEVERITY 2 · MINOR **Effort:** One sitting **Owner:** Platform

WHAT IT IS

Checking a gift card balance asks for the 19 digit card number and a 4 digit PIN. The number field blocks paste, so the number must be typed character by character, on phones (where the balance checker is mostly used, gift card in hand) with no formatting help: the field shows one unbroken string, making a mistyped digit nearly impossible to find. Two wrong attempts brought a warning that a third would lock the check for 24 hours, a security posture better suited to a bank vault than a $50 gift card.

WHY IT MATTERS

Gift card recipients are the store's future customers arriving with money already committed. Their first experience of the brand should not be a transcription test with a lockout threat at the end of it.

RECOMMENDED FIX

Allow paste, format the number in groups of four as it is typed, keep the typed digits visible for checking, and replace the lockout threat with a simple "check the number and try again." The fraud concern paste-blocking claims to serve is not real at this value level; the friction is.

V2 The homepage's only H1 is a picture of words, and its alt text says "Spring Sale"

SEVERITY 2 · MINOR | **Effort:** One afternoon | **Owner:** Theme

WHAT IT IS

The homepage headline, "Spring Into the Backcountry," is not text. It is part of the campaign image, set into the photograph by the design tool, and the image's alt text reads "Spring Sale." So the document's single H1 describes a promotion rather than the page, the headline cannot be read by a screen reader as a headline, cannot be selected, translated, or found by a search engine as the page's subject, and cannot be restyled when the campaign changes. Below it, heading levels jump: H2 section titles give way to H4 labels in the footer with no H3 between, so the outline a screen reader user navigates by has a missing floor. Both are counted in the Accessibility section (1.3.1 and 1.4.5).

WHY IT MATTERS

This is the kind of defect no sighted reviewer ever sees, because the page looks finished. It costs the page its search subject, its screen reader structure, and its flexibility: every campaign change currently needs a designer and a new image to change a sentence.

RECOMMENDED FIX

Set campaign headlines as real text over the image, which the theme's hero block already supports, and give the image a truthful alt (or an empty one, if the text now does the work). Repair the outline once, at the template level: one H1 per page written as the page's plain subject, section titles at H2, subsections at H3, and footer labels as styled text rather than headings.

THE OUTLINE, BEFORE AND AFTER

> **Today, as a screen reader or a search engine reads the homepage:** H1, an image, announced by its alt text: Spring Sale. Then section titles at H2, and in the footer, three labels at H4. The campaign's actual headline appears nowhere in the outline, because it is not text. No H3 appears anywhere, so the outline skips a floor on its way down.
>
> **After the repair:** H1, Spring Into the Backcountry, set as text over the same photograph. The section titles at H2, unchanged. Subsections at H3. The footer labels as styled text, not headings: they label a block, they do not open a section. Same words, same order, same design; a document underneath that finally says what the page shows.

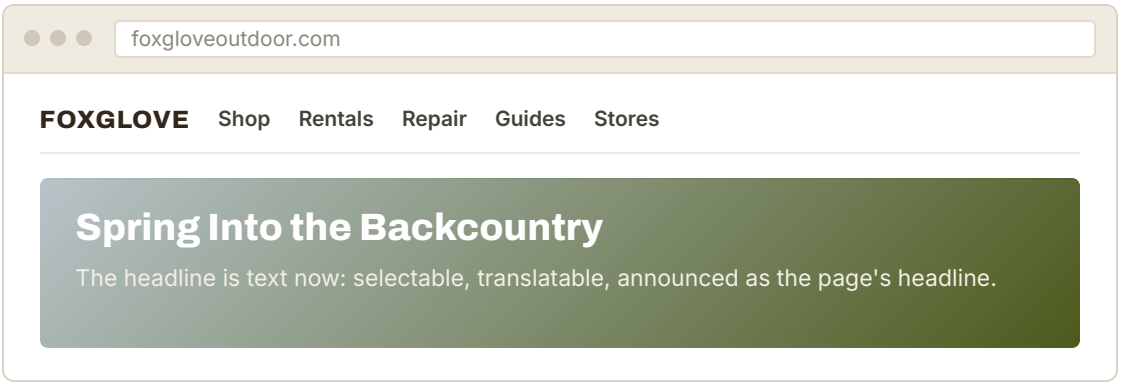


EXHIBIT 8 · THE HOMEPAGE HERO, AFTER THE REPAIR (ILLUSTRATIVE RECONSTRUCTION)

WHAT TO NOTICE Nothing a sighted visitor can see has changed, which is the point. The repair is entirely in which layer of the page carries the words, the layer every non-visual reader and every search engine depends on.

There is a plainer dividend. A campaign change is currently a design task: a new photograph, a new headline baked into it, and an alt text someone has to remember to update, which is how the alt came to say Spring Sale beneath a backcountry headline. As text, the headline is a line a staff member can change in the sitting the campaign is decided, and the photograph goes back to being a photograph.

Cosmetic findings: severity 1

Four findings at severity 1: cosmetic on their own. Collectively they are the kind of small untidiness a returning customer notices without ever mentioning, and all four ride along free with the sittings already scheduled above.

L1 Footer housekeeping: a 2024 copyright, a dead link, and a phone number that disagrees with the Contact page

SEVERITY 1 · COSMETIC | **Effort:** One sitting | **Owner:** Content

WHAT IT IS

The footer's copyright line reads "© 2024 Foxglove Outdoor Supply," two years stale. The footer's Affiliates link returns a 404. And the footer phone number ends in 0147 while the Contact page's number ends in 0174; one of them is a transposition, and a customer who dials the wrong one reaches a stranger. Individually trivial, but the footer is the most repeated block of text on the site, and it is the block that carries the company's identity.

RECOMMENDED FIX

Make the copyright year automatic, remove or repair the Affiliates link, and confirm the phone number against the store's actual line, then fix the wrong instance. Five minutes each; do them in the same sitting as T2, which is the same class of fact-checking.

L2 One service, three names: Boot Fitting, Trail Fit Studio, Fitting Appointment

SEVERITY 1 · COSMETIC | **Effort:** One sitting | **Owner:** Content

WHAT IT IS

The navigation calls the service "Boot Fitting." The service page brands it the "Trail Fit Studio." The booking flow titles it "Fitting Appointment," and the confirmation email a customer receives uses a fourth variant, "your fitting." A customer telling a friend, or searching their inbox for the confirmation, has to guess which name the store is using today.

RECOMMENDED FIX

Pick one name (the navigation's "Boot Fitting" is the plainest) and use it in every surface, keeping "Trail Fit Studio" at most as the in-store signage name for the room itself. One term per concept, everywhere, is the cheapest consistency there is.

L3 The online size guide drops the EU column its printed twin carries, and arrives on phones as a picture of a table

SEVERITY 1 · COSMETIC | **Effort:** One sitting | **Owner:** Content

WHAT IT IS

The printed size guide in the stores converts US, EU, and UK sizes and foot length in centimeters. The online guide shows US sizes only, although a large share of the boots Foxglove sells are European brands whose boxes are labeled in EU sizing, which is the number the customer is holding. On phones, the online table is served as an image of a table: it cannot reflow, so it must be pinched and dragged to be read, and its contents are invisible to search and assistive technology.

RECOMMENDED FIX

Publish the guide as a real table with all four columns, matching the printed version. It is an hour of work and it ends the quiet absurdity of a customer photographing the store's wall chart because the website's version has less in it.

L4 Search suggestions still offer the Cirque 55 pack, discontinued in 2022

SEVERITY 1 · COSMETIC | **Effort:** One sitting | **Owner:** Platform

WHAT IT IS

Type "pack" into search and the suggestion list offers the Foxglove Cirque 55, a house brand pack discontinued in 2022. Selecting it lands on an out-of-stock page that offers no successor product, no similar packs, and no way forward except the back button. The suggestion index, unlike the catalog, was never told the product ended.

RECOMMENDED FIX

Prune discontinued products from the suggestion index, and give every out-of-stock page a next step: the successor model where one exists, or the category's current equivalents. Rides along with G1's search work; the index and the vocabulary are the same system.

THE MONEY PATH

The purchase path, walked

How the purchase flows, walked as a first-time guest in pass 2, at desktop width and at phone width: land on the site, find the boot, add it, and pay, with no account and no help. The product was the flagship boot (Ridgeline Mid GTX, $189, size 10 wide, Bend pickup). Findings that occur inside the flow are marked at the step where they bite.

0 **The front door (where P1 happens)**

We landed on the homepage from a search result for the store's name. Eight seconds in, before any scrolling, the email popup arrived (P1). Dismissed; the homepage underneath is strong: the current campaign, the three stores, and the fitting service are all reachable in one tap. Note that this popup fires at the same eight second mark on every entry page, including the product page a shopper reaches directly from a search engine, which is the single most common real entry to this store.

1 **Browse and search (where G1 happens)**

Shopping the way a stranger shops: search first. "Rain jacket" returned zero results (G1) on a store holding 23 sheltering products. Navigating by category instead, the path works well: Boots, then Hiking Boots, 118 products, with filters for size and waterproofing. The width filter that matters most for this category appears only after choosing the boot subcategory. A first-time shopper who trusts search over menus never learns the store has what they came for.

2 **The product page and the promise (where B1 begins)**

The product page is the site's best selling surface: staff fit notes, the exact stock count in our size at Bend, the review corpus (with T3's caveat), and the green chip, "Free pickup today, Bend, 3 pairs in your size." Add to cart confirms clearly. Everything on this page earns the click. It is also where the promise is made that checkout quietly revises (B1).

3 **The cart (where B2 happens)**

The free shipping progress bar is the best status display on the site: "You are $0 from free shipping" is not needed here (the boot alone clears $75), but the bar still confirms the benefit in plain words. Changing the quantity to test the totals showed B2: the line updated at once, the total about a second later, silently. Tax is estimated here, in the cart, which is exactly where a buyer wants it, and nothing in the later steps contradicts it.

4 Checkout, to the threshold of payment (where F2 and B1 land)

Guest checkout, no account wall, one page. Seven required fields for a pickup order (name, email, phone, and the address block the form insists on even when nothing is being shipped). This is where the pickup line reads "ready in 2 to 3 days" (B1), and where our one deliberate error, the four digit ZIP, wiped the address block and reported only "Invalid entry" (F2). The order summary, subtotal, tax estimate, and a $0 shipping line matched the cart to the cent.

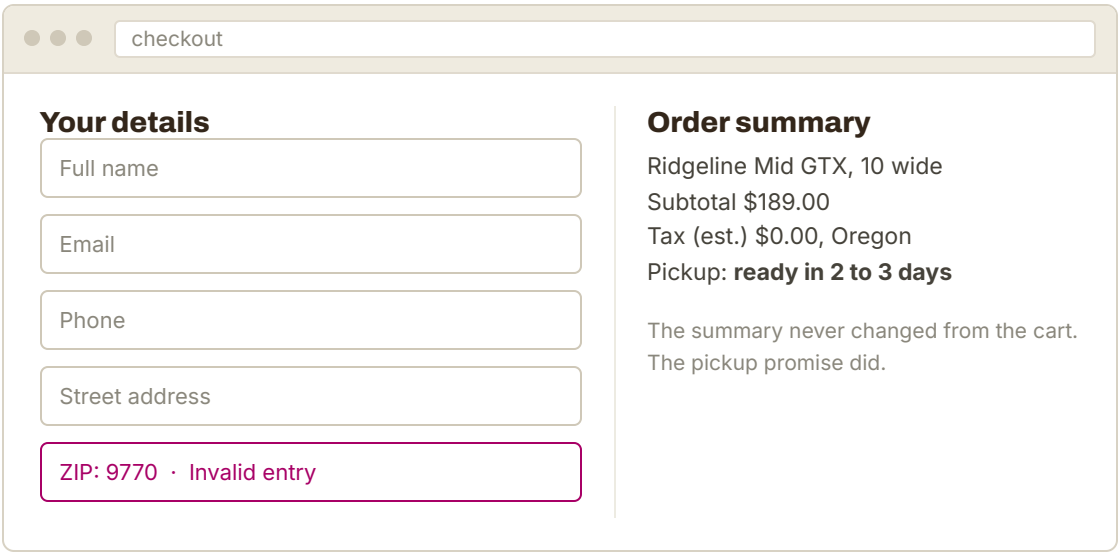


EXHIBIT 9 · CHECKOUT, THE MOMENT OF COMMITMENT (ILLUSTRATIVE RECONSTRUCTION)

The totals rail and the two findings that land on this screen, the revised pickup promise and the field-clearing error.

WHAT TO NOTICE The money column is flawless and the promise column is not. A buyer reads both in the same glance, and the flawless half does not excuse the other.

The same path, at phone width

The phone pass is not a smaller copy of the desktop one; three of the path's events change character at 390 pixels. The popup (P1) covers proportionally more of the screen and arrives over the same fit notes, and its dismiss cross is the smallest and faintest target on the card. The cart's silent total (B2) matters more, because on the phone the checkout button was in view while the old total was still showing; on desktop the lag is a curiosity, and on the phone it is the number a buyer reads while deciding. And the checkout's address block, demanded even when nothing is being shipped, costs more scrolling on a phone than anywhere else, which is where F2's wiped fields do their real damage: retyping an address one-handed, in a parking lot, is the realistic version of that failure.

What did not change at phone width is worth recording too. The totals kept their figures, the pickup line made the same revised promise in the same words, and the path stayed four screens long. The phone path is not a worse path; it is the same path with the same three events, each amplified by the smaller screen, which is why this report's fixes are written once, for both widths.

One observation belongs to no single finding. This store's customers shop from trailheads and store parking lots, on the way to the store as often as instead of it. For a business whose center of gravity is a pickup promise, the phone walk is the main event, and in the next audit it should be walked first, not second.

Friction summary

The path itself is short and honest: four screens from landing to the payment boundary, no forced account, totals stable throughout. The friction is not in the path's shape but in three events inside it: an interruption at the door (P1), a promise revised at the last screen (B1), and an error that punishes correct work (F2). Remove those three events and this funnel is one the store can be proud of, because its fundamentals (price clarity, tax honesty, guest checkout) are already right.

Where the walk stopped, and why

The walk stopped at the payment boundary: no purchase was completed and no card details were entered, by the audit's standing rule. Everything after payment (confirmation quality, pickup notification timing, the readiness email the checkout promises) is therefore reported as unobserved, not as good or bad. Named, so nobody has to guess at the shape of the gap:

- The confirmation screen and the confirmation email, including which pickup promise they repeat: the product page's today, or the checkout's 2 to 3 days.
- The readiness notification itself: when it arrives against both promises, and what it says if the wait changes.
- The pickup at the counter: what is asked for, how long it takes, and whether the shelf count the site showed was the shelf the staff saw.
- The returns counter, had the boots come back: where T1's narrower policy would be quoted to a customer holding the wider one.

Each of these is a half hour's observation on a follow-up visit, and the first two bear directly on B1, the finding at the front of this report: a promise repaired at checkout but repeated wrongly in the confirmation email is only half repaired. The one post-decision flow we did test completely was the fitting booking (F1), because it commits no money, and we walked it to its account wall, which is itself the finding.

ACCESSIBILITY

Accessibility: WCAG 2.2 AA

Audited against WCAG 2.2 Level AA, with contrast computed from the hex values in the stylesheet and structure read from the DOM.

LEVEL A FAILURES, NAMED FIRST (THESE ARE THE FLOOR, NOT AN AVERAGE)

1.4.1 Use of Color. In the store availability list, stock status is shown as a colored dot alone (green, amber, red). The number behind the dot exists, but only on the product detail page. A visitor who cannot distinguish the dot's color, including a screen reader user (the dot is a styled span with no text), cannot tell "3 pairs at Bend" from "none at Bend" in the list where stores are compared.

2.1.1 Keyboard. Two components cannot be operated from a keyboard at all: the price range slider on category pages (its handles are pointer-only) and the rental availability calendar (dates are clickable cells with no keyboard path; focus enters the grid and is lost). A keyboard-only shopper can browse the catalog but cannot narrow it by price, and cannot reserve a rental.

3.3.1 Error Identification. The checkout's "Invalid entry" message (F2) does not identify the field that failed, in text. An error a visitor cannot locate is, for the visitor who most needs the message, an error that was never reported.

Contrast, measured

Contrast is computed from the hex values in the stylesheet using the WCAG relative luminance formula, so the figures below are reproducible by anyone with the same values. The pattern matters as much as any single figure, and it is addressed after the table.

FOREGROUND	BACKGROUND	RATIO	STANDARD	VERDICT	WHERE IT APPEARS
#8A877C	white	3.60 : 1	4.5 : 1 (AA, text)	Fail	Placeholder text; popup dismiss control; footer small print
#71802B (moss)	#EEF0E3 (pale sage)	3.77 : 1	4.5 : 1 (AA, text)	Fail	Labels and prices inside tinted sections

#71802B (moss)	white	4.35 : 1	4.5 : 1 (AA, text)	Fail	Prices, eyebrow labels, stock labels, body links
white	#71802B (moss)	4.35 : 1	4.5 : 1 (AA, text)	Fail	Primary buttons: Add to Cart, Reserve, Book, Checkout
#A85B1E (rust)	white	5.02 : 1	4.5 : 1 (AA, text)	Pass	Sale prices
#45423A (body)	white	10.03 : 1	4.5 : 1 (AA, text)	Pass	Body text throughout
#33261A (bark)	white	14.66 : 1	4.5 : 1 (AA, text)	Pass	Headings, header, primary navigation
#4C5A1C (deep moss, proposed)	white	7.54 : 1	4.5 : 1 (AA, text)	Pass	The replacement tone recommended in V1, not yet live

The pattern in the table is a single sentence long: the palette is not the problem. Body text passes at more than double the requirement, headings pass at more than triple, and even the sale color passes. One color, the moss, was assigned to text roles and graphic roles alike, and it is only strong enough for the graphic ones. That is a token assignment to correct, not a rebrand to buy, and it is why V1 is graded an afternoon rather than a project.

Structure and interaction

Beyond the named failures: heading order mostly descends correctly inside pages, with the homepage exceptions recorded in V2 (an H1 that is an image, and a skip from H2 to H4 in the footer). Form labels are properly associated on the checkout and newsletter forms, which is why F2 stands out as a lapse rather than a pattern. One AA observation, recorded here rather than as a finding: at phone width the rental calendar holds its two month desktop layout and requires horizontal scrolling of the grid itself (1.4.10 Reflow); the rest of the site reflows cleanly, and the calendar is the same component named in the 2.1.1 failure, so it should be rebuilt once, properly, rather than patched twice.

Verdict by principle

Principle	Verdict	What it rests on
Perceivable	Fails in part	The moss contrast group (1.4.3), stock status by color alone (1.4.1), the image headline and image size table (1.4.5, V2 and L3). Body text and headings are strong.
Operable	Fails in part	The slider and the rental calendar are closed to keyboard users (2.1.1). Navigation, checkout, and forms are otherwise keyboard complete.
Understandable	Fails in part	One error message that identifies nothing (3.3.1, via F2). Labels, instructions, and language elsewhere are plain and consistent.
Robust	Sound in what was tested	Semantic landmarks, associated labels, and valid markup in the audited templates; the failures above are content and component choices, not markup faults.

NOT TESTED (OUT OF SCOPE, STATED PLAINLY)

No full screen reader pass was run on any platform; structure was assessed from the DOM, labels, and heading order, so the 1.4.1 and 2.1.1 findings are established from markup and keyboard behavior, not from a narrated session. Not tested: text resize to 200 percent, touch target sizes, focus visibility in every state, error behavior on the rental and repair forms, the account area behind login, and everything after the payment boundary. Each of these belongs in a follow-up pass before anyone claims this site conforms to WCAG 2.2 AA.

As everywhere in this report, an untested area is reported as untested rather than assumed clean. Absence of a finding is not evidence of absence.

THE WORK, ORDERED

Action plan

All 16 findings, placed in three tiers by the scorecard's priority rule (severity, then tasks touched, then frequency). Owners and efforts repeat the tags on each finding, so this table can be handed to whoever does the work without the rest of the report.

Effort and owner, the scheduling tags

Effort is estimated in sittings, not hours, because that is how this store schedules web work: one sitting, one person for an uninterrupted hour or less; one afternoon, a focused half day in the theme or the platform's settings; a project, scoped work with more than one hand in it.

Owner names the desk where the fix lives: Content, words, facts, and pages the store controls; Theme, the presentation layer (color, templates, components); Platform, behavior the commerce system controls (search, forms, checkout, booking); Business decision, a choice before it is a task, for whoever can make that call.

Fix first

ID	ITEM	EFFORT	OWNER
B1	Make the pickup promise true at checkout, or honest about the difference	A project	Platform
P1	Give the email popup a memory: dismissal respected, signup suppresses it	One sitting	Theme
V1	Split the moss into a graphic tone and a text tone; buttons decided explicitly	One afternoon	Theme
T1	Align "Free 60-day returns" with the policy it advertises	One sitting	Business decision
T2	Correct the Bend store page; single source of truth for store facts	One sitting	Content

Important

ID	ITEM	EFFORT	OWNER
G1	Teach search the customer's vocabulary; rebuild the zero-results page	A project	Platform

F1	Rebuild fitting booking: calendar first, account optional, four fields	A project	Platform
F2	Checkout errors that name their field and never clear correct work	One afternoon	Platform
B2	Announce cart total changes, visually and to assistive technology	One sitting	Platform
T3	Date, sort, and model-tag the review corpus	One afternoon	Content
V2	Headlines as text; heading outline repaired at the template level	One afternoon	Theme

Later

ID	ITEM	EFFORT	OWNER
G2	Balance checker: allow paste, format the number, drop the lockout threat	One sitting	Platform
L1	Footer: automatic copyright year, dead link, phone number verified	One sitting	Content
L2	One name for the fitting service, on every surface	One sitting	Content
L3	Size guide as a real table with the EU column restored	One sitting	Content
L4	Prune discontinued products from search suggestions; next steps on out-of-stock pages	One sitting	Platform

If you only do three things

1. Make the pickup promise true, or stop making it (B1). It is the one place the site currently says something to a customer that it then unsays.

2. Give the moss a text-safe tone (V1). One afternoon, and every price, label, and purchase button on the site becomes readable at the legal standard, including in trailhead sunlight.

3. Teach search the customer's words (G1). Start with the zero-results log; the first hundred phrases are the catalog's missing front doors.

Everything else in this report is worth doing. These three change what the store earns.

HOW THIS WAS DONE

Method and limits

Method. Two passes over the live site, 4 and 5 November 2026: a desktop pass at 1440px wide and a phone pass at 390px wide. The audit worked from the rendered site: 26 screenshots were captured across the two passes, and every figure quoted in this report (stock counts, review counts, prices, deposit amounts) is a figure displayed on the site during those passes, recorded at capture. Contrast ratios were computed from the hex values in the stylesheet using the WCAG relative luminance formula. The purchase path was walked as a guest to the threshold of payment; no purchase was made and no account was created. The fitting booking was walked to its account wall, which is itself finding F1. One error state was exercised deliberately, the malformed ZIP in checkout (F2); no other form was submitted with false data.

Instruments. Two, applied in full: the practice's 100-point heuristic scorecard across Nielsen's ten categories, with its grade bands (90 to 100 excellent; 80 to 89 good with named fixes; 70 to 79 usable with real friction; 60 to 69 poor; below 60 failing), and a WCAG 2.2 review at Level AA. Severity follows the standard 0 to 4 scale (4 catastrophe, 3 major, 2 minor, 1 cosmetic), and fix priority follows severity, then the number of main tasks a finding touches, then how often a visitor meets it. Every finding carries an effort tag (One sitting, One afternoon, A project) and an owner tag (Content, Theme, Platform, Business decision).

Limits. This is an audit of the public site as rendered on two days in November 2026, not of the business behind it: no analytics, search logs, sales records, or customer interviews were available to it, and where this report reasons about visitor behavior it says so. Search vocabulary findings rest on queries run during the passes, not on the store's query logs, which the store holds and we did not see; G1's fix begins with those logs for that reason. Post-purchase behavior, the account area, and the areas listed as Not tested in the Accessibility section are unobserved and are reported as such. Prices, counts, and policies are as displayed during the passes and may have changed since.

A note on the exhibits. The exhibit figures in this report are faithful reconstructions of the screens as rendered during the passes, drawn for print clarity, with wording quoted from the site where quotation marks or bold text indicate it. They are labeled as reconstructions on each caption. Nothing in them was invented for effect: each depicts the behavior its finding describes.

CLOSING

A closing note

Most audits of stores this size find a business the website undersells. This one found something rarer: a website that undersells its business in specific, fixable places, while getting the hardest things, expertise, honesty about money, straight answers about stock and deposits, quietly right. The three priorities in this report are not a verdict on the site. They are the shortest path between the store Foxglove already is and the store its website currently describes.

Fix the promise, fix the green, teach the search box the words your customers already use, and this site will do what your staff do every day in Bend, Hood River, and Boise: know the gear, tell the truth about it, and get people outside.

Thank you for the chance to look closely at your work.

Steve Moore
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