

Taxonomy Heuristic Evaluation

Document Overview

This document contains a series of specific questions are used to evaluate the structure, labeling, taxonomy management and other elements of a taxonomy. It is used to understand current landscape and ensure that the entire site taxonomy was reviewed – not just areas that were indicated as pain points.

Note: "Clearance" hierarchy was not evaluated as this is highly dependent on what items are on clearance.

Tab Descriptions

Tab	Description
Scoring System	Values for evaluative scoring system.
XXX [Category Name]	Contains specific heuristic evaluation for the particular site taxonomy category.

Evaluative Scoring System

RATING NUMBER	DESCRIPTION
5	Excellent/Highest
4	Very Good/High
3	Good/Medium
2	Not Good/Low
1	Bad/Lowest
0	Non-Existent

Site Taxonomy - General		
QUESTION	EVALUATION	COMMENTS
General		
Are the top-level categories sufficiently distinct from each other?	3	Home, Furniture are not distinct; furniture can be used within the home. This could create confusion for guests.
Do top level categories effectively convey what can be found on the site?	2	Certain categories are buried under the 'see more' section.
Are synonyms or other relationships captured?	0	This is not captured as part of the taxonomy. Synonyms are captured within the search tool.
Is the taxonomy current (i.e. have outdated or unused terms been purged or retired, are new terms being added and used, etc.)?	5	
Is the taxonomy structure affected by technical or design constraints?	2	Display of site taxonomy is hampered by overall page design; requiring a "see more" category for lower priority categories.
Is the taxonomy free of clutter (e.g., multiple versions of terms, invalid characters, test data, etc.)?	3	Exception: the feed to mobile apps is not working property, resulting in the display of inconsistent data.
Are editorial and style conventions followed consistently (e.g., use of special characters, parentheticals, etc.). Are formatting standards followed?	5	
Navigation		
The site taxonomy is exposed at all times, such as with breadcrumbs.	4	If the site taxonomy is browsed, a 4. However, if a specialty page is viewed, the breadcrumbing is not consistent, a 1. This is a known issue.
The site taxonomy is leveraged effectively as the site's primary navigation.	3	Certain areas of the taxonomy are leveraged effectively, however search is used a great deal by guest.
Taxonomy-driven search queries are used as links, when appropriate. [dynamic navigation]	3	
Categorical hierarchies are used to allow users to dynamically browse content lists, such as search result sets.	4	
Site taxonomy terms are used to link together related content pages.	4	
Users are able to navigate up and down the hierarchy at all times.	4	
Navigational options are customized according to known taxonomic values, such as user identity, role, or activity.	0	
Taxonomy & Metadata Management		
Is the taxonomy extensible - would it be easy to classify a new product line into the taxonomy?	3	
Existing content is pulled appropriate based on site taxonomy mappings.	4	
All current metadata are valid, correct, and appropriately precise. [metadata accuracy]	3	Product page grids do not always pull appropriate products.
Changes in the taxonomy result in changes to authoring interfaces, when appropriate.	4	Based on current understanding.
Changes to the taxonomy result in changes to navigation, when appropriate.	4	Changes do result, however, page re-authoring is often required when a structural change is made.
Taxonomy terms that are archived, retired, or deleted are not leveraged for navigation, tagging, or search.	Unknown	
Changes to the values of metadata are re-indexed in a timely way.	4	
Appropriate permissions are required to effect structural changes in the taxonomy.	2	
Staff are encouraged to suggest refinements to the taxonomy.	4	
Current business needs are reflected in the current taxonomy.	4	
All business stakeholders are aware of and involved in the management of taxonomy.	4	Based on current understanding.

Search		
QUESTION	EVALUATION	COMMENTS
Search Queries		
Are synonyms leveraged in the search mechanism?	3	This is good, however, additional synonyms could be added to aid in product retrieval.
Queries for ambiguous terms result in opportunities for disambiguation.	3	Guest is shown categories where the search term appears.
Suggested taxonomy terms appear dynamically as users type queries (e.g., type-ahead).	2	This functionality exists, but is very slow to appear.
Users can limit the scope of their queries to a single taxonomy category.	3	Queries can only be limited to L1 categories.
Users can query terms simultaneously across more than one facet. [multifaceted search]	4	This functionality is not currently part of the search function, however, it does exist as part of the page navigation.
Users can build a search query by selecting a single term from a list of taxonomy terms.	0	
Users can build a search query by selecting multiple single terms from a single list of taxonomy terms.	0	
Users can build a search query by selecting multiple single terms from a multiple lists of taxonomy terms.	0	
Misspellings are handled by search.	4	
Search Results		
Queries for nonpreferred terms provide the same result sets as equivalent preferred-term queries.	4	
Users who query nonpreferred terms are shown preferred terms (e.g., did you mean...?), when appropriate.	0	
Search results lists display all relevant taxonomic metadata, to allow immediate comparison.	3	Associated categories are displayed.
Search results are automatically sorted and/or grouped according to taxonomy values (e.g., by document type).	3	Sorted by category.
Users can re-sort search results according to their taxonomic values (e.g., by category, sub-category, facet).	0	
Users can refine search result sets by selecting taxonomy-defined values from lists.	0	
Queries for certain terms will bypass search results and take users directly to content pages. [best bets]	2	Works for current designer collaborations (e.g. Jason Wu), but doesn't give user option to choose 'best bet' option.
Are hierarchical relationships used for broadening searches with no or with too few results?	0	
Are hierarchical relationships used for narrowing searches with too many results?	2	Full hierarchy information is not displayed - only at L1 or see more L2 categories. Matching categories are shown.

Summary: Site Taxonomy

CATEGORY	STRUCTURE	LABELS	DEPTH & BALANCE
women	86%	92%	80%
men	86%	92%	70%
baby	77%	86%	60%
kids	77%	84%	80%
home	66%	84%	80%
furniture	77%	86%	80%
patio	67%	76%	70%
electronics	74%	84%	55%
entertainment	66%	86%	60%
toys	74%	82%	50%
health & beauty	71%	84%	70%
SEE MORE			
automotive	91%	100%	90%
grocery	80%	82%	70%
luggage	89%	91%	80%
musical instruments & karaoke	71%	88%	80%
party supplies & holidays	60%	78%	50%
pet care	86%	88%	80%
school & office supplies	86%	88%	80%
scrapbooking & photo	84%	91%	70%
sports & outdoors	79%	80%	70%

Category: women		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	Exception: 'Socks & Hosiery' is under 'Accessories' for women; but under 'Clothing' for men.
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	Yes, except unsure as to why keychains are under 'wallets'.
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenated terms do related to each other (e.g. blazers & jackets)
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	

Category: men		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	Does a 'lapel pin' count as a 'cufflink'? (Small issue).
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	Exception: 'Socks & Hosiery' is under 'Accessories' for women; but under 'Clothing' for men.
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	"Ponchos are grouped with "umbrellas"; would it be more appropriate to group them with "outerwear (under style facet)"?
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenated terms do related to each other (e.g. sneakers & athletic).
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	3	Terms are manageable, although some lower categories have few items (e.g. suit separates, sunglasses).

Potential Data Issues:

* There is only one item under 'sunglasses'; however, a search for 'sunglasses men' yields 6 valid results (which does not include the item under 'sunglasses'. Also, 5 of the results live under 'women'.

Category: baby		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3	Would toys be more appropriate under the 'Toys' L1? Would nursery furniture be expected to be under 'Furniture' L1?
Do sub-categories fit logically into categories?	3	'Playards' is under 'Nursery'; 'gyms, play mats & entertainers' is under 'toys & activities'. This is logical, but would the guest think in this way?
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	It is consistent, though adjacency between infant carriers, strollers and car seats is lost.
Is the structure consistent throughout the taxonomy section?	4	Possible exception: infant carriers
Is the structure of the taxonomy consistent within comparable categories?	3	It is consistent where appropriate (e.g. clothing, shoes); however nursery furniture is focused on the room as opposed to the occupant. While this is consistent with Furniture, it is inconsistent when compared to kids' furniture.
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	Possible exception: "travel systems" may be confusing to a guest from the general population.
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	3	'Feeding' and 'Diapering' are verbs, rest are nouns. While this breaks the structure, it may resonate better with guest.
Do category labels follow common usage of terms (user jargon)?	4	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenated terms do directly relate to each other.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	Infant carriers, strollers, car seats have similar functions. Should they be grouped together?
Is the number of sub-categories within each category well-balanced?	3	Each L2 section is manageable, however given the number of L3s - this may overwhelm the guest from a navigation perspective.

Potential Data Issues:

* Why is a 'Posture Corrector' under 'baby health > grooming & first aid'? It's home (based on breadcrumb) is: health & beauty > health care > first aid.

Category: entertainment		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2	Distinctions between L2s are very clear. L3s under books can be difficult to scan. The "see more genres" under "movies" does not seemingly yield any additional genres. Is the guest supposed to use the "movie type" facet? Very confusing. The "see more genres" under "music" requires guest to go down to "genres" facet. Books taxonomy is confusing when seen in conjunction with the genre facet.
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	3	
Is the structure consistent throughout the taxonomy section?	2	See comments above regarding "see more genres"
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	Use of "general" under books. May not be avoidable due to data feed from third party vendor.
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	3	Certain categories contain items that may not be entirely appropriate. This is due to data feeds from a third party vendor. 'fiction' is a vague term.
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	4	"Teen" could be considered jargon, but is appropriate in this context.
Are concatenated terms avoided?	3	Concatenated terms are used a great deal. This may be necessary due to third party data.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	The effort to surface as many categories (particularly under books) to the guest, may make them overwhelming.
Is the number of sub-categories within each category well-balanced?	3	Sub categories for books may be overwhelming compared to the other categories - this is in part due to the large number of items.

Category: electronics		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3.5	Categories are distinct, but items within them are confusing (see label section in spreadsheet).
Do sub-categories fit logically into categories?	3	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	3.5	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	Use of "see more accessories" under "computers & tablets"
Labels		
Do category labels have clear meaning?	3	Video Games may be confusing, guests may not know that it also contains the actual consoles.
Do labels correctly describe the content of categories?	2	Items in 'shelf systems', 'speakers & docks' overlap. Data problem? Why would 3D glasses be under 'tuners' & converters' - wouldn't they be under 3DTV Accessories?
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	4	Use of "networking" is inconsistent, but may resonate better with guest.
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenated terms are similar.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	Some sections may be too deep (home theater audio)
Is the number of sub-categories within each category well-balanced?	2.5	If glasses taken out, only 1 or 2 items would really fit under tuners & converters. Only 5 items in dictionaries & translators, only 3 in PDA; only 3 in film, flashes. Is this sufficient for a category?

Potential Data Issues:

Items in "shelf systems", "speakers & docks" seem intermixed.

An out of stock LED Monitor showing in flashes.

In computers & tablets > accessories; "see more accessories" is not at the bottom.

When clicking on 'accessories' in tv & home theater - label changes to 'TV accessories'

iHome Universal Speakers is under home theater audio, seems to be a dock item.

Category: furniture		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2.5	Bed>benches contains items that could also be used in an entryway, bathroom, etc. entryway>benches contains items that could be used in a bedroom. Would the guest perceive home office sets differently from home office collections? How do accent tables differ from side tables - from a guest point of view?
Do sub-categories fit logically into categories?	3.5	Would bookcases necessarily be just office furniture?
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	3	Vanity & Bench' in Bedroom, but vanities (often with a bench or chair) are in Bath.
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	3	Some concatenated terms make for longer labels.
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	4	
Are concatenated terms avoided?	3	Concatenated terms do directly relate to each other.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	Only 4 items in entryway tables. Sufficient for a single category?
Is the number of sub-categories within each category well-balanced?	3	Some categories are repetitive (e.g. TV stands).

Potential Data Issues:

* Why is a two-tone beanbag chair in Bedroom Collections (same item also appears under Bean Bag & Lounge Chairs". Data feed issues?

* Disney Mickey Mouse Balloons Recliner - in Recliners & Chaise Lounges. Why not in kids' furniture?

Category: patio		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2.5	Would a guest look for 'lawn & garden' under 'patio'? 'Coolers & Carts' - potential confusion with coolers in Outdoors? Would outdoor cushions that fit outdoor furniture be more heavily associated with furniture as opposed to accessories?
Do sub-categories fit logically into categories?	3	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	3	The pattern is recognizable, but items related to lawn maintenance and snow blowers aren't readily associated with 'patio' (as noted above).
Is the structure consistent throughout the taxonomy section?	3	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	"See more outdoor décor"; can be narrowed further by selecting a category facet.
Labels		
Do category labels have clear meaning?	3	Wind Décor is rather vague.
Do labels correctly describe the content of categories?	3	
Are category labels brief, yet sufficient to communicate?	3	Concatenated terms make some categories labels lengthy.
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	3	
Do category labels follow common usage of terms (user jargon)?	3	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	4	
Are concatenated terms avoided?	4	Concatenated terms do directly relate to each other.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	Potential to go to more depth, if necessary. Revisit.
Is the number of sub-categories within each category well-balanced?	4	Lawn & Garden' may be unwieldy.

Category: home		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2.5	Potential confusion between home appliances and kitchen appliances: bedding & home décor. 'Decorative Pillows & Shams' (bedding) very similar to 'Decorative Pillows & Throws' (home décor)
Do sub-categories fit logically into categories?	2	Items within these categories may not seem logical to the guest (e.g. childrens' stepstools under home improvement).
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	2.5	Overlap between bedding and home décor.
Is the structure consistent throughout the taxonomy section?	3	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	4	There is "see more storage & organization": can narrow down by facet category.
Labels		
Do category labels have clear meaning?	3	
Do labels correctly describe the content of categories?	3	
Are category labels brief, yet sufficient to communicate?	3	Some concatenated labels are lengthy.
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	4	
Are concatenated terms avoided?	4	Concatenated terms do directly relate to each other.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	Protectivewear only has two items: "comforters" and "down & down comforters" could be combined.
Is the number of sub-categories within each category well-balanced?	3	Each L2 section is managable, however given the number of L3s - this may overwhelm the guest from a navigation perspective.

Category: kids		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3	There may be some confusion on placement of kids' bath, kids' bedding under vs. bath & bedding; also kids' furniture & décor vs. home or furniture.
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	Clothing, shoes is consistent with other categories. Potential exception: "bras & underwear" is under girls' clothing, but is called "intimates" in women. Given age difference of wearer, this is appropriate.
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	see more girls' accessories'; 'see more boys' accessories'. Can narrow down by category facet.
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	3	Some of the concatenated terms create lengthy labels.
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	4	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	3	The use of 'kids' (instead of children) could be considered jargon.
Are concatenated terms avoided?	4	Concatenated terms do directly relate to each other.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	

Category: toys		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3	Would tricycles be more appropriate under "sports & outdoors > bikes"?
Do sub-categories fit logically into categories?	3	Is it possible combine learning systems & learning system software and use facets to help guest narrow down? Or was this separated out due to popularity of these items?
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	The term "see more. . ." is used.
Labels		
Do category labels have clear meaning?	2	Potential confusion between "cooking & baking toys" and "toy kitchens & food" "Musical toys & instruments" could create potential confusion with "musical instruments & karaoke"? "story, photo & scrapbook kits" could create potential confusion with "scrapbooking & photo" currently under "see more". If "office, crafts & party" is used for the new uber category, could create confusion with "arts & crafts" currently in this section. Also, items in "arts & crafts" are very much child-focused (no real fine art items).
Do labels correctly describe the content of categories?	2	"Kid's Electronics" is clear, however, items within it significantly overlap with regular "Electronics". Unsure why Mr. Potato Head is a "fashion doll" Wouldn't a slip 'n slip go under water toys?
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	4	Use of "kids" could be considered jargon.
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Some concatenation is used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	
Is the number of sub-categories within each category well-balanced?	2	Certain categories such as "dress up and pretend play" are extensive while others such as building blocks & sets" are not. Only five items under "yarn & sewing kits". Is this sufficient content to create a category? Also: Only 2 items under cooking & baking toys. Only 4 items under magic sets. Only 5 items "kids' electronics > banks & safes" if you remove the 1 items that isn't electronic.

Category: health & beauty		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2	Health-related categories such as "health care", "home living aids" are not always clear. "First Aid", "Medicine Cabinet" could be confusing. In "Medicine cabinet" there are a lot of child/infant items, which could overlap with items in "baby".
Do sub-categories fit logically into categories?	3	"Body mists" may be more appropriate under "fragrances". "Health care > home medical equipment" could be confused with "home living aids".
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	3	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	4	"See more bath & body" is used.
Labels		
Do category labels have clear meaning?	3	"First Aid", "Medicine Cabinet" could be confusing.
Do labels correctly describe the content of categories?	2	Would hair loss treatments count as 'styling products'? Are canes considered by the guest as home medical equipment? "Beauty accessories" is primarily comprised of vanity/makeup mirrors. Would earplugs be found by guest under "home living aids"? "Home living aids > vision" has similar products to "personal care > eye care" Canes appear in "home medical equipment" and "home living aids > mobility"
Are category labels brief, yet sufficient to communicate?	3	Some labels are vague (e.g. "medicine cabinet")
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenated terms are used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	"Oral care" may be too flat; believe that this category was developed based on business need.
Is the number of sub-categories within each category well-balanced?	3	"Facial systems" has 6 items. Is this sufficient for a category? Also, there are 8 items in dental guards; water jets.

Category: see more > automotive

QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	
Do sub-categories fit logically into categories?	5	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	5	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	5	
Do labels correctly describe the content of categories?	5	
Are category labels brief, yet sufficient to communicate?	5	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	5	
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	5	
Is the number of sub-categories within each category well-balanced?	4	Only 11 items under car audio; however should still remain separate from auto interior accessories.

Category: see more > grocery		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3	Wouldn't a guest look for "canned & bottled coffee" under "beverages"? There are some nuts in "salad dressing & toppings", others in "snacks".
Do sub-categories fit logically into categories?	3	There is ice cream under frozen desserts, and well as a separate 'ice cream' category. These are separate categories on the same level.
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	3	"Household Essentials" is not very informative.
Do labels correctly describe the content of categories?	2	Would guests look for dry milk under "canned food"? Also, would guests look for bottled sauces, packaged fruit, etc. under "canned" food? Duplication of items under "snacks > applesauce & fruit cups" with "fruit > canned & packaged fruit" (may be a data issue).
Are category labels brief, yet sufficient to communicate?	3	Would it be necessary to call out 'cotton balls' in "tissue, toilet paper & cotton balls"? Also would cotton balls be considered a 'beauty' item?
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	3	Concatenation is used fairly heavily throughout this section.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	3	Only 4 pizza crusts under "bakery & bread" and only 3 items under frozen juice.

Potential Data Issue:

Duplication of items under "snacks > applesauce & fruit cups" with "fruit > canned & packaged fruit".

There is a "See All" option when first entering the top page. The click on "See All" only additional shows "deli" - the change in categories is not readily apparent.

Category: see more > luggage

QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	"Travel Accessories" has potential overlap with "cosmetic bags" in "health & beauty".
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	5	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	3.5	Would guests equate rollerbags with "uprights" without the picture?
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Concatenation is used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	

Category: see more > musical instruments & karaoke		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3	Potential overlap with "musical toys & instruments" under "toys". Potential overlap of "DJ equipment & lighting" with "turntables" in "Electronics".
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?		
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	3	Would a guest consider "entertainment centers" (5 components in 1) as "DJ & Lighting Equipment"? The Kid's Lollipop Drum, Hello Kitty Guitar should be in "toys > learning toys > musical toys & instruments". (Data issue?)
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	4	DJ is used, but this would be readily understood by the guest.
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	Some concatenation is used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	Only 1 item listed under "karaoke music" - data issue?

Potential Data Issues:

Kid's Lollipop drum, hello kitty guitar should probably be placed in "toys > learning toys > musical toys & instruments".

There is only one item listed under Karaoke music, but a general search reveals that there is more karaoke music available.

Category: see more > party supplies & holiday		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	2	Division of 'event' vs. 'person is confusing. Many of the sub categories repeat what is in the facets.
Do sub-categories fit logically into categories?	3	1st birthday could go under 'baby' instead of birthday
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	2	"Party supplies" live at two separate levels within section. This can cause a good deal of confusion.
Is the structure consistent throughout the taxonomy section?	3	
Is the structure of the taxonomy consistent within comparable categories?	3	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	There are several "see more xxx" categories.
Labels		
Do category labels have clear meaning?	3	"See more celebrations" is vague.
Do labels correctly describe the content of categories?	2	Unsure why string lights are under "see more celebrations" Similar items show up for teen birthday as well as general 'party supplies' A pilsner glass and other non-christmas items appear when going to "Christmas > kitchen & dining". (data issue?) "Christmas > outdoor decorations" showing several non-Christmas items. Data issue?
Are category labels brief, yet sufficient to communicate?	3	Some labels are lengthy.
Do category labels follow consistent capitalization?	4	
Is the capitalization correct?	4	Proper nouns should be capitalized.
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	3	There are several concatenated labels.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	3	
Is the number of sub-categories within each category well-balanced?	2	Balance is unwieldy due to combination of events, people, and supplies.

Potential Data Issues:

An adult rhinestone horseshoe necklace is appearing in "halloween > costume accessories"

If guest goes to "party supplies & holidays > see more celebrations > party supplies" she is brought back to "party supplies & holidays > party supplies".

A click on "see more celebrations" brings back the same subcategories. Is the guest supposed to use the facets at this point?

A pilsner glass and other non-christmas items appear when going to "Christmas > kitchen & dining". (These are being pulled from home > kitchen & dining. When guest goes to see item detail, breadcrumbing is off.)

Christmas > outdoor decorations showing several non-Christmas items.

Category: see more > pet care		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	"Small animal supplies" is vague, but does appear to be a standard term among competitors.
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	3	"Cat", "Dog" is repeated under their respective "supplies". Not necessary from a taxonomy point of view; expect that this was done for SEO purposes. Similar situation for the consistent use of the word "supplies" (top level could be labeled "pet supplies" instead of "pet care").
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	3	Concatenation used heavily at the lower levels.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	

Category: see more > school & office supplies

QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	Potentially, office equipment (under "tools & equipment" could be found more readily by quest under "Electronics"
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	
Are category labels brief, yet sufficient to communicate?	3	Some labels are lengthy (e.g. "notebooks, notepads & loose leaf paper")
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	3	Concatenated terms are used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	4	

Category: see more > scrapbooking & photo

QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	3.5	Entire category could be confused with toys > story, photo & scrapbook kits.
Do sub-categories fit logically into categories?	4	
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	5	
Labels		
Do category labels have clear meaning?	4	
Do labels correctly describe the content of categories?	4	Scrapbooking kit showing under "photo albums" (data issue?).
Are category labels brief, yet sufficient to communicate?	3.5	"Scrapbooking storage & organization" is rather lengthy.
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	4	
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	3	Only 8 items in album accessories; 3 items in photo storage; 4 items in scrapbook refill pages.

Potential Data Issues:

Scrapbooking kit showing up as a filter under 'photo albums'?

Category: see more > sports & outdoors		
QUESTION	EVALUATION	COMMENTS
Structure		
Are categories sufficiently distinct from each other, giving users clear indication where to look for a specific content item?	4	Potential overlap between items in "indoor game room" and "toys" (e.g. backgammon game set).
Do sub-categories fit logically into categories?	3.5	Lunch bags seem oddly placed under coolers & water bottles. There is an association with picnic, but is this sufficient?
Does ordering of sub-categories within a category follow a recognizable pattern that helps users to find content? Is it consistent?	4	
Is the structure consistent throughout the taxonomy section?	4	
Is the structure of the taxonomy consistent within comparable categories?	4	
Are single-child categories avoided?	5	
Is the taxonomy free of miscellaneous, general or other categories?	3	"see more camp accessories", "see more in game room" is used.
Labels		
Do category labels have clear meaning?		
Do labels correctly describe the content of categories?	3	"Fan Central > Accessories & jewelry" just has hats. "Easy-set pools" seem very similar to items in "kiddie pools". Category facet seems to duplicate subcategories under "pools".
Are category labels brief, yet sufficient to communicate?	4	
Do category labels follow consistent capitalization?	5	
Is the capitalization correct?	5	
Are abbreviations avoided in category labels?	5	
Do category labels parallel grammatically?	5	
Do category labels follow common usage of terms (user jargon)?	5	
Is marketing jargon (clever, cool, or cute) avoided in category labels?	5	
Are concatenated terms avoided?	3	Concatenated terms are used.
Depth & Balance		
Is the taxonomy depth appropriate for the taxonomy section?	4	
Is the number of sub-categories within each category well-balanced?	3	Only 7 items fish finders; 3 in foosball; 4 in "go-kart". "Archery" could potentially be combined with "Fishing & Hunting"

Side note: suggest "ping pong table" as alternative term for "table tennis".