Sample report

Larkspur & Fern, as its customers see it

Site codestroller.com/demo/larkspur-and-fern **Benchmark** Bloom Street Flowers **Walked** 13 November 2026

Larkspur & Fern is a fictional neighbourhood florist we built to show Codestroller at work, and Bloom Street Flowers is its fictional competitor. Everything below comes from a real Codestroll of those two sites: the grades, the customers' own words, the measurements and the wireframes.

Verdict

Not ready yet

The site tells a warm local story, but the practical answers customers come for (prices, same-day delivery, what a wedding costs) are hidden or missing, and a gift order went into the cart as the wrong bouquet.

2
serious accessibility problems

1
of 3 customers got what they came for



A

Maya

New neighbourhood resident

Learn the shop's story and where it is before visiting.



D

Derek

Last-minute anniversary buyer

Get a bouquet delivered today.

★ Most valuable



D

Elena

Couple planning a wedding

Find out roughly what wedding flowers cost, and how to start.

Part 1

An evaluation against what customers expect

Each expectation one of the three customers brought, checked on Larkspur & Fern’s live site and on Bloom Street Flowers, the competitor delivering to the same neighbourhoods.

Expectations scorecard

7 expectations · 3 customers

Larkspur & Fern’s site reads well for storytelling, but lacks the practical ordering, pricing and delivery details that Bloom Street Flowers shows up front. That puts it at a disadvantage for time-sensitive or price-conscious shoppers.

	Larkspur & Fern you	**Bloom Street** competitor
 Maya expects The shop’s story and address	☑ Met “Since 2014”, 41 Hollis Street	◧ Partly Address, but no story
 Maya expects Opening hours, easy to find	◧ Partly Only on the Contact page	☑ Met “Open today 9am–7pm” on the home page
 Derek expects The same-day delivery cutoff	◧ Partly 1pm, inside a collapsed FAQ	☑ Met “Order by 2pm”, $12, delivery area
 Derek expects Prices and bouquets he can order now	◧ Partly 2 of 4 bouquets “Sold out” or “Call to order”	☑ Met $45, $60, $75 with “Add to cart”
 Derek expects The bouquet he chose, in his cart	☐ Missing Wrong bouquet; cart said (0)	— Not walked
 Elena expects A rough idea of wedding cost	☐ Missing No prices, ranges or examples	☑ Met “Typically start from $2,500”

	Larkspur & Fern you	Bloom Street competitor
 Elena expects A clear way to start, and a reply time	◧ Partly “Email us”; general contact form	☑ Met Free 30-minute consultation, proposal within a week

Met: the customer found it Partly: there, but hard to find or incomplete Missing: not on the site

Worth keeping

- The founding story and “Since 2014”, which builds local trust.
- A specific address with a “come say hello” tone.
- Weddings told as a story, “elopements to grand celebrations”.

Worth borrowing from Bloom Street

- Today’s hours on the home page.
- The same-day cutoff, fee and delivery area, stated up front.
- A starting wedding price and a bookable consultation.

Part 2

A graded report, one visit at a time

Each customer walked the site in a real browser with one goal. Their grades say how well the site got them there. The quotes are their own words at the end of the visit.



A

Maya

New neighbourhood resident

Learn about the shop's story and location before deciding to visit in person.

3 steps

> *"This was easy. I went to the About page and immediately got the shop's story plus their address. Then I checked Contact and found hours and phone number right away. I feel ready to visit in person."*

What worked

- About page gave the story and address in one click.
- Hours and phone were on the Contact page.

Where it fell short

- Nothing stopped her. Bloom Street still puts hours on its home page, which saves a visit like Maya's two clicks.



D

Derek

Last-minute anniversary buyer

Find a bouquet he can have delivered today, and check same-day delivery is possible.

10 steps

> *“I found the Peony Garden bouquet and confirmed same-day delivery works if I order before 1pm, which was great. But when I got to checkout it showed a totally different bouquet than what I picked, and the cart icon still said zero items. I’m now not confident my wife is actually getting what I ordered.”*

What worked

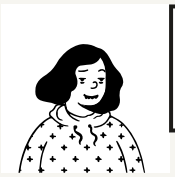
- He found a bouquet he liked and set today’s date.
- Same-day delivery was available before 1pm.

Where it failed

- The cutoff was only in a collapsed FAQ on a separate page.
- Checkout showed the Seasonal Market Bouquet, not the Peony Garden he added.
- The cart counter still read (0).

The fix: make the cart show the bouquet that was chosen and update its counter, then put the 1pm same-day cutoff on the bouquet pages.

★ Most valuable



D

Elena

Couple planning a wedding

Find out roughly what wedding flowers would cost and how to start working with the shop.

10 steps

> *“I went looking for even a ballpark idea of what wedding flowers would cost, but the Weddings & Events page just told me to email them, with no price ranges, packages or past wedding examples to compare. I ended up filling out the contact form instead, but I still have no idea what this will cost me or whether anyone will respond quickly.”*

Why she matters most

- A wedding is the biggest order a florist takes, and a happy couple brings referrals for years.

Where it failed

- No pricing, ranges or examples anywhere on the site.
- The only next step was a general contact form, with no reply time.

The fix: give a starting price for wedding flowers, and swap “email us” for a wedding inquiry form that says when you’ll reply.

Measured on every page

Checked by instruments, not opinions, so each one can be confirmed and re-tested.

S1	Text that’s too faint to read comfortably: 5 elements fail the colour contrast minimum.	Serious
S2	3 links with no text, such as the social icons, so screen readers announce them as blank.	Serious
S3	1 tap target smaller than 24 × 24 px on a phone, below the WCAG 2.2 minimum.	Friction
S4	3 tap targets under the recommended 44 × 44 px, fiddly with a thumb.	Friction
S5	2 scripts in the page head load before anything shows, delaying every page.	Friction
S6	3 links point to “#” and go nowhere.	Friction

Three ways forward

Hours

Quick wins

- Darken the 5 faint text elements.
- Label the 3 icon links.
- Enlarge the small tap targets.
- Point the 3 “#” links somewhere real.

Days

Experience upgrade

- Fix the cart so it holds the chosen bouquet and counts it.
- Show the same-day cutoff where people choose.
- Publish a starting wedding price.
- Make more bouquets orderable online.

Weeks

Transformation

- Rebuild Home and Weddings & Events around the three customers (see the wireframes).
- Load the 2 head scripts without blocking the page.

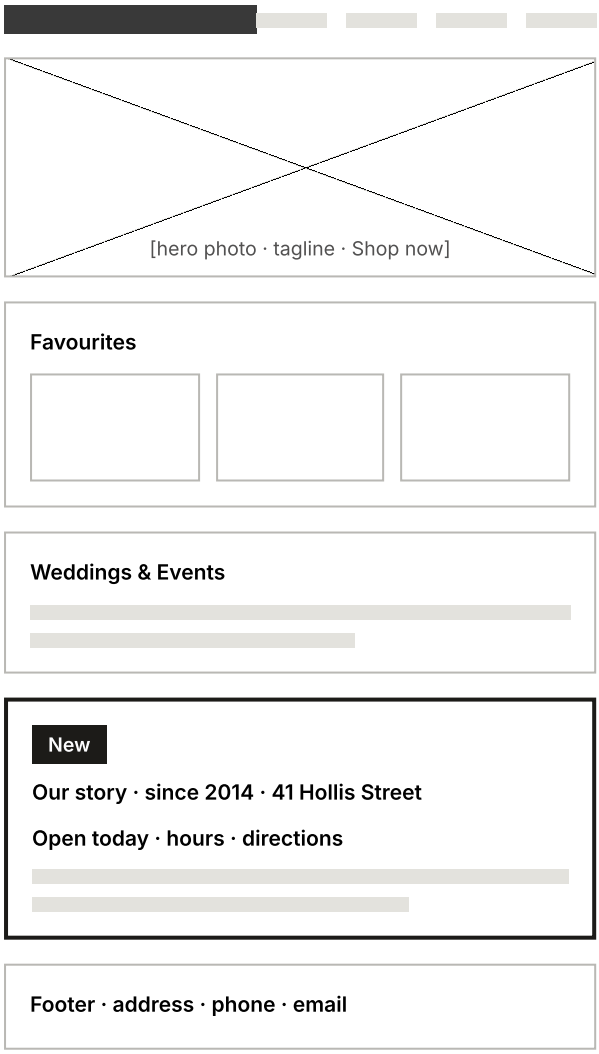
Part 3

Wireframes of a better site

Pages laid out again around the customers who struggled, using only facts already on Larkspur & Fern’s site. Outlined in black: what’s new.

Home

A fast, trustworthy snapshot of the shop’s story, location and hours, so first-time visitors feel confident stopping by.

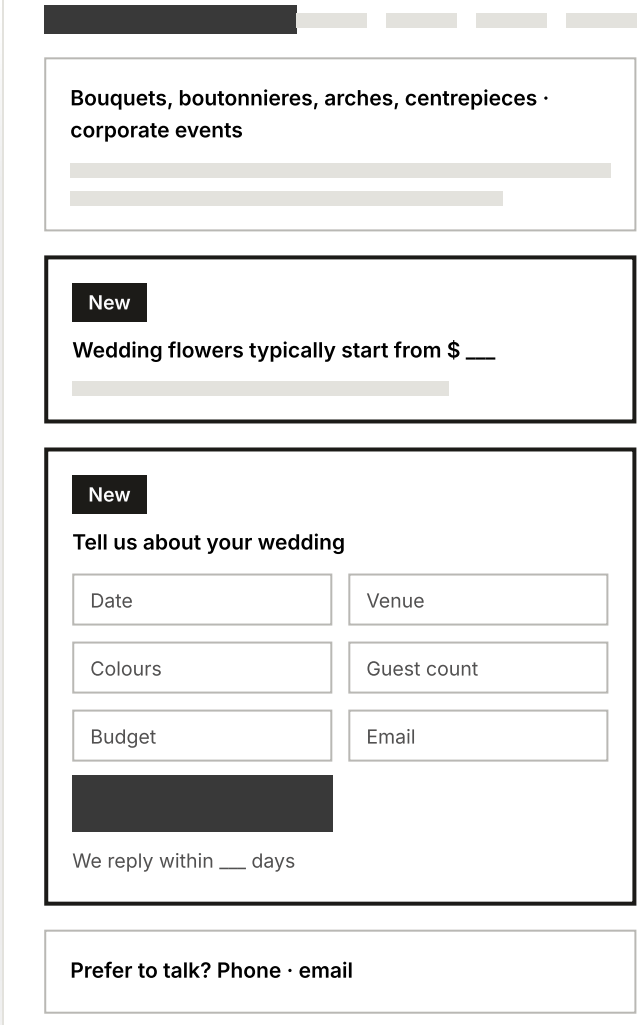




For Maya: the story block keeps the founding story and address, and now shows the hours and a directions link, so she doesn’t have to hunt through other pages.

Weddings & Events

Help a couple gauge rough cost and next steps for wedding flowers, without waiting on an email reply.





For Elena: a starting price on the page itself, and a wedding inquiry form that replaces “email us”, giving her a concrete next step and a reply time.

The blanks are left for the owner. Codestroller only uses facts it finds on the site, so it won’t invent Larkspur & Fern’s prices or reply times.
