

Feedback Questionnaire

Please rate your satisfaction with these aspects of the web site you have just finished working with, by circling the most appropriate number.

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|---|-----------------|----------|----------|----------|----------|----------|----------|----------|---------------------|
| 1. Getting to the right part of the site. | Very easy | <u>3</u> | 2 | 1 | 0 | 1 | 2 | 3 | Very hard |
| 2. Quality of information. | Very good | 3 | 2 | <u>1</u> | 0 | 1 | 2 | 3 | Very poor |
| 3. It is easy to read the text. | Very easy | <u>3</u> | 2 | 1 | 0 | 1 | 2 | 3 | Very hard |
| 4. The site's local search facility (if available and used). | Very good | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very poor |
| 5. Appearance of site, including colours and graphics. | Very good | 3 | 2 | 1 | 0 | <u>1</u> | 2 | 3 | Very poor |
| 6. Consistency of site. | Very consistent | 3 | 2 | <u>1</u> | 0 | 1 | 2 | 3 | Very inconsistent |
| 7. Speed of pages displaying. | Very fast | 3 | 2 | 1 | 0 | 1 | <u>2</u> | 3 | Very slow |
| 8. This site cares about my satisfaction as a customer. | Very much | 3 | 2 | 1 | 0 | <u>1</u> | 2 | 3 | Not at all |
| 9. How relevant are the products/information on this site to you? | Very relevant | 3 | <u>2</u> | 1 | 0 | 1 | 2 | 3 | Not relevant at all |
| 10. Overall impression of the web site. | Very good | 3 | 2 | 1 | <u>0</u> | 1 | 2 | 3 | Very bad |
| 11. Do you consider this site to be trustworthy? | Definitely | 3 | 2 | <u>1</u> | 0 | 1 | 2 | 3 | Not all all |
| 12. How likely are you to return to this site later? | Definitely | 3 | 2 | 1 | 0 | 1 | <u>2</u> | 3 | Never |
| 13. Would you recommend this site to a friend or colleague? | Definitely | 3 | 2 | 1 | 0 | 1 | 2 | <u>3</u> | Never |
| 14. Do you think the online shop has a wide assortment of items? | Yes, very much | 3 | <u>2</u> | 1 | 0 | 1 | 2 | 3 | No, not at all |
| 15. How difficult is it to find an specific item in the shop? | Very easy | 3 | 2 | <u>1</u> | 0 | 1 | 2 | 3 | Very hard |

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