

# 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.

- |   |                 |   |   |   |   |   |   |   |                     |
|---|-----------------|---|---|---|---|---|---|---|---------------------|
| 1. Getting to the right part of the site.                         | Very easy       | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very hard           |
| 2. Quality of information.  | Very good       | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very poor           |
| 3. It is easy to read the text.                                   | Very easy       | 3 | 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 | 1 | 2 | 3 | Very poor           |
| 6. Consistency of site.   | Very consistent | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very inconsistent   |
| 7. Speed of pages displaying.                                     | Very fast       | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very slow           |
| 8. This site cares about my satisfaction as a customer.           | Very much       | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Not at all          |
| 9. How relevant are the products/information on this site to you? | Very relevant   | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Not relevant at all |
| 10. Overall impression of the web site.                           | Very good       | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Very bad            |
| 11. Do you consider this site to be trustworthy?                  | Definitely      | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Not all all         |
| 12. How likely are you to return to this site later?              | Definitely      | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Never               |
| 13. Would you recommend this site to a friend or colleague?       | Definitely      | 3 | 2 | 1 | 0 | 1 | 2 | 3 | Never               |
| 14. Do you think the online shop has a wide assortment of items?  | Yes, very much  | 3 | 2 | 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 | 1 | 0 | 1 | 2 | 3 | Very hard           |

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