

Website/Online Shopping Evaluations

Location: 1 - Test Location - CA

Date: 2020-04-14

Time: 15:04

Survey Total: 76.92% (10 / 13)

Details of your order:

I ordered some health supplements as per attached receipt

WEBSITE DESIGN & LAYOUT

75.00% (3 / 4)

1. Did you find the website easy to navigate?

2/2

Expectation fully met (2 pts)

Comment: I thought that this website was extremely easy to navigate and had no problems at all when trying to locate the required items.

2. How would you rate the overall design of the website?

1/2

Average (1 pt)

Comment: The design of the site is professional and very colourful with nice images. I thought that perhaps it is a little 'busy' and that there is far too much on the homepage. Perhaps a little less data on this page would be good.

3. What did you like about the website?

Comment: I liked the images and color and also how easy it was to locate the items. I also thought that it was easy to locate the contact options and liked the live chat facility. However, this was not working when I placed my order which was disappointing as I ordered at 3.00pm in the afternoon and it would have been good to have been able to talk to someone with my enquiry.

4. What did you NOT like about the website?

Comment: I thought that the homepage was a little busy and crowded which detracted from the experience for me personally. There were too many products on the homepage but made it look a little less professional.

PLACING AN ORDER

100.00% (4 / 4)

5. Was it easy to find the test product using the search or browse?

1/1

Yes (1 pt)

6. Was it easy or not to add the product to your cart?

1/1

Yes (1 pt)

Comment: I found the item very quickly using the search function and adding to the cart was very straightforward with no problems encountered.

7. Was it easy or not to checkout?

1/1

Yes (1 pt)

Comment: The checkout process was again very easy and simple to follow.**8. Was it easy or not to pay?**

1/1

Yes (1 pt)

Comment: The payment process was professional and I had no concerns about placing an order with my credit card on this site. The steps were easy to follow.**ORDER FOLLOW-UP****33.33% (1 / 3)****9. Were you satisfied with the email confirmations once you had bought the product?**

1/1

Yes (1 pt)

Comment: I received an email immediately confirming what I had bought and it outlined the delivery times etc. The email was written well and contained all the information I required.**10. Did you find it easy to locate how to contact (name of company) via email?**

0/1

No (0 pts)

Comment: I thought that the contact us could have been a little more prominent as I did struggle to locate this on the site.**11. Did you find the contact form easy to complete?**

0/1

No (0 pts)

Comment: I did not find this form easy to complete as it required me to complete too many fields before it would submit. I feel that all that should be required is my name, email address and then my enquiry. However, I had to complete my address and phone number etc which was time consuming.**GENERAL****100.00% (2 / 2)****12. Was the website generally EASY or HARD to use?**

Easy (2 pts) 2/2

Comment: The site was extremely easy to use and the only thing that was a little more difficult was finding the ways to contact the company. I felt that this should have been more prominent on the site.**13. Can you suggest any improvements for this website?****Comment:** I would suggest to refine the site so it does not look so 'busy' on the homepage and to also refine the contact form so that less details are required.**Survey Total: 76.92% (10 / 13)**