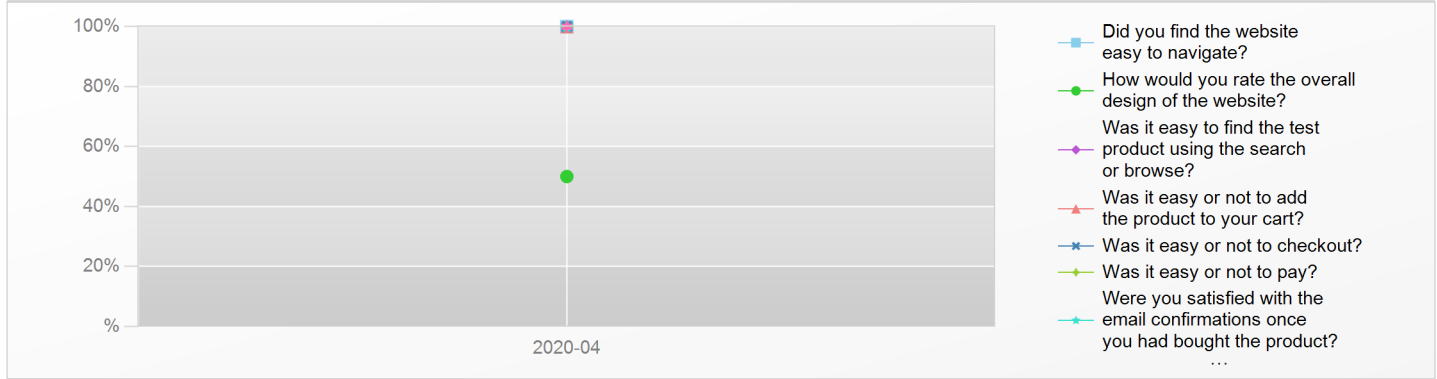


Clients: Sample Website/Online Shopping Evaluations
Campaigns: 2020-04

Trend by Questions



		2020-04		Total	
		Score	Cnt	Score	Cnt
WEBSITE DESIGN & LAYOUT	Did you find the website easy to navigate?	100	1	100	1
	How would you rate the overall design of the website?	50	1	50	1
	Total WEBSITE DESIGN & LAYOUT	75	1	75	1
PLACING AN ORDER	Was it easy to find the test product using the search or browse?	100	1	100	1
	Was it easy or not to add the product to your cart?	100	1	100	1
	Was it easy or not to checkout?	100	1	100	1
	Was it easy or not to pay?	100	1	100	1
Total PLACING AN ORDER	100	1	100	1	
ORDER FOLLOW-UP	Were you satisfied with the email confirmations once you had bought the product?	100	1	100	1
	Did you find it easy to locate how to contact (name of company) via email?	0	1	0	1
	Did you find the contact form easy to complete?	0	1	0	1
Total ORDER FOLLOW-UP	33	1	33	1	
GENERAL	Was the website generally EASY or HARD to use?	100	1	100	1
	Total GENERAL	100	1	100	1
Total		77	1	77	1