

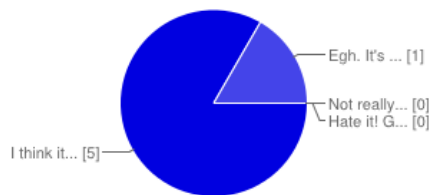
6 responses

Summary [Publish analytics](#)

After browsing through the site for a bit, what are your initial thoughts.

As for the website and use, it's great and easy to navigate...But the name of the business is a bit of a misnomer, in that they do not offer furniture for sale, only beds. Feels nice, easy to navigate, simple and straight to the point which I like for websites like these that are for stores, nicely organized. Clean design. Loved the clean design and the way the graphics drew the eye. Especially liked the big text on the eye catchers under the main image. Looks good Strong main and sub CTAs, very nice landing page, those will function great once they are linked up! Great looking product pages, the more info buttons have some great affordance qualities, makes me want to click. Contact form is really cool. Nice! The site is visually appealing even with the bold colors, easy to use and find what you are looking for. The boarder at the bottom of the products page makes the last products descriptions difficult to read.

How well do you think the site is designed?



I think it's great! The colors, layout, and interactive elements all work well with each other. 5 {

Egh. It's okay. I'm not a fan of the colors, but everything does go together. 1

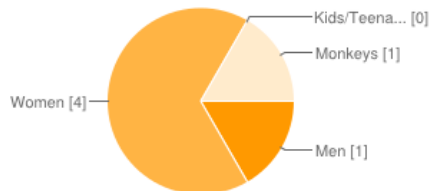
Not really a fan of what I see. Colors don't work for me and I really dislike the layout overall. 0

Hate it! Go back to the drawing board. 0

What do you think is the purpose of this site?

To make navigation easy as well as information readily available. To sell furniture sets, mainly bedroom sets. Buy furniture direct from manufacturer To sell furniture This is an informative site about products, clearance items, contact information and faqs for the Orlando Furniture Direct company. To sale furniture.

Who do you think would mainly visit this site?



Men 1 17%

Women 4 67%

Kids/Teenagers 0 0%

Monkeys 1 17%

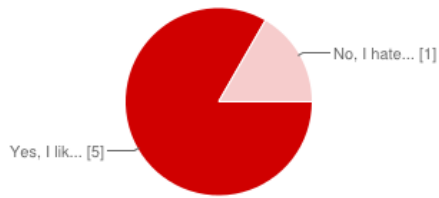
Why did you answer the previous question the way you did?

Because Monkey's would certainly use the site, provided they have access to the internet - and they need quality bedding too! Because mostly women shop for furniture. Lots of bedroom stuff. Because I think women are the ones who primarily purchase furniture for their homes I think the largest demographic would be women, who are more likely to pick out furniture to furnish a new or existing home. Monkeys are at a close second though, they love furniture. :(P The colors of the site and the products have a masculine feel about them.

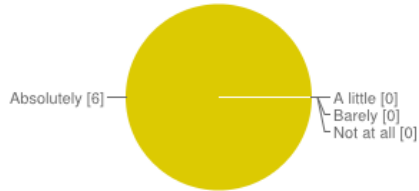
Do you think the colors used are appropriate?

Yes, I like them a lot 5 83%

No, I hate the colors 1 17%

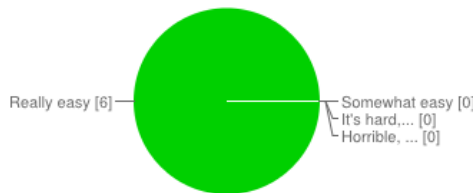


Do you think the fonts used are readable?



Absolutely	6	100%
A little	0	0%
Barely	0	0%
Not at all	0	0%

How easy is it to navigate through the site?



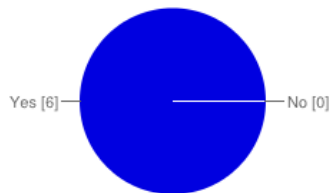
Really easy	6	100%
Somewhat easy	0	0%
It's hard, but not too hard	0	0%
Horrible, can't go anywhere	0	0%

Find the page that allows you to sign up to receive specials through email. How easy was it to find?



Super easy	6	100%
Easy	0	0%
Egh, could of been easier	0	0%
Couldn't find it	0	0%

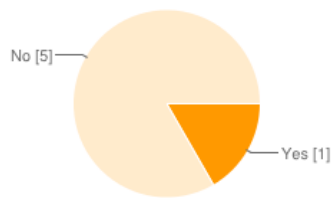
Find the Contact Us form. Was it easy to understand and use?



Yes	6	100%
No	0	0%

Did you look at the website on a mobile device?

Yes	1	17%
No	5	83%



Any other thoughts, or anything you'd like me to know?

Other than some minor fixes for the responsiveness side (some wonkiness happening with the footer, maybe try playing around a bit with floating your main content and their child divs.) Other than that, excellent job on the design, the concept and the overall site! Keep up the great work!

Number of daily responses

