

## SECTION D – INSIGHTS

**Website:** <https://www.rei.com/product/164369/adler-german-axes-rheinland-hatchet/>

**Device:** Laptop PC – Windows 10

**Browser:** Google Chrome

**General Questions**

How would you rate this website in general?

How likely is it that you would recommend this website to a friend or colleague?

Which devices & browsers did you use for this test?

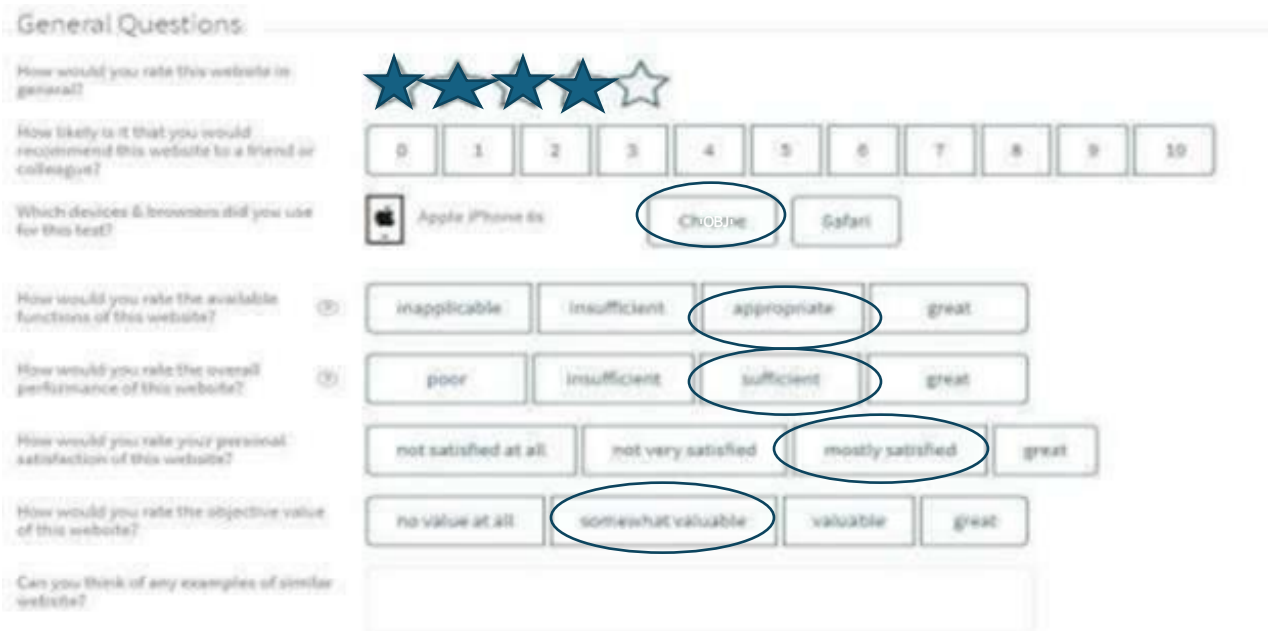
How would you rate the available functions of this website?

How would you rate the overall performance of this website?

How would you rate your personal satisfaction of this website?

How would you rate the objective value of this website?

Can you think of any examples of similar website?



The survey form contains several rating scales and selection boxes. Blue circles highlight the following selections:

- 4 stars (out of 5)
- 4 (on a 0-10 scale)
- Chrome (in the devices/browsers section)
- appropriate (for website functions)
- sufficient (for overall performance)
- mostly satisfied (for personal satisfaction)
- somewhat valuable (for objective value)

1. <https://www.bestbuy.com> – Electronics & tech (like B&H)
2. <https://www.zappos.com> – Fashion & footwear (like Mercurio)
3. <https://www.backcountry.com> – Outdoor gear (like REI)
4. <https://www.autozone.com> – Auto parts (like Summit Racing)

**Product Detail page**

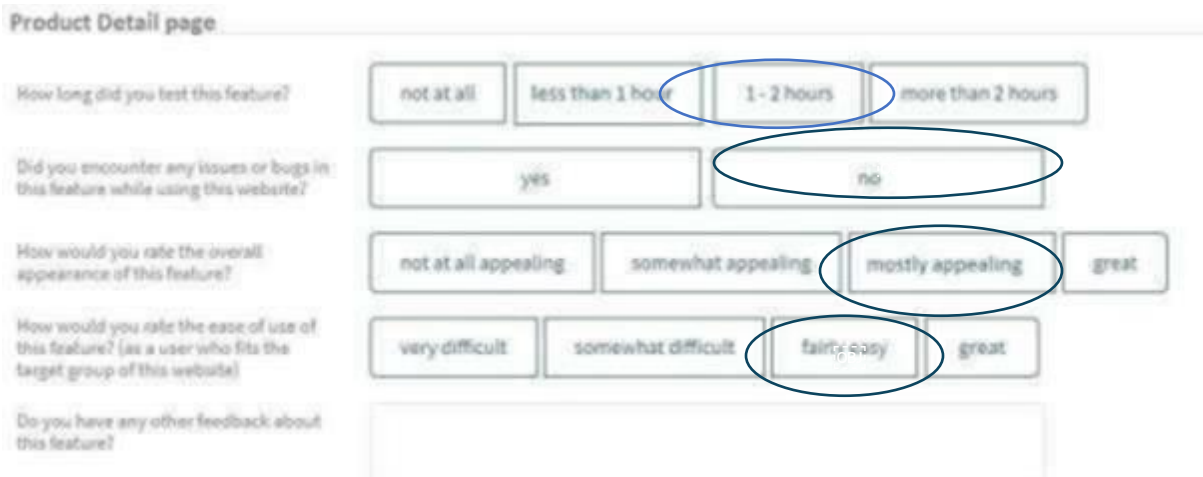
How long did you test this feature?

Did you encounter any issues or bugs in this feature while using this website?

How would you rate the overall appearance of this feature?

How would you rate the ease of use of this feature? (as a user who fits the target group of this website)

Do you have any other feedback about this feature?



The survey form contains several rating scales and selection boxes. Blue circles highlight the following selections:

- 1 - 2 hours (for testing duration)
- no (for issues/bugs)
- mostly appealing (for overall appearance)
- fairly easy (for ease of use)

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The feature is well-structured and meets most usability expectations, but it could benefit from the following improvements:

- **Improve Review Interactivity:** While the review section is informative, there is no way to filter or sort reviews (e.g., by most helpful or by star rating). Adding this functionality would significantly enhance user decision-making.  
**Add Image Uploads for Reviews:** Currently, customer reviews do not allow user-submitted images. Including image uploads in reviews would increase trust and provide more realistic product expectations.