**Usability test conclusion**

**Website1 main conclusion:** One of the usability testers had 3 different problems with the website's design which include the newsletter design, the contact us page, and the learn more part. But other than appeal they did not say that anything was out of place. Their main takeaways were that the websites were generally very smooth in transition and very well put together.

**Website2 main conclusion:** In the second website design the testers really liked the header of the site, the home page and the offer page. They also really liked that it was a simple scroller, which made it stand out compared to the other sites. Their only problem was that it was difficult to figure out that to go back you need to click on the side of the website. This could be made more clear with arrows. They really thought that the design was very well put together, and they really liked the colour combinations.

**Website3 main conclusion:** In the third website the users really liked the interactivity of the website using the colour buttons which allowed them to choose the colour of the socks and change the website with it. They also really liked the home page design and the contact us page. They generally did not have anything negative to add to it about the website. They said that the website design was very original and that the interactivity really helps to appeal for the younger audiences.