

Timestamp	What strikes you first?	What do you feel is the purpose of the site?	Who, specifically, do you think might visit the site regularly?	Please provide your first impression about the layout and design of the site by choosing one of the following options:	How do you feel about the color scheme?	Are the fonts readable and effective?	How effective is the main navigation?	How easy is it to find the information below?	Were review and contact forms easy to fill out?	If you could change anything about this website, what would it be?
5/28/2013 18:16:03	I like the "old World" look of the site. The colors are great. I liked that you picked up the logos of my resellers.	It should make the viewer 1) want to buy the product and 2) Provide feedback to the maker.	The manufacturer.	The site genuinely satisfies the site's intent and target audience	Love it!	Yes	Very effective	1	Yes	No changes.
5/28/2013 21:16:59	The image of the vegetables on the top of the page. And his label in the middle.	To provide a place for customers to feel the story behind the product. I think this site helps business by associating a comfort to the product with a family story that is relatable as opposed to something you were told to buy on a tv commercial. The user is supposed to order the product-find out where they can get it-and/or discover why this product exists and perhaps share in the community sense of a common enjoyment of food and tastes.	People that know of the product and enjoy the product. Typically an older demographic above the age of 45.	There are some areas of the site that I feel might be visually incomplete or unfinished	Love it!	Yes	Very effective	1	Yes	The content is narrowly focused in the center which is good symmetrically, but I would utilize the space more- with either pictures of the bottle or dressing being poured over a salad. When the page first pops up (no pun intended) you have to scroll down before you notice it is a label for a dressing/marinade. Without reading- one may assume that the products are fresh vegetables homegrown. Which is why I mention utilizing the extra space to actually show the dressing or something being dipped in it like a sandwich or someone enjoying the sauce.