**HUTLER Website User Questionnaire for founder of brand**

How closely does the finished HUTLER website match the prototype sketches?

I am very pleased with the overall finished website for HUTLER. I can see you have worked very hard to make my vision of the HUTLER website come to life and have stuck very closely to the prototype sketches which we created at the start.

How easy did you find navigating the website?

The website was very easy to navigate, aided by the very clear layout and text. I especially like the way the font enlarges on the navigation bar when the mouse is hovering over it.

Is the layout what you had envisioned?

The layout mirrors the minimalist design of the brand and is exactly how we had planned it out in the prototype sketches.

Do the font and imagery match the brand style?

The HUTLER brand is based on a modern and minimalistic style which is heavily mirrored in the brand logo. The Website which has been created uses a similar font to that in the logo, making the style flow well. The imagery is bright and clear, displaying the products in a good light. The main images on the homepage have been scaled up to an eye-catching size without losing any quality, which is great to draw in customers.

Which aspect of the website did you like the most?

There are many little aspects of the website which I really like such as the google maps on the contact us page, the range page where you can click on the image of the bag you want to see more of and takes you to the individual page, and the way the bag rotates when the mouse hovers over the image.

What do you feel could be improved on the site?

When actual products become available it will be good to develop the website further into an actual online store where customers can make purchases.