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9/15/17

EVALUATION FORM FOR E-COMMERCE SITES

	Strongly Disagree			Neutral			Strongly Agree
Presentation:							
1. The use of graphics is very appropriate for this site.	1	2	3	4	5	6	**7**
2. The design elements are not annoying or distracting.	1	2	3	4	**5**	6	7
3. The amount of information displayed is just right.	1	2	3	**4**	5	6	7
4. The colors in this web site are pleasant.	1	2	3	4	5	6	**7**
5. This site organized its information in a way that is easy for me to understand.	1	2	3	**4**	5	6	7
6. This site's attractiveness invites me to go further into this site.	1	2	3	4	**5**	6	7
7. The website has a focus that is consistent with the business.	1	2	3	4	5	6	**7**
8. Font size, type and number of changes is appropriate.	1	2	3	4	**5**	6	7
9. There is a consistent design or theme across the pages.	1	2	3	4	5	6	**7**
10. The site is customer/client oriented.	1	2	3	4	5	6	**7**
11. The site minimizes the scrolling needed to view the pages.	1	2	3	**4**	5	6	7
Navigation:							
12. The graphical presentation appears to be helpful in navigating.	1	2	3	**4**	5	6	7
13. I like the way the hyperlinks are embedded in this site's design.	1	2	3	**4**	5	6	7
14. Someone without knowledge about this company could easily find information.	1	2	**3**	4	5	6	7
15. Information links are located where I would expect them to be.	1	2	3	**4**	5	6	7
16. This site would enable me to get precise information quickly.	1	2	3	**4**	5	6	7
17. This web site has a navigationally efficient layout.	1	2	3	**4**	5	6	7
18. The site uses the same window rather than opening new windows.	1	2	3	4	5	6	**7**
19. The site provides a site map.	1	2	3	**4**	5	6	7
20. I can get to any location in the site in 5 "clicks" or less.	**1**	2	3	4	5	6	7
21. The site provides search and advanced search features.	1	2	3	4	5	**6**	7
22. All links work.	1	2	3	4	5	6	**7**

Quality:

23. Information appears to be believable.	1	2	3	4	5	6	**7**
24. I understand the purpose of this site.	1	2	3	4	5	6	**7**
25. I would recommend this site to a colleague.	1	2	3	4	**5**	6	7
26. This site appears to make it easy to correspond with the company.	1	2	3	4	**5**	6	7
27. I clearly understand the services and products of this company by looking at this site.	1	2	3	**4**	5	6	7
28. Viewing this site gives me a good image of the company.	1	2	3	4	**5**	6	7
29. The Site clearly states policies on Privacy and Security.	1	2	3	**4**	5	6	7
30. The Site appears to be easy to maintain.	1	2	3	**4**	5	6	7
31. The Site uses secure transactions.	1	2	3	4	5	**6**	7
32. The site contains current information.	1	2	3	4	5	6	7
33. The site provides alternative payment methods.	1	2	3	4	**5**	6	7
34. The site remembers who I am through a login or registration.	1	2	3	4	**5**	6	7
35. The site allows for anonymous browsing.	1	2	**3**	4	5	6	7
36. The site provides information about product return (if appropriate).	1	2	3	**4**	5	6	7
37. The site is always available.	1	2	3	4	5	6	**7**
38. The site has a short "load" time.	1	2	3	4	5	6	**7**
39. The site has a short "response" time.	1	2	3	4	5	6	**7**
40. The site does not use cookies unnecessarily.	1	2	3	**4**	5	6	7
41. The cookies used (if any) do not appear to be invasive.	1	2	3	4	**5**	6	7
42. The site works with both major browsers.	1	2	3	4	5	6	**7**

Brief

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Presentation:

The use of graphics for the website is great, and the color scheme and feel is calm, and easy on the eyes. Considering Nvidia is a world leader for the development of graphics processing units and AI systems, they should be expected to have a well laid out website. Every portion of the site maintained the same theme and color scheme, I never encountered any page that felt too out of place. From what can be observed the site is certainly directed toward customers and clients.

Navigation:

For the most part, navigation from one page to the next is intuitive and responsive, however when you really want to find something more specific, like an older graphics driver download link, the navigation becomes much more confusing. If I did not have at least some background in what I was looking for such as legacy drivers for old hardware, or previous information about Nvidia's products, then navigation for specific information is not so obvious. Luckily, Nvidia provides an advanced search option for locating certain items, but the results are not always 100% reliable from what I experienced. Every link I encountered while exploring the site never gave me any real trouble.

Quality:

The purpose of Nvidia's site being a hub of information, news and driver support for their products is well defined. Overall, the build quality of Nvidia's site is quite good with only a few minor complaints, primarily being once again with navigation to older driver versions which I have personally had to do for my GTX 770 card on several occasions. The information displayed and usable resources are certainly believable and useful, such as computer component specifications. Third party cookies are kept to a minimum and overall responsiveness is at an acceptable level showing reasonable integrity and trustworthiness for the site. Nvidia.com is always active and works in all major browsers.