

## E-COMMERCE Evaluation Form – Micro Center

	Strongly	Disagree	Neutral	Agree			
<b>Presentation</b>							
The use of graphics is very appropriate for this site.	1	2	3	4	5	6	7
The design elements are not annoying or distracting.	1	2	3	4	5	6	7
The amount of information displayed is just right.	1	2	3	4	5	6	7
The colors in this web site are pleasant.	1	2	3	4	5	6	7
This site organized its information in a way that is easy for me to understand.	1	2	3	4	5	6	7
This site’s attractiveness invites me to go further into this site.	1	2	3	4	5	6	7
The website has a focus that is consistent with the business.	1	2	3	4	5	6	7
Font size, type and number of changes is appropriate.	1	2	3	4	5	6	7
There is a consistent design or theme across the pages.	1	2	3	4	5	6	7
The site is customer/client oriented.	1	2	3	4	5	6	7
The site minimizes the scrolling needed to view the pages.	1	2	3	4	5	6	7
<b>Navigation</b>							
The graphical presentation appears to be helpful in navigating.	1	2	3	4	5	6	7
I like the way the hyperlinks are embedded in this site’s design.	1	2	3	4	5	6	7
Someone without knowledge about this company could easily find information.	1	2	3	4	5	6	7
Information links are located where I would expect them to be.	1	2	3	4	5	6	7
This site would enable me to get precise information quickly.	1	2	3	4	5	6	7

This web site has a navigationally efficient layout.	1	2	3	4	5	6	7
The site uses the same window rather than opening new windows.	1	2	3	4	5	6	7
The site provides a site map.	1	2	3	4	5	6	7
I can get to any location in the site in 5 "clicks" or less.	1	2	3	4	5	6	7
The site provides search and advanced search features.	1	2	3	4	5	6	7
All links work.	1	2	3	4	5	6	7

## Quality

Information appears to be believable.	1	2	3	4	5	6	7
I understand the purpose of this site.	1	2	3	4	5	6	7
I would recommend this site to a colleague.	1	2	3	4	5	6	7
This site appears to make it easy to correspond with the company.	1	2	3	4	5	6	7
I clearly understand the services and products of this company by looking at this site.	1	2	3	4	5	6	7
Viewing this site gives me a good image of the company.	1	2	3	4	5	6	7
The Site clearly state policies on Privacy and Security.	1	2	3	4	5	6	7
The Site appears to be easy to maintain.	1	2	3	4	5	6	7
The Site uses secure transactions.	1	2	3	4	5	6	7
The site contains current information.	1	2	3	4	5	6	7
The site provides alternative payment methods.	1	2	3	4	5	6	7
The site remembers who I am through a login or registration.	1	2	3	4	5	6	7
The site allows for anonymous browsing.	1	2	3	4	5	6	7
The site provides information about product return (if appropriate).	1	2	3	4	5	6	7
The site is always available.	1	2	3	4	5	6	7
The site has a short "load" time.	1	2	3	4	5	6	7

The site has a short "response" time.	1	2	3	4	5	6	7
The site does not use cookies unnecessarily.	1	2	3	4	5	6	7
The cookies used (if any) do not appear to be invasive.	1	2	3	4	5	6	7
The site works with both major browsers.	1	2	3	4	5	6	7

**Presentation:**

The use of graphics for Micro Center is very appropriate. They use pictures of their products, such computers and monitors so you'll know right away what the product is. The design elements are not annoying or distracting, the site is pretty plain. There aren't any flashing ads on the website like you'd see on other websites. The main page shows approximately 6 rows of products, with 4 products per row. This is a bit overkill, as you can only see the first 3 rows. I'd rather them just see the 3 rows, and an option to see the next set of products. The colors are easy on the eyes, they use a white background which makes it easier to show off their products (which are mainly black, or dark in general). I have found navigating through their site to be easy, they have each type of product categorized together and linked for easy access. Font size and type is consistent throughout the whole website, no drastic changes between pages. All of these factors together make an easy experience for customers to use the website properly.

**Navigation:**

I have found navigating through this site to be relatively easy. They have various products set up on the front page with pictures, text, and a link to see more products like the one you are looking at in particular. If the main products on display on the front page don't help, they have more links set up stacked vertically on the left side of the page. Here with these links, you have each product categorized together, like mentioned earlier. Someone who has not been on this website would find it very easy to navigate through this website because of this site's design and layout. Every kind of product I want to find is exactly where it should be, if I want to look at motherboards, I'd look under "Computer Parts" and find it listed there. The site uses the same window when I click on links, and all links appear to be working. Overall, all of the factors for navigation make this a frustration-free experience.

**Quality:**

The information on this website is written in a concise and informative manner, so the information appears to be believable. From looking at what products are on the front page of this website, it's easy to see that this company sells computers and electronics and what the purpose of the website is for. When looking at a particular product, you can see exactly how much of that product is in stock – which lets you know that the website is updated routinely. The site has a login feature, which allows for an easy process for completing the transaction. If you scroll to the product, you can see a link for more information on their return policy and many other features. When I first started shopping with Micro Center, the website has always been online when I've need to use it and the site appears to respond fast. The presentation, navigation and quality together make this website an easy user experience