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							

#	Item	1	2	3	4	5	6	7
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 state 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**

Presentation:

The Gadget Flow is an e-commerce site that promotes, and provides connections to many different brands and products. The site is modern with beautiful, dynamic tile images promoting the products. The background is a simple white which allows the product images to pop and grab the user's attention. This is key since the site is promoting the products, not the background or site design itself. The overall presentation of the site is rather beautiful to me.

Navigation:

The site works well on all browsers, and adapts well to different window sizes. The site also offers a mobile app for convenient browsing on a mobile phone or tablet. The site has a nicely done header for quick and easy navigation throughout the site as well as a search bar. The header menu bar is key to the navigation of this site as the pages can be rather long and overwhelming without filtering the results by category or searches. Also, the long pages make for slow load times due to the abundance of pictures since each product is displayed by an image tile. To view an image in detail is rather simple. One simply clicks on the product image tile to view the product details. When hovering over a product's image, the user's cursor changes from the default arrow to the hand icon and also slightly brightens the image to show the image is a link. Overall, the site's navigation is fairly simple; however, I find it rather annoying to have such long pages of products. I would recommend only displaying 25 products per page with the user's option to view more (i.e. 50, 100, all) per page. This would allow the page faster load times, and would not overwhelm users who are not familiar will technology.

Quality:

I find the site to be high quality in that it does a phenomenal job promoting different products and brands. The site gives necessary specifications, customer reviews, and brief overview descriptions of each product as well as a secure login and checkout process directly to the manufacturer of the product. The site offers multiple payment options, as well as shipping on most products. Pre-ordered products are subject to the manufacturers shipping dates/requirements. The site also offers discounts on products for members, and offers multiple ways of communication.

Overall, I truly enjoy The Gadget Flow and have been a returning customer of theirs for the past year. I would highly recommend the site to anyone looking for neat, new gadgets and computer accessories not found in most local stores.