

Functional Design Block

Please rate the website with respect to the following functional design element:

	Not quick at all					Very quick				
	1	2	3	4	5	6	7	8	9	10
How quickly pages load										

Please rate the website with respect to the following functional design element:

	Not easy at all					Very easy				
	1	2	3	4	5	6	7	8	9	10
Ease of navigating and browsing										

Please rate the website with respect to the following functional design element:

	Not interactive at all					Very interactive				
	1	2	3	4	5	6	7	8	9	10
How interactive is the website?										

Please rate the website with respect to the following functional design element:

	Not easy at all					Very easy				
	1	2	3	4	5	6	7	8	9	10
Ease of finding the product you were looking for										

Please rate the website with respect to the following functional design element:

	Not easy at all					Very easy				
	1	2	3	4	5	6	7	8	9	10
Ease of making a purchase										

Please rate the website with respect to the following functional design element:

	Not effective at all					Very effective				
	1	2	3	4	5	6	7	8	9	10
Overall effectiveness of the website's functionality										

Visual Design Block

Please rate the website based on the following visual design element:

	Not helpful at all					Very helpful				
	1	2	3	4	5	6	7	8	9	10
Helpfulness of the website's layout										

Please rate the website based on the following visual design element:

	Not appealing at all					Very appealing				
	1	2	3	4	5	6	7	8	9	10
Appealing nature of the website's graphics										

Please rate the website based on the following visual design element:

	Not helpful at all					Very helpful				
	1	2	3	4	5	6	7	8	9	10

Helpfulness of the
product images
provided

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Please rate the website based on the following visual design element:

Not appealing at all

Very appealing

1 2 3 4 5 6 7 8 9 10

Appealing nature of the
website's font styles

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Please rate the website based on the following visual design element:

Too much content

Just the right amount of content

1 2 3 4 5 6 7 8 9 10

Amount of content per
page

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Please rate the website based on the following visual design element:

Not satisfying at all

Very satisfying

1 2 3 4 5 6 7 8 9 10

Overall satisfaction of
the website's visual
appearance

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Information Design Block

Please rate the website based on the following information design element:

Not useful at all

Very useful

1 2 3 4 5 6 7 8 9 10

Usefulness of
information on how the

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business works

Please rate the website based on the following information design element:

	Not useful at all					Very useful				
	1	2	3	4	5	6	7	8	9	10
Usefulness of product descriptions provided										

Please rate the website based on the following information design element:

	Not useful at all					Very useful				
	1	2	3	4	5	6	7	8	9	10
Usefulness of product customer reviews provided										

Please rate the website based on the following information design element:

	Not easy at all					Very easy				
	1	2	3	4	5	6	7	8	9	10
Ease of reading product information (description and reviews)										

Please rate the website based on the following information design element:

	Not useful at all					Very useful				
	1	2	3	4	5	6	7	8	9	10
Usefulness of contact information provided										

Please rate the website based on the following information design element:

	Not useful at all							Very useful		
	1	2	3	4	5	6	7	8	9	10
Overall usefulness of information provided										

Trust and Satisfaction Block

Please rate the website based on the following:

	Not trustworthy at all							Very trustworthy		
	1	2	3	4	5	6	7	8	9	10
Overall trustworthiness of the website										

Please rate the website based on the following:

	Not satisfied at all							Very satisfied		
	1	2	3	4	5	6	7	8	9	10
Overall level of satisfaction with the website										

Demographics Block

Please indicate your gender:

- ☐ Male
☐ Female
☐ Other / Prefer not to disclose

What is your age range?

- ☐ < 18
☐ 18-24
☐ 25-34

- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+
- ☐ Prefer not to disclose

What is your income level?

- ☐ < \$40,000
- ☐ \$40,000 - 60,000
- ☐ \$60,000 - 75,000
- ☐ \$75,000 - 100,000
- ☐ > \$100,000
- ☐ Prefer not to disclose

Ethnicity origin (or Race):

- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Asian or Pacific Islander
- ☐ Native American or American Indian
- ☐ Other
- ☐ Prefer not to disclose

Context Block

How often do you visit the website?

- ☐ Daily
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ 2-3 times a month
- ☐ Once a month
- ☐ Less than once a month
- ☐ Almost never

Please rate the website based on the following:

Not likely at all

Very likely

	1	2	3	4	5	6	7	8	9	10
Likelihood of placing an order on the website										

Please rate the website based on the following:

	Not likely at all					Very likely				
	1	2	3	4	5	6	7	8	9	10
Likelihood of recommending Nomz to your friends										

Please rate the website based on the following:

	Not successful at all					Very successful				
	1	2	3	4	5	6	7	8	9	10
Level of success in completing your objectives of visiting the website										

Please leave any additional comments below: