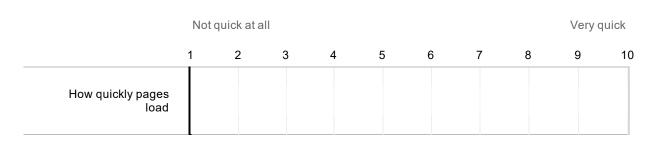
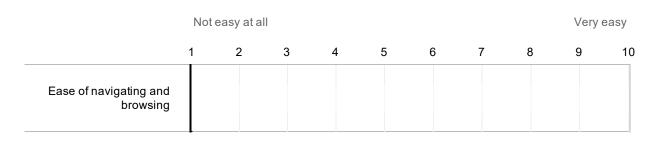
Functional Design Block

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



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



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

| | Not inte | ractive at | | 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 eas | Not easy at all | | | | | | | | | | |
|--|---------|-----------------|---|---|---|---|---|-----|------|--|--|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 9 | 9 10 | | | |
| Ease of finding the product you were looking for | | | | | | | | | | | | |

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

| | Not | 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 | | 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 hel | pful at all | | | | | Ve | ry helpful | |
|-------------------------------------|---------|-------------|---|---|---|---|----|------------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 9 | 9 10 |
| Helpfulness of the website's layout | | | | | | | | | |

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

| | Not app | ealing at | | Very appealing | | | | | |
|--|---------|-----------|---|----------------|-----|-----|-----|---|------|
| | 1 | 2 | 3 | 4 : | 5 6 | 5 7 | 7 8 | 9 |) 10 |
| Appealing nature of the website's graphics | | | | | | | | | |

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

| 1 2 3 4 5 6 7 8 9 10 | Not | helpful at | all | | | | | Very he | lpful | |
|----------------------|-----|------------|-----|---|---|---|---|---------|-------|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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

| | Not app | ealing at | Very appealing | | | | | | | |
|---|---------|-----------|----------------|---|---|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Appealing nature of the website's font styles | | | | | | | | | | |

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

| | Too mud | ch conten | ıt | | | Just the right amount of conten | | | | | | |
|----------------------------|---------|-----------|----|---|---|---------------------------------|---|---|---|----|--|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Amount of content per page | | | | | | | | | | | | |

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

| | Not | satisfying | Very satisfying | | | | | | | |
|---|-----|------------|-----------------|---|---|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Overall satisfaction of the website's visual appearance | | | | | | | | | | |

Information Design Block

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

| | Not us | seful at al | I | | | | | | Very us | eful |
|--------------------------------------|--------|-------------|---|---|---|---|---|---|---------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Usefulness of information on how the | | | | | | | | | | |

business works

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

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

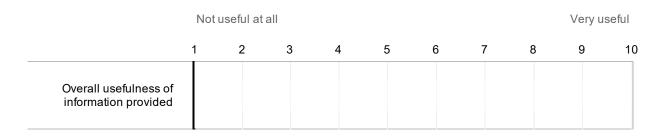
Please rate the website based on the following information design element:

| | 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 | 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:



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

| | lease | ואמו | 0010 | VALIE | 2000 | or. |
|---|-------|----------|------|-------|---------|-----|
| _ | | 11 16 11 | | V() | (10-11) | |
| | | | | | | |

| \bigcirc | Ma | ale |
|------------|----|-----|
| | | |

- Female
- Other / Prefer not to disclose

What is your age range?

- < 18</p>
- 0 18-24
- 25-34

https://commercevirginia.co1.qualtrics.com/ControlPanel/Ajax.php?action=GetSurveyPrintPreview