**COMM 4240**

**Project Milestone 2 (Part 2)**

**Team EatNomz (Bill, Carmel, Conrad, Jairus)**

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**Part 2a: Survey Design - Questions**

**Functional design questions**

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

1. How long does it take the webpages to load?

Very long Not long at all

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

2. How easily navigable is the page?

Not easy at all Very easy

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

3. How satisfied are you with the interactiveness of the website?

Not satisfied at all Very satisfied

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

4. How easy was it to find the product you were looking for?

Not easy at all Very easy

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

5. Overall effectiveness of website functionality?

Not effective at all Very effective

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

**Visual design questions**

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

1. How satisfying was the website’s layout?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

2. How satisfying were the website’s graphics?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

3. How satisfying were the website’s images?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

4. How satisfying was the amount of content per page?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

5. How satisfying were the website’s font styles?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

6. How satisfying was the website’s overall visual appearance?

Very Unsatisfying Very Satisfying

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

**Information design questions**

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

1. How useful was the information provided on how the business works?

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

2. How easy was it to find information on the business?

Not easy at all Very easy

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

3. How useful were the product descriptions provided

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

4. How well organized was the information provided on the products

Not organized at all Very organized

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

5. How useful were the product customer reviews provided

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

6. How easy was it to find information on the products? (including customer reviews)

Not easy at all Very easy

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

7. Usefulness of information provided on the “FAQ” page

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

8. Usefulness of contact information provided

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

9. Overall usefulness of information provided

Not useful at all Very useful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

**Trustworthiness and Satisfaction questions**

Please rate the website according to the following criteria:

1. Overall trustworthiness of the website

Not trustworthy at all Very trustworthy

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

2. Overall level of satisfaction with the website

Not satisfied at all Very satisfied

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

**Demographic questions**

1. Please indicate your gender:

Male Female Other

2. What is your age range?

18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Prefer not to disclose

3. What is your income range?

<$40k | $40k - 60k | $60k - 75k | $75k - 100k | >$100k | Prefer not to disclose

4. What is your race?

White | Hispanic or Latino | Black or African American | Native American or American | Indian | Asian / Pacific Islander | Other

**Additional questions**

1. How often do you visit the website:

Daily | 2-3 Times a Week | Once a Week | Once a Month | 2-3 Times a Month | Less than Once a Month | Almost Never

2. How likely are you going to place an order on this website?

Very unlikely Very likely

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

3. How likely are you going to recommend Nomz to your friends based on the website:

Very unlikely Very likely

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

4. How successful were you in completing your objectives of visiting website

Very unsuccessful Very successful

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

5. Please enter additional comments in the text box below: