

Thank you for agreeing to participate in the survey. This survey is designed to better understand potential customers who would visit ACLC's website. We would greatly appreciate your honest feedback!

**Your
Information**

- What is your age?

- What is job title?

- What is your highest education?

- Do you look up companies online? If so, what stands out to you?

- What website elements bother you? (i.e., pop-up windows, lots of graphics/images, dense text,
etc.
)

- Would you rather read text or look at visual images?

- What's your most frequently visited website and why?

Please go on to ACLC's website (www.goac lc.com) and complete the following questions while you are still on the home page.

- What's the first impression when you visit ACLC's website?

- What business do you think ACLC is in/what do you think ACLC does?

- Who do you think ACLC's primary customer is?

- What information do you want to see next?

- What would you click next to find out more about ACLC?

- When you did click to this place, did it take you where you expected to go?

- Please write down in order what other pages you would visit.

- Tell me if you were able to find the information you were looking for.

- Was it easy to navigate? Please tell me in the scale of 0 to 10, 10 being the easiest.

- After exploring ACLC's website, has your opinion on what ACLC does changed from what you

assumed based on the home page? If it has changed, what do you think

ACLC does?

- Can you find where to go to ACLC's Facebook page from ACLC's website?

- Was it easy to find?

Go on to Veratics' website
(<http://www.veratics.com/>)

- Explore Veratics' website and tell me what business do you think they are in/what they do?

- Who do you think Veratics' primary customer is?

- Was Veratics' website easy to navigate? Please tell me in the scale of 0 to 10, 10 being the easiest.

Both ACLC and Veratics provide services to US Government agencies.

- After reviewing the two websites, would you have thought ACLC and Veratics are in the same industry and providing the same services?

- Which company website was easy to navigate to find out what they do, and why?

- Which company website was better at telling what they do, and why?

- Tell me what you liked and disliked about ACLC's website.

- Tell me what you liked or disliked about Veratics' website.