# EVALUATION FORM FOR E-COMMERCE SITES

## Presentation

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The use of graphics is very appropriate for this site.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The design elements are not annoying or distracting.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The amount of information displayed is just right.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. The colors in this website are pleasant.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. This site organized its information in a way that is easy for me to understand.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. This site’s attractiveness invites me to go further into this site.</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. The website has a focus that is consistent with the business.

8. Font size, type and number of changes is appropriate.

9. There is a consistent design or theme across the pages.

10. The site is customer/client oriented.

11. The site minimizes the scrolling needed to view the pages.

**Navigation**

12. The graphical presentation appears to be helpful in navigating.

13. I like the way the hyperlinks are embedded in this site’s design.

14. Someone without knowledge about this company could easily find information.

15. Information links are located where I would expect them to be.
16. This site would enable me to get precise information quickly.

17. This web site has a navigationally efficient layout.

18. The site uses the same window rather than opening new windows.

19. The site provides a site map.

20. I can get to any location in the site in 5 "clicks" or less.

21. The site provides search and advanced search features.

22. All links work.

23. Information appears to be believable.

24. I understand the purpose of this site.

25. I would recommend this site to a colleague.

26. This site appears to make it easy to correspond with the company.
27. I clearly understand the services and products of this company by looking at this site.

28. Viewing this site gives me a good image of the company.

29. The Site clearly state policies on Privacy and Security.

30. The Site appears to be easy to maintain.

31. The Site uses secure transactions.

32. The site contains current information.

33. The site provides alternative payment methods.

34. The site remembers who I am through a login or registration.

35. The site allows for anonymous browsing.
36. The site provides information about product return (if appropriate).

37. The site is always available.

38. The site has a short "load" time.

39. The site has a short "response" time.

40. The site does not use cookies unnecessarily.

41. The cookies used (if any) do not appear to be invasive.

42. The site works with both major browsers.
The presentation of the e-commerce site, [https://www.brandywireusa.com/](https://www.brandywireusa.com/), is very simple and straightforward. The limited amount of designs and graphics, ensure minimal distractions for the end-user or customer. The site’s homepage is somewhat plain but is client oriented. The site contains a consistent theme throughout each page. After viewing each page of the site, one critical factor that I observed was that the site did not minimize the scrolling feature on each product page. The site does not allow a consumer to scroll through each page; instead, the site has only one page for each separate tab. I perceive the site to provide the correct amount of information that is necessary for any potential e-commerce consumer. Under the Customer Service tab, the website explains the guidelines for shipping, returns, comments, etc. For any consumers that are still unclear or have questions or concerns, Brandy Melville provides a customer-oriented chat with a live customer service representative. Overall, I consider the site’s presentation is consistent and appropriate for this type of e-commerce website.

The navigation of this e-commerce website is easy to use for the consumers. The homepage contains four tabs for their product categories. Each category allows you to scroll through their products with a picture of each item. In order to navigate back to the homepage, the site allows the user to click the Brandy Melville logo to return home. The site also has a search box to create a simpler and effortless way to directly search for a particular item on the site. The information links are located at the top right-hand corner of the site; making a more leisurely structure for the users to locate detailed information about the company. The site is very minimal because Brandy Melville is a small company. There are not very many graphics or designs to distract a user. In general, the site’s navigation is clear-cut and easy to understand how to navigate throughout the website.

The quality aspect of this e-commerce website is somewhat basic. For example, the website does not allow a user to change the color of a certain item. Instead, the user will have to select a completely different item on the page. For instance, the same item is posted several times on the same page in each different color. On the other hand, the quality
of the website is also affected by the load and response time. When switching pages, the site loads quickly and allows the users for quick and easy browsing of their products. The site is able to operate on multiple types of browsers. The site allows purchases with all major credit cards with the use of secure transactions. Overall, the quality of Brandy Melville’s e-commerce site is suitable and decent for the current size of the store.