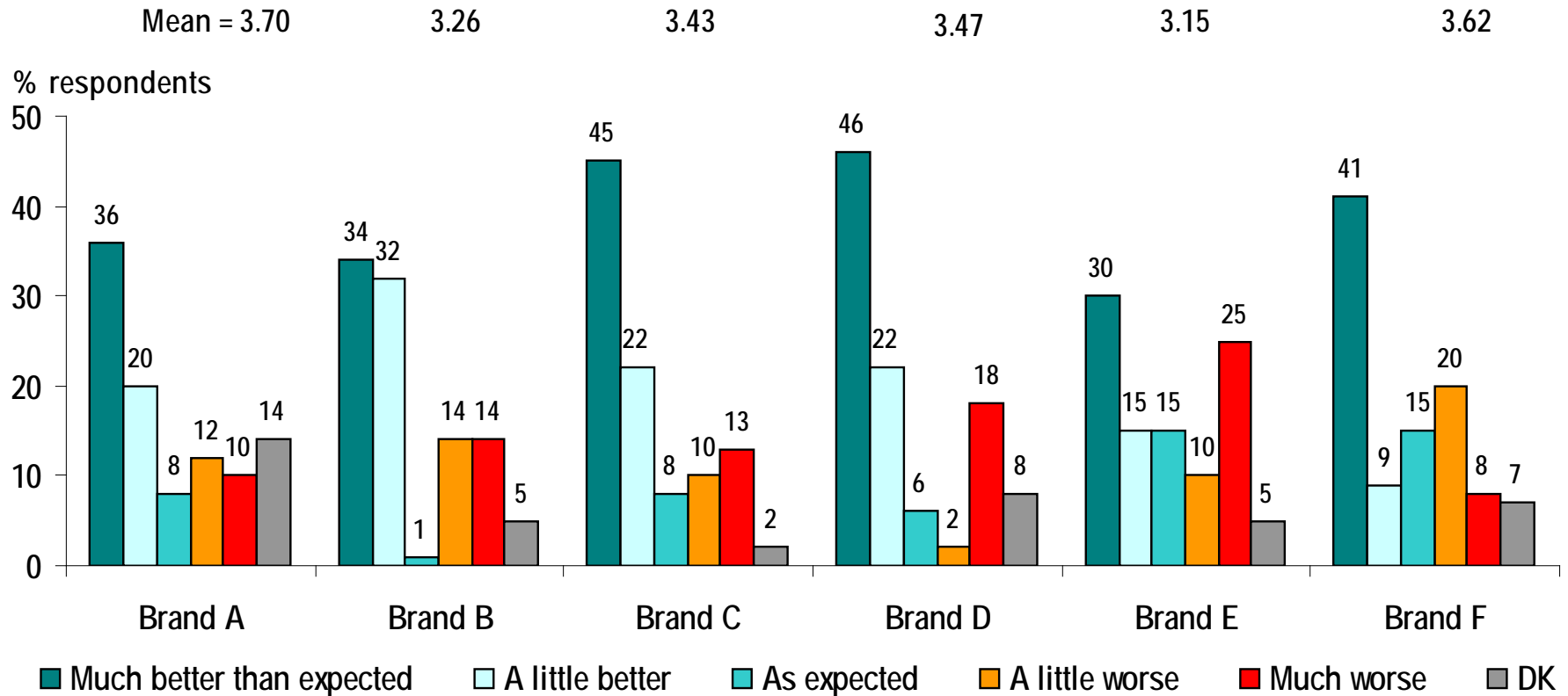


To what extent did the website meet your expectations?



First impressions

How would you rate your first impressions of this site from looking at the homepage?

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
General look & feel	3.59	3.21	3.51	3.03	3.62	3.47
Sizing & positioning	3.79	3.41	3.27	3.00	3.41	3.44
Colours	3.47	3.38	3.64	3.41	3.06	3.15
Photos & illustrations	3.44	3.62	3.89	4.05	3.03	3.41
Visibility & impact of website	3.15	3.41	3.78	3.59	3.00	3.03
Ease of understanding	3.41	3.06	3.56	3.79	3.64	3.00
Clarity of information	3.44	3.03	4.01	3.47	3.89	3.41
Quantity of information	3.38	3.00	3.25	3.03	3.78	3.05
Ease of getting around site	3.98	3.41	3.68	3.00	4.36	4.68
Average	3.51	3.28	3.61	3.37	3.53	3.40
Rank	3	6	1	5	2	4



Changes to homepage

What, if anything, would you change about the homepage?

Have a different background - even if it is just a different colour. The tabs should be in a bolder colour as well, rather than grey.

Clear it up a little and make it less busy.

Brand E

Perhaps have less white space.

Change picture as it is completely uninspiring & put me off clicking that icon.

Key findings - homepage

- brandA.com and brandB.co.uk ranked joint first for first impressions of homepage
- brandA.com came first for the following categories:
 - ease of understanding at a glance what the site has to offer (mean + 4.32)
 - 50% rated this as very good
 - ease of understanding how to get around the site (mean = 4.28)
 - photos and illustrations (mean = 4.22)
 - quantity of information (mean = 4.00)
- although brandB.co.uk ranked first overall, it only came first for visibility and impact of brand
- brandE.com came last overall for first impressions - the site scored particularly poorly for welcoming feel and visibility and impact of brand
- respondents were more likely to continue with their visit on brandB.co.uk than any other site with 48% stating they were extremely likely to continue.



Homepage feedback

In no more than 20 words how would you sum up your impressions of the homepage?



Easy to follow and use

Good use of colours

Just enough information, so as not to overwhelm whoever is visiting the site

