

SECRET SHOPPING ON-DEMAND™

POWERED BY ABOUTFACE-

www.secretshoppingondemand.com

Website Usability Site Analysis/Fulfillment

Loc #: <input type="text"/> pick	Business Name: <input type="text"/>	Address: <input type="text"/>	Telephone: <input type="text"/>
Visitor Type: <input type="text"/> [Choose one] <input type="checkbox"/>	Shop Type: <input type="text"/> [Choose one] <input type="checkbox"/>	Shop Date: <input type="text"/> pick	Shop Day: <input type="text"/>
Time In: <input type="text"/> pick	Time Out: <input type="text"/> pick	Email Sent: <input type="text"/>	Email Response Arrival: <input type="text"/>
Round: <input type="text"/>	Month: <input type="text"/> [Choose one] <input type="checkbox"/>	Quarter: <input type="text"/>	Year: <input type="text"/> [Choose one] <input type="checkbox"/>
Date Ordered: <input type="text"/>	Order Timeline: <input type="text"/>	Drop Dead Date: <input type="text"/>	

Initial Observations:

Registration:

Performance & Navigation:

Support:

Telephone Support:

Internet/ Email Support:

Coorespondence:

Bottom Line:

Offerings:

Order/Purchase:

Return:

Webmaster/Web Support

Person's Name:

Describe Exp:

Expect:

Community:

Visit Again:



VISIT TOTAL:

WWW.SECRETSHOPPINGONDEMAND.COM

To log back in to Secret Shopping On-Demand™ to review your account or place another order, simply go to www.secretshoppingondemand.com and click the "Back for More?" button. You will be prompted to enter your email address and the password you set up when you created your account.

SCORING CRITERIA:

0-10: 0-1=Poor, 2-3=Below Average, 4-6=Average, 7-8=Above Average, 9-10=Excellent

0-5: 0-1=Poor, 2=Below Average, 3=Average, 4=Above Average, 5=Excellent

Expectations: Exceeded=10, Met=5, Did Not Meet=0

No = 30, Yes = 0

Yes = 10, No = 0

Yes = 5, No = 0

N/A = Both the actual and the possible points are thrown out, so as not to adversely affect the total score.

Attachments

Website Screenshot Attachment –

<Your file attachment control will be placed here. ID='Q_0901'
htmlother='onchange="fileUploadOnChange(this);" '>

E-mail Word Document Attachment –

<Your file attachment control will be placed here. ID='Q_0902'
htmlother='onchange="fileUploadOnChange(this);" '>

Copy all e-mail correspondence between the webmaster/support person and yourself directly into a Word document and attach it here. If you experienced any problems with the website or if you find an error on the website, take a screenshot of any applicable page(s) and copy to the Word document also. You MUST attach the correspondence to complete this assignment.

<Your file attachment control will be placed here. ID='Q_0903'
htmlother='onchange="fileUploadOnChange(this);" '>

If you have difficulty attaching your document here, you may send it to the email address listed in your Shopper Directions after you submit your evaluation. Provide your name, date and the name of the website in the subject line. The shop will not be accepted without these items. Thank you!

Shopper Profile

1. What is your gender?
2. What is your age range?
3. In what state do you live?
4. What Internet Service Provider do you use?
If other, please specify:
5. Which type of Internet connection did you use to access the site?
If other, please specify:
6. Which of the following did you use to access the site?
If other, please specify:
7. Please choose your degree of competence and comfort on your computer:
8. Did you opt for software or the no download flash?
9. Which method of payment did you use?
If other, please specify:

INITIAL OBSERVATIONS

This section includes questions which assess your first impression of the website.

IO

1. PURPOSE: Was the purpose of this website clear? NA Yes No
2. TRUST: Was there anything about the site that created a feeling of trust? NA Yes No
3. ATTENTION: What was the first thing on this website that caught your eye?
4. STAY: What about this website encouraged you to stay?

6. APPEARANCE:

A. Were the colors of the site appealing?

NA Yes No

B. Were the graphics engaging?

NA Yes No

C. Did you consider the look uncluttered?

NA Yes No

Please FULLY explain your answers to all questions in this section:

REGISTRATION

This section includes questions which assess the registration process.

RG

1. SIMPLE: Was your registration to the site simple?

NA Yes No

2. TIMING: Were you able to complete the registration process in a reasonable amount of time?

[Choose one]

Exactly how long did it take?

PERFORMANCE & NAVIGATION

This section includes questions which assess the speed at which the pages loaded and the ease of navigation.

PN

1. LOAD SPEED: Did the site load quickly?

[Choose one]

Exactly how long did it take?

2. PAGE SPEED: Was the speed of the site satisfactory?

[Choose one]

3. NAVIGATION EASE: Was the website easy to navigate?

[Choose one]

4. LINKS: Did all the links in the site work properly?

NA Yes No

5. PRINT: Could you print from the site successfully?

NA Yes No

6. BACK BUTTON: If you needed to hit the back button on your browser, did this action cause functionality issues?

NA Yes No

7. SUPPORT: If you were confused or had trouble at any time:

A. Was there a suitable contact/ support area where you could find help?

NA Yes No

B. Was all the necessary information available (contact numbers, returns address, e-mail, etc.)?

NA Yes No

8. HELP FILES: Were the Help files:

A. Easy to find?

NA Yes No

B. Easy to understand?

NA Yes No

Please FULLY explain your answers to all questions in this section:

SUPPORT

This section includes questions about the quality of the company's technical support.

Telephone Support

Telephone Support Person's Name (if given):

1. URGENCY: Was your call answered promptly (within 3 rings)? NA Yes No
2. SALUTATION: Did the support person offer his/her name and an appropriate salutation? NA Yes No

Quote:

3. DEMEANOR: Throughout the call, was the representative:
- A. Friendly and helpful? NA Yes No
- B. Focused and attentive? NA Yes No

4. LEVEL: Did you feel he/she was communicating with you on your level?

Please FULLY explain your answers to questions 1 through 4:

5. RESOLUTION: Was the support person able to solve the problem on the first attempt? NA Yes No

6. ONE CALL: Was a single phone call sufficient for solving the issue you presented? NA Yes No

7. HOLD: If you were placed on hold:
- A. Were you asked permission first or given time to object? NA Yes No

- B. Was there background music? NA Yes No

- C. If so, was this music enjoyable and did it make your wait more pleasant?

Please FULLY explain your answers to questions 5 through 7:

8. PHONE BACK: If the support person promised to phone you back, did he/she fulfill this promise? NA Yes No

9. APPRECIATION: Did the agent thank you or show appreciation for your call/business? NA Yes No

10. INTERACTION: Based solely on your interaction with the support person, would you want to visit this site again? NA Yes No

Please FULLY explain your answers to questions 8 through 10:

Internet/Email Support

Webmaster/Web Support Person's Name (if given):

1. URGENCY: Was your question answered promptly?

Please note exactly how long it took to receive a response:

2. LEVEL: Did you feel that the webmaster/support person communicated with you on your level?

What was the problem with the communication, if any?

3. RESOLUTION: Did the email response solve your questions? NA Yes No

4. INTERACTION: Based solely on your interaction with the webmaster/support person, would you want to visit this site again? NA Yes No

Please FULLY explain your answers to all questions in this section:

OFFERINGS

This section includes questions about the products and/or services contained on this website.

OF

1. Were you able to find items that interested you?
2. Were all of your items in stock? NA Yes No
3. Did they have your size(s)? (If not, please explain the size(s) you needed in the box below.) NA Yes No
4. Did the items seem to be of good quality? NA Yes No

Please FULLY explain your answers to all questions in this section:

ORDER/PURCHASE

This section includes questions about the ordering/purchasing process.

OP

1. PAYMENT OPTIONS: Was there enough information visible on the website about the available payment options to make an informed choice? NA Yes No
2. COMPLETE: Did you understand exactly how to complete your order? NA Yes No

Please FULLY explain your answers to questions 1 and 2:

3. LOGICAL: Did you find the ordering process logical and easy? NA Yes No
- Why or why not?

4. PAYMENT/PURCHASE LINKS: Were all payment/purchase links working properly? NA Yes No
- If not, explain how this condition affected your experience?

5. OFFER CODE: If you had an offer code (% off – discount), was it easy to use? NA Yes No
- Please FULLY explain your answers to questions 5 and 6:

7. PROHIBIT: During the ordering process was there anything that prohibited you from completing your order? NA Yes No

Please FULLY explain your answer to question 7:

RETURN

This section includes questions about the return process.

RT

1. INFORMATION: Was the information on the website about returns sufficient and easy to understand?
2. PROCESS: Was the return process simple and user-friendly? NA Yes No
3. CREDIT: Did you receive your credit in a reasonable amount of time?

Please note exactly how long you waited for your credit:

Please FULLY explain your answers to all questions in this section:

CORRESPONDENCE

This section includes questions related to the correspondence you received from this company.

CO

1. WELCOME: Did you receive a welcome email? NA Yes No
2. AFTER ORDER: If you made a purchase, was the correspondence you received after you ordered easy to understand? NA Yes No
3. AFTER REGISTRATION: After you became a member, did you:
 - A. Receive your first correspondence in a timely fashion? NA Yes No
 - B. Exactly how long did you have to wait?

Please FULLY explain your answers to all questions in this section:

BOTTOM LINE

The Bottom Line is a qualitative category which sums up the customer's experience.

BL

1. Choose one word to describe your experience:
2. Overall, did this website meet or exceed your expectations?
3. Did you feel a sense of community at this site? NA Yes No
4. Would you visit this site again? NA Yes No
5. What could be done to improve this website?

Additional Comments

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?

- If you have any questions, concerning making this shop the best, please e-mail your question / concern to qualitycontrol@aboutfacecorp.com.
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.

Internal Information