

Evaluation of Amazon.com

The purpose for this survey is to learn about the experiences of older adults in making an informed decision to purchase a book on Amazon.com. Specifically, this survey focuses on the process of finding a book, reading a little of the book, and reading some of the reviews about the book to see what others think. This survey is being conducted by Georgia Tech students for a website evaluation project. All information obtained in this survey will remain anonymous and will not be distributed to third parties. The survey should take no more than 25 minutes to complete. Thank you for your participation.

Please take ten minutes to visit www.amazon.com to familiarize yourself with some of the basic features of the website. You will then be asked to perform a number of tasks on the website and to give feedback on the overall usability of the website in regards to that task.

Finding a Book

Search for the book titled "Safe Haven" by Nicholas Sparks. How would you rate difficulty level of this search process?

○	○	○	○	○	○
Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish

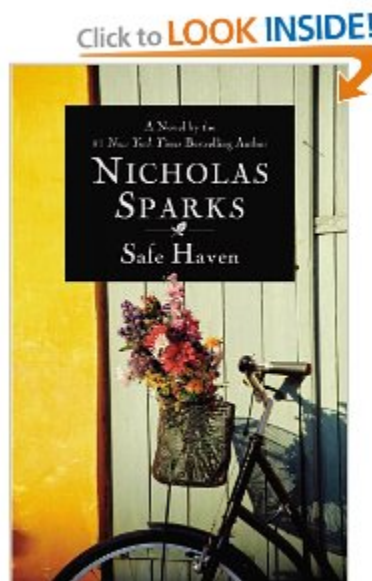
Reading Some of the Book

Now please click on the following link to access the description page for the book: <http://tinyurl.com/3re8z2f>. For the purposes of this study, let's say you want to read the first page of the book. Try to access and read the first page.

How would you rate the difficulty level with which you were able to access the first page of the book?

○	○	○	○	○	○
Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish

If you were unable to find the first page, hover your cursor over the image of the front cover that says "Click to LOOK INSIDE" and click on "First Pages" in the small window that appears. Below is an image which indicates what to look for in the Amazon.com window.



How would you rate the difficulty level of reading the contents of the first page?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish

Try to locate the zoom feature. How would you rate the difficulty level of finding the feature?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish
-----------	------	----------	-----------	----------------	----------------------

Navigating Back to the Book Description

How would you rate the difficulty level of finding a way to close the preview of the book and getting back to Amazon's book description?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish

Reading Reviews of the Book

Now please click again on the following link to access the description page for the book: <http://tinyurl.com/3re8z2f>. For the purposes of this study, let's say you want to read some of the reviews to see what other readers thought about the book. Try to access and read one of the customer reviews.

How would you rate the difficulty with which you were able to locate customer reviews?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish

How would you rate the difficulty of reading the text of a customer review?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Very Easy	Easy	Moderate	Difficult	Very Difficult	Unable to Accomplish
-----------	------	----------	-----------	----------------	----------------------

Navigating on your own

Now that you have explored Amazon.com for a few minutes and have been guided through this questionnaire, how would you rate your comfort level in using Amazon to find information about products in the future?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very Comfortable	Comfortable	Moderate	Uncomfortable	Very Uncomfortable

Background Information

What is your gender?

- Male
- Female

What age group are you in?

- 55 – 59
- 60 – 64
- 65 – 69
- 70 – 74
- 75 – 79
- 80 – 84



HCI Survey
PSYC 6023
The Explorers
Due Date: October 25, 2011

- 85 – 89
- 90 – 94
- 95 or older

How often do you shop online?

- Daily
- Weekly
- Monthly
- Every 3 – 6 months
- Every 6 – 12 months
- Less than once per year
- Never

Have you ever tried to shop on Amazon.com?

- Yes
- No

Thank you for taking the time to fill out our survey. This information will help us make a recommendation to Amazon.com to improve its usability. Your input is greatly appreciated.