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Interaction Design | IDC | IIT Bombay

Internship at Satyam

30th June - 30th July

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Objectives

1. To select 5 categories like e-commerce, entertainment, e-ticketing, social networking and web mails and find out the best practices used/applied to position the features in those web sites.
2. To do comparative heuristic evaluation and comparative analysis of the following web sites.
 - Riyadh bank
 - Dallah al Baraka Group
 - Gulf International Bank

The Importance of Usability

Usability is one of the most important factors in the success of any web page design. It's all about making your primary and secondary objectives blind simple! This includes making content easy to find and giving users everything they want. With a good web page design, a user should not have to stop and think, i.e., the next step should always be obvious to them.

Usability Testing is an essential aspect of any user-centred approach that puts the user, rather than the website, at the center of the development process. Adopting such an approach advocates that the user should be foremost in any design decisions.

According to the International Standards Organization (ISO)...

*"Usability is the extent to which a product can be used by specified users to achieve specified goals with **effectiveness, efficiency and satisfaction** in a specified context of use."*

ISO 9241-11: Guidance on Usability (1998)

An **effective** website...

- allows customers (users) to achieve their goals
- has a high conversion rate
- meets business objectives
- delivers a positive brand image

An **efficient** website...

- provides answers quickly
- follows a logical sequence
- doesn't waste resources
- requires less content management time

A **satisfied** user...

- achieves their goal
- enjoys their experience
- tells others
- comes back again

Usability testing will tell you where your website has opportunities for improving all of these aspects, and in the process achieve a high return on your website investment.

Heuristic Evaluation

Heuristic evaluation is a variation of usability inspection where usability specialists judge whether each element of a user interface follows established usability principles. This method is the part of the so-called "discount usability engineering" method.

Basically, heuristic evaluation is a fancy name for having a bunch of experts scrutinize the interface and evaluate each element of the interface against a list of commonly accepted principles--heuristics. Early lists of heuristics were quite long, resulting in tedious evaluation sessions and tired experts. These long lists rather defeated the purpose of this method, which was to save time and money over testing. Nielsen distilled his list of heuristics down to ten that have served him and others well in evaluating designs.

These are ten general principles for user interface design. They are called "heuristics" because they are more in the nature of rules of thumb than specific usability guidelines.

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

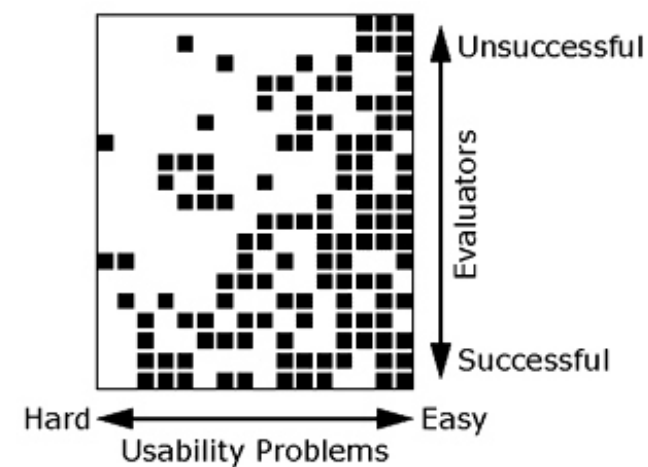
Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.



- - ☐ **Heuristic evaluation** is the most informal method and involves having usability specialists judge whether each dialogue element follows established usability principles (the "heuristics").
 - ☐ **Heuristic estimation** is a variant in which the inspectors are asked to estimate the relative usability of two (or more) designs in quantitative terms (typically expected user performance).
 - ☐ **Cognitive walkthrough** uses a more explicitly detailed procedure to simulate a user's problem-solving process at each step through the dialogue, checking if the simulated user's goals and memory content can be assumed to lead to the next correct action.
 - ☐ **Pluralistic walkthrough** uses group meetings where users, developers, and human factors people step through a scenario, discussing each dialogue element.
 - ☐ **Feature inspection** lists sequences of features used to accomplish typical tasks, checks for long sequences, cumbersome steps, steps that would not be natural for users to try, and steps that require extensive knowledge/experience in order to assess a proposed feature set.

- **Consistency inspection** has designers who represent multiple other projects inspect an interface to see whether it does things in the same way as their own designs.
- **Standards inspection** has an expert on an interface standard inspect the interface for compliance.
- **Formal usability inspection** combines individual and group inspections in a six-step procedure with strictly defined roles to with elements of both heuristic evaluation and a simplified form of cognitive walkthroughs.

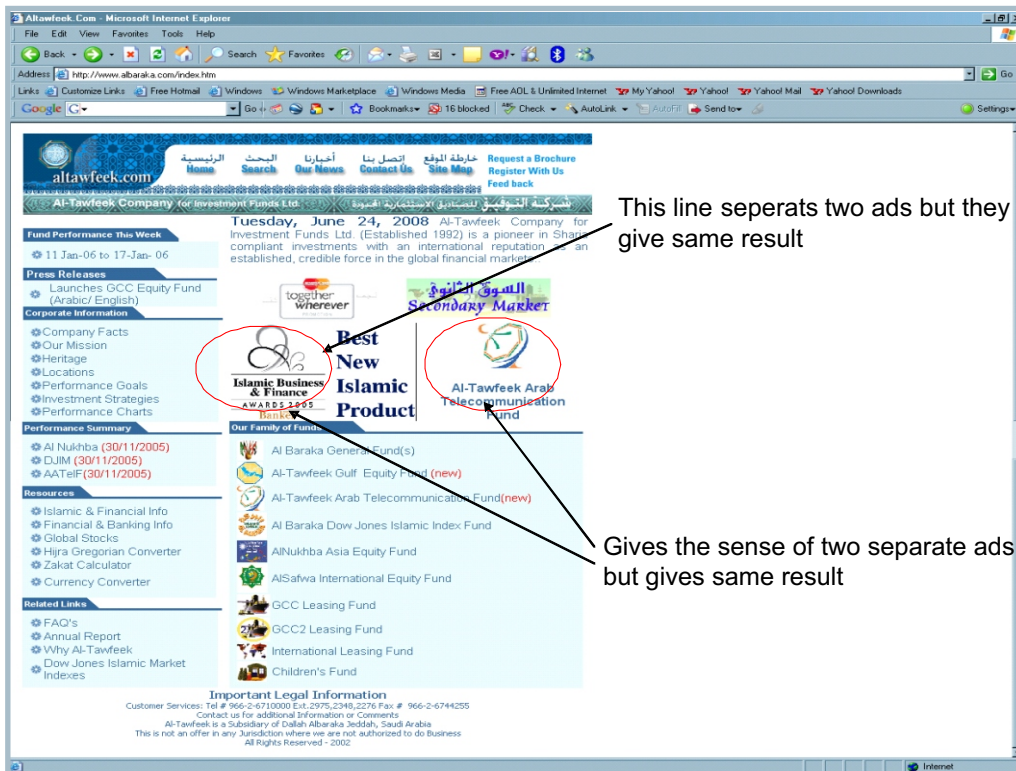
Heuristic evaluation, heuristic estimation, cognitive walkthrough, feature inspection, and standards inspection normally have the interface inspected by a single evaluator at a time (though heuristic evaluation is based on combining inspection reports from a set of independent evaluators to form the list of usability problems and heuristic estimation involves computing the mean of the individual estimates). In contrast, pluralistic walkthrough and consistency inspection are group inspection methods. Many usability inspection methods are so easy to apply that it is possible to have regular developers serve as evaluators, though better results are normally achieved when using usability specialists

Objective

To do comparative heuristic evaluation and comparative analysis of the following web sites.


- Riyadh bank
- Dallah al Baraka Group
- Gulf International Bank

Altawfeek.com



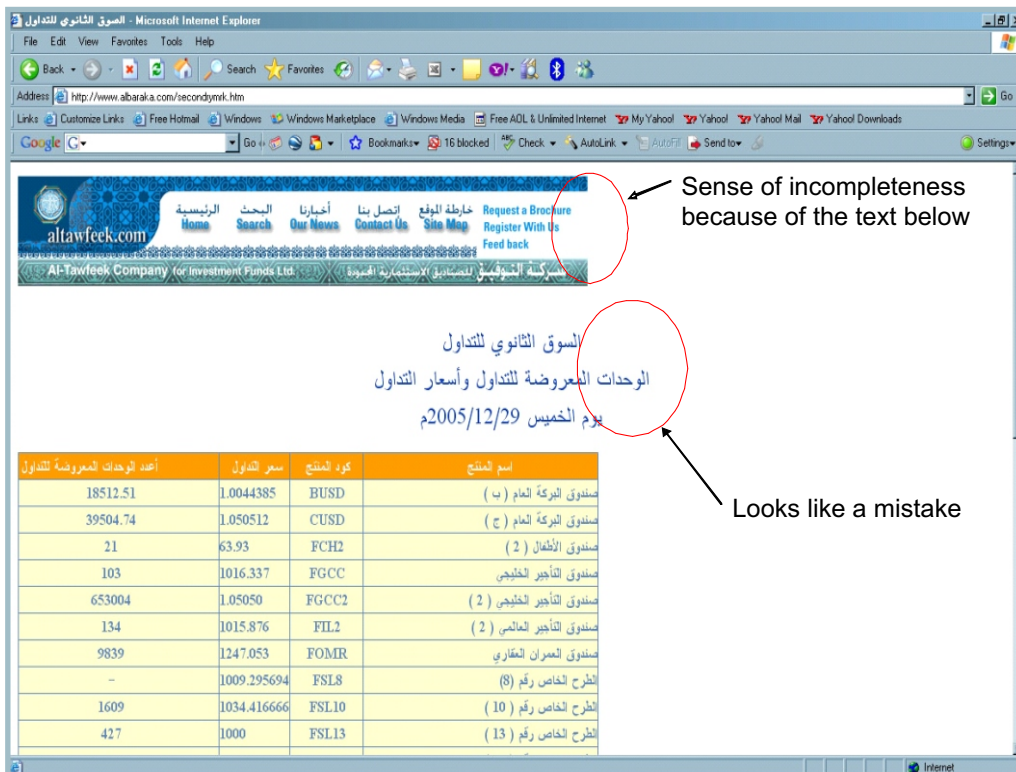
This line separates two ads but they give same result

Gives the sense of two separate ads but gives same result



Looks like part of ad below, but is a separate ad.

Same link but separately clickable

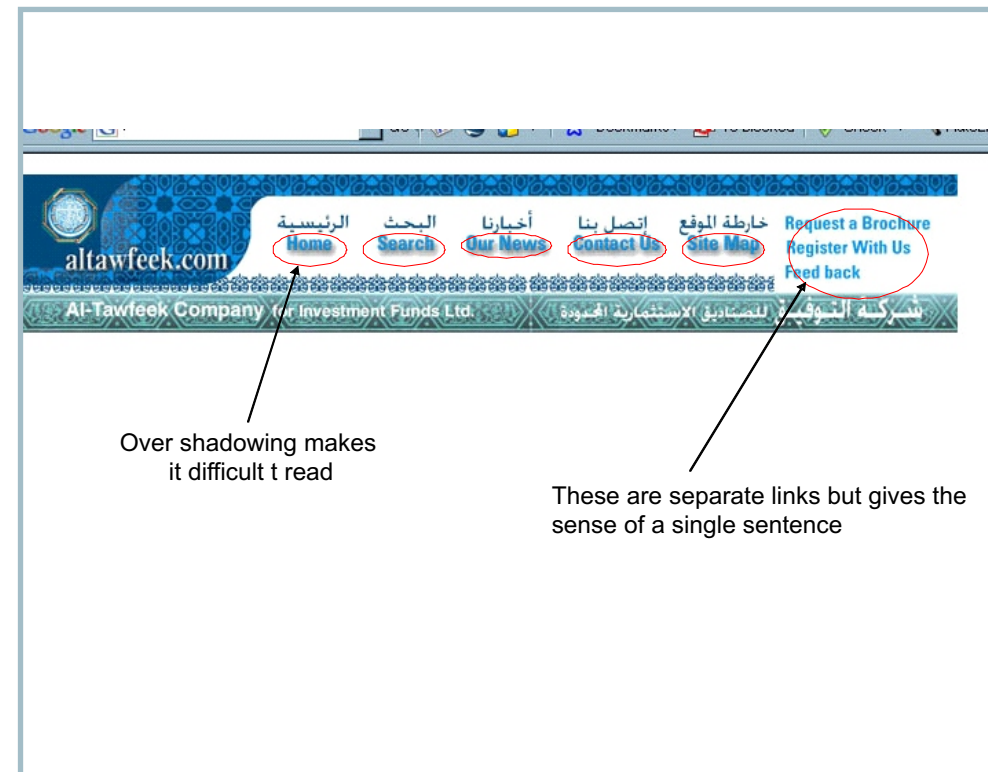


Sense of incompleteness because of the text below

السوق الثانوي للتداول
الوحدات المعروضة للتداول وأسعار التداول
يوم الخميس 2005/12/29م

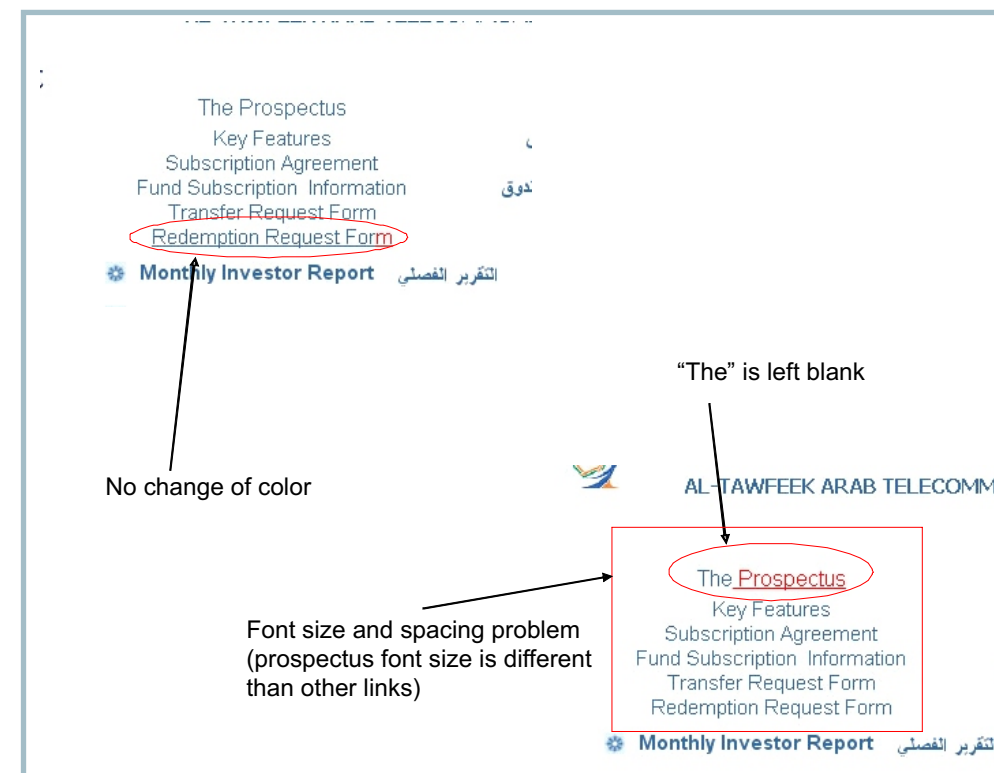
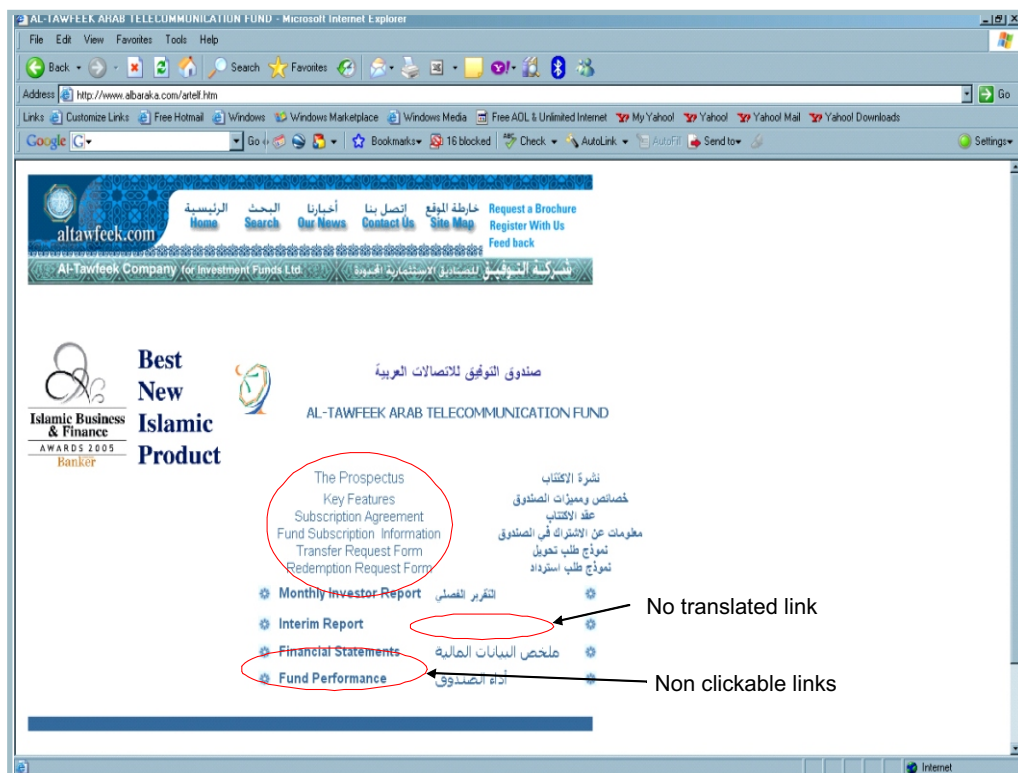
اسم المنتج	كود المنتج	سعر التداول	أعداد الوحدات المعروضة للتداول
صندوق البركة العام (ب)	BUSD	1.0044385	18512.51
صندوق البركة العام (ج)	CUSD	1.050512	39504.74
صندوق الأفعال (2)	FCH2	63.93	21
صندوق التأجير الخليجي	FGCC	1016.337	103
صندوق التأجير الخليجي (2)	FGCC2	1.05050	653004
صندوق التأجير العالمي (2)	FIL2	1015.876	134
صندوق العمران العقاري	FOMR	1247.053	9839
الطرح الخاص رقم (8)	FSL8	1009.295694	-
الطرح الخاص رقم (10)	FSL10	1034.416666	1609
الطرح الخاص رقم (13)	FSL13	1000	427

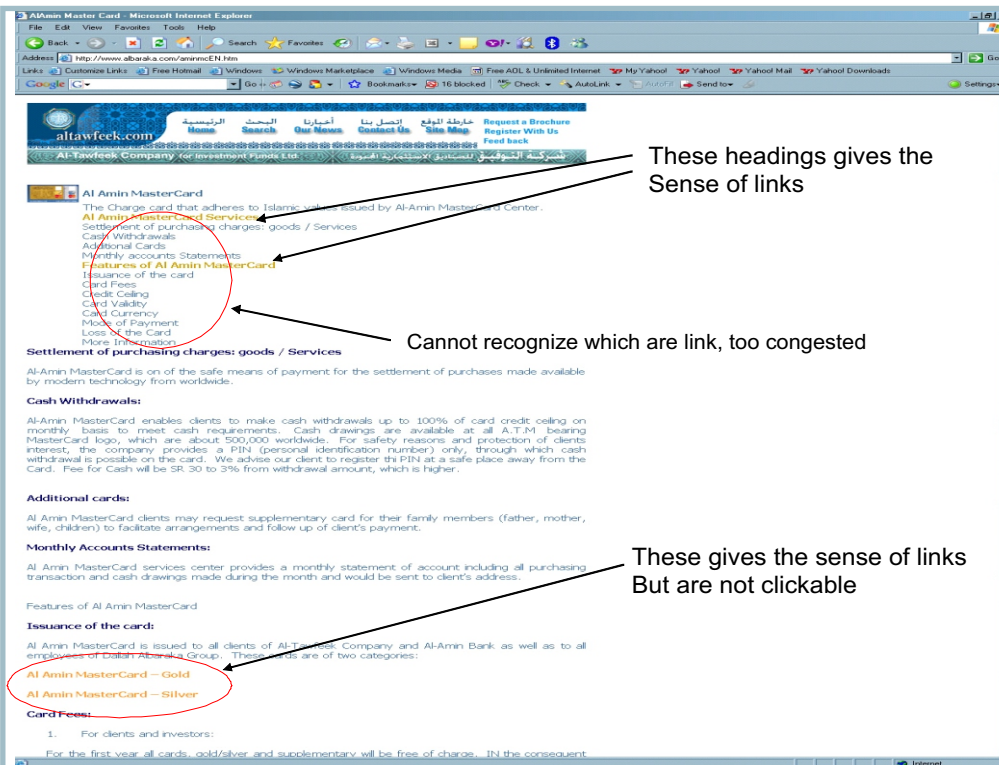
Looks like a mistake



Over shadowing makes it difficult to read

These are separate links but gives the sense of a single sentence

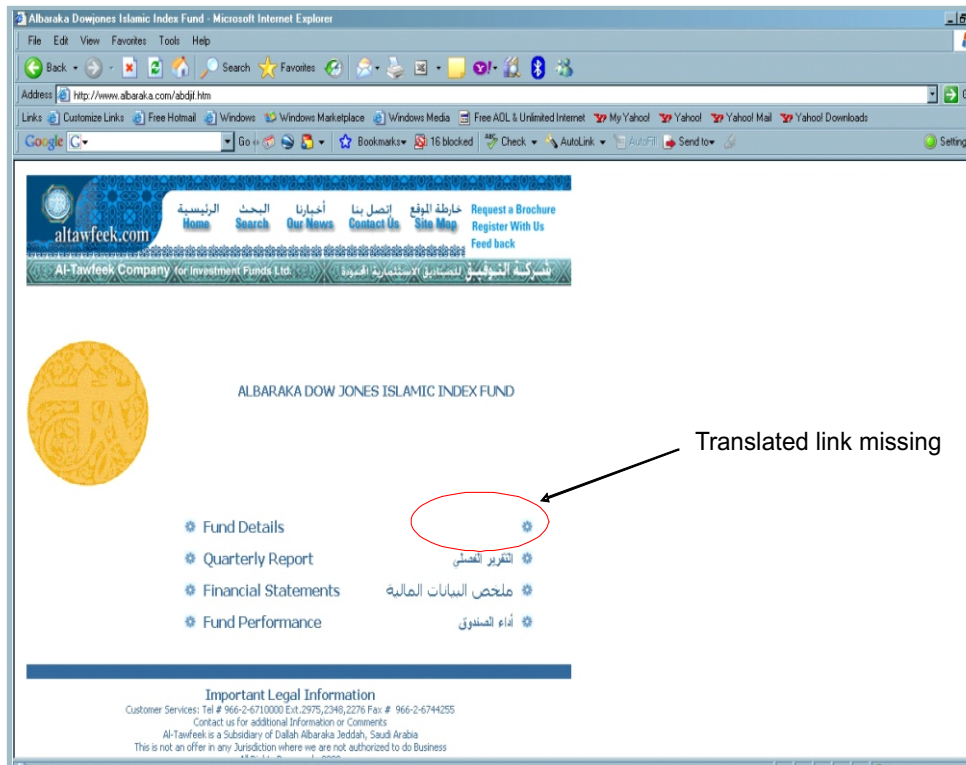




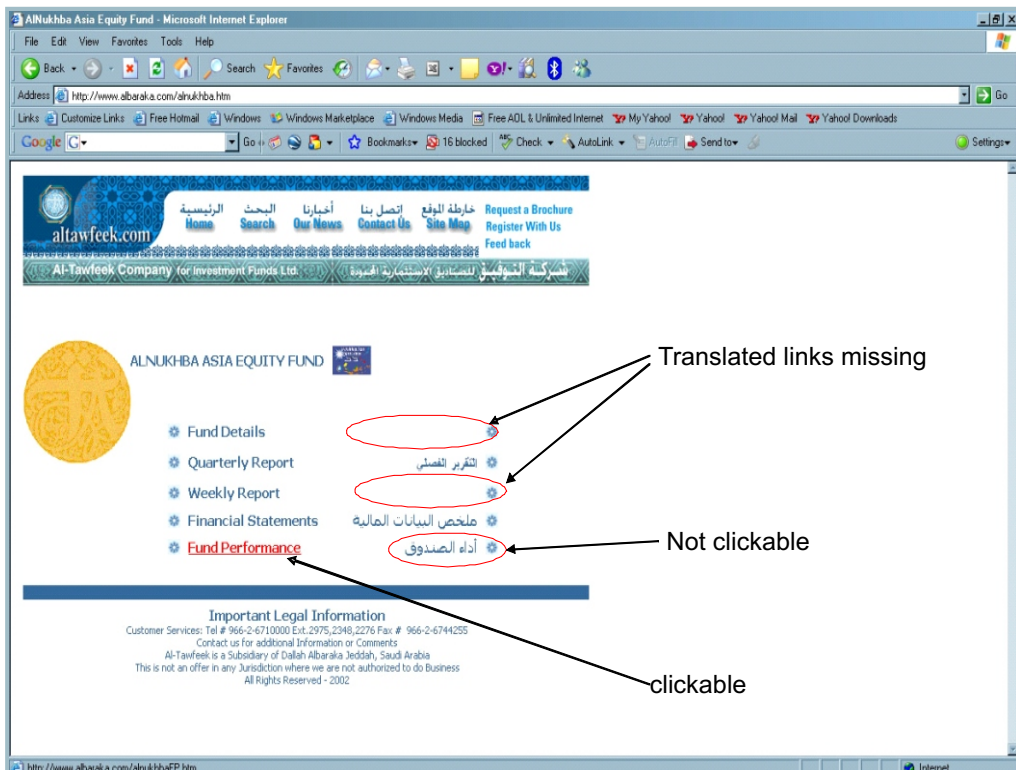
These headings gives the Sense of links

Cannot recognize which are link, too congested

These gives the sense of links But are not clickable



Translated link missing



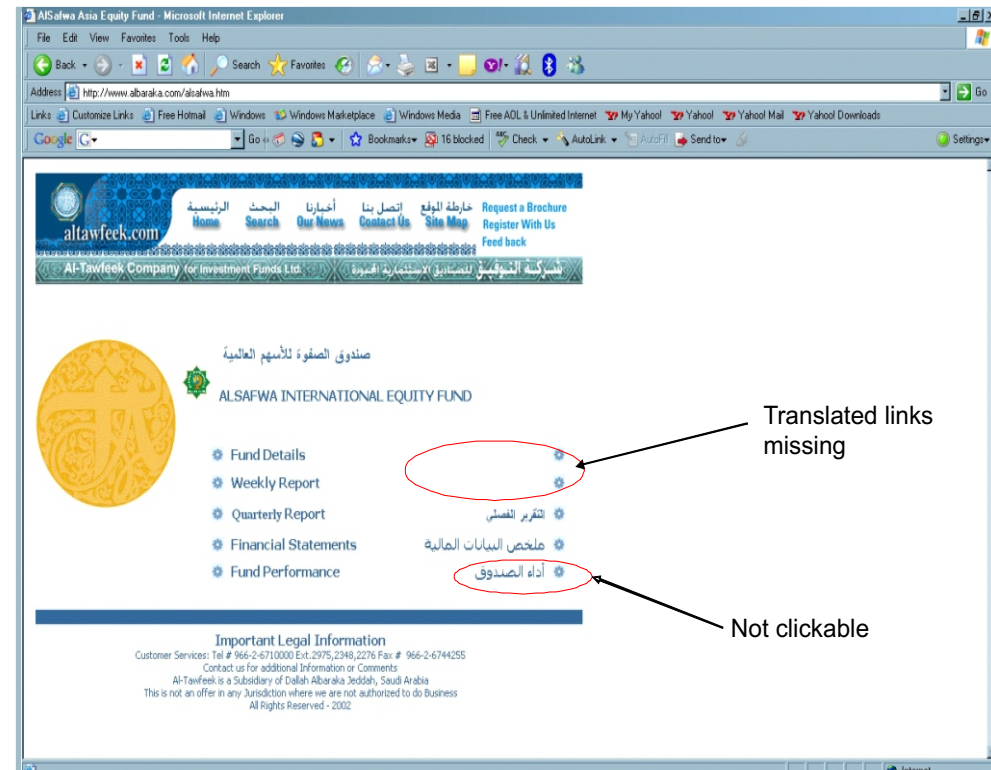
ALNUKHBA ASIA EQUITY FUND

- Fund Details
- Quarterly Report
- Weekly Report
- Financial Statements
- Fund Performance**

التقرير الفصلي

أداء الصندوق

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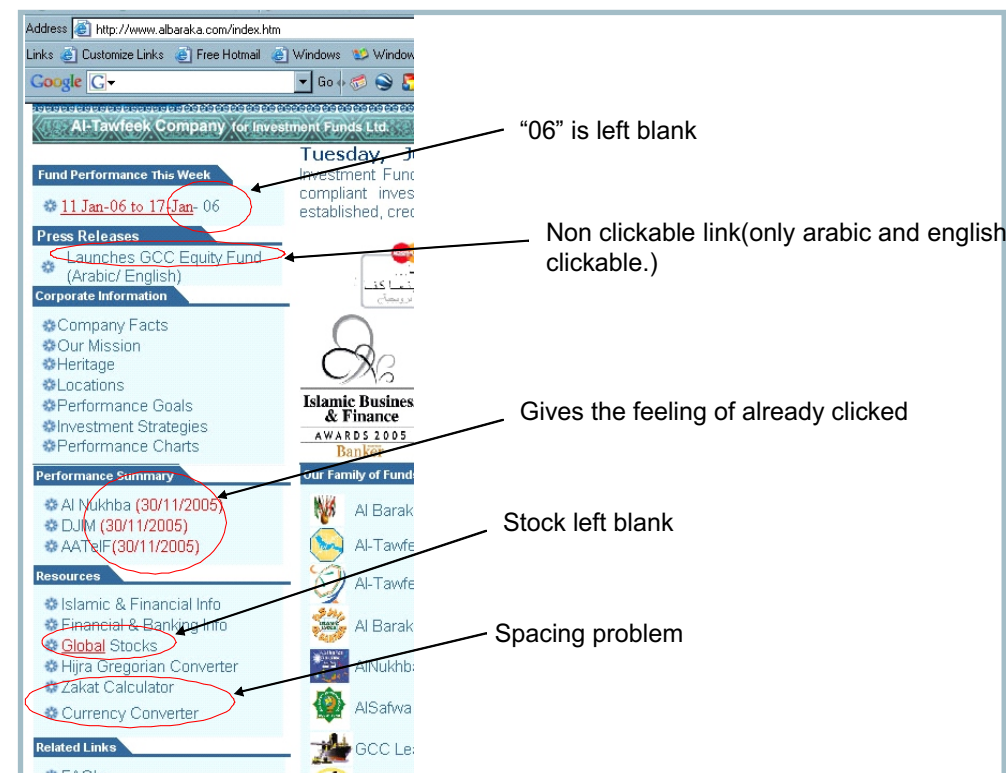
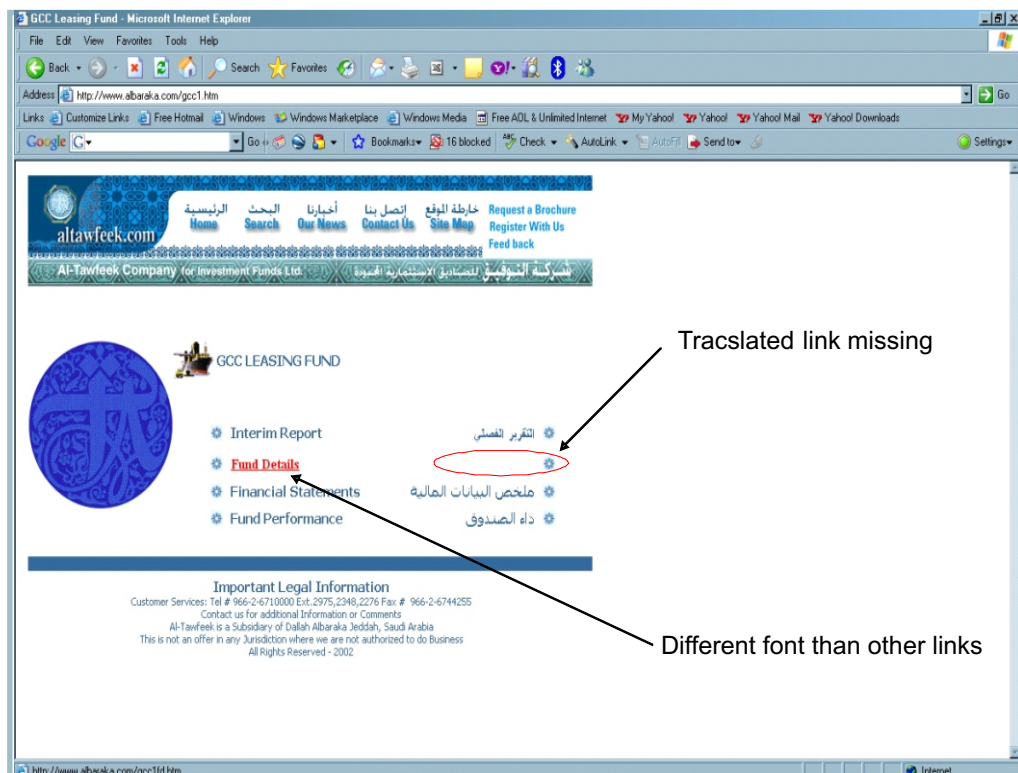
ALSAFWA INTERNATIONAL EQUITY FUND

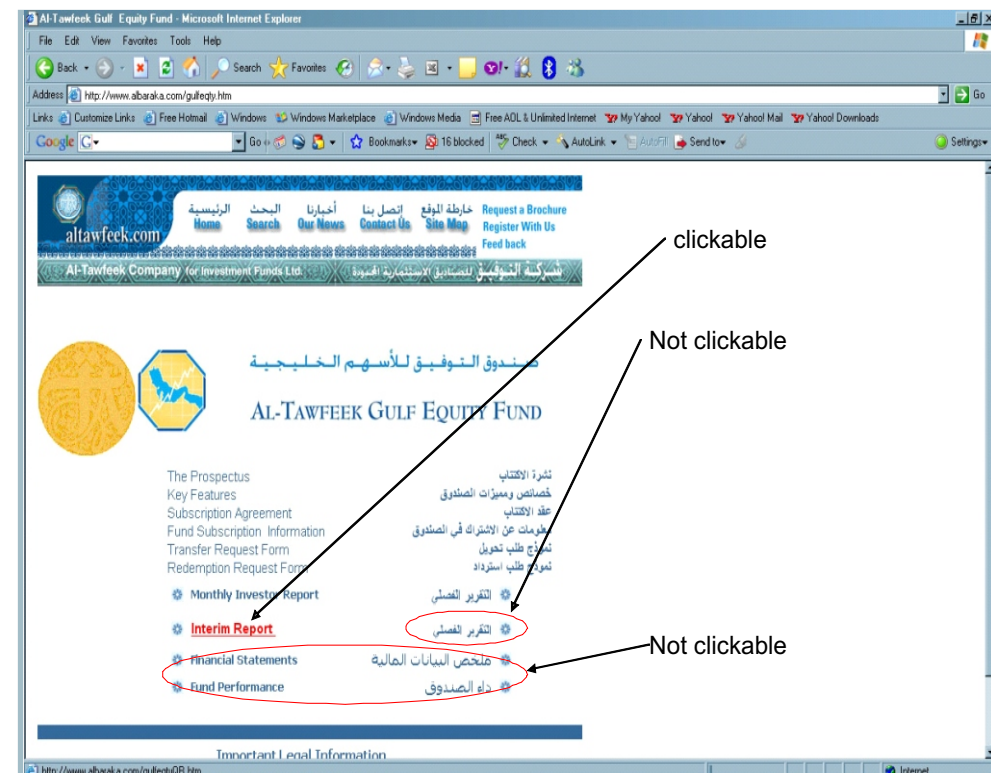
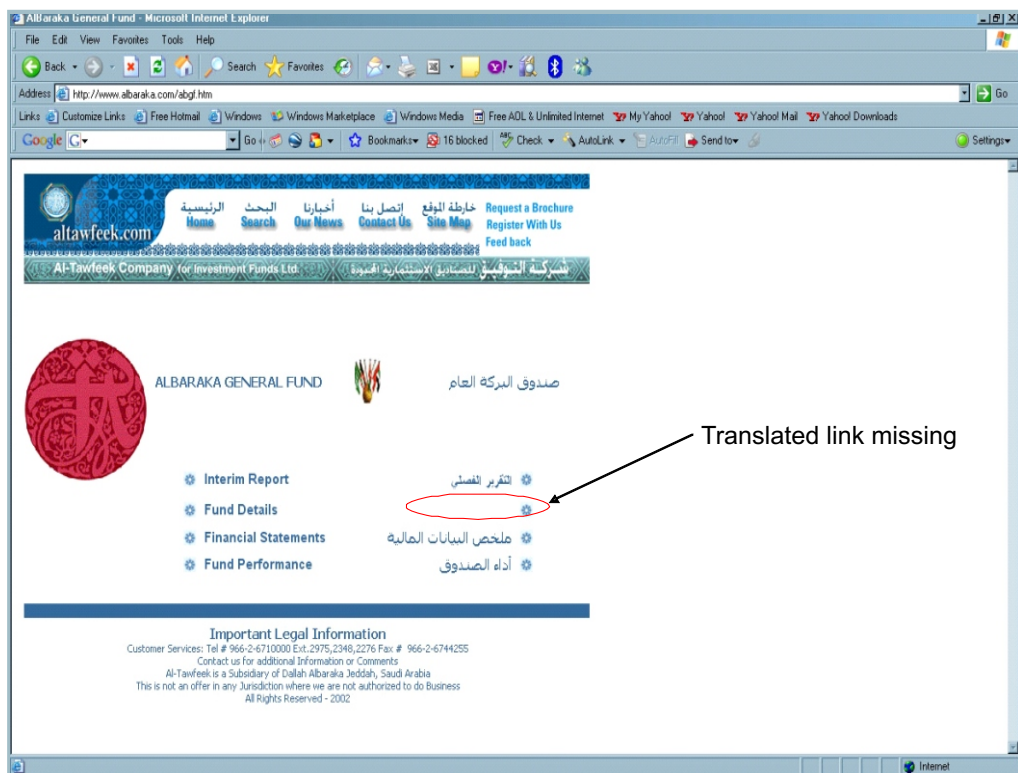
- Fund Details
- Weekly Report
- Quarterly Report
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- Fund Performance

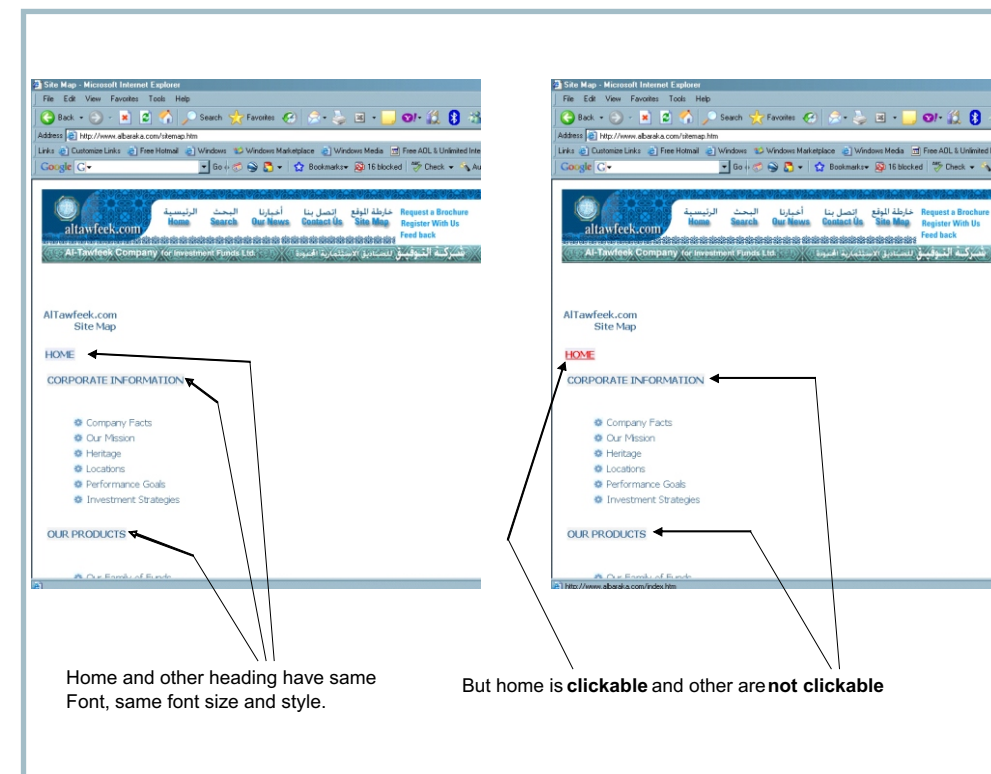
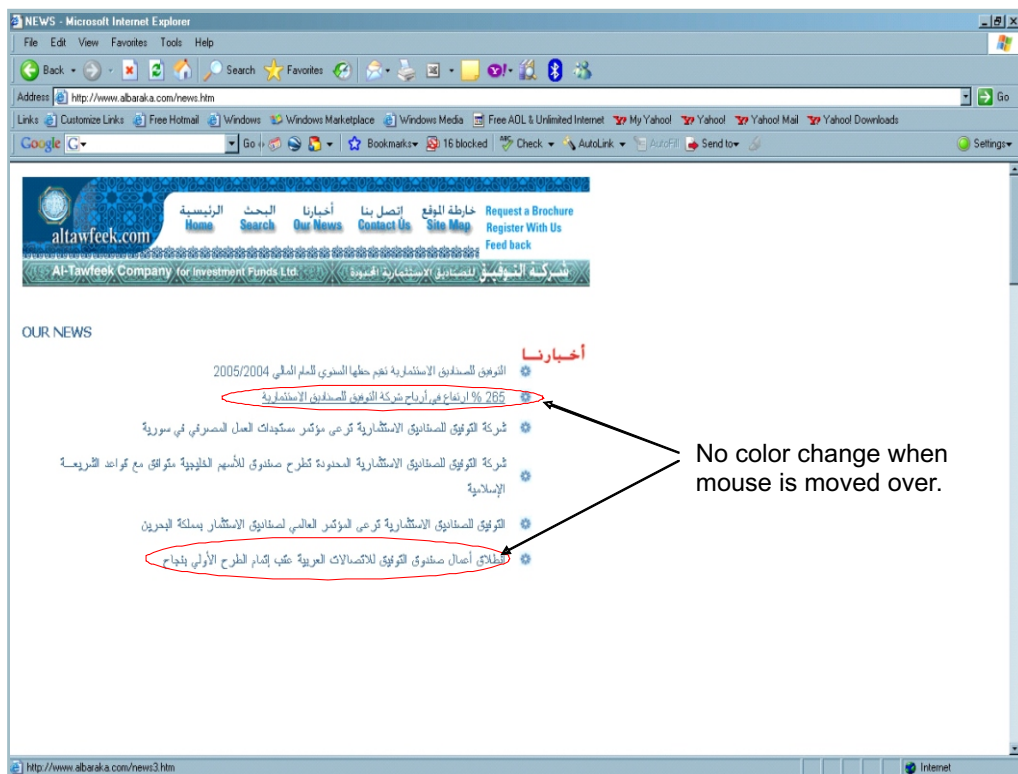
التقرير الفصلي

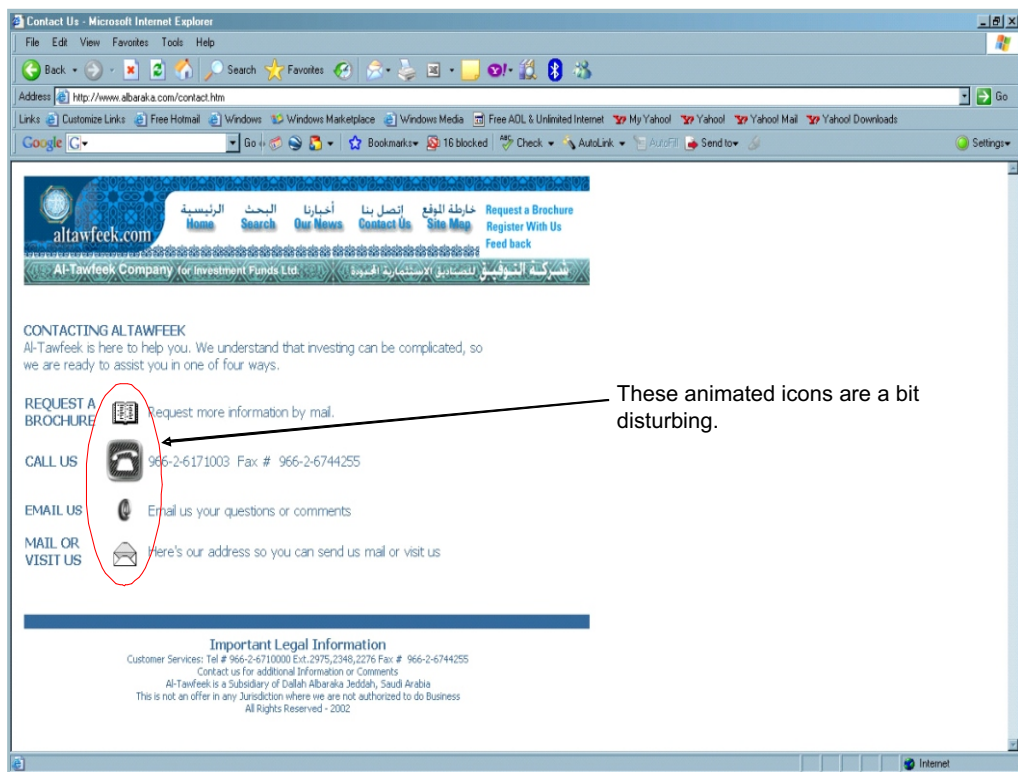
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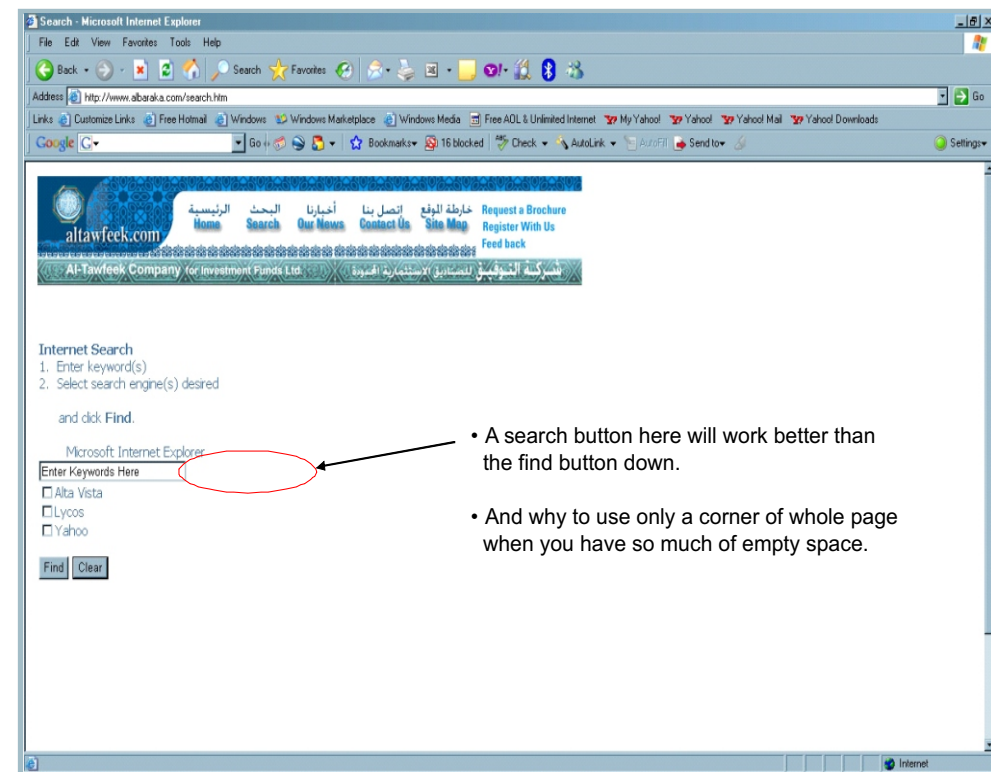








These animated icons are a bit disturbing.



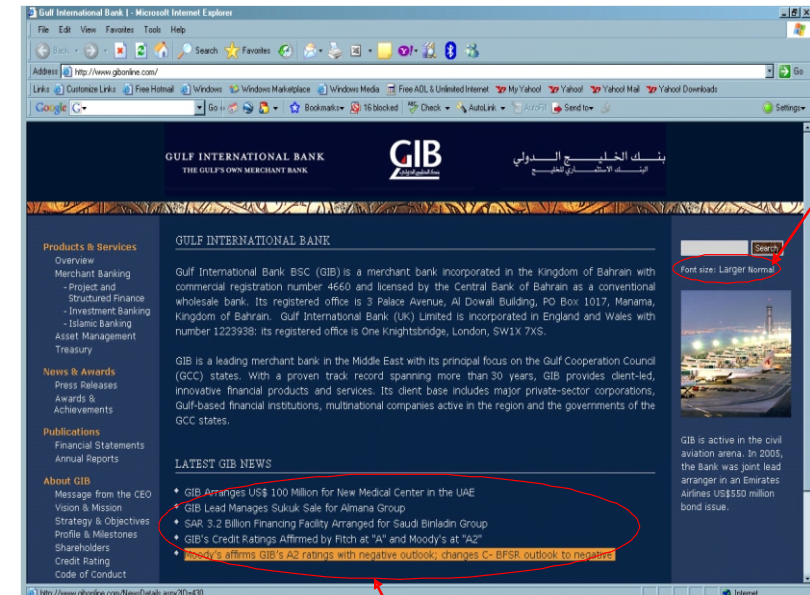
A search button here will work better than the find button down.

And why to use only a corner of whole page when you have so much of empty space.

Gulf International bank




- Website looks like an entertainment website (like any gaming website)
- Very dark website. Color doesn't suited for bank website.
- Reading from dark background is verystressfull for eyes, (ergonomically bad)
- consistency is not maintained with other websites.
- "Home" link is not there on first page.
- Right click doesn't work on the website therefore you cannot open any link in newwindow.
- when arrow is moved over the image on the right side it change to clickable option but nothing happens.



The font size is placed just below search bar it looks as if it is a part of search option.

Larger and Normal are two separate options but dosent look like.

Looks like read only text but are links



GULF INTERNATIONAL BANK
THE GULF'S OWN MERCHANT BANK

Home is clickable

Products & Services is not clickable

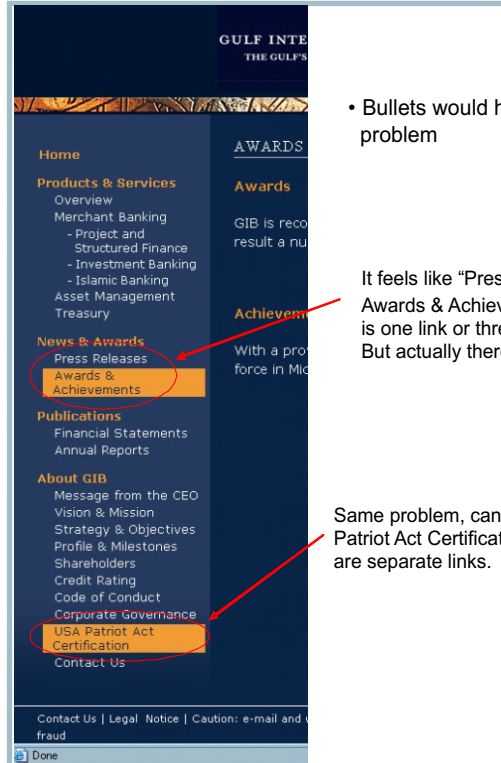
News & Awards is not clickable

Publications is not clickable

About GIB is not clickable

Not clickable

- All tabs are horizontally placed hence consistency is not maintained and are not clickable.
- Home and other headings have same font, same font size and same color but one is clickable and others are not that may create confusion for user.

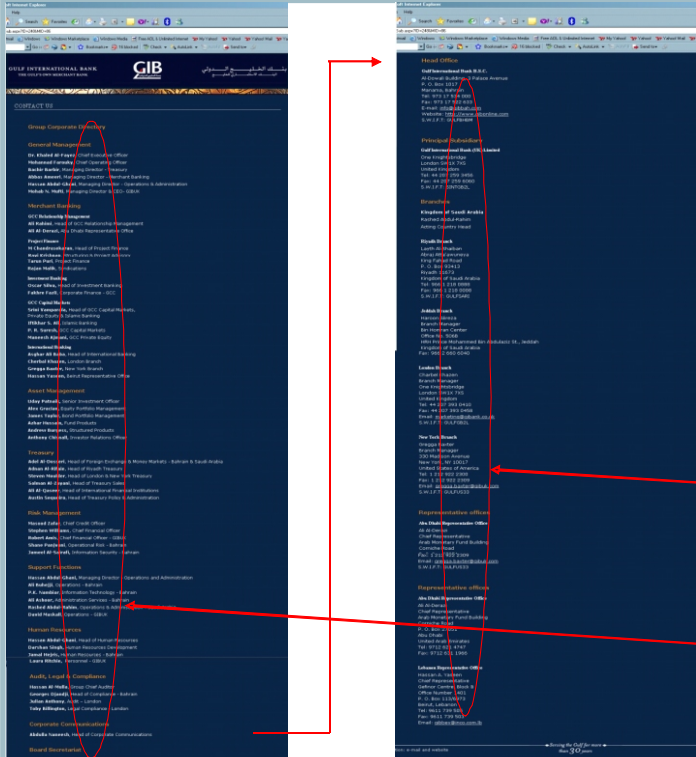


GULF INTERNATIONAL BANK
THE GULF'S OWN MERCHANT BANK

Bullets would have solved the problem

It feels like "Press Releases Awards & Achievements" is one link or three links. But actually there are two links.

Same problem, cant tell whether "USA Patriot Act Certification" is one link or are separate links.

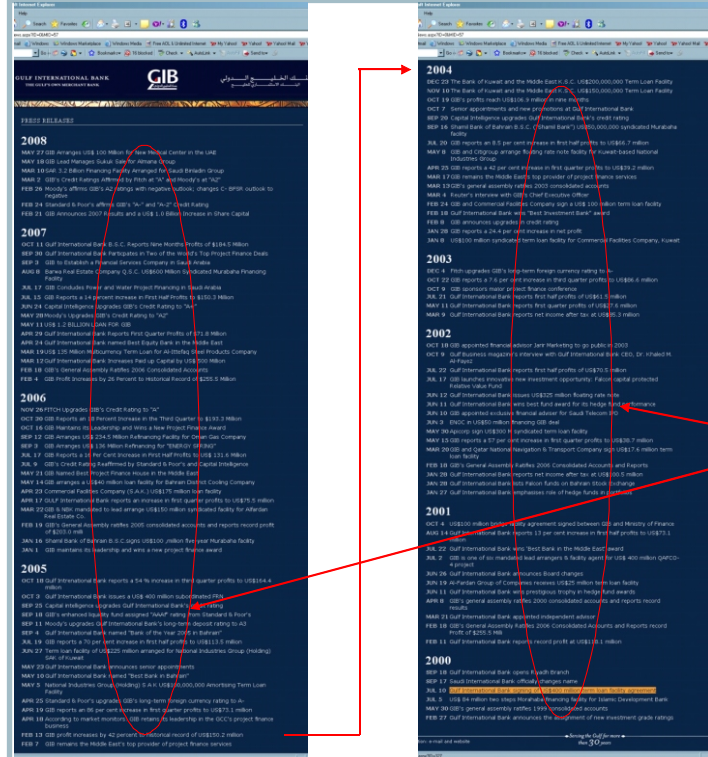


Too lengthy page

- For contacts user has to scroll down a lot which might irritate user.
- information other than contact details should not be given under that heading.

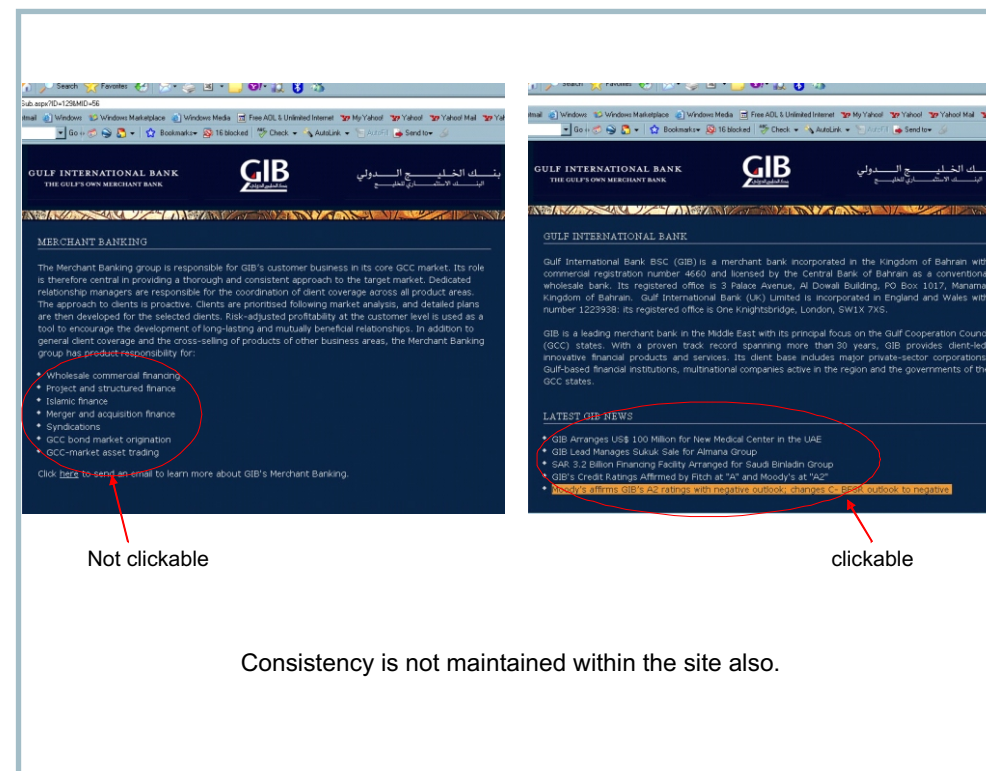
Contact details

Other information's



Links on the page

- When the page appears all text appears as if it is read only text.
- Too lengthy page.
- Too many links

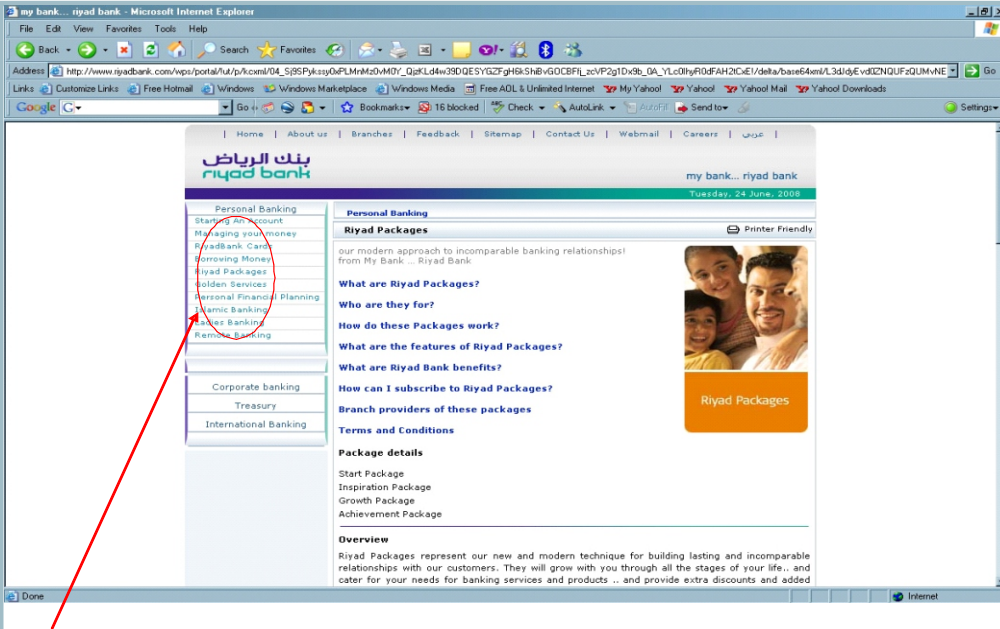


Not clickable

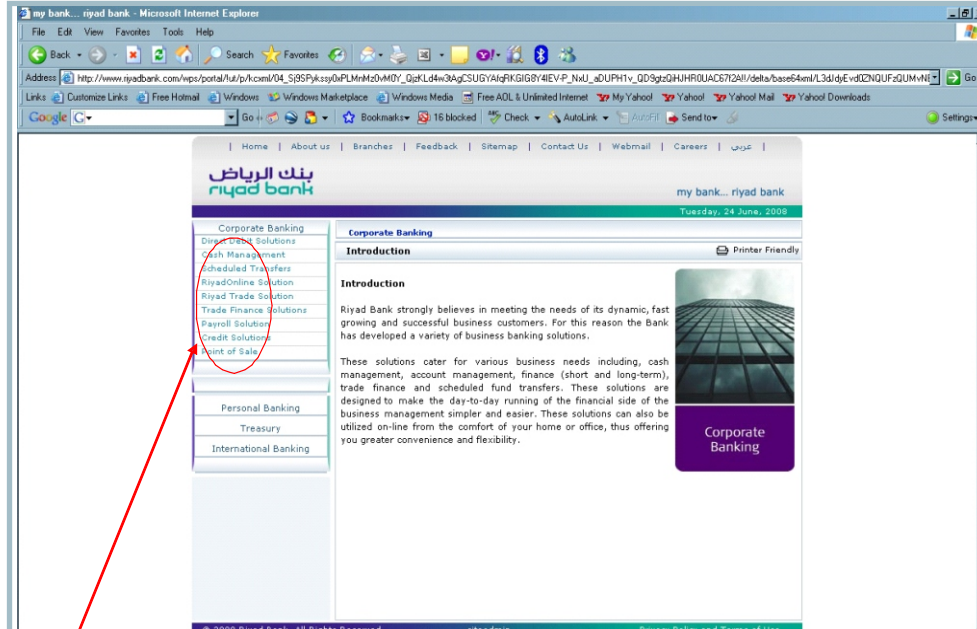
clickable

Consistency is not maintained within the site also.

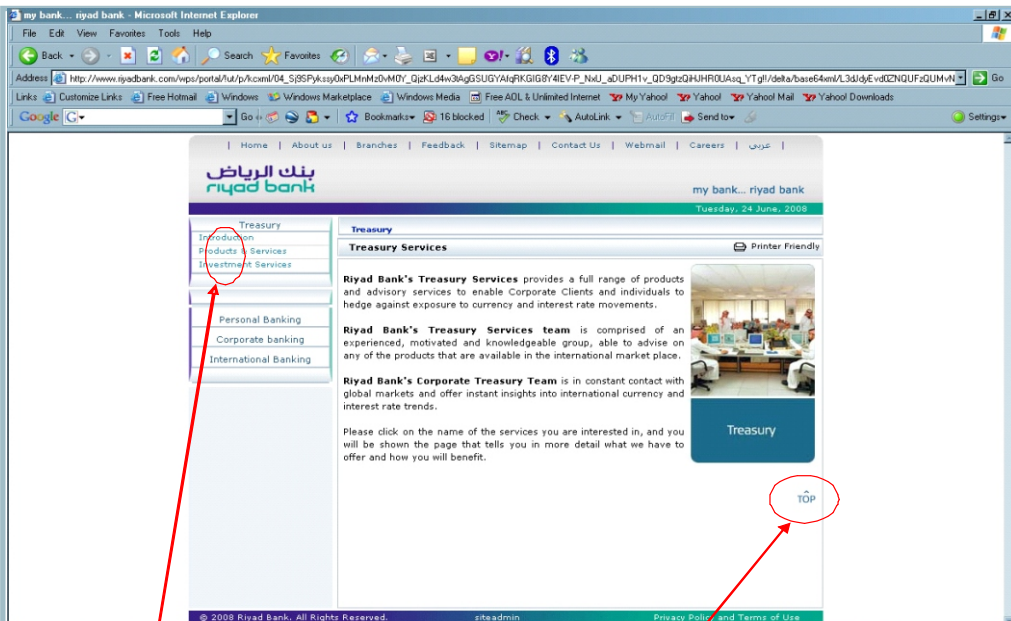
Riyad bank



- When mouse is moved over the links color change is feedback focuses to understand when to click, but in these no feedback occurs which might confuse user.
- the links are so close that change in cursor is very difficult to notice.



Same problem as discussed in previous slide.



my bank... riyad bank - Microsoft Internet Explorer

Address: http://www.riyadbank.com/vps/portal/ul/p/1/cm/04_S9SPkssy0pLMm2dMDY_QjKtLd4w3d4g5SUGYAtgRKIGIRY4IEV_P_NmJ_4DUPH1v_QD3gt2Q4HPRQJAsq_YTgl/delta/baref4m/L3dIdEvdXZHQUFzQUMvM...

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بنك الرياض
riyad bank

my bank... riyad bank
Tuesday, 24 June, 2008

Treasury
Introduction
Products
Services
Investment Services

Personal Banking
Corporate banking
International Banking

Treasury Services

Riyad Bank's Treasury Services provides a full range of products and advisory services to enable Corporate Clients and individuals to hedge against exposure to currency and interest rate movements.

Riyad Bank's Treasury Services team is comprised of an experienced, motivated and knowledgeable group, able to advise on any of the products that are available in the international market place.

Riyad Bank's Corporate Treasury Team is in constant contact with global markets and offer instant insights into international currency and interest rate trends.

Please click on the name of the services you are interested in, and you will be shown the page that tells you in more detail what we have to offer and how you will benefit.

Treasury

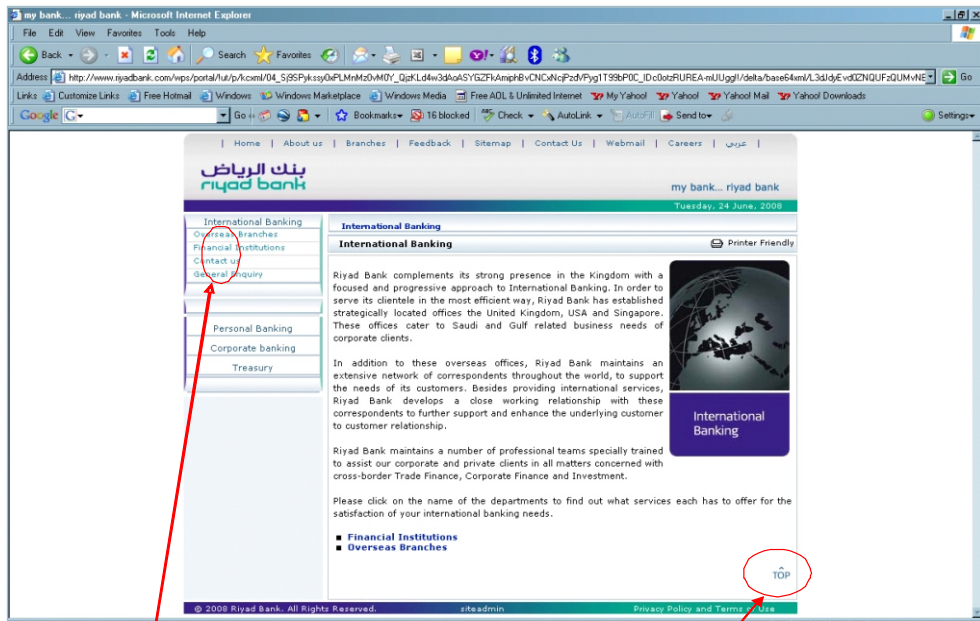
TOP

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Done | Internet

Same problem as discussed in earlier slides.

Not necessary on this page



my bank... riyad bank - Microsoft Internet Explorer

Address: http://www.riyadbank.com/vps/portal/ul/p/1/cm/04_S9SPkssy0pLMm2dMDY_QjKtLd4w3d4g5SUGYAtgRKIGIRY4IEV_P_NmJ_4DUPH1v_QD3gt2Q4HPRQJAsq_YTgl/delta/baref4m/L3dIdEvdXZHQUFzQUMvM...

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بنك الرياض
riyad bank

my bank... riyad bank
Tuesday, 24 June, 2008

International Banking
Overseas branches
Financial Institutions
Contact us
General Inquiry

Personal Banking
Corporate banking
Treasury

International Banking

Riyad Bank complements its strong presence in the Kingdom with a focused and progressive approach to International Banking. In order to serve its clientele in the most efficient way, Riyad Bank has established strategically located offices the United Kingdom, USA and Singapore. These offices cater to Saudi and Gulf related business needs of corporate clients.

In addition to these overseas offices, Riyad Bank maintains an extensive network of correspondents throughout the world, to support the needs of its customers. Besides providing international services, Riyad Bank develops a close working relationship with these correspondents to further support and enhance the underlying customer to customer relationship.

Riyad Bank maintains a number of professional teams specially trained to assist our corporate and private clients in all matters concerned with cross-border Trade Finance, Corporate Finance and Investment.

Please click on the name of the departments to find out what services each has to offer for the satisfaction of your international banking needs.

■ Financial Institutions
■ Overseas Branches

International Banking

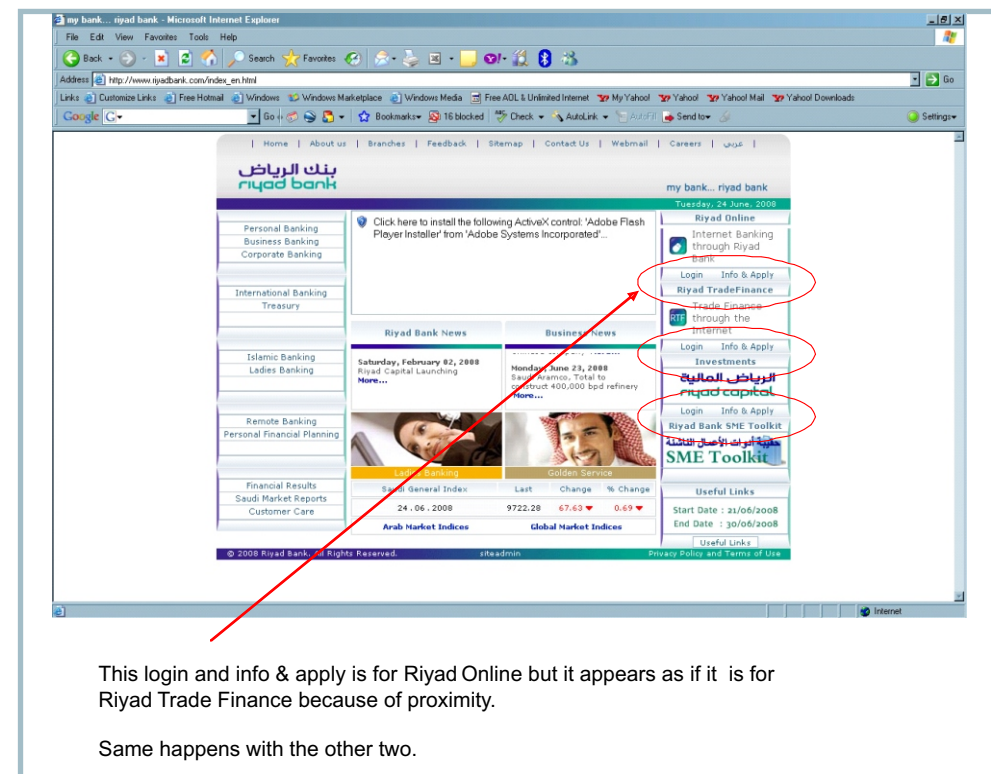
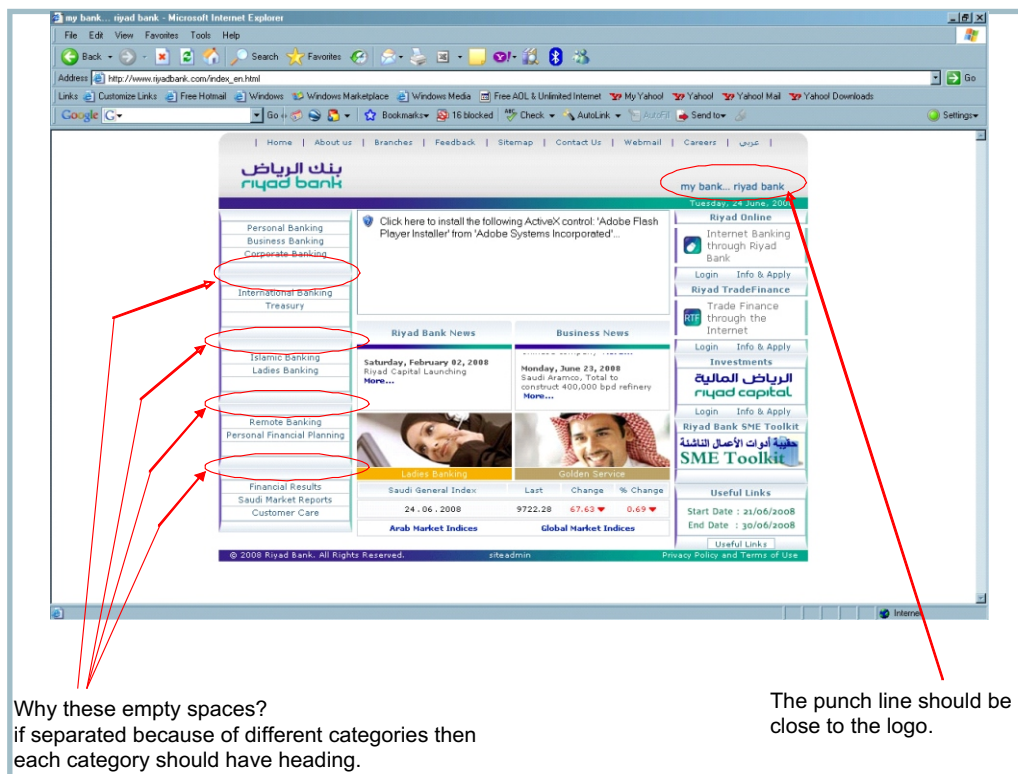
TOP

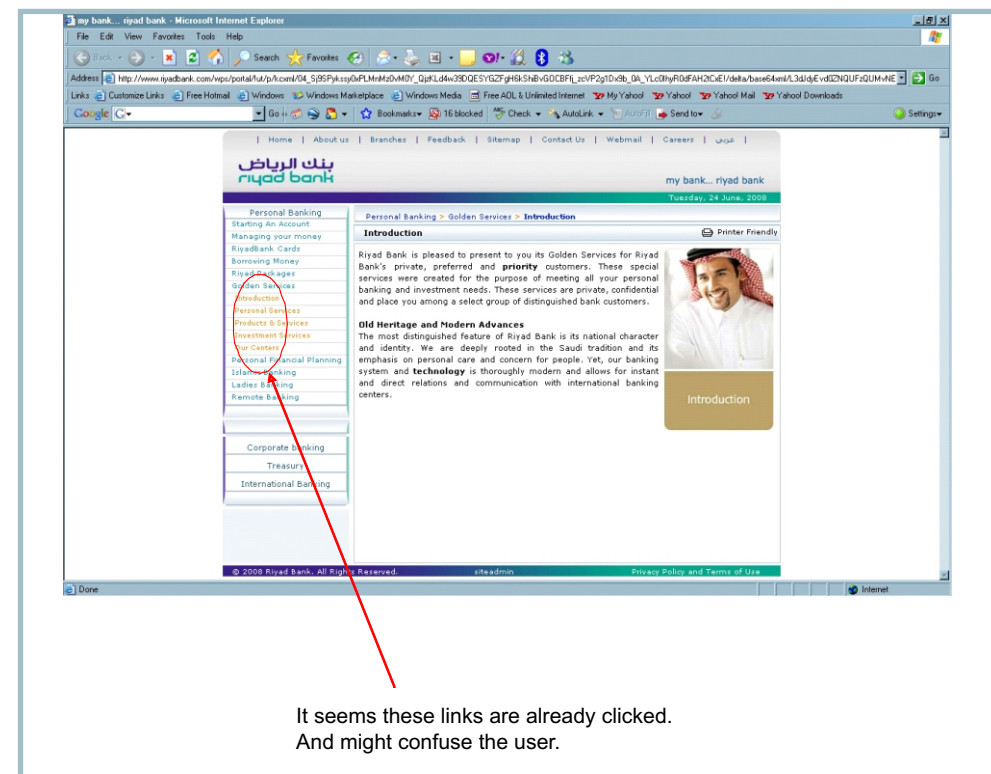
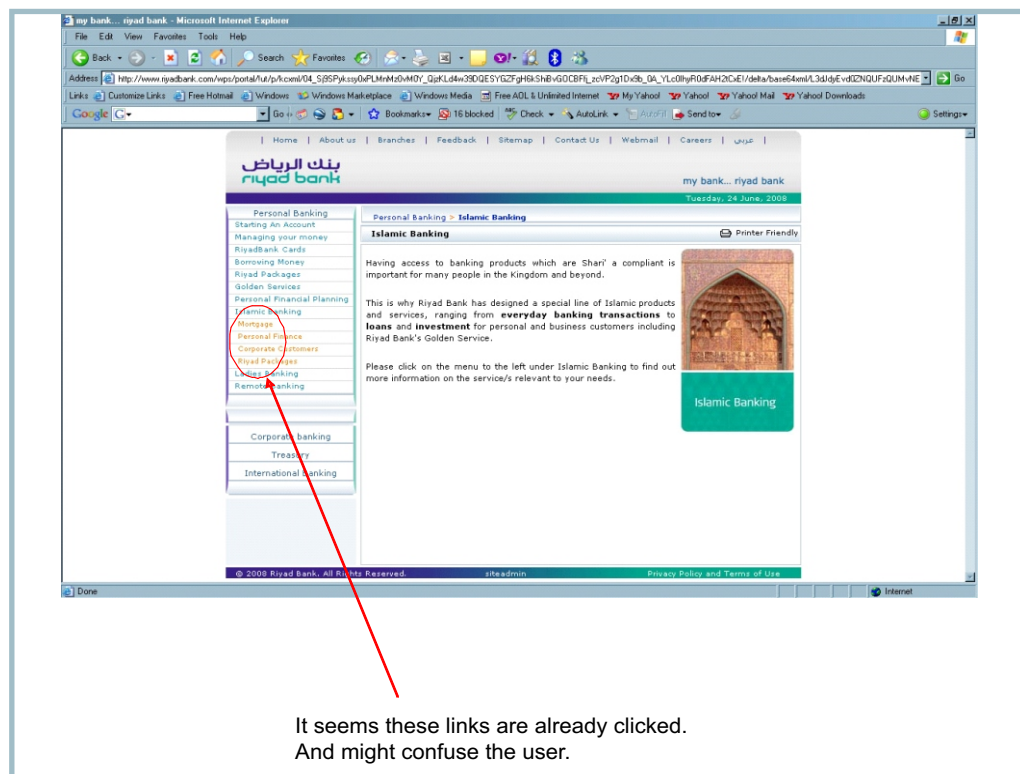
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Done | Internet

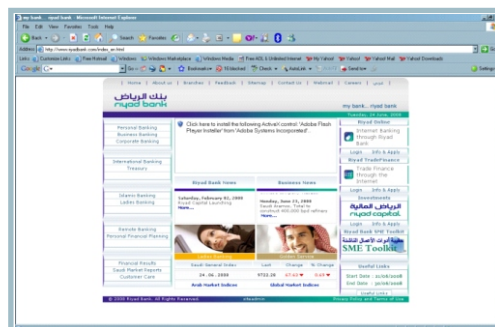
Same problem as discussed in earlier slides.

Don't need here





Look & feel	Ease of use	How good for novice user	Navigation	Ratings
8/10	7/10	7/10	6/10	
5/10	6/10	4/10	5/10	
3/10	4/10	3/10	3/10	



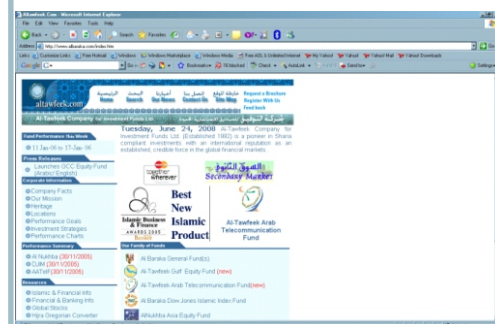
Riyad bank
<http://www.riyadbank.com>

Rating : 7/10



Gulf International Bank
<http://www.gibonline.com>

Rating : 5/10

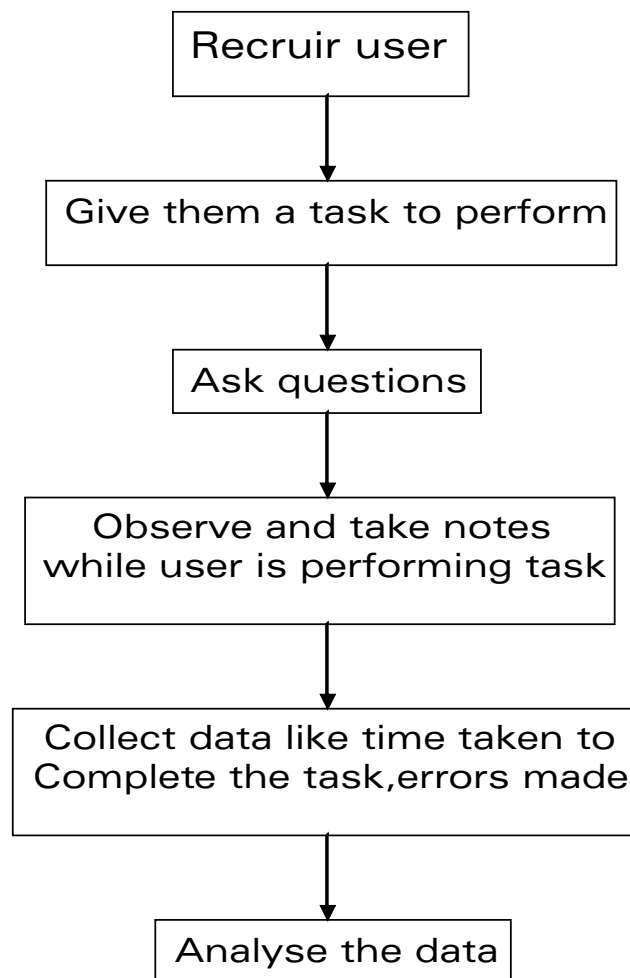


Altawfeek.com
<http://www.albaraka.com>

Rating : 3/10

Recommendation

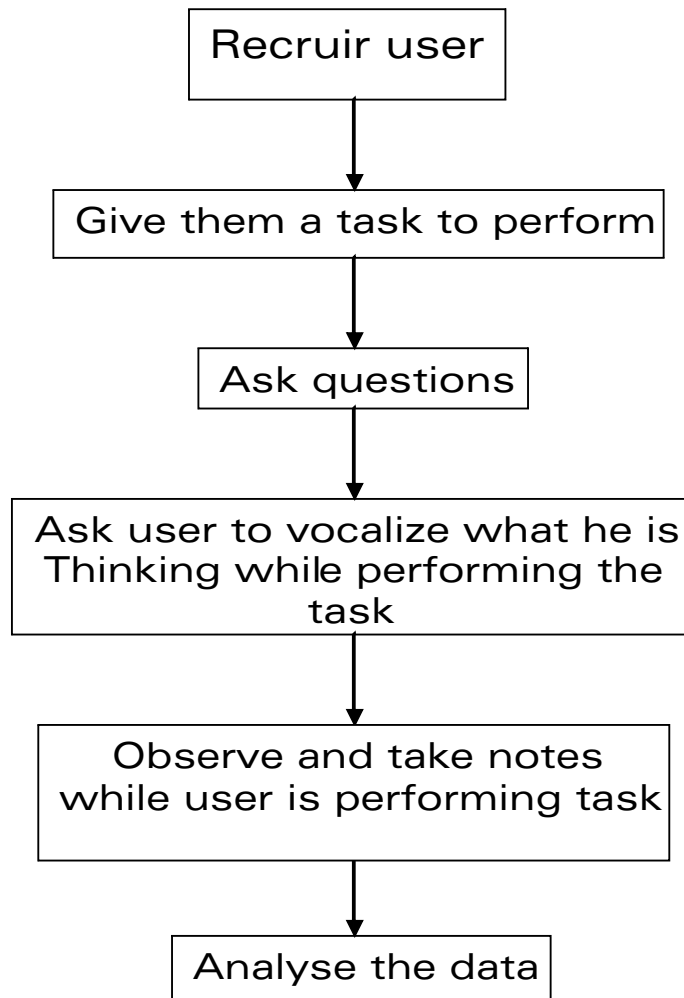
- Coding should be proper, there should not be link which are half clicked and half portion left behind not clickable.
- Separation of ads should be proper. It should not get mixed with the content of page.
- Alignment should be proper. Content should not bulge out of page outline.
- Different links should be separated properly, they should not be merged. Proper spacing, underline, bullets can be used.
- The font, color, font size used for any link should not be used for headlines on the same page.
- Light shades should be used for such web sites.
- Consistency should be maintained throughout the web site.
- Website pages should not be too long, user don't like scrolling too much
- Give relevant information only, what the heading says.
- The links should not be too closely placed that the cursor transitions cannot be seen.
- Dead links should not be given on the page, which leads nowhere.
- Proximities should be taken into consideration while placing the links



General Concepts of Usability Testing

Usability testing is carrying out experiments to find out specific information about a design. Tests have their root in experimental psychology, which used to mean a reliance upon heavy-duty statistical analysis of data. Today, with more emphasis on the interpretation of the results rather than actual data-driven figures, you see less importance given to the hard numbers and more to the other things you find out during the test. For example, a lot of tests done today use the thinking-aloud protocol in conjunction with some sort of performance measurement. While performance measurement is still useful, information gathered from the thinking aloud protocol often makes its way into the product faster--it doesn't need to be aggregated and analyzed before you can act on it.

The overall process is simple; get some users and find out how they work with the product. Usually you observe individual users performing specific tasks with the product. You collect data on how they're doing--for example, how long they take to perform the task, or how many errors they make. Then analyze the data from all your experiments to look for trends. This section, based on Rubin's Handbook of Usability Testing, breaks these phases out in more detail.



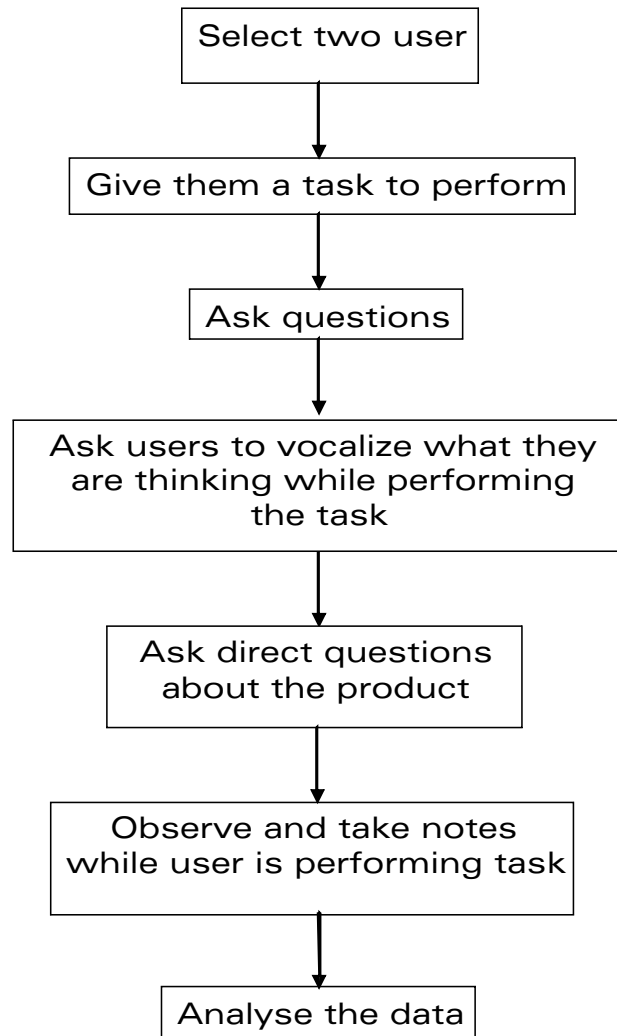
Thinking Aloud Protocol

Thinking Aloud protocol is a popular technique used during usability testing. During the course of a test, where the participant is performing a task as part of a user scenario, you ask the participant to vocalize his or her thoughts, feelings, and opinions while interacting with the product.

You begin by providing your participant with the product to be tested (or a prototype of its interface) and a scenario of tasks to perform. Ask participants to perform the tasks using the product, and explain what they're thinking about while working with the product's interface.

Thinking aloud allows you to understand how the user approaches the interface and what considerations the user keeps in mind when using the interface. If the user expresses that the sequence of steps dictated by the product to accomplish their task goal is different from what they expected, perhaps the interface is convoluted.

Although the main benefit of the thinking aloud protocol is a better understanding of the user's mental model and interaction with the product, you can gain other benefits as well. For example, the terminology the user uses to express an idea or function should be incorporated into the product design or at least its documentation.

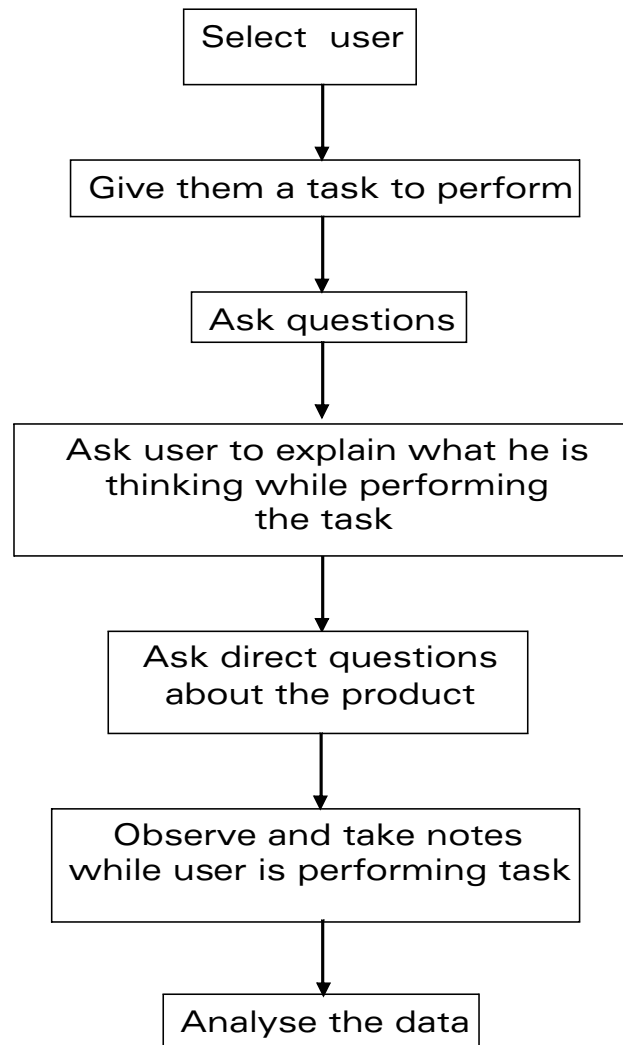


Co-Discovery Method

Co-discovery is a type of usability testing where two participants attempt to perform tasks together while being observed. The advantage of this method over the thinking aloud protocol is two-fold:

- in the workplace, most people have someone else available for help
- the interaction between the two participants can bring out more insights than a single participant vocalizing his or her thoughts

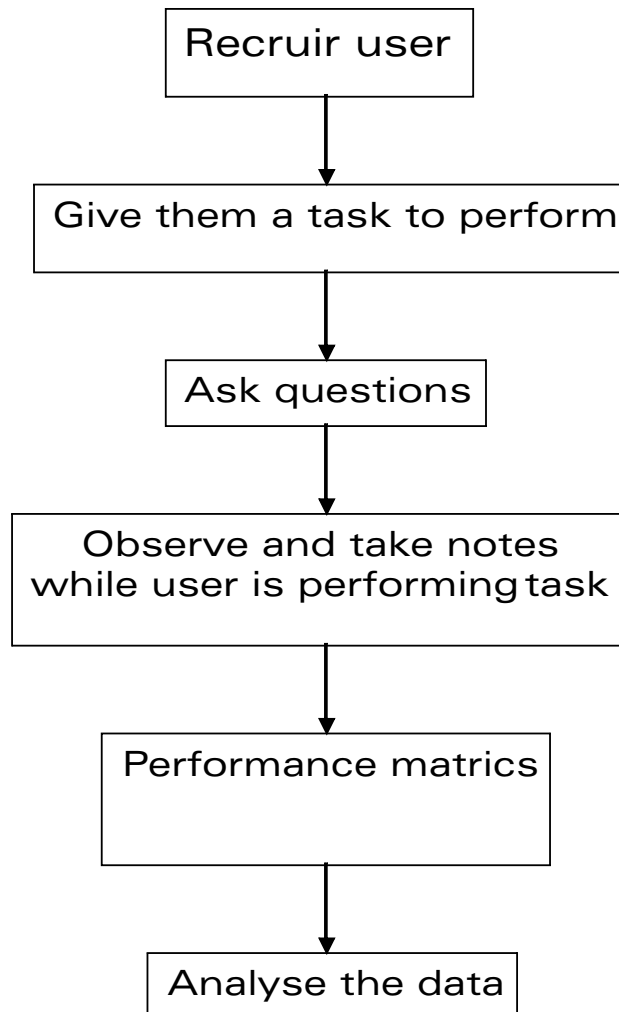
As with the thinking aloud method, you begin by providing your participants with the product to be tested (or a prototype of its interface) and a scenario of tasks to perform. Ask the participants to perform the tasks using the product, and explain what they're thinking about while working with the product's interface. Have them help each other in the same manner they would if they were working together to accomplish a common goal using the product.



Question-asking Protocol

The question-asking protocol simply takes thinking aloud one step further in that instead of waiting for users to vocalize their thoughts, you prompt them by asking direct questions about the product. Their ability (or lack of) to answer your questions can help you see what parts of the product interface were obvious, and which were obtuse.

As with the thinking aloud method, you begin by providing your participants with the product to be tested (or a prototype of its interface) and a scenario of tasks to perform. Ask the participants to perform the tasks using the product, and explain what they're thinking about while working with the product's interface. Also ask them pointed, direct questions about the product; for example, "How would you send the email message?" Their response, either in terms of the product being tested or in other products from their past experience, will provide insights into their mental model of the product.



Performance Measurement

Some usability tests are targeted at determining hard, quantitative data. Most of the time this data is in the form of performance metrics--how long does it take to select a block of text with a mouse, touchpad, or trackball? How does the placement of the backspace key influence the error rate?

Often these metrics are used as goals during the design of a product. Goals can be stated as stipulations, for example, "Users shall be able to connect to the Internet without errors or having to call the toll-free number," or "75% of users shall be able to complete the basic task in less than one hour." These benchmarks are devised during initial usability testing, either of a previous release, or of a competitor product.

You begin by following the basic usability test concepts of determining a purpose, identifying test objectives, designing the tests, and running the experiment.

Eye Tracking

Eye tracking allows testers to identify what participants look at during the course of a usability test. Eye tracking equipment uses several different technologies, including skin electrodes, marked contact lenses, image processing cameras, and reflector trackers. The last type is probably the most effective, as it does not require physical contact with the user's eye/eye socket. Instead, a beam of light is projected onto the eye; a sophisticated camera picks up the difference between the pupil refraction and known reference points to determine what the user is looking at.

Eye tracking involves sophisticated, usually expensive equipment. In most cases, unless the particular product you're testing requires eye tracking testing, it's best to find a usability lab that has already purchased an eye tracker and rent time at that lab for your testing.

Use this technique when you absolutely have to identify what a person looks at during a usability test. For most products, regular inspection or testing methods will identify enough usability problems to the point that eye tracking isn't necessary

Demographics

Profession : Working
Gender : male
Age : between 25-40
No. : 32

Profession : Working
Gender : female
Age : between 25-35
No. : 18

Profession : students
Gender : male
Age : between 20-30
No. : 16

Profession : Students
Gender : female
Age : between 20-30
No. : 12

Profession : businessmen
Gender : female
Age : between 35-50
No. : 10


























Profession : students other nationality
Gender : male, female
Age : between 20-35
No. : 12

Objective

. To select 5 categories

- E-commerce,
- Entertainment,
- E-ticketing,
- social networking and
- web mails

and find out the best practices used/applied to position the features in those web sites.

Survey Title [sort]	Created [sort]	Modified [sort]	Design	Collect	Analyze [sort]	Clear	Delete
E-ticketing Website User Interface Survey	Tue, 6/24/08 12:05 AM	22 hours ago			 16		
E-Commerce Website User Interface Survey	Mon, 6/23/08 9:43 PM	1 day ago			 16		
Entertainment Website User Interface Survey	Mon, 6/23/08 11:49 PM	1 day ago			 16		
Social networking Website User Interface Survey	Tue, 6/24/08 12:19 AM	1 day ago			 15		
Web Mail Website User Interface Survey	Tue, 6/24/08 12:26 AM	1 day ago			 19		

82 online surveys and 12 personal surveys.

Total - 100 surveys

1. E-Commerce

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to positioned the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options. (Select more than one option where ever needed)

[Add Question Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

1. What features would you consider beneficial to you in the e-commerce websites? (You can select multiple answers)

- | | | |
|--|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Deals | <input type="checkbox"/> Categories | <input type="checkbox"/> Register |
| <input type="checkbox"/> Search | <input type="checkbox"/> Weekly Ads | <input type="checkbox"/> Cart |
| <input type="checkbox"/> Stores | <input type="checkbox"/> Home | <input type="checkbox"/> Sign In |
| <input type="checkbox"/> Features and services | <input type="checkbox"/> My Account | |

Other (please specify)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

2. Where you expect deals option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

3. Where you expect search option on the web page?

- ☐ Top center
 ☐ Top Right corner
 ☐ Top Left corner

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

4. Where you expect Stores option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

5. Where you expect features and services option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

6. Where you expect categories option on the web page?

- ☐ Bottom right column
 ☐ Bottom center column
 ☐ Bottom left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

7. Where you expect weekly ads option on the web page?

- ☐ Bottom right column
 ☐ Bottom center column
 ☐ Bottom left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

Edit Question
Move
Copy
Delete
Add Logic

8. Where you expect cart option on the web page?

☐ Top center row
☐ Top Right row
☐ Top Left row

Other (please specify)

Add Question Here
Split Page Here

Edit Question
Move
Copy
Delete
Add Logic

Add Question Here
Split Page Here

Edit Question
Move
Copy
Delete

Response Summary

Total Started Survey: 16
Total Completed Survey: 16 (100%)

1. What features would you consider beneficial to you in the e-commerce websites? (You can select multiple answers)

	Response Percent	Response Count
Deals	81.3%	13
Search	87.5%	14
Stores	68.8%	11
Features and services	50.0%	8
Categories	75.0%	12
Weekly Ads	50.0%	8
Home	56.3%	9
My Account	75.0%	12
Register	81.3%	13
Cart	75.0%	12
Sign In	75.0%	12
Other (please specify) view		4
answered question		16
skipped question		0

2. Where you expect deals option on the web page?

	Response Percent	Response Count
Middle right column	6.3%	1
Middle column	37.5%	6
Middle left column	56.3%	9
Other (please specify) view		0
answered question		16
skipped question		0

3. Where you expect search option on the web page?
















	Response Percent	Response Count
Top center	26.7%	4
Top Right corner	73.3%	11
Top Left corner	0.0%	0
Other (please specify)		0
answered question		15
skipped question		1

4. Where you expect Stores option on the web page?

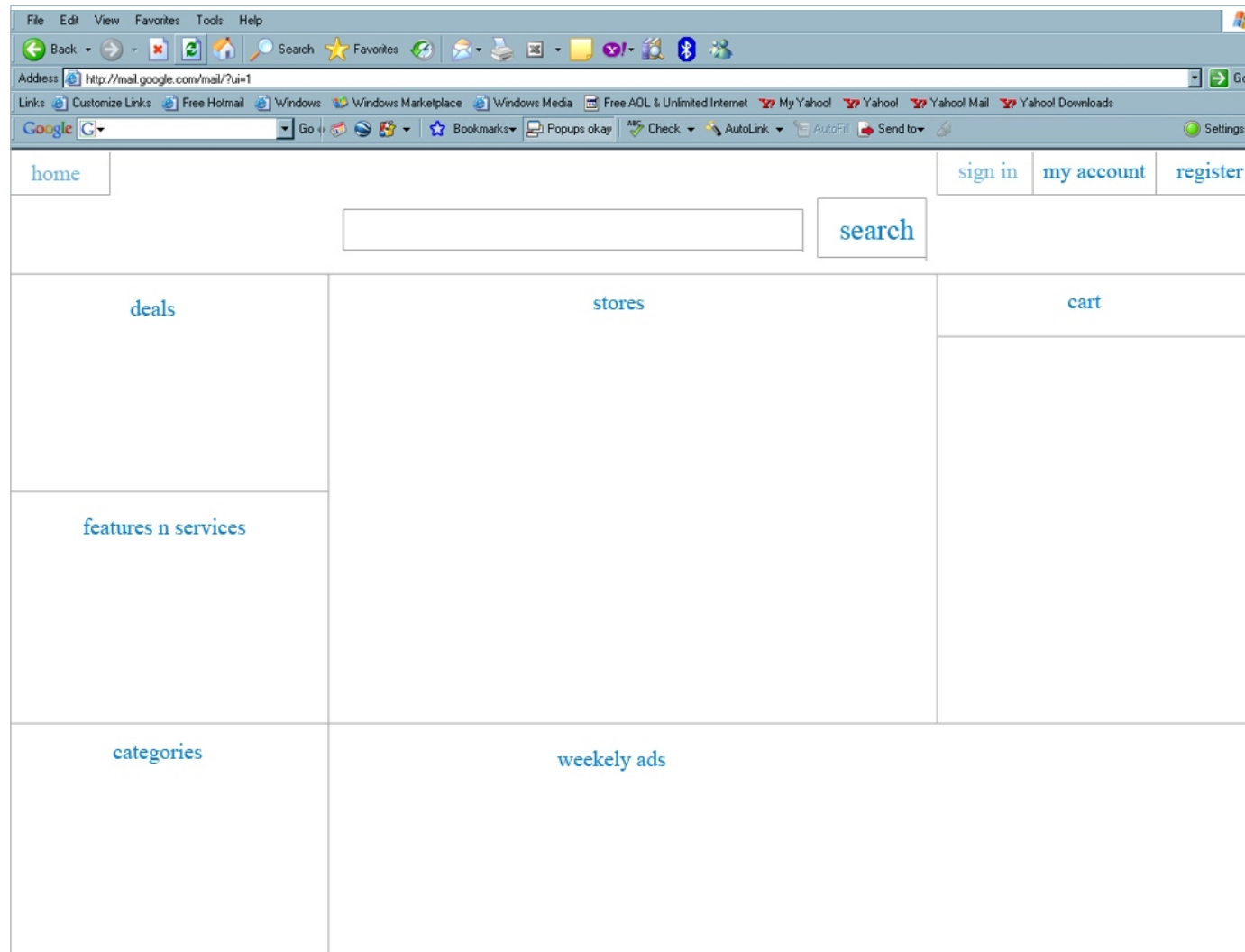
	Response Percent	Response Count
Middle right column	33.3%	5
Middle column	13.3%	2
Middle left column	53.3%	8
Other (please specify)		0
answered question		15
skipped question		1

5. Where you expect features and services option on the web page?

	Response Percent	Response Count
Middle right column	18.8%	3
Middle column	12.5%	2
Middle left column	68.8%	11
Other (please specify) view		1
answered question		16
skipped question		0

Comment Text		Response Date
 Find	1. Light blue. 25-30 Male	Sat, 6/28/08 1:46 AM
 Find	2. Light dull blue, 25-30, Male	Sat, 6/28/08 12:39 AM
 Find	3. blue and light grey	Fri, 6/27/08 1:21 PM
 Find	4. Blue (18-24) (Male)	Wed, 6/25/08 3:43 PM
 Find	5. 25,peanut color,male	Wed, 6/25/08 1:41 PM
 Find	6. Colour Doesn't matter but it should be Attractive and SECURED as it is e-commerce Site (24/Male)	Wed, 6/25/08 12:34 PM
 Find	7. grey (18-24, Male)	Wed, 6/25/08 11:57 AM
 Find	8. white 18-24	Wed, 6/25/08 11:54 AM
 Find	9. Blue-white, 25-30, F	Wed, 6/25/08 12:06 AM
 Find	10. orange. 25-30, Female	Tue, 6/24/08 11:26 PM
 Find	11. 25-30 Male bright and descent color	Tue, 6/24/08 10:18 PM
 Find	12. Darker shades of blue or just plain white (25-30 F)	Tue, 6/24/08 9:24 PM
 Find	13. White and Blue;25-30;Male	Tue, 6/24/08 6:03 PM
 Find	14. Shades of Blue [25-30 / Female]	Tue, 6/24/08 2:25 PM
 Find	15. Light blue 25-30 Male	Tue, 6/24/08 11:41 AM

25 responses per page ▾



E-commerce wireframe

1. E-ticketing questionnaire

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to position the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options. (Select more than one option where ever needed)

[Add Question Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

1. What features would you consider beneficial to you in the e-ticketing websites?

- | | | |
|----------------------------------|---|-----------------------------------|
| <input type="checkbox"/> Deals | <input type="checkbox"/> Rails | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Offers | <input type="checkbox"/> Flight Search | <input type="checkbox"/> Register |
| <input type="checkbox"/> Flights | <input type="checkbox"/> Holiday Packages | <input type="checkbox"/> Sign In |

Other (please specify)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

2. Where you expect deals option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

3. Where you expect offers option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

4. Where you expect flights option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

5. Where you expect rails option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

6. Where you expect flight search option on the web page?

- ☐ Middle right column
 ☐ Middle center column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

7. Where you expect holiday package option on the web page?

- ☐ Bottom right column
 ☐ Bottom column
 ☐ Bottom left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

Edit Question Move Copy Delete Add Logic

8. Where you expect hotels option on the web page?

☐ Bottom center row
 ☐ Bottom Right row
 ☐ Bottom Left row

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

Add Question Here Split Page Here

Edit Question Move Copy Delete

Response Summary

Total Started Survey: 16
Total Completed Survey: 16 (100%)

Page: E-ticketing questionnaire

1. What features would you consider beneficial to you in the e-ticketing websites?

	Response Percent	Response Count
Deals	75.0%	12
Offers	68.8%	11
Flights	68.8%	11
Rails	61.3%	10
Flight Search	93.8%	15
Holiday Packages	50.0%	8
Hotels	56.3%	9
Register	50.0%	8
Sign In	62.5%	10
Other (please specify)		0
answered question		16
skipped question		0

2. Where you expect deals option on the web page?

	Response Percent	Response Count
Middle right column	0.0%	0
Middle column	42.9%	6
Middle left column	57.1%	8
Other (please specify) view		1
answered question		14
skipped question		2

3. Where you expect offers option on the web page?

	Response Percent	Response Count
Middle right column	37.5%	6
Middle column	18.8%	3
Middle left column	43.8%	7
Other (please specify)		0
answered question		16
skipped question		0

4. Where you expect flights option on the web page?

	Response Percent	Response Count
Middle right column	0.0%	0
Middle column	33.3%	5
Middle left column	66.7%	10
Other (please specify) view		1
answered question		15
skipped question		1

5. Where you expect rails option on the web page?

	Response Percent	Response Count
Middle right column	14.3%	2
Middle column	28.6%	4
Middle left column	57.1%	8
Other (please specify)		0
answered question		14
skipped question		2

Response Summary

Total Started Survey: 16
Total Completed Survey: 16 (100%)

Page: E-ticketing questionnaire

1. What features would you consider beneficial to you in the e-ticketing websites?

	Response Percent	Response Count
Deals	75.0%	12
Offers	68.8%	11
Flights	68.8%	11
Rails	81.3%	13
Flight Search	93.8%	15
Holiday Packages	50.0%	8
Hotels	56.3%	9
Register	50.0%	8
Sign In	62.5%	10
Other (please specify)		0
	answered question	16
	skipped question	0

2. Where you expect deals option on the web page?

	Response Percent	Response Count
Middle right column	0.0%	0
Middle column	42.9%	6
Middle left column	57.1%	8
Other (please specify) view		1
	answered question	14
	skipped question	2

3. Where you expect offers option on the web page?

















	Response Percent	Response Count
Middle right column	37.5%	6
Middle column	18.8%	3
Middle left column	43.8%	7
Other (please specify)		0
	answered question	16
	skipped question	0

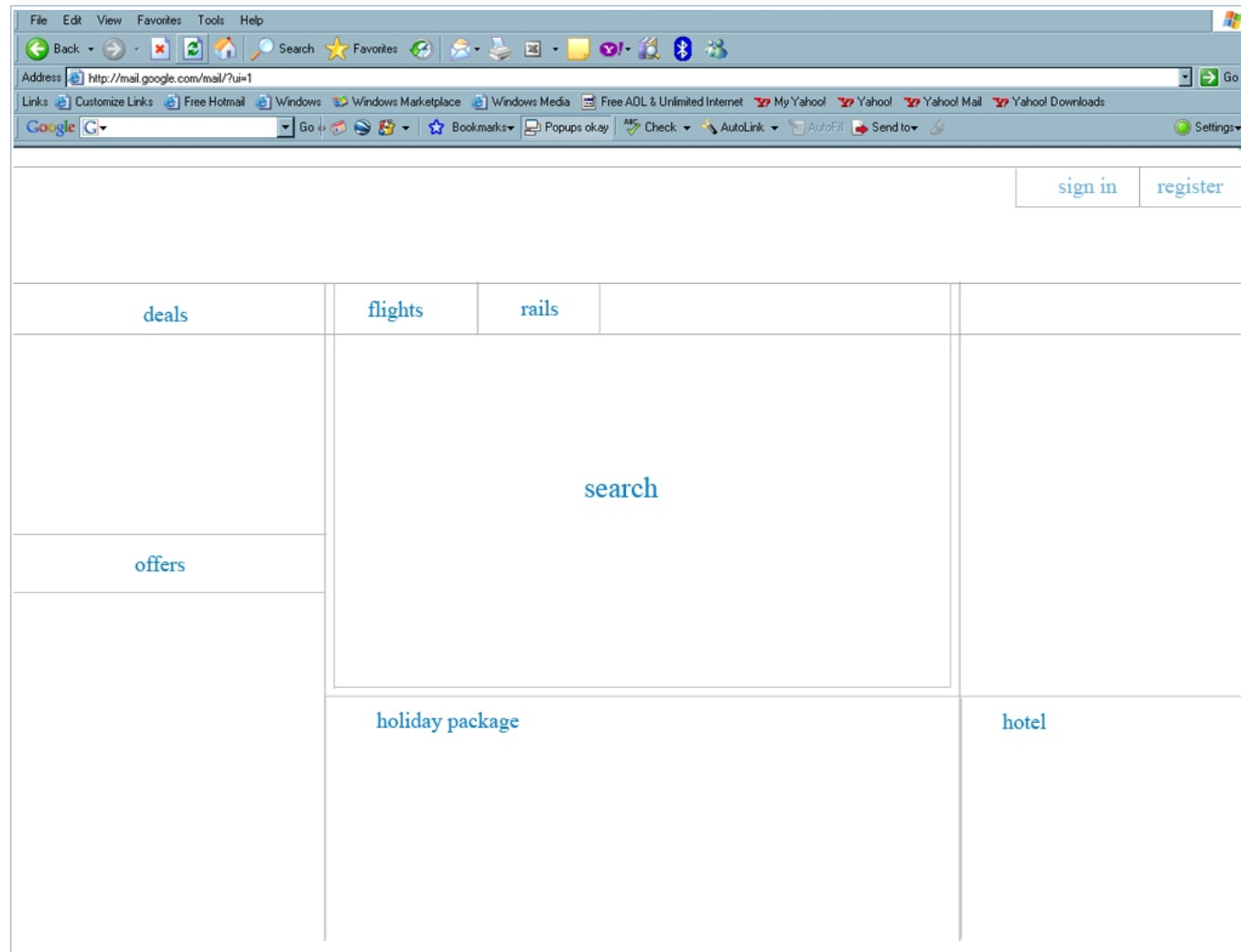
4. Where you expect flights option on the web page?

	Response Percent	Response Count
Middle right column	0.0%	0
Middle column	33.3%	5
Middle left column	66.7%	10
Other (please specify) view		1
	answered question	15
	skipped question	1

5. Where you expect rails option on the web page?

	Response Percent	Response Count
Middle right column	14.3%	2
Middle column	28.6%	4
Middle left column	57.1%	8
Other (please specify)		0
	answered question	14
	skipped question	2

Comment Text		Response Date
 Find	1. blue/25-30/M	Sat, 6/28/08 11:58 AM
 Find	2. neutral, light cream	Fri, 6/27/08 1:14 PM
 Find	3. 18-24,Male	Thu, 6/26/08 10:38 AM
 Find	4. doesnt matter,18-24, male	Wed, 6/25/08 12:44 PM
 Find	5. pitch yellow,25,Male	Wed, 6/25/08 12:25 PM
 Find	6. grey (18-24, Male)	Wed, 6/25/08 11:54 AM
 Find	7. Blue	Wed, 6/25/08 11:49 AM
 Find	8. ske blue (18-24) (Female)	Wed, 6/25/08 11:33 AM
 Find	9. light yellow or light blue. 25-30 Male	Wed, 6/25/08 10:12 AM
 Find	10. skyblue , 25-20 , Male	Wed, 6/25/08 6:06 AM
 Find	11. Green(25-30, Male)	Tue, 6/24/08 10:36 PM
 Find	12. blue white 24.5 Male	Tue, 6/24/08 9:38 PM
 Find	13. blue (28) male	Tue, 6/24/08 6:52 PM
 Find	14. Blue, 25-30	Tue, 6/24/08 11:44 AM
 Find	15. White and green (18-24) (Male)	Tue, 6/24/08 11:19 AM
 Find	16. blue 27	Tue, 6/24/08 11:17 AM
		25 responses per page ▾



E-ticketing wireframe

1. Social networking Questionnaire:

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to positioned the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options.(Select more than one option where ever needed)

[Add Question Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

1. What features would you consider beneficial to you in the social networking websites?

- | | | |
|--|---|---------------------------------|
| <input type="checkbox"/> Friends | <input type="checkbox"/> Invite a friends | <input type="checkbox"/> Search |
| <input type="checkbox"/> Chat, Instant Messenger | <input type="checkbox"/> Messages | <input type="checkbox"/> Edit |
| <input type="checkbox"/> Scrapbook, Scrapes | <input type="checkbox"/> Home Page Button | <input type="checkbox"/> Logout |
| <input type="checkbox"/> Find friend search | <input type="checkbox"/> My Profile | |

Other (please specify)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

2. Where you expect friends option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

3. Where you expect chat, instant messenger option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

4. Where you expect scrapbook, scraps option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

5. Where you expect find friend invite/search option on the web page?

- ☐ Top right column
 ☐ Top column
 ☐ Top left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

6. Where you expect message option on the web page?

- ☐ Bottom right column
 ☐ Bottom center column
 ☐ Bottom left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

7. Where you expect home option on the web page?

- ☐ Top right column
 ☐ Top column
 ☐ Top left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

<div> Edit Question Move Copy Delete Add Logic </div> <p>8. Where you expect my profile option on the web page?</p> <div> <input type="radio"/> Middle center row <input type="radio"/> Middle Right row <input type="radio"/> Middle Left row </div> <p>Other (please specify)</p> <input type="text"/>
<div> Add Question Here Split Page Here </div>
<div> Edit Question Move Copy Delete Add Logic </div> <p>9. Where you expect logout, edit option on the web page</p> <div> <input type="radio"/> Top center <input type="radio"/> Top Right corner <input type="radio"/> Top Left corner </div> <p>Other (please specify)</p> <input type="text"/>
<div> Add Question Here Split Page Here </div>
<div> Edit Question Move Copy Delete </div> <p>10. Which color would you expect for social networking websites? Also kindly enter your age bracket(below 18, 18-24, 25-30, 31-40, above 40) and gender(Male/Female).</p> <input type="text"/>

Response Summary

Total Started Survey: 16
Total Completed Survey: 16 (100%)

Page: Social networking Questionnaire:

1. What features would you consider beneficial to you in the social networking websites?

	Response Percent	Response Count
Friends	93.3%	14
Chat, Instant Messenger	80.0%	12
Scrapbook, Scrapes	66.7%	10
Find friend search	86.7%	13
Invite a friends	86.7%	13
Messages	60.0%	9
Home Page Button	73.3%	11
My Profile	73.3%	11
Search	66.7%	10
Edit	73.3%	11
Logout	73.3%	11
Other (please specify) view		1
answered question		15

2. Where you expect friends option on the web page?

	Response Percent	Response Count
Middle right column	53.3%	8
Middle column	13.3%	2
Middle left column	33.3%	5
Other (please specify) view		1
answered question		15
skipped question		0

3. Where you expect chat, instant messenger option on the web page?

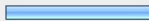
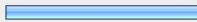
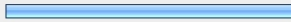
	Response Percent	Response Count
Middle right column	23.1%	3
Middle column	7.7%	1
Middle left column	69.2%	9
Other (please specify) view		2
answered question		13
skipped question		2

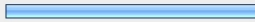


4. Where you expect scrapbook, scraps option on the web page?

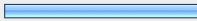
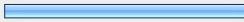


	Response Percent	Response Count
Middle right column	8.3%	1
Middle column	50.0%	6
Middle left column	41.7%	5
Other (please specify) view		3
answered question		12
skipped question		3

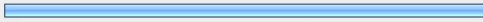
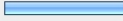
5. Where you expect find friend invite/search option on the web page?


	Response Percent	Response Count
Top right column	50.0%	7
Top column	35.7%	5
Top left column	14.3%	2
Other (please specify) view		1
answered question		14
skipped question		1













6. Where you expect message option on the web page? <small>Check spelling of text you type on any web form in English</small>			
		Response Percent	Response Count
Bottom right column		23.1%	3
Bottom center column		30.8%	4
Bottom left column		46.2%	6
Other (please specify)			0
		answered question	13
		skipped question	2

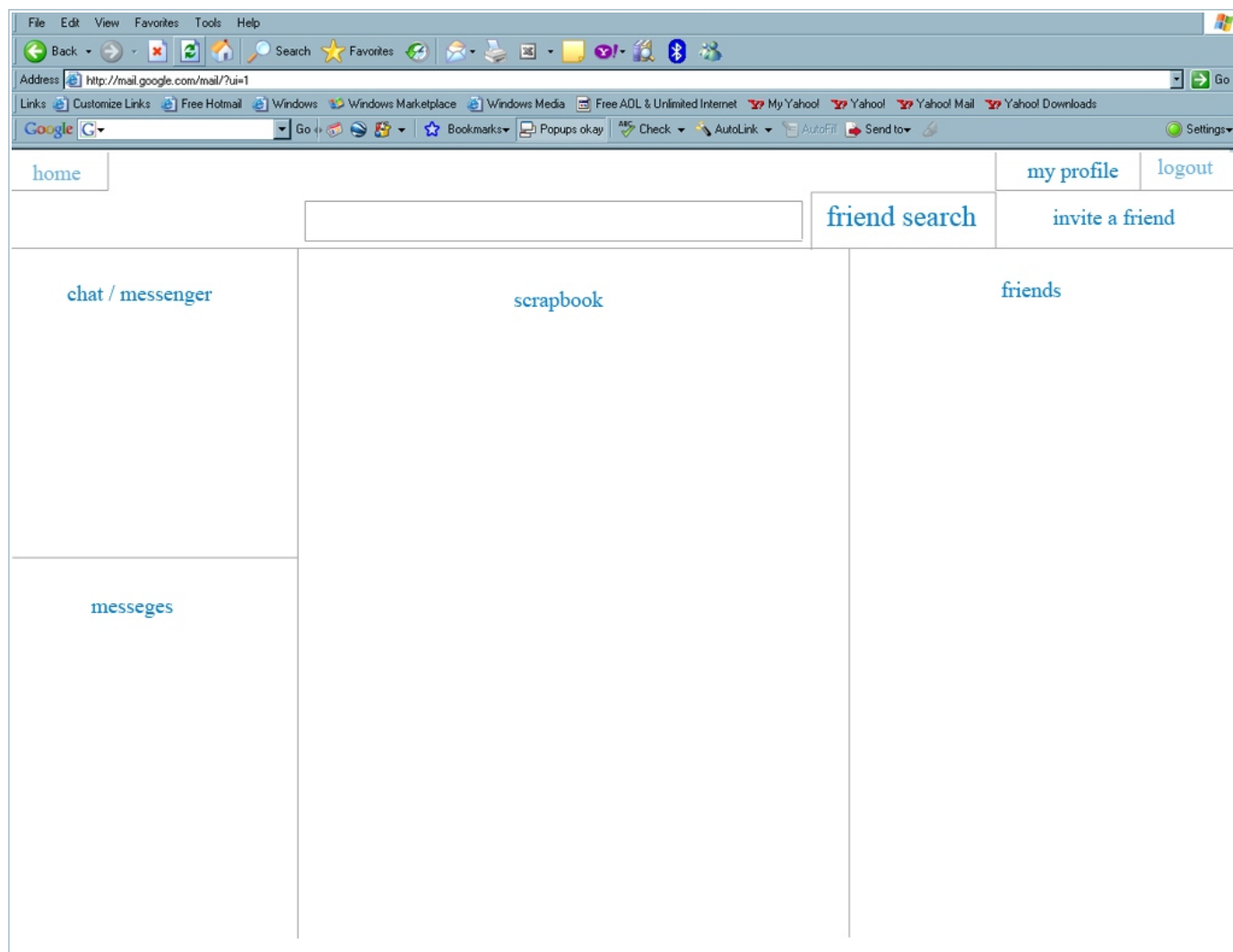
7. Where you expect home option on the web page?			
		Response Percent	Response Count
Top right column		40.0%	6
Top column		13.3%	2
Top left column		46.7%	7
Other (please specify)			0
		answered question	15
		skipped question	0

8. Where you expect my profile option on the web page?			
		Response Percent	Response Count
Middle center row		30.8%	4
Middle Right row		38.5%	5
Middle Left row		30.8%	4
Other (please specify) 			2
		answered question	13
		skipped question	2

9. Where you expect logout, edit option on the web page			
		Response Percent	Response Count
Top center		0.0%	0
Top Right corner		80.0%	12
Top Left corner		20.0%	3
Other (please specify)			0
		answered question	15
		skipped question	0

10. Which color would you expect for social networking websites? Also kindly enter your age bracket(below 18, 18-24, 25-30, 31-40, above 40) and gender(Male/Female).			
		Response Count	
		14	
answered question		14	
skipped question		1	

Comment Text		Response Date
 Find	1. light yellow or light blue. 25-30 Male	Sat, 6/28/08 1:43 AM
 Find	2. sky blue r any light color, 25-30, male	Fri, 6/27/08 1:18 PM
 Find	3. sky Blue,25,Male	Wed, 6/25/08 12:27 PM
 Find	4. grey (18-24, Male)	Wed, 6/25/08 11:55 AM
 Find	5. 18-24 blue	Wed, 6/25/08 11:51 AM
 Find	6. skyblue , 25-30 , M	Wed, 6/25/08 6:15 AM
 Find	7. White (Light color), 25-30, F	Wed, 6/25/08 12:02 AM
 Find	8. Red(25-30, Male)	Tue, 6/24/08 10:38 PM
 Find	9. any light color in shades of blue, green, orange etc (25-30 F)	Tue, 6/24/08 9:17 PM
 Find	10. Shades of Green [25-30 / Female]	Tue, 6/24/08 2:26 PM
 Find	11. violet, 25-30	Tue, 6/24/08 11:49 AM
 Find	12. Light blue 25-30 Male	Tue, 6/24/08 11:36 AM
 Find	13. Light colors like grey, light blue or light orange with as much white space possible. Age: 25-30, Gender-male	Tue, 6/24/08 11:31 AM
 Find	14. White and Orange (18-24) (Male)	Tue, 6/24/08 11:21 AM
		25 responses per page ▾



Social networking
wireframe

1. Web Mail Questionnaire

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to positioned the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options. (Select more than one option where ever needed)

[Add Question Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

1. What features would you consider beneficial to you in the web mail websites?

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> Inbox | <input type="checkbox"/> Sent Mail | <input type="checkbox"/> Next, Last |
| <input type="checkbox"/> Compose Mail | <input type="checkbox"/> Delete | <input type="checkbox"/> Help |
| <input type="checkbox"/> Sign Out/Logout | <input type="checkbox"/> Spam Control | <input type="checkbox"/> Trash |
| <input type="checkbox"/> Search | <input type="checkbox"/> First, Previous | |

Other (please specify)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

2. Where you expect Inbox option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

3. Where you expect compose mail option on the web page?

- ☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

4. Where you expect sign out, logout option on the web page?

- ☐ Top Center row
 ☐ Top Right row
 ☐ Top Left row

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

5. Where you expect search option on the web page?

- ☐ Top Center row
 ☐ Top Right row
 ☐ Top Left row

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

6. Where you expect sent mail option on the web page?

- ☐ Middle right column
 ☐ Middle center column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

7. Where you expect delete option on the web page?

- ☐ Middle right column
 ☐ Middle center column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

Edit Question
Move
Copy
Delete
Add Logic

8. Where you expect spam control option on the web page?

☐ Middle right column
☐ Middle column
☐ Middle left column

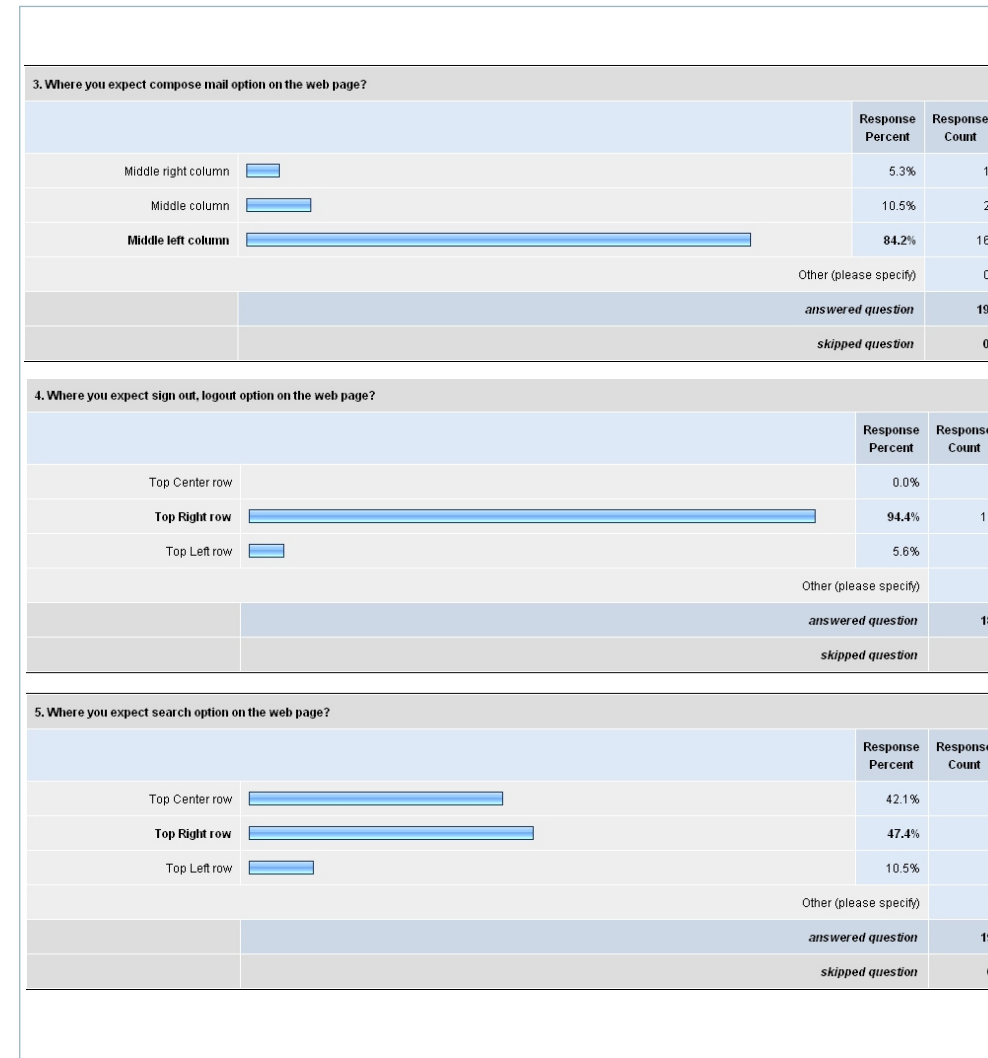
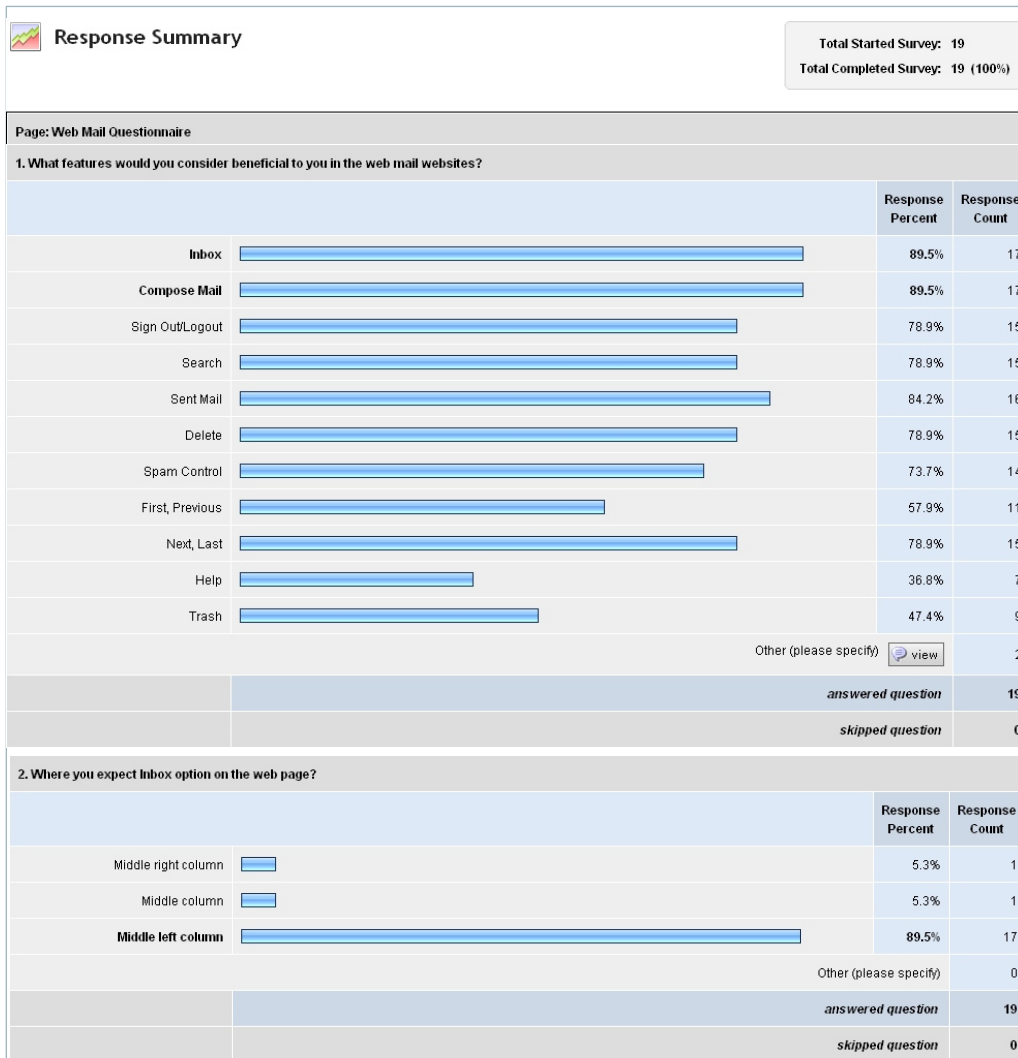
Other (please specify)



Add Question Here
Split Page Here




Edit Question
Move
Copy
Delete
Add Logic





Add Question Here
Split Page Here



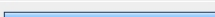

Edit Question
Move
Copy
Delete






















6. Where you expect sent mail option on the web page?			
		Response Percent	Response Count
Middle right column		10.5%	2
Middle center column		0.0%	0
Middle left column		89.5%	17
	Other (please specify)		0
	answered question		19
	skipped question		0

7. Where you expect delete option on the web page?			
		Response Percent	Response Count
Middle right column		0.0%	0
Middle center column		44.4%	8
Middle left column		55.6%	10
	Other (please specify) 		1
	answered question		18
	skipped question		1

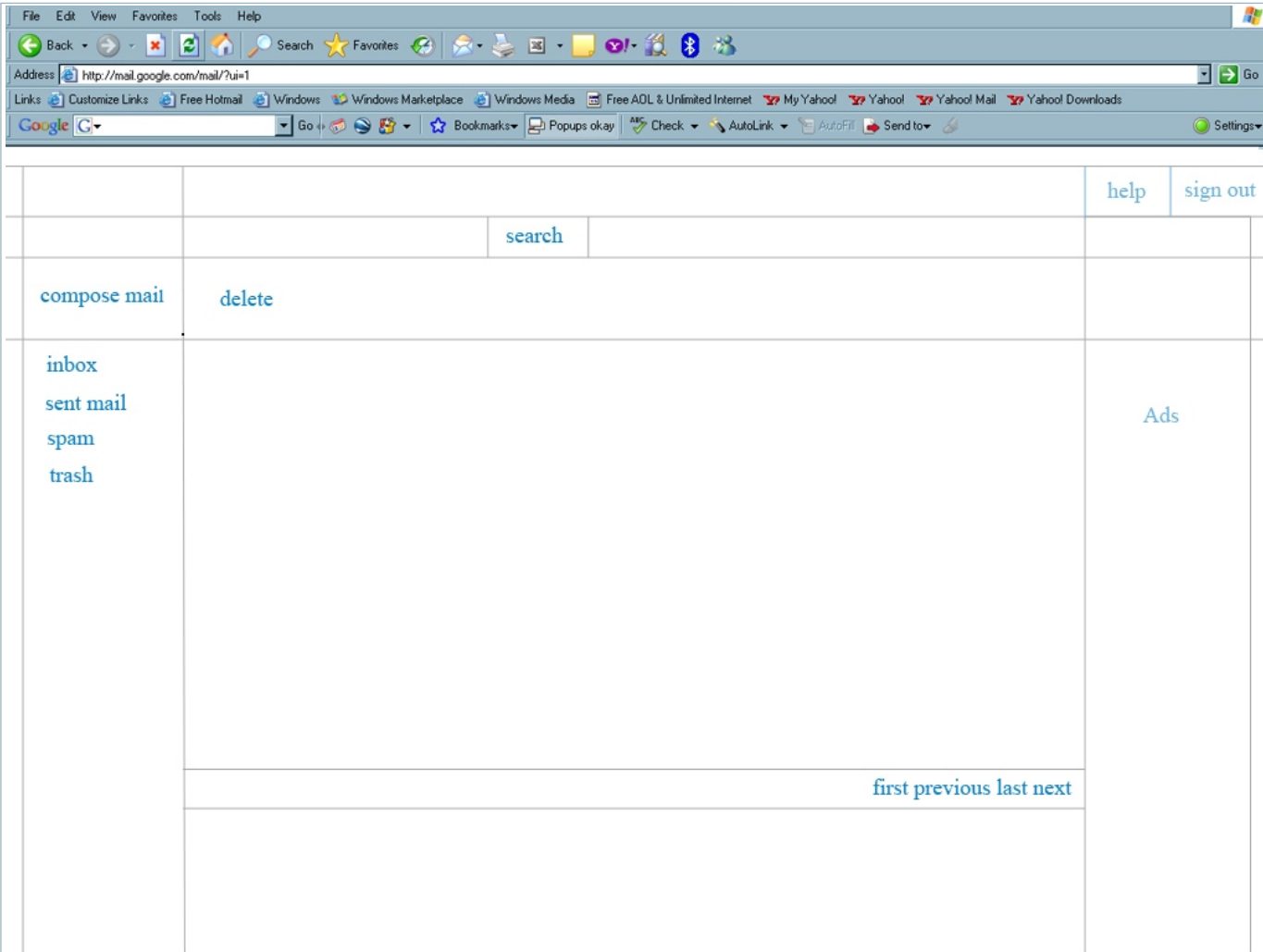
8. Where you expect spam control option on the web page?			
		Response Percent	Response Count
Middle right column		25.0%	4
Middle column		12.5%	2
Middle left column		62.5%	10
	Other (please specify) 		2
	answered question		16
	skipped question		3

9. Where you expect first, previous, next, last option on the web page?			
		Response Percent	Response Count
Bottom Center row		11.8%	2
Bottom Right row		52.9%	9
Bottom Left row		35.3%	6
	Other (please specify) 		2
	answered question		17
	skipped question		2

10. Which color would you expect for web mail websites? Also kindly enter your age bracket(below 18, 18-24, 25-30, 31-40, above 40) and gender(Male/Female).			
			Response Count
			18
	answered question		18
	skipped question		1

Comment Text		Response Date
 Find	1. faint bule, 18-24, male	Fri, 6/27/08 1:10 PM
 Find	2. 18-24,Male	Thu, 6/26/08 10:36 AM
 Find	3. i perfer blue color same as gmail. Age Bracket (18-24) Gender: Female	Wed, 6/25/08 10:07 PM
 Find	4. color should be customizable, 25-30, M	Wed, 6/25/08 1:44 PM
 Find	5. lavender (24, Female)	Wed, 6/25/08 12:53 PM
 Find	6. metallic, 18-24, male	Wed, 6/25/08 12:42 PM
 Find	7. Blue (24/Male)	Wed, 6/25/08 12:23 PM
 Find	8. Ocean blue,25,Male	Wed, 6/25/08 12:17 PM
 Find	9. grey (18-24,male)	Wed, 6/25/08 11:53 AM
 Find	10. 18-24 Blue	Wed, 6/25/08 11:46 AM
 Find	11. white, blue ... 25-30 ... Male	Tue, 6/24/08 11:05 PM
 Find	12. gray(25-30, Male)	Tue, 6/24/08 10:33 PM
 Find	13. Male - 25-30 - color blue or something which is light and not problematic to eyes	Tue, 6/24/08 9:30 PM
 Find	14. blue (28) male	Tue, 6/24/08 6:50 PM
 Find	15. White and Blue ;25-30;Male	Tue, 6/24/08 5:54 PM
 Find	16. White and gray (18-24) (Male)	Tue, 6/24/08 11:17 AM
 Find	17. light blue and white	Tue, 6/24/08 6:11 AM
 Find	18. Light blue or light yellow	Tue, 6/24/08 5:06 AM

25 responses per page ▾



		help	sign out
		<input type="text" value="search"/>	
compose mail	delete		
inbox sent mail spam trash			Ads
		first previous last next	

Web mail wireframe

1. Entertainment

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to position the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options. (Select more than one option where ever needed)

[Add Question Here](#)

[Edit Question](#)
[Move](#)
[Copy](#)
[Delete](#)
[Add Logic](#)

1. What features would you consider beneficial to you in the entertainment websites?

<input type="checkbox"/> Music	<input type="checkbox"/> News	<input type="checkbox"/> Advertisements
<input type="checkbox"/> Photos	<input type="checkbox"/> TV	<input type="checkbox"/> Sign In
<input type="checkbox"/> Games	<input type="checkbox"/> Home Page Button	
<input type="checkbox"/> Movies	<input type="checkbox"/> Search	

Other (please specify)

[Edit Question](#)
[Move](#)
[Copy](#)
[Delete](#)
[Add Logic](#)

2. Where you expect music option on the web page?

☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#)
[Split Page Here](#)

[Edit Question](#)
[Move](#)
[Copy](#)
[Delete](#)
[Add Logic](#)

3. Where you expect photos option on the web page?

☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#)
[Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

4. Where you expect games option on the web page?

☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

5. Where you expect movies option on the web page?

☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

6. Where you expect news option on the web page?

☐ Bottom right column
 ☐ Bottom center column
 ☐ Bottom left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#) [Add Logic](#)

7. Where you expect TV option on the web page?

☐ Middle right column
 ☐ Middle column
 ☐ Middle left column

Other (please specify)

[Add Question Here](#) [Split Page Here](#)

Edit Question Move Copy Delete Add Logic

8. Where you expect search option on the web page?

☐ Top center row
 ☐ Top Right row
 ☐ Top Left row

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

9. Where you expect sign in, home option on the web page?
















☐ Top center
 ☐ Top Right corner
 ☐ Top Left corner









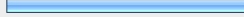
Other (please specify)





Add Question Here Split Page Here



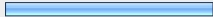
Edit Question Move Copy Delete

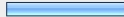
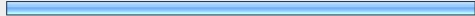

10. Where you expect advertisements option on the web page? Also kindly enter your age bracket(below 18, 18-24, 25-30, 31-40, above 40) and gender(Male/Female).


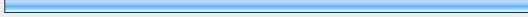

Page: Entertainment			
1. What features would you consider beneficial to you in the entertainment websites?			
		Response Percent	Response Count
Music		86.7%	13
Photos		53.3%	8
Games		60.0%	9
Movies		53.3%	8
News		80.0%	12
TV		26.7%	4
Home Page Button		60.0%	9
Search		46.7%	7
Advertisements		13.3%	2
Sign In		26.7%	4
Other (please specify)			4
answered question			15
skipped question			1
2. Where you expect music option on the web page?			
		Response Percent	Response Count
Middle right column		33.3%	5
Middle column		6.7%	1
Middle left column		60.0%	9
Other (please specify)			1
answered question			15
skipped question			1

















3. Where you expect photos option on the web page?			
		Response Percent	Response Count
Middle right column		13.3%	2
Middle column		33.3%	5
Middle left column		53.3%	8
Other (please specify)			0
answered question			15
skipped question			1
4. Where you expect games option on the web page?			
		Response Percent	Response Count
Middle right column		37.5%	6
Middle column		25.0%	4
Middle left column		37.5%	6
Other (please specify)			0
answered question			16
skipped question			0
5. Where you expect movies option on the web page?			
		Response Percent	Response Count
Middle right column		33.3%	5
Middle column		26.7%	4
Middle left column		40.0%	6
Other (please specify)			0
answered question			15
skipped question			1

6. Where you expect news option on the web page?			
		Response Percent	Response Count
Bottom right column		15.4%	2
Bottom center column		61.5%	8
Bottom left column		23.1%	3
Other (please specify) 			4
		answered question	13
		skipped question	3

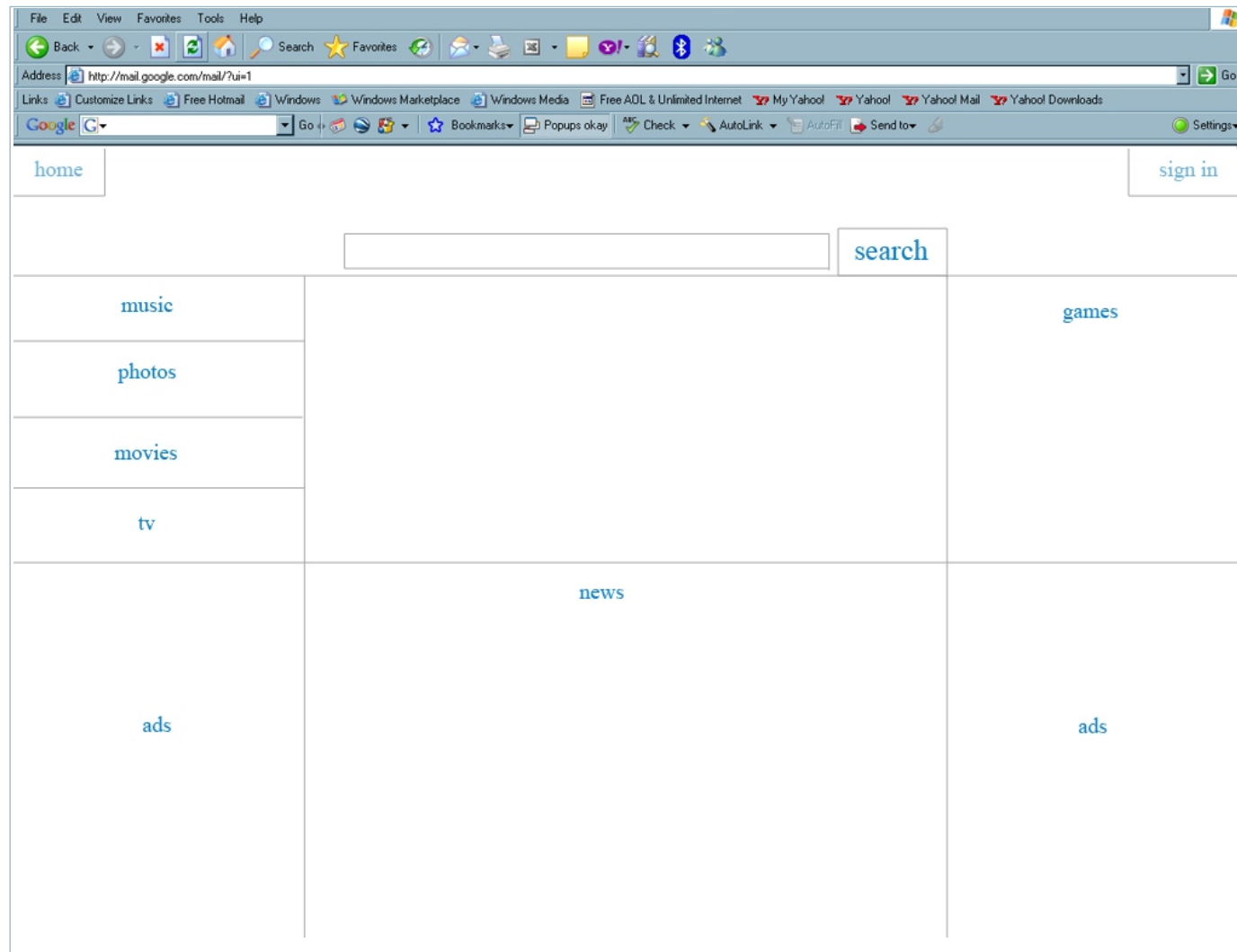
7. Where you expect TV option on the web page?			
		Response Percent	Response Count
Middle right column		26.7%	4
Middle column		40.0%	6
Middle left column		33.3%	5
Other (please specify)			0
		answered question	15
		skipped question	1

8. Where you expect search option on the web page?			
		Response Percent	Response Count
Top center row		18.8%	3
Top Right row		75.0%	12
Top Left row		6.3%	1
Other (please specify)			0
		answered question	16
		skipped question	0

9. Where you expect sign in, home option on the web page?			
		Response Percent	Response Count
Top center		6.3%	1
Top Right corner		87.5%	14
Top Left corner		6.3%	1
Other (please specify)			0
		answered question	16
		skipped question	0

Comment Text		Response Date
 Find	1. Light Yellow. Male 25-30	Sat, 6/28/08 1:45 AM
 Find	2. Extreme right, 25-30, Male	Sat, 6/28/08 12:30 AM
 Find	3. bright colors	Fri, 6/27/08 1:25 PM
 Find	4. 25-30 malei give u the discretion to choose :) surveys are all tp.....too much analysis result	Wed, 6/25/08 10:30 PM
 Find	5. Right (18-24) (Male)	Wed, 6/25/08 3:41 PM
 Find	6. 25,sea green,Male	Wed, 6/25/08 1:37 PM
 Find	7. grey (18-24, Male)	Wed, 6/25/08 11:56 AM
 Find	8. 18-24 nowhere	Wed, 6/25/08 11:52 AM
 Find	9. Bottom center or right, 25-30, F	Wed, 6/25/08 12:04 AM
 Find	10. bottom right column. 25-30, Female	Tue, 6/24/08 11:23 PM
 Find	11. 25-30 Male, Option for Ad on Bottom side or on right side column	Tue, 6/24/08 10:14 PM
 Find	12. On any corner that is not intrusive. Specifically on the extreme lefthand side of the screen, top most on the screen and/or at the bottom of the screen (25-30 F)	Tue, 6/24/08 9:21 PM
 Find	13. Bottom ;25-30;Male	Tue, 6/24/08 5:58 PM
 Find	14. Bottom Left Corner [25 - 30 / Female]	Tue, 6/24/08 2:21 PM
 Find	15. Bottom Row, 25-30	Tue, 6/24/08 11:50 AM
 Find	16. Bottom 25-30 Male	Tue, 6/24/08 11:37 AM

25 responses per page ▾



Entertainment wireframe

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