eTail Site Questionnaire

Research indicates that certain website features correlate to successful etailing. Print off this page (for each competing etail site that you plan to review). Answer questions based on your perception of the site and easily found features. These will help you make decisions about your etailing site.

Name _____

URL _____

The site offers:

☐ Clear and accurate product information and representation

☐ Real-time answers through chat and/or toll-free telephone numbers

☐ Assurance of secure transactions and shopper privacy (secure server, Verisign or other means?)

☐ An easy way to place an order

☐ Information on processing and delivery times

☐ Information on shipping costs and sales taxes

☐ A clear return and exchange policy

1. What age of customer does the site seem to be marketing to?

2. What is one feature that you most like about the site?

3. If you could change one thing about the site, what would that be?

If the site offers a site map, print and keep that for future reference. If not, draw a simple outline of the site's organization. Or use this space to write yourself notes, especially about site features that attract you (as a customer).