

GRA 352 Purrfectly Peppy Pet Veterinarian Hospital VOC Survey Results

Navigation

1. Did you find the information you were looking for on our webpage?
 - No: 85%
 - Yes: 15%
2. How easy was it to use our website?
 - Very easy: 30%
 - Not so easy: 40%
 - Difficult: 30%
3. Did it take you more or less time to find what you were looking for on our website?
 - More: 65%
 - Less: 35%
4. How easy is it to navigate our website?
 - Very easy: 10%
 - Not so easy: 35%
 - Difficult: 55%

Visual Appearance

1. How visually appealing is our website?
 - Very appealing: 15%
 - Somewhat appealing: 30%
 - Not appealing: 55%
2. Do the colors on the website make the content easy to view and navigate?
 - Yes: 80%
 - No: 20%
3. Do the colors used on the website create a positive or negative feeling/mood about the company and its services?
 - Positive: 60%
 - Negative: 40%

Content

1. How easy is it to understand the information on our website?
 - Easy: 30%
 - Somewhat Easy: 20%
 - Difficult: 50%
2. Did you find the content on the website relevant?
 - Yes: 70%
 - No: 30%
3. Are the fonts used on the site legible?
 - Yes: 55%
 - No: 45%
4. Is the content organized consistently:
 - Yes: 30%
 - No: 70%
5. Does the imagery used on the site help users understand the company's purpose?
 - Yes: 90%
 - No: 10%