

Questionnaire

1. What is your age?

<input type="checkbox"/> 20-34	<input type="checkbox"/> 35-49	<input type="checkbox"/> 50-64	<input type="checkbox"/> 65-80
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2. Have you ever gone online to shop (if no, proceed to question 6)?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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3. How often?

<input type="checkbox"/> Rarely	<input type="checkbox"/> Irregularly	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Often	<input type="checkbox"/> Always
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4. Have you ever shopped for jewelry online (if no, proceed to question 6)??

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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5. How would you describe your average experience shopping online?

<input type="checkbox"/> Terrible	<input type="checkbox"/> Mediocre	<input type="checkbox"/> OK	<input type="checkbox"/> Good	<input type="checkbox"/> Great
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6. Overall, how would you rate your experience of using this website to shop?

<input type="checkbox"/> Terrible	<input type="checkbox"/> Mediocre	<input type="checkbox"/> OK	<input type="checkbox"/> Good	<input type="checkbox"/> Great
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7. In comparison to your average online shopping experience, how does your experience of this website shopping experience rate?

<input type="checkbox"/> Worse	<input type="checkbox"/> Poor	<input type="checkbox"/> Same	<input type="checkbox"/> Better	<input type="checkbox"/> Superior
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8. Overall, are you satisfied with your experience of using this website?

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
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9. Overall, did you find the layout pleasing?

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
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10. Did you find the navigation easy to follow?

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
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11. Did you find it easy to perform the tasks you were asked to do?

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
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12. Did this website meet your expectations of an online shopping experience?

<input type="checkbox"/> Strongly Disagree	<input type="checkbox"/> Disagree	<input type="checkbox"/> Neither	<input type="checkbox"/> Agree	<input type="checkbox"/> Strongly Agree
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13. Can you please share any negative aspects of this website you think need improvement?

14. Can you please share the most positive aspect of your experience of using this website?

Thank you!!