

Website Customer Survey

Client: americanautomanufacturer.com

Version: **2.0**

Objectives of Research Project

	Client objectives for the website evaluator survey analysis	Mapping
1.	Who, when, why visitors are coming to the site	Section 1
2.	Strengths and weaknesses of the site	Section 2
3.	Bonus attribute section-To cover the topic of videos/animation	Section 3.0
4.	Purpose of visit module - why are visitors not fully completing the purpose of their visit	Section 3.1
5.	Primary vehicle and segment module-visitors describe the make and segment" of their current vehicle	Section 3.2
6.	Existing owners module- Gaining a better understanding of the buying mindset of existing owners visitors to the site	Section 3.3
7.	New potential owners module- Gaining a better understanding of the buying mindset and brand perception of existing owners visitors to the site	Section 3.4
8.	Investors module- Gaining a better understanding of the needs of investors and potential investors visiting the site	Section 3.5
9.	Positive, negative and exploratory feedback	Section 4

Section 1: User Groups

This section provides answers to who, when, and why visitors are using the site. It also provides the demographic and psychographic groups to analyze all other rating and responses in the webValidator™.

1. User Group: Please describe your <u>current</u> relationship with American Automanufacturer in terms of your primary vehicle.	
	Tags
1.	Owner of an American Automanufacturer vehicle
2.	Own a vehicle that is not an x vehicle
3.	Investor
4.	Member of the media/press
5.	Do not own a vehicle
6.	Other

2. User Group: Which of the following best describes your <u>primary</u> purpose for visiting this site today?	
	Tags
1.	Research for purchase or lease
2.	Access owner related information or services
3.	Learn more about American Automanufacturer as a company
4.	Just browsing/non-specific
5.	Employee or Employment related
6.	Browsing media/press information
7.	Browsing investment information
8.	Other, please specify

3. User Group: When do you plan on purchasing or leasing your next vehicle?	
	Tags
1.	Within the next 1 week
2.	Within the next 4 weeks
3.	1 - 3 months
4.	4 - 6 months
5.	7 - 12 months
6.	12 months or more
7.	Not planning on purchasing/leasing

4. User Group: Which of the following best describes you, in regards to purchasing or leasing your next vehicle?	
	Tags
1.	Exploring which vehicles to consider
2.	Have a number of vehicles that I'm considering
3.	Narrowed my choice to 2 or 3 vehicles
4.	I'm 95% sure of my decision
5.	Not planning on purchasing/leasing

5. User Group: Which American Automanufacturer brand was the primary focus of your visit today?	
	Tags
1.	AM Economy Car
2.	AM Luxury Car
3.	AM Sedan
4.	AM Japanese Sedan
5.	AM Swedish Sedan
6.	AM British Sedan
7.	AM British SUV
8.	I was interested in more than just one vehicle
9.	I was not interested in any specific brand/vehicle
10.	Other, please specify

6. User Group: How many times have you visited this site in the last 3 months?	
	Tags
1.	First time
2.	2 to 5 times
3.	6 times or more

7. User Group: Which of the following includes your age?	
	Tags
1.	Under 25
2.	25-34
3.	35-44
4.	45-54
5.	55 to 64
6.	65+
7.	Prefer not to say

8. User Group: What is your gender?	
	Tags
1.	Female
2.	Male
3.	Prefer not to say

9. User Group: In which of the following income brackets does your household income belong?	
	Tags
1.	Under \$25,000
2.	\$25,000-\$44,999
3.	\$45,000-\$64,999
4.	\$65,000-\$84,999
5.	\$85,000-\$104,999
6.	\$105,000-\$124,999
7.	\$125,000-\$144,999
8.	\$145,000-\$164,999
9.	\$165,000-\$184,999
10.	\$185,000-\$200,000
11.	More than \$200,000
12.	Prefer not to say

10. User Group: How would you rate your site experience overall?	
	Tags
1.	Very bad
2.	Bad
3.	Fair
4.	Good
5.	Very Good
6.	Outstanding

Section 2: Website Evaluator Attribute Ratings

This section delivers the relative strengths and weaknesses of the 'User Experience' within the webValidator™ strategic framework. Each attribute rating provides a benchmark to monitor change over time and questions marked SI (Sector Index) are used for industry sector comparisons.

Based on your best online experience, how would you rate www.americanautomanufacturer.com as a site that..

#	Navigation: Immediate / User Desirability		
	Attribute Keyword	Question	
1	Flexibility	...allows you to move rapidly to the information you need?	SI
2	Discovery	...enables you to find what you're looking for?	SI
3	Navigation	...is easy for you to navigate?	

Based on your best online experience, how would you rate www.americanautomanufacturer.com as a site that..

#	Content: Immediate / Site Usefulness		
	Attribute Keyword	Question	
4	Relevancy	...has content that is relevant to the purpose of your visit?	SI
5	Depth	...gives you the amount of detail you need ?	SI
6	Media: Pictures	...uses pictures effectively	

Based on your best online experience, how would you rate www.americanautomanufacturer.com as a site that..

#	Interactivity: Long term / Site Usefulness		
	Attribute Keyword	Question	
7	Self-service	...enables you to help yourself?	SI
8	Interactive Features	...has effective interactive tools?	SI
9	Contacts	...enables you to identify and contact the right people?	

Based on your best online experience, how would you rate www.americanautomanufacturer.com as a site that...

#	Motivation: Long Term / User Desirability		
	Attribute Keyword	Question	
10	Convenience	...can save you time?	SI
11	Trust	...is a reliable source that you trust?	SI
12	Value	... leaves you feeling that your time was well spent?	

Based on your best online experience, how would you rate www.americanautomanufacturer.com as a site that...

#	Adoption: Site stickiness / Loyalty		
	Attribute Keyword	Question	
13	Referral	...you would refer to others?	SI
14	Brand Image	...enhances your image of American Automanufacturer vehicles?	SI
15	Return	...encourages you to return?	

Section 3: Business Issues Module

Business Issues module solutions are powerful additions to our core webValidator™ solution, combining with the webValidator’s user groups, ratings, and open-ended questions to provide comprehensive answers to specific issues.

Section 3.0 - Bonus attribute Module

#	Content: Immediate / Site Usefulness	
	Attribute Keyword	Question
16	Media: CGA/Video	has videos or computer generated animations that enhance my online experience

Section 3.1 - Purpose of Visit Module

1. Were you able to accomplish the purpose of your visit today?	
	Tags
1.	Yes completely
2.	Yes partially
3.	No not at all

2. Why were you unable to completely accomplish the purpose of your visit today?	

3. Please describe the ease of accomplishing your task today?	
	Tags
1.	Very easy
2.	Easy
3.	Somewhat easy
4.	Difficult
5.	Very difficult

Section 3.2 Primary vehicle and segment module-visitors describe the make and segment" of their current vehicle

Qualified using section #1, question 1 tags 1,2 & 6 only

1. What is the make of your current primary vehicle?	
	Tags
1.	American Automanufacturer
2.	GM
3.	Chrysler
4.	Toyota
5.	Other? Please specify?

2: What is the year of your vehicle?	
	Tags
1.	1995 and earlier
2.	1996
3.	1997
4.	1998
5.	1999
6.	2000
7.	2001
8.	2002
9.	2003
10.	2004
11.	2005
12.	2006
13.	2007
14.	2008

3. In which segment does your primary vehicle belong?	
	Tags
1.	Sporty
2.	Compact car
3.	Mid-size car
4.	Full-size car
5.	Luxury car
6.	Pick-up
7.	SUV / CUV
8.	Minivan
9.	Full Sized Van
10.	Other, please specify

Section 3.3 - Existing Owners Module

1. Which of the following owner's services were you interested in ?	
	Tags
1.	Parts
2.	Maintenance and Service
3.	Owner's Community
4.	Customer Support
5.	Other? Please specify

Qualified using Section 3.3, Question #1, Tags 1

2. Please comment on the following statement. "I found the Parts section of the website to be useful and informative" ?	
	Tags
1.	Strongly agree
2.	Agree
3.	Somewhat Agree
4.	Disagree Why? Open-end box like other please specify
5.	Strongly disagree Why? Open-end box like other please specify

Qualified using Section 3.3, Question #1, Tags 2

3. Please comment on the following statement. "I found the Maintenance and Service section of the website to be useful and informative" ?	
	Tags
1.	Strongly agree
2.	Agree
3.	Somewhat Agree
4.	Disagree Why? Open-end box like other please specify
5.	Strongly disagree Why? Open-end box like other please specify

Qualified using Section 3.3, Question #1, Tags 3

4. Please comment on the following statement. "I found the Owner's Community section of the website to be useful and informative" ?	
	Tags
1.	Strongly agree
2.	Agree
3.	Somewhat Agree
4.	Disagree Why? Open-end box like other please specify
5.	Strongly disagree Why? Open-end box like other please specify

Qualified using Section 3.3, Question #1, Tags 4

5. Please comment on the following statement. "I found the Customer Service section of the website to be useful and informative" ?	
	Tags
1.	Strongly agree
2.	Agree
3.	Somewhat Agree
4.	Disagree Why? Open-end box like other please specify
5.	Strongly disagree Why? Open-end box like other please specify

6. Does the information presented in Owner's Services today meet your needs in accomplishing your purpose of visit?	
	Tags
1.	Yes
2.	No Why? Open-end box like other please specify

Section 3.4 New Potential Owners Module

Qualified using Section 1, Question #1, Tags #2 & Question #2, Tag #1

1. Which of the following best describes your context of visit to the ford.com website?	
	Tags
1.	Seeking general information on vehicles
2.	Viewing purchasing options
3.	Accessing owners services
4.	Seeking information on American Automanufacturer's values
5.	Seeking information on product innovations
6.	Other? Please Specify?

Qualified using Section 3.3, Question #1 Tags #1

2. For which type of vehicle were you seeking information on?	
	Tags
1.	Consumer vehicles
2.	Fleet, commercial trucks & specialty vehicles
3.	Performance vehicles
4.	Certified pre-owned vehicles
5.	Other? Please specify?

3. From the list below, please list the traits that you would use to identify Ford ? Please select all that apply.	
<input type="checkbox"/> Trustworthy	<input type="checkbox"/> Durable
<input type="checkbox"/> Innovative	<input type="checkbox"/> Fuel efficient
<input type="checkbox"/> Environmentally-friendly	<input type="checkbox"/> Reasonably priced
<input type="checkbox"/> Reliable	<input type="checkbox"/> Family oriented

4. What importance do you place on a positive website experience in the selection of a Ford vehicle for purchase or lease?	
	Tags
1.	Very important
2.	Somewhat Important
3.	Somewhat unimportant
4.	Very unimportant
5.	No opinion

5. Based on your web site visit today, which of the following best describes you?	
	Tags
1.	More likely to purchase an American Automanufacturer vehicle
2.	Continue to be likely to purchase an American Automanufacturer vehicle
3.	Continue to be unlikely to purchase an American Automanufacturer vehicle
4.	Less likely to purchase an American Automanufacturer vehicle

Section 3.5 - Investors Module

Qualified using Section 1, Question #1, Tags 3

1. Which of the following best describes your context of visit to the ford.com website?	
	Tags
1.	Current investor
2.	Potential investor
3.	Financial analyst
4.	Journalist
5.	Other? Please Specify?

2. Which of the following best describes your purpose of visit to the ford.com website today?	
	Tags
1.	Access Company Reports
2.	View Events and Announcements
3.	Seek Investment Information
4.	Verify the share price
5.	Other? Please Specify?

3. Please rate your satisfaction with the following web site features American Automanufacturer Company:	
Shareholder Information	Very Satisfied <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Very Dissatisfied
Stock Information	Very Satisfied <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Very Dissatisfied
Analyst Coverage	Very Satisfied <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Very Dissatisfied
Investment Opportunities	Very Satisfied <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Very Dissatisfied

4. Based on your web site visit today, which of the following best describes you?	
	Tags
5.	More likely to invest in American Automanufacturer Company
6.	Continue to be likely to invest in the American Automanufacturer Company
7.	Continue to be unlikely to invest in the American Automanufacturer Company
8.	Less likely to invest in the American Automanufacturer Company

Section 4: Open-ended Questions

1.	What were the most positive aspects of your experience today?
2.	What were the most negative aspects of your experience today?
3.	What could we add to the American automanufacturer.com website to serve you better?