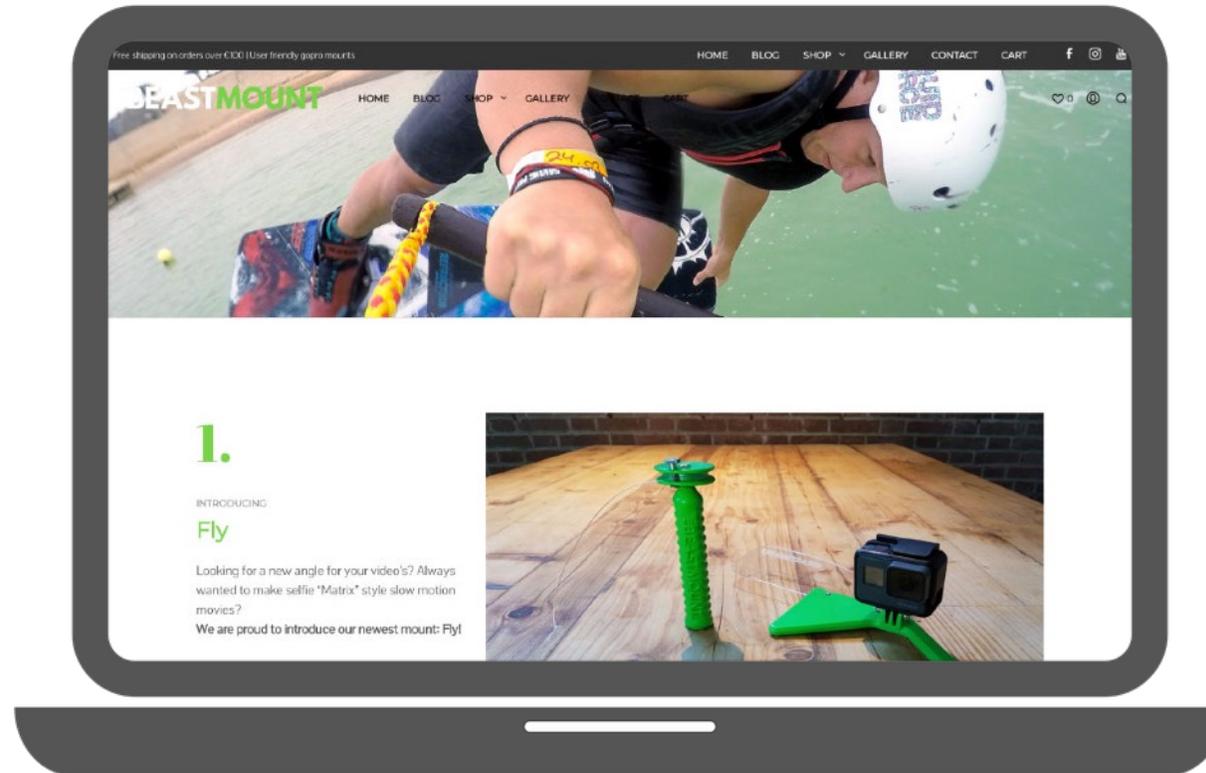


User Feedback Report



Beastmount.com | June 2018

Introduction



Hi John Doe,

Thank you for your order at UserFeedback!

This report contains the results of the feedback that you've requested for the website 'beastmount.com' on 24 June 2018.

Regards,

Theo van der Zee



You've indicated that your goal is to 'Reduce the bounce rate' and wanted feedback from 10 people.

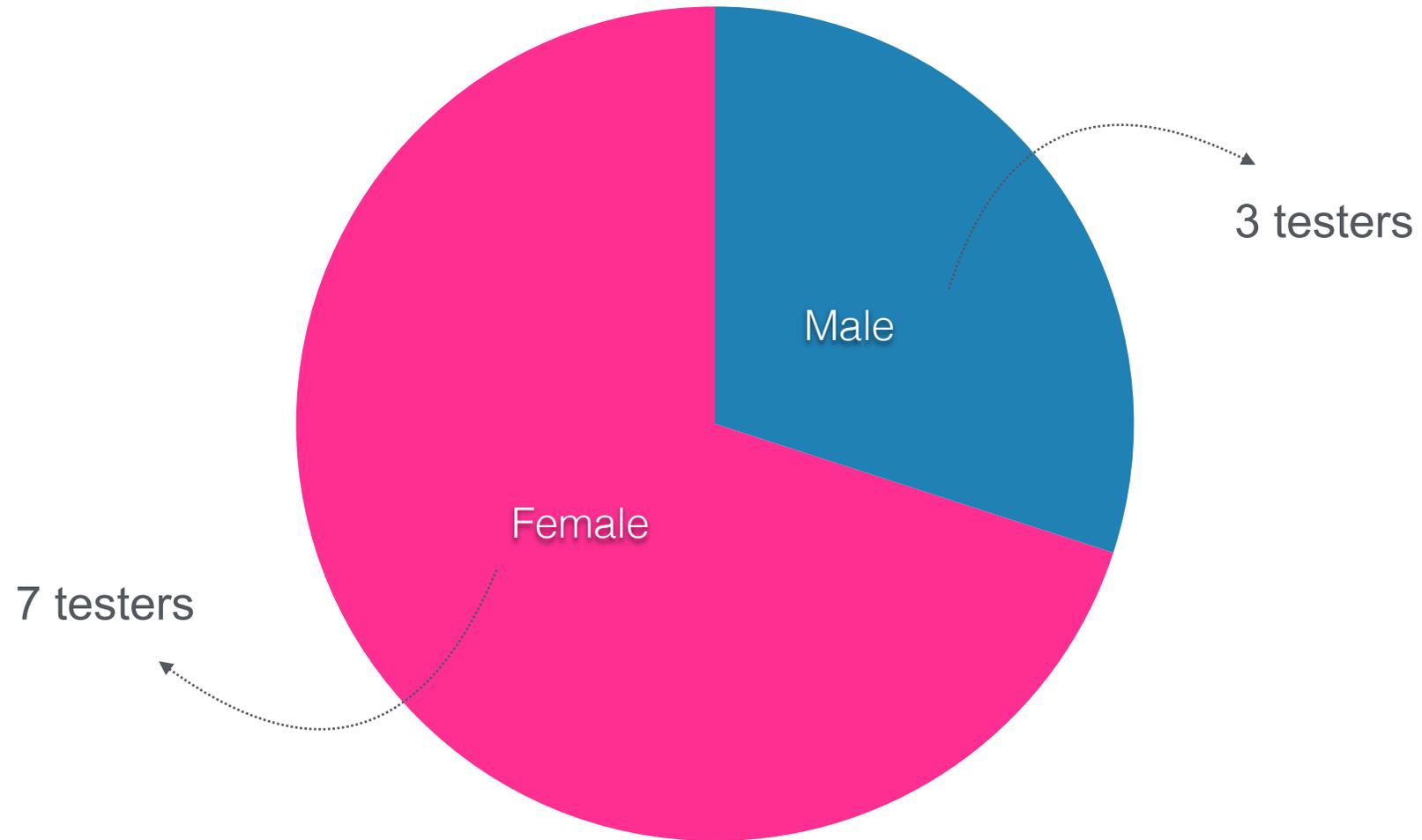
We've recruited the testers for you and asked them the following questions:

- What's your first impression of this page?
- Does the page look trustworthy or not? Why?
- How would you improve the page?
- What confused you most about this page? Why?
- What should be added or removed to make this page more clear? Why?

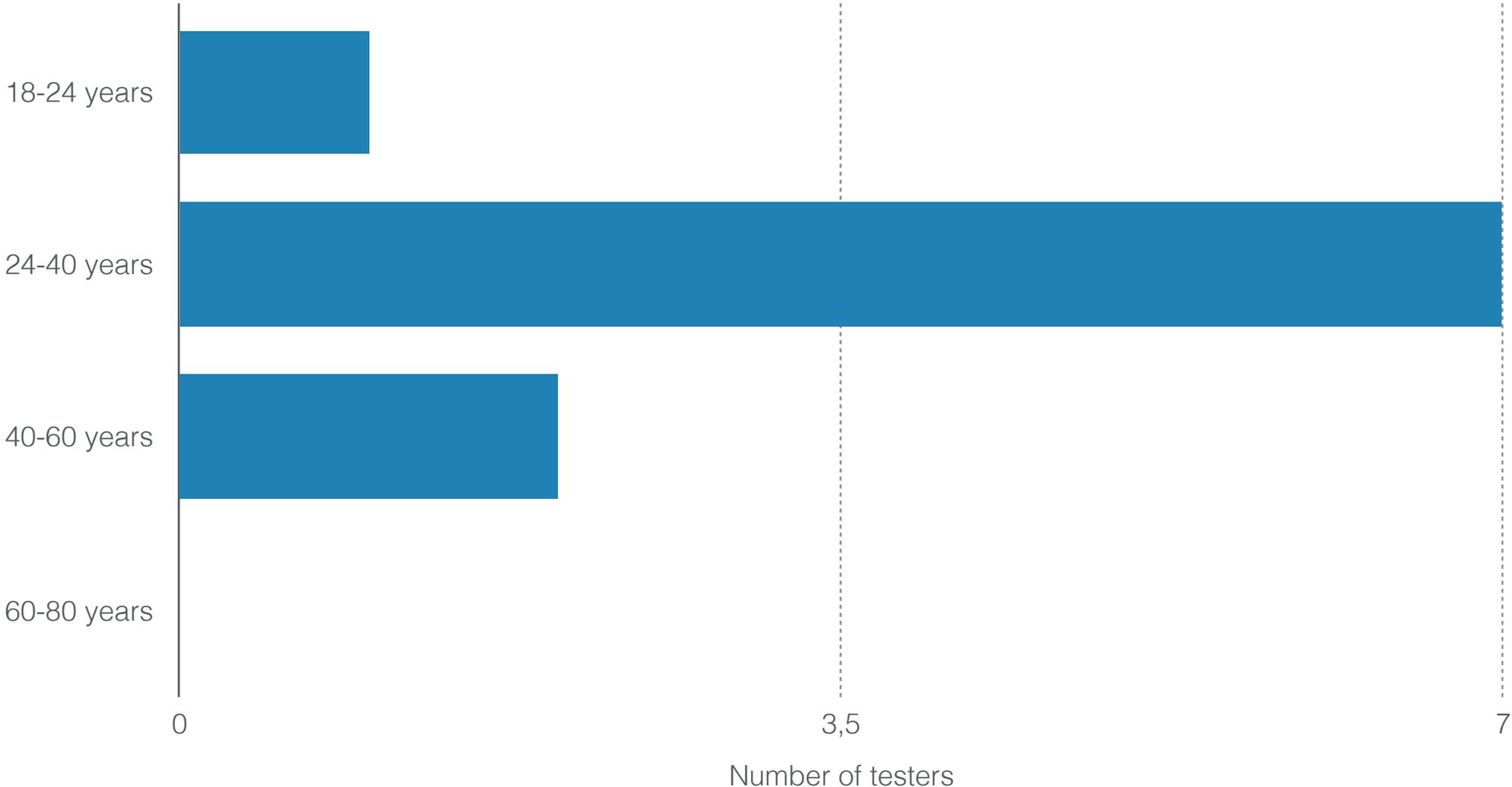
No specific demographics were selected by you for this test.

Demographics

Gender



Age



Results

What's your first impression of this page? (1/2)



Most impressed in this website is images. Whatever in this pages it is posted in the front pages so it is easy to understand.

I wasn't sure what the title of the website was as "BeastMount" is difficult to read with that background. The headings are all a bit challenging to read/see because of the image behind it. Also, the background image doesn't appear to be high quality.

I thought the page was really neat. I love the color green that is used. I also like the very clear, and up close pictures of the designs.

I was confused at first what it was covering until I scrolled down and saw it was more towards kite surfing vs just water sports.

I like it. It as a nice clean design, one can find all the information you need about the product and how to buy it. It also has a blog and all the contact information in case you need help.

What's your first impression of this page? (2/2)



The page felt chaotic and didn't seem to be put together very well.

The site looks okay but does not stand out from many others. The white background with black text is a bit dull. I would like to see more images of the product actually being used.

The first impression is that it comes off like a kickstarter page instead of like a polished business with an established product. The page overall feels/seems "tentative."

That this page has something to do with action-oriented sporting but I can't really tell what it's about when I first look at it.

It is an activity page. It seems like it offers entertainment.

Does the page look trustworthy or not? Why?



Does the page look trustworthy or not? Why? (1/2)



Yes, it is easily trustable. There is more social network profiles available like Instagram, Facebook, Youtube.

No, it doesn't look trustworthy. There's no SSL Certificate or padlock on it, nor is there a "Secure and Verified" seal.

Yes it does, because it has lots of contact information names and an address.

It apparent trust worthy but I would not put any payment info because there is no protection. and it is not a secure site.

It looks trusty, mostly because I can find the company location address and a phone number.

Does the page look trustworthy or not? Why? (2/2)



It didn't really look trustworthy because it looked amateurish and unprofessional. It made me feel like the products sold might not be that great either.

Yes because it looks like there was a lot of time spent designing the site and the images all seem to be high quality.

No, it feels like it's just getting going. It does not feel like its established yet.

No. While the design appears to be professionally done, I get a warning that the site is not secure.

Yes, it looks very trustworthy, from the details and the way it is structured.

How would you improve the page? (1/2)



Add some more information about that website. We need to know the reviews of this product.

I would either change the color of the text in the banner, or move everything to the header section. You don't need to have "Home, Blog, Shop, Gallery, Contact or Cart" appear on their twice. It's redundant. I would also adjust the size of the photo by Section 1. Then the text will be visible when you first open the page, instead of having to scroll down to see what the product is.

I would add a Facebook page also, if there is one.

Make it a secure site and allow for Paypal payment.

I will add an customer review page, this way future clients can make an idea bout you products and will also will make the website more legit.

How would you improve the page? (2/2)



I would display the prices of each product on the page. I would also make the photos of each product smaller. If someone wants to see a larger image, they could click on it to enlarge it. I would change the font, which looks clumsy.

I would make it more clear what the product is and why I need it. I would also add more attention grabbing elements to the page.

As a potential client, I don't see myself in the ad. Who is using this? Video marketers? Youtubers? Why aren't they featured. Millennials? I just don't feel pulled in.

Place a condensed version of information under "1. Fly" on the page heading image.

I feel like there is nothing much to do with it, it is a very good one, it is well structured, has all the required information and nothing seems to go wrong.

What confused you most about this page? Why? (1/2)



I confused about the products only, below of the url, the same information contains.

What this page is even for was my first challenge. If there was a video or something up front to show what a BeastMount is, instead of a picture at an odd angle of a guy skateboarding, no, waterskiing, no, surfing? It's a bit confusing.

Nothing confused me, it looked like a pretty simple website.

The name was confusing at first until I realized what it was indication.

I didn't find anything confusing about you web page.

What confused you most about this page? Why? (2/2)



When I first looked at the page I was confused about what the company was actually selling. The fact that they're selling go pro mounts is only displayed in tiny font on the top left of the page.

What the product actually does and why it is so much better than other similar products. I feel that this was not very clearly explained on the page.

Nothing. The product looks pretty straight-forward. There is clearly a market for the product but its not really enhanced on the page.

I see a close-up of someone playing a sport, but I don't know which one, and I don't know how relevant the sport is to the purpose of the page.

The activities maybe because I am not a very adventurous person but I'll definitely recommend it to my group of friends.

What should be added or removed to make this page more clear? Why? (1/2)



Removed repeated informations, it is confused much, that's it.

I would again remove the the second heading in the banner. You only need those to appear once in the header. I would move the logo up to the header as well. I would either change the banner image to something a bit easier to determine what the individual is doing, or place a video there instead of someone using a BeastMount. I would also decrease the size of the photo below the banner, and then arrange the text so it's easy to see and read when you first open the site. Finally, make it a secured site. People are more likely to shop on it if it meets the security standards.

I just think maybe a background color may be added, just so it doesn't look bland.

Add a smaller title or a subtitle under the title to make it clearer what the site entails, also add a shopping cart spot.

I will add an customer review page.

What should be added or removed to make this page more clear? Why? (2/2)



There are typos on the page which need to be corrected. Punctuation needs to be improved. Grammatical errors like "your" instead of "you're" need to be fixed.

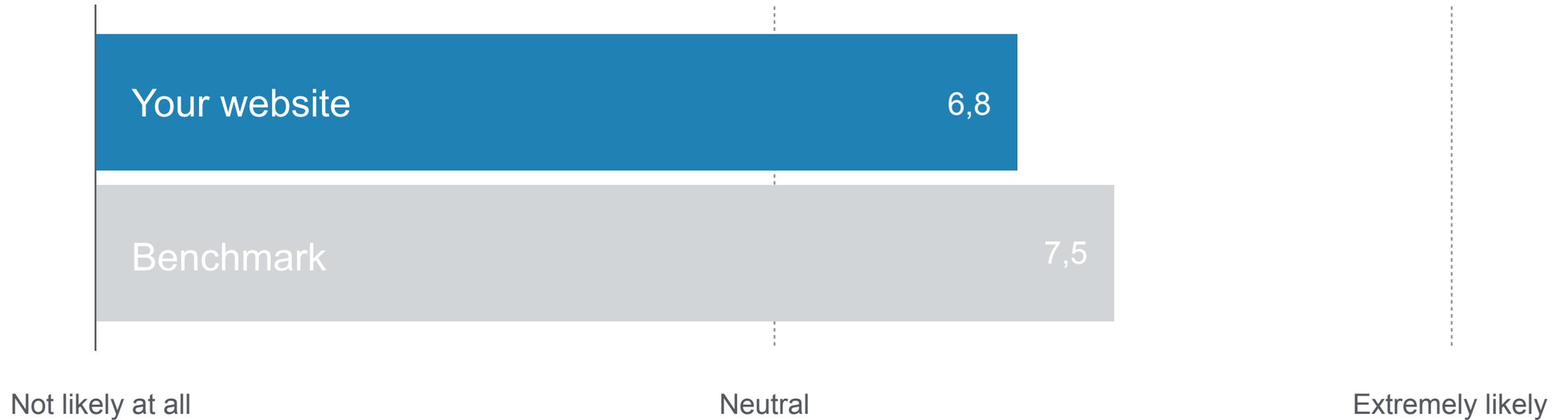
I would add an image of the product in use right at the top so people know exactly what they are looking at when they come to the site.

I would put the target market within the ad and not so much put so many of these kickstarter like photos up. I would also put lots of reviews up from clients for social proof.

Place a quick explanatory statement somewhere on the large image, such as "For all your XYZ needs" so that people like me would know what this page is about relatively quickly (or something akin to the information under question, "How would you improve this page?").

Some more pictures maybe, that will be even clarified with captions with information.

How likely are you to recommend this website to a colleague or friend?



Conclusion



We hope the feedback has been valuable to you and will help you to achieve the goal that you have selected.

At UserFeedback, we're always looking for ways to improve our product. Let us know if you have any input that we can use to make it better!

If, however, the feedback has unfortunately not met your needs, please reach out to us and we'll refund your payment as soon as possible.

You can reach us at: info@userfeedback.com