

IX. Debriefing

The following questions are designed to conclude the testing session and are given from the moderator to the tester.

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| What do you think of your first experience with the site? | Not too good. Site looks good but there are some functionality issues |
| What was the most useful aspects of the site? | Layout makes it easy to use |
| What aspects of the site were ineffective? | Advertising, lots of products missing pictures Can't see the product I want to purchase |
| What improvements do you suggest for the site? | Improve functionality and enhance advertising. |