

Here are the results from your feedback requests associated with this site.

On Dec 08, 2012 08:44AM

You Asked:

Hello, I'm collecting some feedback on my website's new design. Your response will help me know if this design and layout is giving the right messages and hopefully get me more customers.



1. What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)
2. Who do you think the intended audience is?
3. How did you find the layout of the site? Clear? Understandable? Readable? Etc?
4. What aspect of the site confused you?
5. What would encourage you to return to this site in the future?
6. If you could change something on the site, whether it is major or minor, what would be at the top of the TODO list?

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1. The site is a domain for a web designer. It is both informative and trying to sell their services. 1
 2. The intended audience is anyone looking to have a site designed for them, whether for a business or personal use, especially if the client is interested in their site being compatible with mobile devices.
 3. It's a straightforward site with enough menu options at the top to quickly access any information the customer would like to know about int3c and their services.
 4. The twitter section seems odd on the website as it doesn't strike me as a company or entity I would follow on Twitter.
 5. The many links about Drupal's capabilities and the portfolio of past websites they've created or worked on both interest me when considering if I will return to this website.
 6. I would not keep the two-column alignment on every page, and especially not on the front page. I think it makes the website look slightly cluttered.

Chrome 23 (Windows)
Ypsilanti, Michigan, United States
Review time: 8 mins, 42 secs

[Reject this response](#)

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1. The purpose of the site is to sell the service of designing other internet sites (web design). 2
 2. Their clients are mostly online businesses or special interest websites.
 3. I thought everything was clear and easy to read. I was able to quickly find their Portfolio and Services, and the main page had a good introductory description of the company's purpose.
 4. I was a little confused about all the references to "Drupal" and what the relationship is between INT3CH and Drupal.
 5. The websites they have in their Portfolio all look pretty good, so if I needed a website designed, I would definitely consider coming to this site.
 6. The layout on the site feels a little dated and uninspired, it could be a little more sleek.

Chrome 23 (MacOS)
United States
Review time: 10 mins, 28 secs

[Reject this response](#)

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- 1 - Selling web site design. 3
 - 2 - Customers who want/need a web site designed.
 - 3 - Yes - the layout is nice. The static menu on the left is nice as I navigate pages; although I feel it takes up too much real-

estate (width - too wide) only to display your graphic buttons. Shrink the graphics and menu width and provide more space for the targeted content in the main section.

4 - Under portfolio I don't like the main topic pointing out Drupal. I came to see your portfolio of sites - not a page describing your 'Technology'.

5 - If I were interested in teh blog I might revisit. Even if I found the dite and hired to build my site I would probably enjoy my site upon completion... but then why would I revisit unless I needed additional services?

6 - I see marks email on each page but I would make it more prominent by including it as normal black text someplace where I'm not confused by the passport stamp concept. Contact us page should have phone and email at top - above form. I want to contact you now - not wait for a response to a web form..

Internet Explorer 9 (Windows)

Pinconning, Michigan, United States

Review time: 14 mins, 45 secs

[Reject this response](#)

1)You create efficient and cost effective web sites by using open source technology.

4

2)I think tghe inetended audience is primarily those who need educational or multilingual web sites.

3)Your web site is clear. It does not have too much information or too little. There is no clutter.

4) I searched your web site to find anything that could be confusing but I did not find anything that would be considered confusing.

5) If I knew how the prices compared to other web designers I may return. This site gives the impression that you are unique in how you build web sites. I would need to get a quote to have a price to compare with.

6) I think what I would like to see is a breakdown or chart showing the differences between Drupal, javascript,node, etc. What make Drupal a better platform? What are the differences? Why choose a site that uses Drupal rather than html? This would be essential to add. It was one of the first questions that came to my mind.

Internet Explorer 9 (Windows)

Kingwood, Texas, United States

Review time: 12 mins, 49 secs

[Reject this response](#)

1. int3c.com sells website designing and development services.

5

2. I think the intended audience is anyone looking for a professional website to be designed.

3. The layout of this site is very professional. It's very easy to understand.

4. Nothing on this site confused me.

5. I'd be encouraged to return to this site if I felt confident my needs were your top priority. For instance, if I got a quote, I'd be more encouraged to return knowing that I could contact one person and that individual would act as my representative. Rather than emailing a general mailbox, I'd be much happier if I could have the experience personalized.

6. I'd add more social networking options, but make them minimal. For instance, I'd make the trending tweets section smaller.

Chrome 23 (Windows)

York, Pennsylvania, United States

Review time: 4 mins, 24 secs

[Reject this response](#)

1. What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc) this site is a web designing site.

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2. Who do you think the intended audience is? small businesses.

3. How did you find the layout of the site? Clear? Understandable? Readable? Etc? No, i like the layout. It's simple to navigate through and easy to understand.

4. What aspect of the site confused you? nothing confuses me. Its very clear on what you guys do.

5. What would encourage you to return to this site in the future? I like the fact that it looks professional.

6. If you could change something on the site, whether it is major or minor, what would be at the top of the TODO list? I would just add a video explaining all the things the company offer.

Chrome 23 (Windows)
Claremont, California, United States
Review time: 2 mins, 24 secs

Reject this response

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- 1.I think the purpose of this site is to provide people with custom web design and web development services. This site is offering there services for a fee. It is also very informative. 7
 - 2.I think the intended audience this site is going after is web site creators, and web designers. People that want to get there website looking professional.
 - 3.I found the layout of this site very easy to navigate. It is very informative on what they do. I can easily read all of the text provided. It is also very easy to understand what services they provide, and seem very professional.
 - 4.The only aspect of this site that I found confusing is some of the tools that they use. Some examples of this is Drupal,node.js, and ruby on rails. I have never heard of such things. I think of myself as tech savey so I can not believe I have never heard of these things.
 - 5.The thing that would encourage me to return to this site is that this site and company seem to be very legit. If I ever need help on building a web site I would definitely consider this site. They are very appealing in what they offer.
 - 6.If I could change something on this site it would have to be the format and display. I think that this site could be very out going and provide a very different approach to how users view the site. I am thinking they could use a java based interface to navigate the site. I think it would make the site even more appealing than it already is.

Chrome 23 (Windows)
Dayton, Ohio, United States
Review time: 18 mins, 18 secs

Reject this response

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1. The purpose of this site is to build websites. It uses Drupal which is an open source content management platform, which is used by many web sites to build robust and good looking web sites. 8
 2. The intended audience is people who want to have a web site but do not want (or do not have the expertise) to build it themselves.
 3. I found the web site easy to navigate, and logically laid out. The only thing I could not find was an estimate of the cost. I would have liked to get an idea of how much it costs without contacting someone. I can see this being shown as a sample. Say a web site with 1 page costs this, a web site with 4 pages costs this. Just an approximation to give a reader a general idea.
 4. Nothing was confusing, examples and blogs were very useful.
 5. If I knew the cost range, I would be definitely coming back and referring people. Just the other day someone asked me to recommend someone who can rebuild an out-of-date web site. This sounds perfect, but without providing a price range I am not sure my recommendation would be complete.
 6. As I mentioned earlier a price range. One neat thing if you could do would be for someone to select a sample and give a price range. It does not have to be exact, just a ball park. Are we talking 100s or 1000s of dollars. That type of thing. The person could select a sample with the type of navigation available or perhaps if has or does not have a shopping cart. Where it supports mobile or not. I would have them drag these feature and to then have a range of costs pop up. I think this would cause a lot more people to contact you for additional details. I think this would work - especially if you made it clear it is a general estimate not an exact quote.

Chrome 24 (Linux)
Dracut, Massachusetts, United States
Review time: 13 mins, 37 secs

Reject this response

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1. This site is intending to sell a service which is designing and building websites. 9
 2. I believe the intended audience is very broad. The name is called International Cross-Cultural Consulting so this implies global. The page also mentions why customers of the businesses they design a site for like certain things so I believe the audience is basically businesses all over the world.
 3. The layout is set-up the way it should be with different sections of information. It is very clear and readable and I like the occasional instances of informality.
 4. The site is not confusing. It is pretty helpful actually. It even describes the technology used to complete the work they do. I don't see that on most similar sites.
 5. I believe that I feel common ground with these people in that I feel like they are really speaking to me when I read their page. This example here is what I mean:

We think pretty stuff makes your customers happier and keeps them active, coming back and paying.
We think mobile matters too since the web is now where you are. So we make sites look good on phones and tablets.

It is casual, which makes me feel comfortable. This would encourage me to return to this site.

6. I am one who believes instead of just stating that someone can get a free quote that at least a general price range is provided. I think some people don't even necessarily want to make an effort unless they see a range they like right away.

Chrome 23 (Windows)
Coatesville, Pennsylvania, United States
Review time: 22 mins, 50 secs

[Reject this response](#)

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1. Offering web site design services for sale.
 2. Businesses and organizations with an international market or clientele.
 3. The layout is very clear. I especially like the wide margins. The design element of the addresses (passport stamps) is attractive, but it is quite large and might be a bit overpowering to the addresses themselves.
 4. What is INT3C and what is Drupal? The name of the site is INT3C but all the reviews and testimonials are about Drupal.
 5. If I had an international business or organization and needed to update our site.
 6. I would add an option to pause the slide show. Slide shows can be a big distraction.

10

Firefox 17 (Windows)
Herndon, Virginia, United States
Review time: 7 mins, 57 secs

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