

Appendix A – Questionnaire - easy of learning

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Does the organization of the interface elements (menus, bottons, texts) makes the website easy to learn?							

Appendix B – Questionnaire - navigation

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is the switching between website pages easy? [Lin et al.1997]							
Are maps provided, allowing you to visualize the paths to follow?							

Appendix C – Questionnaire - coherent buttons

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (5)
Does the image or text on the buttons are according to the functionality they execute?							

Appendix D – Questionnaire - coherent menus

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Does it require just one action to return to the top-level menu and are some steps to select menu items or access key available for this?							
Is the current position provided in the menu structure? [Lin et al 1997]							

Appendix G – Questionnaire - failure handling

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Does the website provide error messages that clearly say how to fix the problems?							
Does the site make sure that the user can easily get out of an undesirable state? [Perlman 1997]							
Are errors shown in real time? [Granollers 2018]							
Is “automatic saving” implemented? [Granollers 2018]							
Does the website respond well to external failures? (Power cut, internet does not work, among others) [Granollers 2018]							

Appendix H – Questionnaire - use satisfaction

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(5)	Strongly agree (7)
Are you satisfied with the website and would you recommend it to a friend? [Lund 2001]							
Is it pleasant if you need to use this website frequently?							

Appendix I – Questionnaire - usefulness

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is the system useful and helps you to be productive?							
Does the website give me more control over the activities you need to do? [Lund 2001]							
Does the website have all the functions and capabilities that you expected, and are the functions well integrated? [Lewis, J. R, 1993]							

Appendix J – Questionnaire - visibility of system status

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is the conclusion of processing indicated? [Lin et al 1997]							
Does the user always know where he is located (title page or section) when browsing the website? [Granollers 2018]							
Has the user feedback on the process the site is doing? [Granollers 2018]							

Appendix K – Questionnaire - screen (pages)

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is the page orientation consistent? (refers to horizontal / vertical scrolling) [Lin et al 1997]							
Is the website content consistent in terms of text, organization, colors, fonts and buttons? [Hendradjava and Praptini, 2015]							
Is the amount of information on the website pages reasonable?							

Appendix L – Questionnaire - the colors and fonts of the pages

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Are the fonts adequately sized and contrasting with the background? [Granollers 2018]							
Do the images or background patterns allow the content to be read? [Granollers 2018]							

Appendix M – Questionnaire - back button

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Does most of the pages in the website allow the users to return to pages previously visited?							

Appendix N – Questionnaire - visible focus

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is the cursor position visible on data entry forms?							

Appendix O – Questionnaire - company information

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Are the company name, address, e-mail, phone number present on the website?							

Appendix P – Questionnaire - company reputation

Questions	Below of 2 Strongly disagree (1)	Between 2 and 3.99 (2)	Between 4 and 4.99 (3)	Between 5 and 6.99 (4)	Between 7 and 7.99 (5)	Between 8 and 8.99 (6)	Above of 9 Strongly agree (7)
What is the company's reputation score on ReclameAqui?							
What is the company's reputation score on e-bit?							

Appendix Q – Questionnaire - privacy policies

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Does the website inform users about the use of cookies?							
Are the privacy policies visible on the website?							

Appendix R – Questionnaire - customer opinions

Questions	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Do reviews from customers who have purchased on this site affect your trust in it?							
Do the reviews of customers who bought on this website impact your confidence in it?							

Appendix S – Questionnaire – pleasure

Question	Strongly disagree (1)	(2)	(3)	Neither agree nor disagree(4)	(5)	(6)	Strongly agree (7)
Is it a pleasure to use the website and its interface?							

Appendix T - Questionnaire about padlock

Question	Yes	No
Is there a lock on the left side of the website address bar?		