

## key opinion metrics december 1st, 2001 | january 15th, 2001

number of ratings by user experience (total: 100):

20

excellent very good satisfactory

fair poor

182	IJУ	usei	experience	(loldi:
		20		
		20		
		20		
		20		

1mn

49

15

36

3mn

52

12

36

creative approach: memorable beleivable persuasive					excellent very good satisfactory fair poor		easy access of the information
*					<b>«««</b> user experience	•	learning curve
m=memorable b=beleivable p=persuasive		m	b	р	rien		time
% of total positive ratings		84	93	82	се		% of total positive ratings
% of total neutral ratings		16	00	18			% of total neutral ratings
% of total negative ratings		00	07	00			% of total negative ratings

product/services:				excellent
				very good
perception				satisfactory
explanation				fair
uniqueness				poor
*				<b>«««</b> user experience
p=perception e=explanation u=uniqueness	р	е	u	rien
% of total positive ratings	78	69	91	Ce
% of total neutral ratings	6	8	09	
% of total negative ratings	16	23	00	

navigation system							excellent
							very good
× · · · · · · · · · · · · · · · · · · ·							satisfactory
							fair
							poor
learning curve	<u>م</u>				- <b>(</b>	•	<b>‹‹‹</b> user experience
time	1mn	3mn	5mn	8mn	10mn	15mn	rien
% of total positive ratings	58	60	72	74	88	96	Ce
% of total neutral ratings	13	12	6	08	02	00	
% of total negative ratings	29	28	22	18	10	04	

## site opinion index - page 3

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