

VisAWI-S - Visual Aesthetics of Websites Inventory: Short version

Please judge the present website according to the following statements on a scale ranging from 1 (strongly disagree) to 7 (strongly agree), thank you very much!

| | <i>Strongly disagree</i> | <i>Disagree</i> | <i>Somewhat disagree</i> | <i>Neither agree nor disagree</i> | <i>Somewhat agree</i> | <i>Agree</i> | <i>Strongly agree</i> |
|--|------------------------------|-----------------|------------------------------|---|---------------------------|--------------|---------------------------|
| 1. Everything goes together on this site. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 2. The layout is pleasantly varied. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 3. The color composition is attractive. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 4. The layout appears professionally designed. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

Reference for the VisAWI-S, the short version of the Visual Aesthetics of Websites Inventory: Moshagen, M. & Thielsch, M. T. (2013). A short version of the visual aesthetics of websites inventory. *Behaviour & Information Technology*, 32 (12), 1305-1311. Further information: www.VisAWI.de