

VisAWI - Visual Aesthetics of Websites Inventory

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!

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. The layout appears too dense.	①	②	③	④	⑤	⑥	⑦
2. The layout is easy to grasp.	①	②	③	④	⑤	⑥	⑦
3. The layout appears well structured.	①	②	③	④	⑤	⑥	⑦
4. The site appears patchy.	①	②	③	④	⑤	⑥	⑦
5. Everything goes together on this site.	①	②	③	④	⑤	⑥	⑦
6. The design is uninteresting.	①	②	③	④	⑤	⑥	⑦
7. The layout is inventive.	①	②	③	④	⑤	⑥	⑦
8. The design appears uninspired.	①	②	③	④	⑤	⑥	⑦
9. The layout appears dynamic.	①	②	③	④	⑤	⑥	⑦
10. The layout is pleasantly varied.	①	②	③	④	⑤	⑥	⑦
11. The color composition is attractive.	①	②	③	④	⑤	⑥	⑦
12. The colors do not match.	①	②	③	④	⑤	⑥	⑦
13. The choice of colors is botched.	①	②	③	④	⑤	⑥	⑦
14. The colors are appealing.	①	②	③	④	⑤	⑥	⑦
15. The layout appears professionally designed.	①	②	③	④	⑤	⑥	⑦
16. The layout is not up-to-date.	①	②	③	④	⑤	⑥	⑦
17. The site is designed with care.	①	②	③	④	⑤	⑥	⑦
18. The design of the site lacks a concept.	①	②	③	④	⑤	⑥	⑦