



## General Information

Company name: Fantasy Cotton S.R.L.  
Address: Sebastian Barranca 603, La Victoria, Lima  
Product: Garments  
Date of visit: 27.04.2001  
Persons interviewed : Jorge Germana (General Manager), Alex Landauro  
(Marketing Manager), Oscar Flores (Plant Manager)  
ALA/93/57 Project Personnel: Rafael Medina and Paul Vela

## Website visit and comments

Before navigating the web site, we explained the reason for our visit and the program to be followed –in other words, the in situ evaluation of our arrival at the web site and its impact on our customers and comments thereon. At the company manager's request, a photocopy was made of the survey so that it can be used as a model when they develop their own web site and want to evaluate its effect on their customers.

The persons interviewed are highly computer-literate.

The computer characteristics were: Pentium I – 166 MHZ with a 56 Kbps modem.

The first words clicked on were "Who do we support?", then the interviewees scrolled down to click on "Export Peru Program," afterwards moving to the end of the web site to find application files for downloading. They closely examined the information requested in the application to see how the form should be filled out and commented that only the fields to be completed should be activated and that the rest of the text where opinions cannot be altered should not be highlighted or in bold characters. They



then returned to the home page and on to the sector they were interested in: Garments. In that sector, they asked why the section “Future activities” on the right-hand side had been left empty and the answer that was given was that our Project was in the process of closing down.

Both of the interviewees were then handed the questionnaire.

Survey findings (Scores from 1 to 10)

- The following scores were given: precise 8, tedious 1, entertaining 1, useful 8, interesting 7, user friendly 7. On average, it was ACCEPTABLE, a good result in general.
- Ease in finding information was rated 8, Very easy.
- Language quality received an 8.
- Frustration in navigating the web site was rated 1, Very little.
- Ease in finding what is looked scored 5.
- The ratings were as follows for: Believable 10, boring 4, concise 8, easy to use 8, attractive 2, fun 1, frustrating 1, useful 9, and unpleasant 1. These results were satisfactory.
- Tiredness after navigating the web site was rated 4, Not tired.
- The result of the reading of the text was 8, Very easy to read.
- Concentration needed to find information scored 2, Not difficult at all.



- Availability of information about the subject of interest was rated , Fair, needs to be completed.
- Confusion in navigating the web site scored 1, Not at all confusing.

### Company – Activities

Attached hereto is the company's file card listing the activities in which it has participated.

### Recommendations

Files or requests for technical assistance should be downloaded by opening another screen that has been minimized, thus forcing the user to continue reading the instructions until the entire file has been downloaded to his or her computer.

Lima, 27 April 2001