

There are certain broad areas in which any website must perform well in order to effectively meet the needs of its owners and its consumers. The preceding pages used a numerical rating scale to indicate how the [-----] website performs in key areas such as quality of design, ease of navigation, effective use of technology, responsiveness, and so on. As our team reviewed your site for the purpose of rating those key areas, they also made note of their impressions, both general and specific, and some of those

be highly desirable. Also, research into the ways in which these types of products are purchased might yield more powerful approaches, such as parameter-based searches, or use/need context-based searches; rather than the simple product category taxonomy used today.

8. "Search" in general gets mixed results. A search on "ADA" resulted in numerous "hits," but the first ("most relevant") link was a dead link. Although it's bad that we were linked to a page that no longer exists, it's good that the site then automatically took us back to the home page. On the other hand, a search on "Race Chairs" took us to links to highly relevant pages, containing articles on wheelchair racing, and relevant and appropriate product information.

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