

# **OEM Website Audit Report**

## **Appendix C12 Kia Summary Table.pdf**

August 2006

### Segment 1: Ease of Use, Accessibility, and Website Navigation

Kia Auditors	1.1				1.2				1.3				1.3a				1.4				1.5				1.6				
	Yes	No	Ranking	NA	Yes	No	Ranking	NA	Yes	No	Ranking	NA	Yes	No	Ranking	NA	Yes	No	Ranking	NA	Yes	No	Ranking	NA	Yes	No	Ranking	NA	
Kia_Auditor 9	X		5		X		5		X		5		X		5		X		1			X		1				B	X
Kia_Auditor 6	X		4		X		3		X		5			X	B			X	5		X						1	B	
<b>Total</b>	2				2				2				1	1			1	1			1	1						2	
<b>Average</b>			4.5				4				5				5				3				1				1		

**\* Note: The rankings range from 1 (poor) to 5 (excellent). An entry of "B" indicates that the auditor did not provide a response.**

Question 1.1: Does the website provide users with a description of the minimum computer hardware and software needed by the user to access that OEM's information (e.g., computer processor speed and operating system software)? This description or a link to it should appear when users first log on to the homepage of the OEM's website.

Question 1.2: Did the website allow you to search the OEM website by various topics including but not limited to model, model year, key words or phrases, etc.?

Question 1.3: Did the website provide accessibility using common, readily available software and shall not require the use of proprietary software, hardware, viewers, or browsers?

Question 1.3a: Did the OEM website provide hyperlinks to any plug-ins, viewers or browsers (e.g., Adobe Acrobat or Netscape) needed to access the OEM website?

Question 1.4: Did you have any difficulty connecting to the website?

Question 1.5: Were you able to navigate the website without returning to the OEM service information home page or a search engine in order to access a different portion of the site?

Question 1.6: If you were a first time user, does the website involve a waiting period for registration to receive a password, PIN code, or some other approval (such as PayPal)?









