



# SiteMorse™ research identifies the 2004 online Christmas winners

SiteMorse Technologies, November 30, 2004

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*Amazon.co.uk rank highest with best user experience Next and Topshop are named the best performing UK retail brand websites*

PR9.NET November 30, 2004 - London, SiteMorse™, the leading automated website diagnostic service, today announces the publication of research, commissioned by NMQA ([www.nmqa.com](http://www.nmqa.com)), an independent specialist testing consultancy, to rank the performance and user experience of the top 20 retail brand websites.

With 52 per cent of households in the UK (12.8 million) having internet access this year, compared with just nine per cent (2.2 million) in 1998\*, this festive season looks set to see the biggest growth in online transactions to date. The increase in internet usage has prompted NMQA to commission SiteMorse™ to identify which retailers are ready for the online Christmas rush.

The SiteMorse™ research study examined the top 20 sites for a fixed seven day period, at 15 minute intervals and tested the homepages of each site for response time and errors, two factors which will determine whether a user will choose to shop on a particular website.

The results showed:

- Amazon.co.uk came top with 100 per cent availability and usability
- Toys R Us ([www.toysrus.co.uk](http://www.toysrus.co.uk)) was second with 100 per cent availability but 99.75 per cent usability
- The least usable website was [www.asda.com](http://www.asda.com), which each time tested, failed to meet the basic standard

The criteria set by SiteMorse™ is for the front page of each site to respond within 1.5 seconds to a request, and to have a download speed greater than five kilobytes per second. This testing equates to the minimum response time expected by an average user.

The good news is that all the top 20 sites tested were available for 98 per cent of the duration of the test. However the testing also revealed that although the site availability was good, there were problems in the number of errors which occurred on the available pages. One example was found on [www.debenhams.com](http://www.debenhams.com) where a window that should have displayed images of items for sale, was in fact blank.

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## About NMQA

NMQA have been operating for 5 years, providing testing solutions to our clients that minimise risk, control costs and reduce time to market for their business critical systems.

NMQA are an independent specialist software testing company, our services include Consulting, Recruitment and Managed Testing Services. 80% of our business is via referrals, or repeat business from our clients.

NMQA provide services covering the complete project lifecycle from defining test strategies and planning, then system, integration and functional testing through to performance testing, configuration/build management and disaster recovery.

We boast an excellent history of delivery and execution of testing services to many blue chip clients. Our clients include major organisations from most industry sectors, including Finance, Retail, Telecommunications, E- and M-commerce, Energy and the Public Sector.

## About SiteMorse Technologies

SiteMorse technology can provide detailed diagnostic reports for websites, on function and performance, HTML compliance checking, availability monitoring, brand, corporate and company compliance and accessibility testing.

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