

# RE/**Feedback**

Report for bitrix24.eu website

# Get Ready for some **Feedback!**

*“We all need people who will give us feedback. That’s how we improve.”*

**– Bill Gates**

*“Feedback is the breakfast of champions.”*

**– Ken Blanchard**

# Purpose of this report

**Test desktop version of bitrix24.eu** to see how attractive and clear is to users based on:

- trust
- visuals
- information architecture
- understanding website offer

Test was combined on **100 representative sample English speaking testers** from US & UK on their laptop / desktop devices with webcam eye-tracking.

**Additionally** we've analyzed page speed based on Google PageSpeed to detect possible Bounce Rate issues connected to technical side of website.

# Steps

1. 5-second test with eye-tracking
2. Follow up survey
3. Free website browsing (30-45 seconds)
4. Follow up survey (same questions + NPS + comments)
5. Google Speed Website test

# Website

Your company.  
United.

Free. Unlimited. Online.

REGISTER FREE

avg. fold line

## What is Bitrix24?



COMMUNICATIONS



TASKS AND PROJECTS



CRM



CONTACT CENTER



WEBSITES

## Communications

Your company. United.

Activity stream, group chat, calendars,



# Website

Bitrix24®

TOOL PRICING ON-PREMISE SOLUTIONS PARTNERS APPS BLOG SUPPORT

Home

## Your company. United.

Free. Unlimited. Online.

[REGISTER FREE](#)

### What is Bitrix24?

COMMUNICATIONS TASKS AND PROJECTS CRM CONTACT CENTER WEBSITES

#### Communications

Your company. United.

Activity stream, group chat, calendars, workgroups and other collaboration tools at your disposal. [Learn more](#)

[REGISTER FREE](#)



Mar 9 Next free webinar: HR Toolkit

### Find Bitrix24 users near you

Map Satellite



[REGISTER FREE](#)

6,000,000+ organizations have chosen Bitrix24

[REGISTER FREE](#)

### What's new?

- Bitrix24 Open Source Release: Business Development Planning
- Project and team CRM features
- Change history in Bitrix24 CRM

[VIEW ALL](#)

### Bitrix24 in the Press

Forbes ZNet PC World VB

### Bitrix24 on premise

You can own and host your own Bitrix24 on-premise solution. This gives you complete control over your data and additional tools, such as integration with existing systems and integration with enterprise systems.



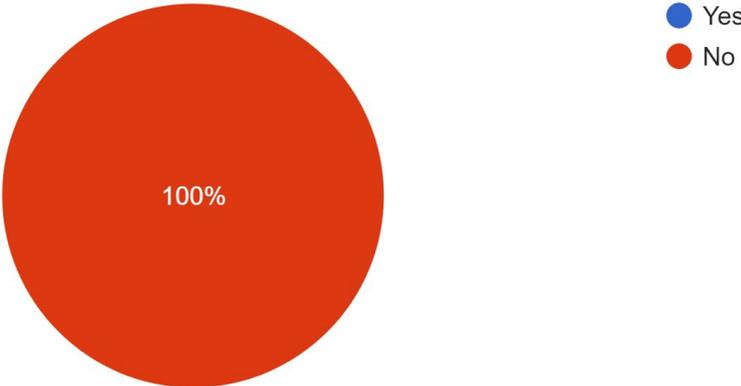
[REGISTER FREE](#)

Country	Users	Country	Users	Country	Users
USA	1,234,567	Germany	987,654	France	876,543
UK	765,432	Spain	654,321	Italy	543,210
Canada	432,109	Japan	321,098	India	210,987
Australia	109,876	Brazil	98,765	China	87,654
South Africa	76,543	South Korea	65,432	Indonesia	54,321
Argentina	54,321	Ukraine	43,210	Poland	32,109
Colombia	32,109	Russia	21,098	Belgium	10,987
Peru	10,987	Sweden	9,876	Netherlands	8,765
Venezuela	8,765	Denmark	7,654	Portugal	6,543
Chile	6,543	Norway	5,432	Greece	4,321
Ecuador	4,321	Finland	3,210	Turkey	2,109
Paraguay	3,210	Slovenia	2,109	Czechia	1,098
Uruguay	2,109	Croatia	1,098	Slovakia	987
Bolivia	1,098	Serbia	876	Hungary	765
Costa Rica	876	Montenegro	654	Cyprus	543
Panama	654	Albania	432	Latvia	321
Dominican Republic	432	Bosnia and Herzegovina	210	Lithuania	109
Honduras	210	Kosovo	109	Slovenia	98
Nicaragua	109	North Macedonia	87	Latvia	76
Guatemala	87	Malta	65	Lithuania	54
El Salvador	65	Cyprus	43	Slovenia	32
Haiti	43	Latvia	21	Lithuania	10
Cuba	21	Latvia	9	Lithuania	8
Dominican Republic	9	Latvia	7	Lithuania	6
Paraguay	7	Latvia	5	Lithuania	4
Uruguay	5	Latvia	3	Lithuania	2
Bolivia	3	Latvia	1	Lithuania	1
Costa Rica	1	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Latvia	0	Lithuania	0
Panama	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Honduras	0	Latvia	0	Lithuania	0
Nicaragua	0	Latvia	0	Lithuania	0
Guatemala	0	Latvia	0	Lithuania	0
El Salvador	0	Latvia	0	Lithuania	0
Haiti	0	Latvia	0	Lithuania	0
Cuba	0	Latvia	0	Lithuania	0
Dominican Republic	0	Latvia	0	Lithuania	0
Paraguay	0	Latvia	0	Lithuania	0
Uruguay	0	Latvia	0	Lithuania	0
Bolivia	0	Latvia	0	Lithuania	0
Costa Rica	0	Lat			

# Have testers seen this page before?

We asked our testers if they have seen bitrix24.eu before – it would influence their understanding of the website. None of testers was familiar with it.

Have you ever seen this website before taking part in this study?



step 1.

# **5-seconds test**

# Methodology - 5 second test

Website was displayed to 100 testers for 5 seconds, based on NN/Group 5-seconds test methodology\*. Afterwards they were asked to describe (one sentence) & grade what they saw:

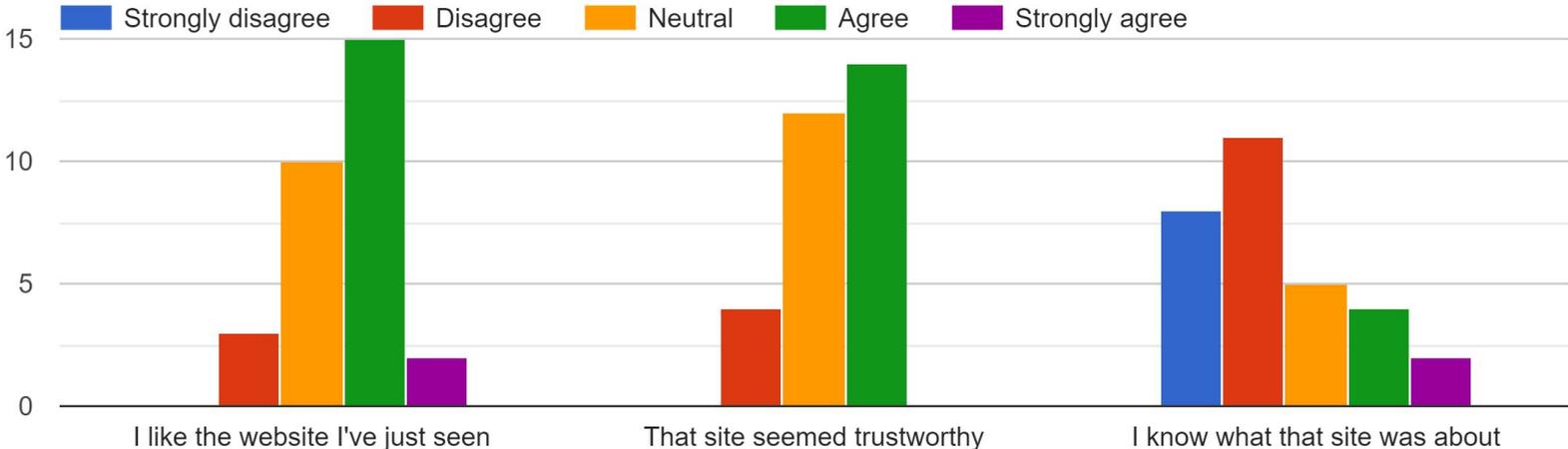
How much do you agree with the following \*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I like the website I've just seen	<input type="radio"/>				
That site seemed trustworthy	<input type="radio"/>				
I know what that site was about	<input type="radio"/>				

\*<https://www.youtube.com/watch?v=X0FG0jCqLYQ>

# Results - 5-second test

How much do you agree with the following



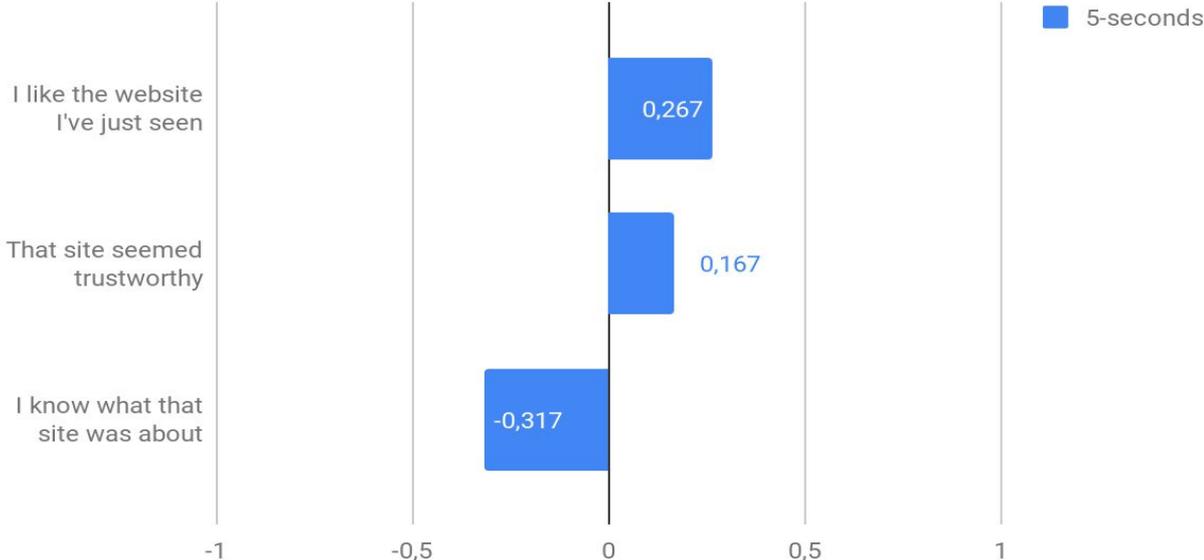
Please take a look at the file to see all answers:

[https://docs.google.com/forms/d/1IVvd\\_W1uXWEF5M1mzbsulJvR3aUKkZeCFVONg2ci\\_b4/edit#responses](https://docs.google.com/forms/d/1IVvd_W1uXWEF5M1mzbsulJvR3aUKkZeCFVONg2ci_b4/edit#responses)

# Results - 5-second test

Aggregated results on a scale <-1 ; 1>, where “1” means “Strongly agree” and “-1” means “Strongly disagree”.

Points scored



# Results - 5-second test

Question: Please describe briefly what the page was about.

Sample answers:

- *online bets*
- *a new way to communicate in a company*
- *Improving communication inside a company*
- *IT service provider*
- *A full communication, task and contact center management platform.*
- *web connecting*
- *Bitrix landing page. No idea what the context was*
- *communication platform*
- *I didnt understand what was it about*
- *Workplace collaboration tools*
- *I couldn't recognize anything on the page*
- *Couldn't focus to take a notice*

.....

All answers in appendix

# Conclusions

It seems like visitors had a very positive feelings about tested website. Both indicators (like & trust) are mostly positive which is great!

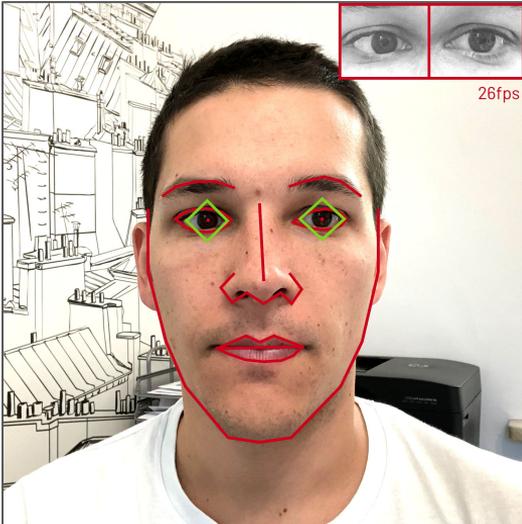
They think they don't know what is the website about. From text answers it seems that most of them didn't understand the slogan.

step 2.

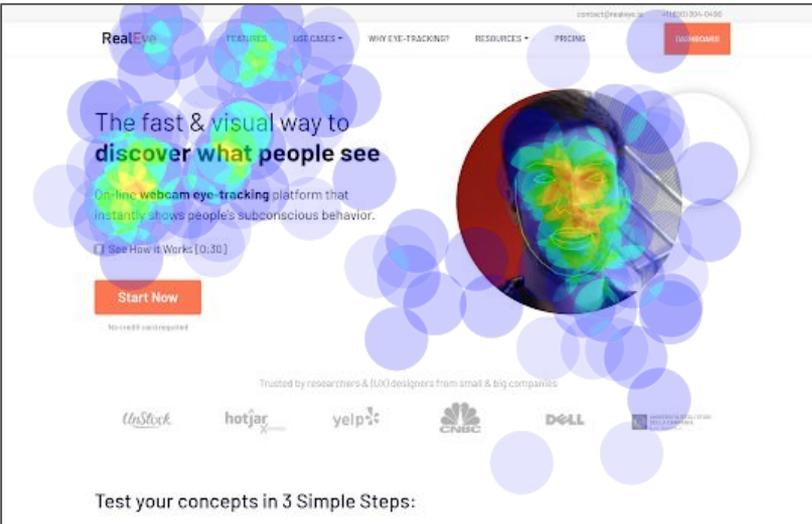
# Eye-tracking

# Methodology - Eye-tracking

While 5-second test we've been using webcam eye-tracking tool to detect which parts of website testers were looking at. It's crucial to make sure that users are noticing and paying attention to the most important elements on website



Eye-tracking algorithm



Gaze points on [www.realeye.io](http://www.realeye.io)

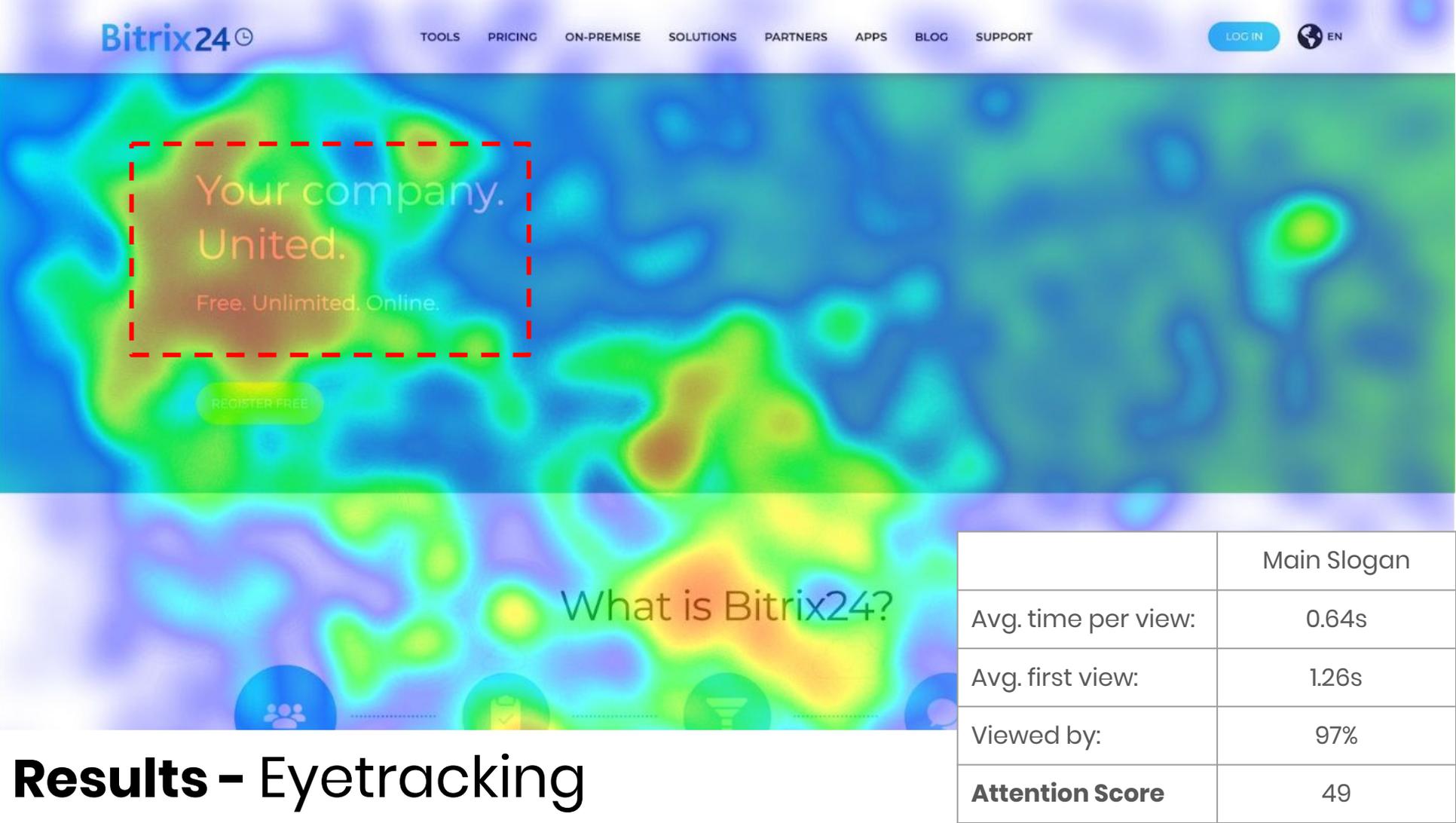
# Methodology - Eye-tracking

Information architecture defines how important is to notice each element on website. We've calculated Attention Score for elements:

- Main Slogan
- CTA
- Image explainer
- Logo

based on the equation: 
$$S_n = \frac{\text{avg. time [s]} \times \text{viewed by [0;1]}}{\text{first view [s]}}$$

- 
- **$S_n$  - Attention Score**
  - **avg. time** - average time per view is a total time spent by testers on a given area divided by the number of testers.
  - **viewed by** is a percentage of people who have seen the given area.
  - **first view** is a time that tester needed on average to look at the given area for the first time



Your company.  
United.

Free. Unlimited. Online.

REGISTER FREE

What is Bitrix24?

Main Slogan

Avg. time per view:

0.64s

Avg. first view:

1.26s

Viewed by:

97%

**Attention Score**

49

**Results – Eyetracking**

Your company.  
United.

Free. Unlimited. Online.

REGISTER FREE

What is Bitrix24?

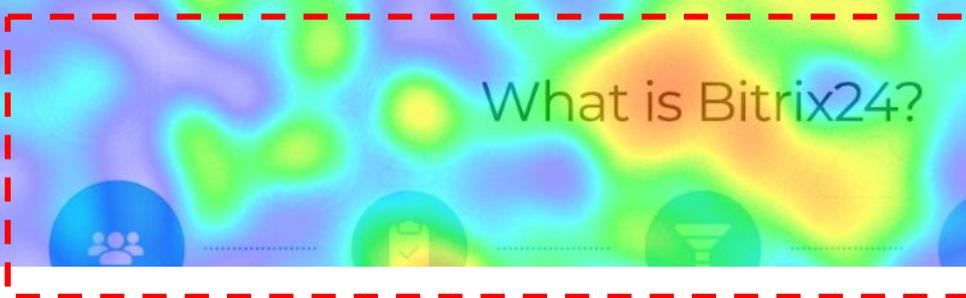


	Image (explainer)
Avg. time per view:	1.03s
Avg. first view:	1.73s
Viewed by:	100%
<b>Attention Score</b>	59

**Results – Eyetracking**

Your company.  
United.

Free. Unlimited. Online.

REGISTER FREE

What is Bitrix24?

	CTA
Avg. time per view:	0.11s
Avg. first view:	1.96s
Viewed by:	71%
<b>Attention Score</b>	4.3

## Results – Eyetracking

Your company.  
United.

Free. Unlimited. Online.

REGISTER FREE

What is Bitrix24?

	CTA 2
Avg. time per view:	0.15s
Avg. first view:	1.64s
Viewed by:	26%
<b>Attention Score</b>	2.4

## Results – Eyetracking

# Results - Eyetracking

It seems that most attention grabbing element are explainer image and main slogan. Next the CTAs and logotype. This is usually a correct order (unless your webpage was designed to make more brand-awareness or other goal).

	Order (Attention Score)	Our database avg.
Logo	<b>4 (2.4)</b>	<b>12</b>
Slogan	<b>2 (49)</b>	<b>150</b>
CTA	<b>3 (4.3)</b>	<b>5.8</b>
Image	<b>1 (59)</b>	<b>247</b>

step 3.

**Survey**

# Methodology - follow up survey

Testers were again redirected to the website to freely browse and learn more about the offer (for about 30-45 seconds).

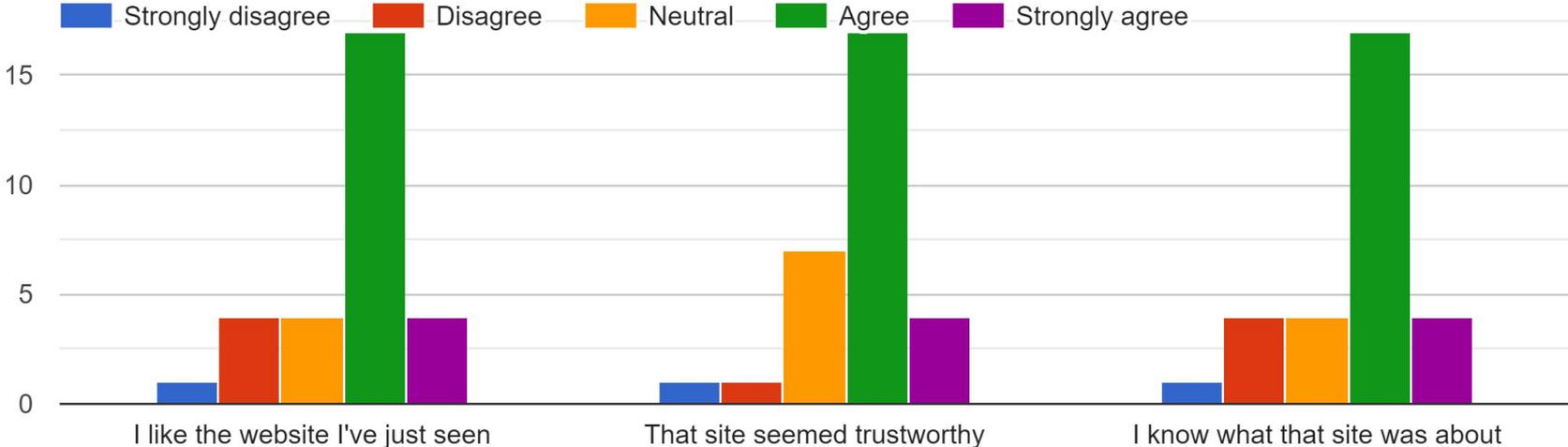
Afterwards they were asked the same questions to grade and describe what they saw plus two more questions to calculate NPS (*How likely is it that you would recommend that offer/company to a friend or colleague?*) & get additional comments from them.

How much do you agree with the following \*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I like the website I've just seen	<input type="radio"/>				
That site seemed trustworthy	<input type="radio"/>				
I know what that site was about	<input type="radio"/>				

# Results - survey

How much do you agree with the following



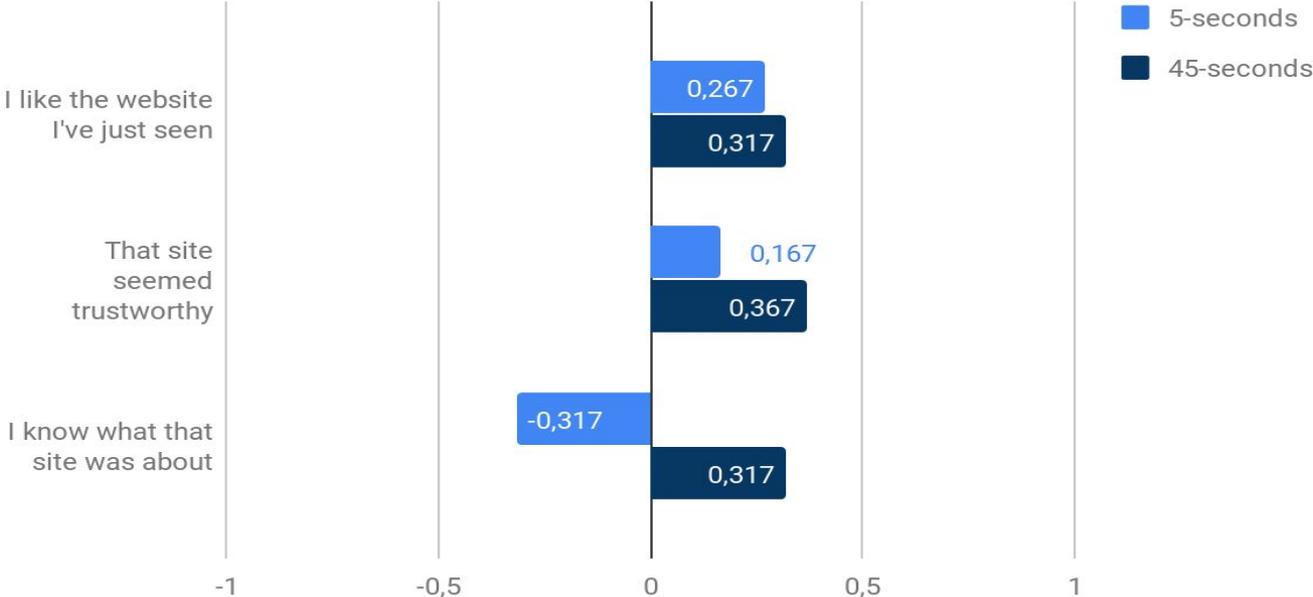
Please take a look at the file to see all answers:

[https://docs.google.com/forms/d/1IVvd\\_W1uXWEF5M1mzbsulJvR3aUKkZeCFVONg2ci\\_b4/edit#responses](https://docs.google.com/forms/d/1IVvd_W1uXWEF5M1mzbsulJvR3aUKkZeCFVONg2ci_b4/edit#responses)

# Results - survey

Aggregated results (in comparison to 5-seconds test)

## Points scored



step 4.

**Technology**

# Results - Google Page Speed Insights

Page Speed is a crucial factor for optimizing “Bounce Rate”. Tested page has really low speed rate - **you should improve it!**

**desktop: 38%**

Please follow the link below to get detailed description:

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.bitrix24.eu%2F&tab=desktop>

powered by



# Recommendations

-  **Trust** - make visitors trust faster, after longer browsing time, trust level increases a lot so there's some place to improve. Follow to CrazyEgg Blog to learn more about building trust: <https://www.crazyegg.com/blog/build-trust/>
-  **Visuals** - seems like people like it.
-  **Information architecture** - order of noticing seems good. The image is getting the same amount of attention as headline, usually the headline gets more. But all eye-tracking scores are way below our database average
-  **Offer understanding** - try to explain offer better above fold. This number increases a lot after 45-session so it seems there's a place for improvement. Tips: <https://www.orbitmedia.com/blog/ways-to-improve-your-website/>
-  **Page Speed** - please refer to tips from Google Insights and try to make it at least to ~60-70%): <https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.bitrix24.eu%2F&tab=desktop>

# Appendix

# Appendix - 5 second test answers

online bets  
a new way to communicate in a company  
i don't know really  
Improving communication inside a company  
IT service provider  
I didn't get a chance to read anything properly but it looked like it had images  
of a website so could have been about setting up your own website.  
A full communication, task and contact center management platform.  
web connecting  
i dont know  
not sure  
something about websites?  
Bitrix landing page. No idea what the context was  
communication platform  
I didnt understand what was it about  
Workplace collaboration tools  
I don't know  
a communications system  
communications  
I saw a site where we show a company where I can centralize my applications  
communication  
I couldn't recognize anything on the page  
Bitrix  
Some kind of buisness

the site had a good image, good colors and good organization. It was a site  
about communication:stream and chat groups  
It was bitrix website, however I could not see too much detail as the image was  
on the screen for too short for me to see more details  
internal communications system for the workplace  
Couldn't focus to take a notice  
I can't remember, I could barely read the text and it was time-out.  
I did not have time to look carefull  
bitrix

# Appendix - survey answers

management tools  
 a new way to communicate in the company, more than a simple crm  
 about communications, websites, tasks, projects  
 Platform for communicating inside a company  
 company service provider  
 It was a programme that allows employees to communicate, video call, put things in a calendar etc.  
 The page show us a complete platform to control all you service, clients, timeline, projects and even a complete contact center service.  
 its for connecting all areas of a company  
 is a system for company to managing  
 business management basically, managing all communications etc  
 Something that helps with effective communication at work  
 Project management SaaS platform for teams  
 communication chats, groups conversation, enabling work  
 About making comunication between companies easier  
 Workplace CRM platform with collaboration tools  
 es un sitio sobe management, sieve herramientas para la gestion de proyectos, atencion al cliente , etc  
 a customer relationship and project management system  
 It's a site about businesse's communication,management.  
 it is a site which allows me to better manage the applications for my pc, I can all centralize on one application  
 improving communication

I think it's about collecting important data to the society and important to the media  
 It was about a company that helps other companies with online working.  
 A company-wide messaging system  
 It was a site about cloud service to companys to organize the company and that allow you to communicate in group chats and streaming activity  
 As I said before, all I saw was the website about Bitrix and a button, probably a sign in button  
 a communication system for businesses, but also include telephony and website building  
 Bitrix24 provides a complete suite of social collaboration, communication and management tools for the companies.  
 it is about management tools, since the clients to tools or tasks  
 Internal communication tool

# Appendix - comments

the page has really calm-full colour and i like it's aesthetic

The "find Bitrix24 user near you" feature is a bit clunky when actually searching for my city. A search navigation would work better in that instance, but it's a cool effect for showing your userbase.

The site was very confusing and messy - didn't give enough information about what it was but had a lot of fluff and other irrelevant info  
offer a phone application"

I would have to do more research to know if I would recommend it to a friend.  
on the first look was hard to understand what was about