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ITWP 2600

Prof. Wanner

Project 2

## **Part 1 – Amazon.com**

For this project I chose to take a close look at the online giant, Amazon.com. Amazon is one of the largest online companies in the world and has thousands of viewers every single day.

Amazon's website, Amazon.com, does not have a company message on it. Most of Amazon's website contains advertisements about their products. Amazon's target audience seems to be their customers who own their Amazon devices. Devices such as Amazon's FireTV, Alexa devices, and Kindles.

Amazon's website does not really have a lot of information content on it. The website contains a navigation bar and a search bar to provide the user with a search to find what product they are looking for. Once the user types in the product they desire, Amazon's website does a good job providing information for that product. Amazon also does a good job providing advertisements on their home page. The website's home page contains various advertisements for different products.

Amazon's business model is a marketplace business model. People can connect with one another and do business on Amazon.com. Amazon provides advertising, product details, and purchasing services on the website. Amazon does generate revenue from the site. The website allows for transactions so the buyer can pay for the product they desire directly. Amazon provides payment methods for almost any credit card provider and is able to accept online banking payments directly.

Amazon's website looks great and is very easy to use. Amazon.com has a good layout with advertisements and links to products on the home page for quick access. For a marketplace type website, it has some good aesthetics. Over the holidays, the website does get a little livelier but for the most part it has some good aesthetics and a good layout.

Amazon is known for its rapid distribution when users order a product. They have many offers of same-day delivery, something that few carriers provide. As mentioned earlier, Amazon .com offers many features of ecommerce. The website contains a search bar, a navigation bar, transaction management, and many easily available policies.

Amazon does a great job of offering differing currencies for users to pay with. Amazon offers over 80 different currencies available for users to pay with using the Amazon Currency Converter.

Overall, Amazon is one of the largest online websites in the world. The website is visited easily over a billion times a year and has helped its users find the products they desire efficiently and effectively every single time. The website is very efficient, aesthetically pleasing, and it delivers results in a very timely manner. There is no wonder why the website is as big as it is and as successful as it is today.

### **Company Web Page Evaluation Sheet**

Student Name: Lorenzo Cavataio

Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: Amazon

Industry/General Description of Company: Amazon is a multinational corporation and technology company focusing on e-commerce, cloud computing, and online advertising.

URL: <https://www.amazon.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)  
bing.com

Date site was last updated (if available): "Updated frequently"

Count of prior accesses (if available): not available

**Please highlight the number associated with each question in the table below based on your website experience.**

<b>Access time to load first page?</b>	Very Slow	1	2	3	4	5	Very Fast
<b>How complex is the site?</b>	Very Simple	1	2	3	4	5	Very Complex
<b>Information available on the site?</b>	Very Little	1	2	3	4	5	Huge Amount
<b>Use of graphics?</b>	None	1	2	3	4	5	Very Extensive
<b>Aesthetic appeal?</b>	None	1	2	3	4	5	Excellent
<b>Overall effectiveness?</b>	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or No? Yes

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

Amazon's mission is "to be Earth's most customer-centric company." This mission statement promises e-commerce services to satisfy target customers' needs.

Who is the target audience?

Amazon's target audience can be anyone. They truly have arrange of products that suits anyones needs. From toys to tools, from appliances to furniture, and now you can even purchase small housing on Amazon!

Can you purchase products from this site? Yes

If so, what is the product type? Amazon has all types products on their website! Appliances, furniture, toys, tools, and even small housing!

**Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.**

<b>What is the ordering mechanism?</b>	<b>What is the payment mechanism?</b>
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Call 800 number?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify)	Other? (please specify)

Does the site convey a positive or useful message for the company?

"Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Amazon's website looks great and is very easy to use. Amazon.com has a good layout with advertisements and links to products on the home page for quick access.

Is the site aesthetically pleasing?

For a marketplace type website, it has some good aesthetics. Over the holidays, the website does get a little livelier but for the most part it has some good aesthetics and a good layout.

How well does the company use design and layout features?

Amazon's website looks great and is very easy to use. Amazon.com has a good layout with advertisements and links to products on the home page for quick access.

Can the company generate revenues from the site? How?

Amazon does generate revenue from the site. The website allows for transactions so the buyer can pay for the product they desire directly. Amazon provides payment methods for almost any credit card provider and is able to accept online banking payments directly.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Amazon.com offers many features of ecommerce. The website contains a search bar, a navigation bar, transaction management, and many easily available policies.

What currency(ies) are accepted? How are they accommodated?

Amazon does a great job of offering differing currencies for users to pay with. Amazon offers over 80 different currencies available for users to pay with using the Amazon Currency Converter.

General comments.

Overall, Amazon is one of the largest online websites in the world. The website is visited easily over a billion times a year and has helped its users find the products they desire efficiently and effectively every single time. The website is very efficient, aesthetically pleasing, and it delivers results in a very timely manner. There is no wonder why the website is as big as it is and as successful as it is today.