

## Part #1

The company name I chose is Amazon. Amazon has a good message that is useful for the company. Their mission statement is "to be Earth's most customer-centric company". They have a large target audience because they sell so many different things, but it is mainly for people who shop online and like it to be easy and fast. The website has a lot of information like descriptions, images, reviews, pricing details, shipping details, and things you may like (recommended products) Amazon's business model would be e-commerce since they sell their items directly to the customer. They have functions like product search, shopping cart and checkout, account management, order tracking, recommendations, and their AI model Rufus.

Amazon makes money from their website in a few different ways. They mainly get their revenues from product sales, but also from fees that they charge their third-party sellers, and their subscription services like Amazon Prime. The costs that I think are associated with generating those revenues are the technology costs, employee wages, warehouse needs, inventory, shipping, and advertising.

The site is really easy and fast to use and understand. The company does very well at using design and layout features. The design makes it easy to browse. The site is visually appealing since everything is organized and doesn't feel like there's too much going on.

Amazon has competitive prices, they have free and fast shipping, and a big product selection. They offer secure login systems, use encrypted payment processing, offer order tracking, easy return management, easy navigation, a help center, easy to find policies, and the site is organized with internal links for users and search engines to find products quickly. They accept multiple different currencies and have country specific versions of Amazon. They offer a currency converter that converts the price into the customer's currency.

## Company Web Page Evaluation Sheet

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Please answer the following 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 large online retailer and is mainly an e-commerce platform.

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

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

Date site was last updated (if available):  
Their website is frequently updated, but the last design update they had was on April 24<sup>th</sup>, 2025.

Count of prior accesses (if available):  
N/A

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

|                                    |             |   |   |   |   |   |                |
|------------------------------------|-------------|---|---|---|---|---|----------------|
| Access time to load first page?    | Very Slow   | 1 | 2 | 3 | 4 | 5 | Very Fast      |
| How complex is the site?           | Very Simple | 1 | 2 | 3 | 4 | 5 | Very Complex   |
| Information available on the site? | Very Little | 1 | 2 | 3 | 4 | 5 | Huge Amount    |
| Use of graphics?                   | None        | 1 | 2 | 3 | 4 | 5 | Very Extensive |
| Aesthetic appeal?                  | None        | 1 | 2 | 3 | 4 | 5 | Excellent      |
| Overall effectiveness?             | 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.  
Their mission statement is "to be Earth's most customer-centric company".

Who is the target audience?

They have a large target audience because they sell so many different things, but it is mainly for people who shop online and like it to be easy and fast.

Can you purchase products from this site?  
Yes

If so, what is the product type?

They have a large variety of products.

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

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

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

Yes, they are very customer focused, and their mission state supports that too.

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

Yes, the site is very easy to navigate.

Is the site aesthetically pleasing?

Yes, it is organized and has a nice design.

How well does the company use design and layout features?

The company does very well at using design and layout features. The design makes it easy to browse.

Can the company generate revenues from the site? How?

Amazon makes money from their website in a few different ways. They mainly get their revenues from product sales, but also from fees that they charge their third-party sellers, and their subscription services like Amazon Prime.

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

They offer secure login systems, use encrypted payment processing, offer order tracking, easy return management, easy navigation, a help center, easy to find policies, and the site is organized with internal links for users and search engines to find products quickly

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

They accept multiple different currencies and have country specific versions of Amazon. They offer a currency converter that converts the price into the customer's currency.

General comments:

Amazon is my go-to store and is for many other people as well. It's super convenient and easy to use. They are one of the largest online retailers out there and are growing more and more every day. They are even starting to offer pharmacy services with same day prescription delivery. Overall, Amazon is a great website for online shopping.