

David Prifti

Module 4 - Project 2

Part 1

The company that I am using for this project is Amazon. Amazon's homepage does not convey any message for the company besides ads for their Alexa AI. While other companies have specific target audiences, Amazon targets everyone. Anyone can use Amazon, and most people have definitely used it in the past for something. On their site, lists of hot products, recent searches, personal preferences, and various advertisements displayed as information. The business model that Amazon uses is majority e-commerce with warehouses to store and ship products. They are a .com business that has dominated their market for years at this point. The site provides easy access to finding products that you want, as well as a simple and secure checkout that's also fast. Amazon generates revenue through people buying products on their site and from advertisements that show up on there as well. Amazon most likely pays some sort of fees for the cost of goods, shipping, and various other fees. Amazon's website is well designed because of how easy it is to use and how quick it is to navigate around. The layout especially is what makes it very easy to use because everything you need is right in front of you. It does lack in aesthetics, but that really does not matter in this case because of how simple the site is. There is not much Amazon does to give a competitive advantage because they dominate their field. They do provide very fast delivery though, so that could be their advantage. Amazon's website has very simple navigation that provides quick access to whatever you need as well as a secure checkout that makes paying easy. As far as I know, Amazon supports all currencies of countries that it delivers to via credit/debit cards and other forms of online payments.

Company Web Page Evaluation Sheet

Student Name: David Prifti

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: Online retailer

URL: www.amazon.com

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

Through Google.

Date site was last updated (if available):

Sometime in 2025 (no fixed date)

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.

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?

No

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

The purpose of Amazon is to be the most convenient retail store in the world

Who is the target audience?

Literally everyone.

Can you purchase products from this site?

Yes

If so, what is the product type?

Any product you can imagine.

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?
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?

No message is displayed.

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

Yes

Is the site aesthetically pleasing?

Not really because it is very simple.

How well does the company use design and layout features?

They designed it well with how easy it is to use.

Can the company generate revenues from the site? How?

Yes. Through e-commerce and advertisements.

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

Amazon's website has very simple navigation that provides quick access to whatever you need as well as a secure checkout that makes paying easy

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

As far as I know, Amazon supports all currencies of countries that it delivers to via credit/debit cards and other forms of online payments.

General comments.

Amazon is a very convenient, functional retail website. It is probably my most used website and store. The site is very clean and the speed at which you receive the products is unmatched. My favorite online store for sure.