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ITWP 2600

Project 1

Part 1:

1. The website I used was **Amazon** (amazon.com).
2. a) The product I reviewed is **100% Pure Rendered NON-GMO Beef Tallow**.
b) It is priced at **\$45.99** for a 7-pound tub. The tallow is white in color and comes in a large bucket with a handle for easy carrying.
c) The product images are clearly displayed. There are two images: one showing the front label and another displaying the back label with nutritional facts. Both images can be enlarged for closer inspection.
d) The product has a **4.7 out of 5-star rating** based on over 1,000 reviews. The rating is prominently displayed at the top of the page, just below the product name. The reviews themselves are located at the bottom of the page and are overwhelmingly positive. Many customers highlight the product's great value, especially when used as a skincare product.
e) In the middle of the page, **58 related products** are listed, with six displayed at a time. All related items are beef tallow products, marketed for both culinary and skincare use.
f) Adding the product to the cart is straightforward. Both the "**Add to Cart**" and "**Buy Now**" buttons are located at the top right of the screen, highlighted in solid yellow and orange colors, making them easy to find.
g) This is a product I would absolutely purchase online as my first choice unless I could find a better deal at a local grocery store, which seems unlikely.

Part 2:

Shopping on Amazon.com has always been my go-to choice, and for good reason. The platform offers a seamless and convenient shopping experience that consistently outshines other options. One of the standout features is how easy the site is to navigate. Whether I'm searching for a specific product or browsing through categories, the intuitive layout and powerful search functionality make it simple to find exactly what I need. Additionally, Amazon's vast selection ensures that I can almost always find the product I'm looking for, often with multiple options to choose from.

One of the most valuable aspects of shopping on Amazon is the abundance of user reviews. With millions of products reviewed by real customers, I can make informed purchasing decisions with confidence. The sheer volume of reviews, often far exceeding what's available on other sites, provides a well-rounded perspective on product quality, performance, and value. This transparency helps me avoid potential disappointments and ensures I'm getting the best product for my needs.

Another major advantage is Amazon Prime. As a Prime member, I enjoy free two-day shipping on countless items, which is a game-changer for convenience. The fast, reliable delivery means I rarely have to wait long for my purchases, and the added perks like access to Prime Video, exclusive deals, and discounts make the membership a fantastic value. Whenever I'm shopping at a brick-and-mortar store, I instinctively compare prices to Amazon. More often than not, Amazon offers better deals, especially when factoring in the convenience of home delivery.

Amazon's customer service is also top-notch. If there's ever an issue with an order, their support team is quick to resolve it, ensuring a hassle-free experience. The combination of competitive pricing, a user-friendly interface, reliable shipping, and excellent customer support makes Amazon my preferred shopping destination. While other options may have their merits, Amazon consistently delivers a superior experience that keeps me coming back.