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ITWP 2600

Project 2: Web Page Evaluation

## Part 1

**Company name:** Etsy, Inc.

**Does the site convey a positive or useful message?:** Yes, it promotes a community-driven marketplace for unique, handmade, and vintage goods.

**Who is the target audience?:** Creative entrepreneurs, artisans, and buyers seeking unique, personalized products.

**What informational content is provided?:** Product listings, seller profiles, reviews, pricing, shipping details, and educational resources for sellers.

**What business model is the site following?:** Etsy follows a marketplace business model, connecting buyers and sellers while earning revenue through listing fees, transaction fees, and additional services.

**What functions are provided?:** Product search, adding items to a “favorites” list, purchasing, messaging between buyers and sellers, reviews, personalization options, and seller storefronts.

**Does the company generate revenues from the site? How?:** Yes, through listing fees (\$0.20 per item), transaction fees (6.5% of sale), ads, and premium seller subscription plans.

**What costs do you think are associated with generating those revenues?:** Website development and maintenance, server infrastructure, customer service, marketing, fraud prevention, and payment processing.

**Is the site well designed from the point-of-view of clarity, ease of use, speed of access?:** Yes, it’s clear, user-friendly, and loads quickly for efficient navigation. Navigating to different pages felt slightly snappier than other major retailers such as Amazon, possibly do the minimalist design philosophy.

**How well does the company use design and layout features?:** Etsy uses clean layouts with prominent images, consistent typography, intuitive navigation, and effective use of white space to showcase products without overwhelming users.

**Is the site aesthetically pleasing?:** Yes, Etsy's design is aesthetically pleasing with a clean, modern interface populated by high-quality images and minimal text. It is one of the best-looking e-commerce sites out there, in my opinion.

**What does the company do to provide a competitive advantage?:** They showcase handmade and unique items made by independent sellers that you can't find anywhere else, setting it apart from mass-market retailers.

**What features supporting ecommerce does the site support?:** Etsy supports secure checkout, SSL encryption, buyer/seller protection, advanced search functionality, wish lists, personalized recommendations, order tracking, and detailed FAQs and help sections.

**What currency(ies) are accepted and how are they accommodated?:** Etsy accepts multiple currencies including USD, EUR, GBP, CAD, AUD, and others, automatically converting prices based on user location while allowing sellers to set their preferred currency.