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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 due to 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.