

ITWP 2600 – Purchasing Online - Project 1 – Andrew Addens

Part I

1. List the name of the company and its URL.

I chose Target for my business research. The URL is below

<https://www.target.com/>

2. Search for a product on that site that you would be interested in buying and answer the following questions:

a. List the product that you searched for.

I investigated buying a microwave

b. What kind of detailed information is provided about the product?

i. Price, color, size, etc.?

There are many details included such as size, price, rating, power level, and various custom features. Once you click into a specific product you get even more information.

c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?

You have a primary thumbnail of the product along with several other pictures from different angles. You are able to expand each picture for a larger view.

d. Are customer ratings or reviews available? Did you read the reviews?

There are customer ratings ranging from 1-5 stars. For the specific Microwave I reviewed there were 1500 rating and 104 questions answered!

e. Does the website offers suggestions on additional items that you may want to purchase?

Yes, the website recommends additional products like an anti splatter microwave cover and other related appliances like a coffee maker or kettle.

f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?

The purchase button is very visible and easy to add to cart. In Targets normal color scheme the buy button stands out as a large red "Add to cart"

g. Is this a product that you would buy online? Or, would you research it online but

purchase it from a local brick and mortar store?

For these products you get information about how many are in stock nearby but you also have the option to purchase by mail.

Part II

In addition to answering the questions in Part #1, write a 300-400 word description of the experience and a short critique of the purchasing process. Please indicate whether or not you will use the site and/or the Internet (for shopping) again, why or why not?

I think the shopping experience was great for the Target website and it makes sense why this company is still succeeding to this day. As soon as you arrive at the home page you find advertisements for seasonal items and ongoing sales. From here you can scroll down and get recommended or trending items. The navigation ribbon remains locked at the top and you can search for a specific item, deals, newly featured items or shop by category. For my purchasing experience I was able to search "Microwave" and was met with a list of 162 results. The microwaves varied in specifications, allowing you to sort by all kinds of categories. I could filter by relevance, features, price, ratings, best selling and age. The filters give you an easy way to find the product that will be the best bang for your buck. You can clearly see the product through the thumbnail along with consumer ratings and the most important product details.

The Target website was user friendly to navigate and I would definitely recommend the site to friends or consider shopping there again. The site is well designed and pleasant to look at sporting their red and white color scheme. The site automatically found my location and auto selected a nearby store. Finally the site had a clear option to Sign in or view your cart at the top right corner. If you were to sign in you could view order history or get relevant recommendations to your shopping history.