

Company Web Page Evaluation Sheet

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Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: *Sweetwater*

Industry/General Description of Company: *Music technology and instrument retailer. They offer both new and used equipment*

URL: <https://www.sweetwater.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site) *I discovered this site from friends and other musicians*

Date site was last updated (if available): Couldn't find any info on this

Count of prior accesses (if available): Couldn't find any info on this

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? *For the hyperlink to the website on Google you get a mission statement but on the actual site homepage there is not*

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

In the Google results the mission statement is: Sweetwater is the world's leading music technology and instrument retailer

Who is the target audience? *Musicians and retailers looking to buy or sell instruments.*

Can you purchase products from this site? *Yes, there are a large variety of products you can purchase.*

If so, what is the product type? *Instruments, Software, Learning resources and accessories*

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) Shopping Cart	Other? (please specify)

Does the site convey a positive or useful message for the company? *Yes, I think it does. The site has a great interface for searching and buying exactly what you're looking for*

Is the site well designed from the point-of-view of clarity, ease of use, speed of access? *Yes, the site loads very fast and there is a clear navigation menu to bring you to what you are looking for.*

Is the site aesthetically pleasing? *I think the site is aesthetically pleasing but also a little overwhelming because there is just so much going on. This site has a lot to offer so the page is very crowded.*

How well does the company use design and layout features? *They use design and layout features pretty well but to break up the site and get a more sleek or streamlined look would help some.*

Can the company generate revenues from the site? How? *Yes this site should generate a ton of revenue from commission on instruments 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?

I believe the site supports all of these features. The navigation ribbon holds all of these components other than security and transaction management which is handled through the shopping cart.

What currency(ies) are accepted? How are they accommodated? *Sweetwater accepts USD along with credit cards and other online payments like Apple pay or PayPal.*

General comments. *The site is well designed and it makes sense this site is the largest online retailer.*

Part #1

There are a few repeat questions for this section, but I will try to cover everything. The company I chose to investigate is Sweetwater. Their site conveys a positive message with the intent to distribute instruments and make the world a more musical place. The target audience is anyone who has an interest in music and wants to get their hands on music related equipment. In addition to shopping options on the site they host a large archive of articles and videos. Here you can find buying guides, reviews or tech tips. I think this company has a unique business model since they offer both used and new equipment along with some helpful informational resources. The company generates revenue in the form of online sales/advertisements but would be likely to incur a lot of costs through shipping and equipment storage. This company has a large stock so they would require large warehouses to accommodate this.

I think the site is well designed with easy-to-use navigation and sections to bring you to what you need. The site loads very fast with good design and looks nice. My biggest complaint would be how crowded some of the pages are. I think one thing this site does well is offer a lot of information and reviews on the products you would purchase. They are a big name and have a competitive advantage through their large selection and variety of services. The site accepts any US based currency and lots of digital currencies as well. From what I can tell Sweetwater is here to stay.