

Part 1

1. Company Name and URL:

- a. Example: *Etsy*
- b. URL: <https://www.etsy.com>

a. Product Searched For:

- c. *Custom Photo Mug*

b. Detailed Information Provided:

- d. Price: \$27.50
- e. Color: White mug with photo print
- f. Size: 8 oz
- g. Features: Dishwasher and microwave safe, and you can customize it with your own photo

c. Image Display:

- h. Yes, there were a few high-quality images.
- i. The seller had a good number of images of the mug from different angles.

d. Customer Ratings/Reviews:

- j. The product had a 4.7/5 star rating, and there were a good number of reviews.
- k. I skimmed through a few reviews, and most people thought that the quality of the print was good.

e. Additional Item Suggestions:

- l. Etsy suggested matching items like coasters, photo frames, and other personalized gifts.

f. Adding to Cart:

- m. Yes, the Add to Cart and Buy Now buttons were easy to find and use.

g. Purchase Decision:

- n. I'd probably buy this online because it's a personal gift.

Part 2

Description:

For this project, I thought it would be interesting to visit Etsy. It is not your typical online shop because it mostly sells handmade, unique, and vintage items. I searched for a “Custom Photo

Mug,” and what amazed me was the number of options available. I found one for \$27.50 and had a choice between 8 oz and 10 oz sizes.

The product description was comprehensive. It explained that the mug was dishwasher and microwave safe, and how the full-color image would be printed. There were a lot of additional images showing the mug.

The reviews were very helpful. While reading them I learned that the mug has a rating of 4.7 out of 5 stars. People were talking about the great colors and detail of the prints. A lot of reviewers posted photos of their own mugs, which made me feel more confident about the product.

Etsy recommended some other interesting items as well such as themed photo frames and matching coasters.

Overall, I had a great experience, but there were a few things that could have been better. For one, the search results were a bit overwhelming. There were so many options that it took me a while to find exactly what I was looking for. Also, some sellers charge pretty high shipping fees, which can be a turnoff if you're on a budget.

The website itself is nice to look at, but the navigation could be smoother. For example, the filters for price, location, and shipping time were there, but they weren't as obvious as they could be.

I'd definitely use Etsy again. It's a great website to find one-of-a-kind items, and I love that I'm supporting small businesses.