Part #1:

1. Company Name

Amazon

2. Does the site convey a positive or useful message for the company?

Yes, Amazon's website conveys a positive message. The home page has a lot of products and deals. The company's websites want to convey its convenience, and customer satisfaction. The tagline "Delivering smiles" shows the company's commitment to providing a seamless shopping experience.

3. Who is the target audience?

- **Consumers:** Individuals purchasing products from electronics to household goods.

- **Businesses:** Companies using Amazon Business for bulk purchasing.

- **Content Consumers:** Users of Amazon Prime Video, Kindle, and Audible.

- **Sellers:** Third-party sellers using Amazon's marketplace.

4. What information content is provided?

- **Product Details:** Descriptions, specifications, pricing, and customer reviews.

- **Deals and Promotions:** Daily deals, Prime-exclusive discounts, and seasonal sales.

- **Company Information:** About Amazon, and career opportunities.

- **Support:** FAQs, return policies, and customer service contact information.

- **Additional Content:** Blogs, product recommendations, and user guides.

5. What business model is the site following?

Amazon operates a B2C (Business-to-Consumer) model where it sells products directly to customers. It also operates a C2C (Consumer-to-Consumer) model where it provides a platform for third-party sellers to list and sell products in its marketplace. Amazon also operates a subscription model with Amazon Prime.

6. What functions are provided?

- **Search and Navigation:** A search bar and categorized menus for easy browsing.

- **Shopping Cart and Checkout:** A process for adding items and completing purchases.

- **Account Management:** Personalized recommendations, order history, and saved payment methods.

- **Customer Support:** Live chat, email support, and a help center.

- **Prime Membership:** Access to exclusive deals, streaming services, and faster shipping.

7. Does the company generate revenues from the site? How?

- **Product Sales:** Direct sales of its own inventory and third-party sellers.

- **Subscription Fees:** Amazon Prime memberships.

- **Advertising:** Sponsored product listings and ads.

- **Cloud Services:** Amazon Web Services (AWS) for businesses.

- **Content Sales:** Kindle eBooks, Audible audiobooks, and Prime Video rentals.

8. What costs do you think are associated with generating those revenues?

- **Infrastructure:** Maintaining data centers for AWS.

- **Logistics:** Warehousing, inventory management, and shipping.

- **Marketing:** Digital advertising, promotions, and partnerships.

- **Customer Service:** Support teams and return processing.

- **Technology Development:** Improvements of the website and mobile app.

9. Is the site well designed from the point of view of clarity, ease of use, and speed of access?

- **Clarity:** A clean layout with intuitive navigation.

- **Ease of Use:** Clear button navigations ("Add to Cart," "Buy Now") and a straightforward checkout process.

- **Speed:** Fast loading times, even with high traffic.

10. How well does the company use design and layout features?

- **Visual Hierarchy:** Important elements like deals and recommendations are prominently displayed.

- **Consistency:** A uniform design across all pages.

- **Responsiveness:** The site is optimized for both desktop and mobile devices.

11. Is the site aesthetically pleasing?

Although Amazon prefers function to aesthetics, the site is quite pleasant to the eye in a practical way. It uses a basic, minimalist aesthetic with excellent product images and an overall color palette (white, blue, orange) that complements each other.

12. What does the company do to provide a competitive advantage?

- **Prime Membership:** Free and fast shipping, exclusive deals, and access to streaming services.

- **Wide Selection:** Millions of products across tons of categories.

- **Customer Policies:** Easy returns, reliable customer service, and transparent reviews.

- **Technology:** Advanced algorithms for personalized recommendations.

13. What features supporting e-commerce does the site support?

- **Security:** SSL encryption and secure payment options.

- **Transaction Management:** Real-time order tracking.

- **Information Collection:** Personalized recommendations based on browsing and purchase history.

- **Navigation:** Advanced search filters.

- **Search Engine:** Search bar with autosuggestions.

- **Site Map and Index:** Easy access to all site sections.

- **Help and Support:** FAQs, live chat, and email support.

- **Policies:** Clearly stated return, privacy, and terms of service policies.

14. What currency(ies) are accepted, and how are they accommodated?

Amazon accepts a number of different currencies, including USD, EUR, GBP, CAD, and JPY. The rates are translated automatically based on the user's location, and customers also have an alternative of choosing their native currency while checking out. Localized websites are also provided by Amazon for different regions (Amazon.co.uk, Amazon.de).