# 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:**

Amazon

**Industry/General Description of Company:**

Amazon is a technology company whose primary business involves e-commerce, cloud computing, and streaming digital media. Amazon is one of the largest online retailers in the world, making sales of a range of products including electronics, books, apparel, CDs/DVDs, and household goods. Amazon also has additional services like Amazon Web Services (AWS), Amazon Prime, and its marketplace for third-party sellers.

**URL**:

https://www.amazon.com/

**How did you discover this URL?  (e.g., via Yahoo, AltaVista, industry site)**

The URL was discovered through a web search using Google. Amazon is one of the most well-known e-commerce platforms, making it easy to find.

**Date site was last updated (if available):**

The website is continuously updated, with new products, deals, and content added daily

**Count of prior accesses (if available):**

 Amazon's website is one of the most visited, with millions of daily users.

**Please highlight the number associated with each question in the table below based on your website experience.**

| | | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|---|
| **Access time to load first page?** | Very Slow | 1 | 2 | 3 | 4 | **X** | Very Fast |
| **How complex is the site?** | Very Simple | 1 | 2 | 3 | 4 | **X** | Very Complex |
| **Information available on the site?** | Very Little | 1 | 2 | 3 | **X** | 5 | Huge Amount |
| **Use of graphics?** | None | 1 | 2 | 3 | 4 | **X** | Very Extensive |
| **Aesthetic appeal?** | None | 1 | 2 | 3 | **X** | 5 | Excellent |
| **Overall effectiveness?** | Very Poor | 1 | 2 | 3 | **X** | 5 | Excellent |

**Is there an explicit mission statement? Yes or No?**

Yes.

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

Amazon's mission statement is: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online." This reflects Amazon's focus on providing a wide selection of products.

**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.

**Can you purchase products from this site?**

Yes.

**If so, what is the product type?**

Amazon offers a large range of products, including electronics, books, clothing, and home goods. It also provides digital products like eBooks, music, and streaming services.

**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) | Other? (please specify) |

**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.

**Is the site well designed from the point-of-view of clarity, ease of use, speed of access?**

Clarity: A clean layout with intuitive navigation.

Ease of Use: Clear calls-to-action (e.g., "Add to Cart," "Buy Now") and a straightforward checkout process.

Speed: Fast loading times, even with high traffic volumes.

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 i

**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.

**Can the company generate revenues from the site? How?**

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.

**What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) 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.

**What currency(ies) are accepted? 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).

General comments.

Overall, Amazon's website is a good example of how to successfully operate and innovate in the e-commerce space.