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ITWP 2600

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Project 2: Web Page Evaluation

The company I will be examining is Converse. Their website conveys a message of positive self-expression. Converse's target audience is mainly young people but is welcome to all. They have some information content in the form of a help section which includes FAQs and general ordering information. As for Converse's business model, they manufacture their products and sell them online and in their own stores as well as other retailers. Their website allows visitors to browse their products and purchase them. Converse generates revenue from the website through visitors viewing products and purchasing them. The costs associated with generating this revenue are website upkeep, which includes keeping the products updated, running deals and sales, managing orders and shipping, and keeping up with the help section. There's also marketing costs via ads online and in person.

The site is designed well, with an aesthetically pleasing layout that is intuitive and user-friendly. Pages load decently quickly, and it's easy to navigate to the page you're looking for. The layout isn't cluttered or clunky, everything feels smooth and efficient. The menus are organized nicely and feel concise and clear, but occasionally feel obtrusive. The process of making a purchase is easy to follow.

Converse provides a competitive advantage by having great brand recognition and loyalty that allows them to have a higher price point and still have great sales numbers. Their website has safeguards in place for secure transactions and also has their policies accessible to view. Their layout includes a search bar, menus, and breadcrumb trails for easy navigation. Converse accepts credit card, PayPal, Klarna, and Converse gift cards as payment. For PayPal, you are redirected to them to complete payment, and for the rest, they can be completed in the Converse website.

Company Web Page Evaluation Sheet

Student Name: Claire Muller

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

Name of Company: Converse

Industry/General Description of Company: Converse is chiefly a shoe brand but also sells apparel and accessories.

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

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

Date site was last updated (if available): N/A

Count of prior accesses (if available): N/A

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? No

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

I would say the purpose of this site is to provide its customers with trendy, quality shoes that foster self-expression.

Who is the target audience? Mainly young people, but all ages welcome.

Can you purchase products from this site? Yes

If so, what is the product type? Shoes, apparel, 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)	Other? (please specify)

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

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

Is the site aesthetically pleasing? Yes

How well does the company use design and layout features?

Converse's design and layout are generally well done, and easy to navigate. Sometimes the drop down menu is obtrusive.

Can the company generate revenues from the site? How? Yes, via users making purchases.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Their website has safeguards in place for secure transactions and also has their policies accessible to view. Their layout includes a search bar, menus, and breadcrumb trails for easy navigation.

What currency(ies) are accepted? How are they accommodated?

Converse accepts credit card, PayPal, Klarna, and Converse gift cards as payment. For PayPal, you are redirected to them to complete payment, and for the rest, they can be completed in the Converse website.

General comments.

Converse has a nice website of a caliber you would expect from any large brand. It's easy to make a purchase or just browse products. There are a couple flaws that I might change but overall it serves its purpose well.