

Project 1 – Purchasing Online

Part #1

- a) Site Name: Staples (www.staples.com)
- b) Product Searched For: MSI Gaming Laptop
 - I ended up picking a laptop from their list after narrowing by price (low to high), no touchscreen, and laptop – MSI Bravo 15 A4DDR-248 15.6" Notebook, AMD Ryzen 7 4800H, 8GB Memory, 512GB SSD, Windows 10 (BRAVO15248)
 - Items clearly listed were: price, size, color, highlight information, detailed specs descriptions, warranty information, delivery information, even free returns were stated
- c) Images were available along the sidebar. A total of 8 images were available. Each one allowed you to zoom in for a closer look at all parts of it.
- d) There was a place for customer ratings and reviews, but no one had reviewed or rated this laptop yet.
- e) Staples almost always offers suggestions for other things to purchase with the item you are looking at. This time, they were relevant to what I was purchasing. It suggested a bundle bonus for the laptop and Microsoft Office 365. Then, it suggested virus protection, a tech help plan purchase, a keyboard and a monitor.
- f) The add to cart button was easily seen at the beginning of the product page. As you scrolled down, a top menu bar remained with the add to cart button still visible to be clicked at any time.
- g) This laptop was a product that I researched both online and spoke to my “tech help” friend in the store itself. I made the actual purchase in the store with the tech associate buying it from the online kiosk because they didn’t have one in the store, and I wanted to be sure that the store got credit for the warranty I was going to purchase. Most of the time I would have just purchased the item directly online and had it shipped to the store if I knew they didn’t have it in the store. I do that with most of my ink from Staples.

Part #2

I find the experience of online shopping through Staples.com to be fairly easy and straightforward. I have used the site many times to both research and buy what I need for my computer, office equipment, and office supplies. Although I do like going to the store to search out their clearance section, and speak with the associates, sometimes it is just easier to order things online. Plus, there is the problem that a lot of the items are only available from their online site.

XL ink cartridges for my printer, certain types of paper ream cases, tablets, and certain other electronic items from Staples can only be purchased on the site. They don’t keep them in the stores anymore. I ran into this issue when I wanted to purchase a cable modem last month as well. The type that I needed that would work with phone capabilities as well as internet was only available on their site. Sometimes this works out to be better for the customer as Staples has several coupons that they only release for online use. In other ways, it is a pain in the butt because I do like to physically see certain items before I purchase them.

For the laptop that I researched above, I really prefer to see the laptops before purchasing them. If I did not have a good rapport with the tech associate at the Chesterfield Staples store, I might not have bought the laptop. I trust his judgment. Sometimes he is able to refer me to another

computer that would have a similar keyboard set up. That way I can test it out to see if it works for me or not. If there is not enough spacing between the keys, it can be an issue as I type very fast and my fingers aren't super tiny.

I find that some things like tablets I end up purchasing almost solely online. I try to find them in stores, but the brick-and-mortar stores will usually only carry a certain brand. Each store has their own choice of company they carry, but you can't compare the specifications of many brands that way. I have to go online and check out various styles and brands, printing up the specs lists, and highlighting what I'm looking for on each one until I find the one I like the best.