

## **Project 2 (Part # 1) – Site Questions Critique**

*Provide an organized, written critique addressing the following questions:*

### **1. Company name.**

Etsy ([www.etsy.com](http://www.etsy.com))

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

Yes, I feel it does. The site looks upbeat and light in coloring and design. The pictures invite you to look at the items closer or the various categories to find what you want.

### **3. Who is the target audience?**

I would say the target audience is geared more towards trendy people (old or young doesn't seem to matter) or those who like unique items. Though I see a lot of things that would appeal to a younger generation, there are plenty of items geared towards older trendy people as well. I would say that it is also geared towards people who might like items like the big artists come out with but at more affordable prices.

### **4. What information content is provided?**

The information provided covers all aspects of Etsy buying and seller, their press releases, mission statement, investments, careers with the company, forums, privacy settings and more. The site basically will help you to either buy or sell on Etsy as well as give you all of the information needed for the normal course of a business. There are also help center sections on top of regular information pages.

### **5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)**

I would say that it is a revenue earning model that deals with merchandising. The merchandising doesn't involve the company itself selling anything. It is the support of other businesses within their business that sell the products. The company itself gains revenue when the sellers sell and list on their site.

### **6. What functions are provided?**

Etsy provides the cart, payment processing, design, and hosting functions for the sellers. They also provide search engine information as a whole to drive traffic to the site where people can then find the seller's items for sale.

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

The company generates revenue based on how much something sells for. They do have very small listing fees for the sellers, but they last for a longer time to be listed versus eBay. When an item sells, Etsy handles the transaction, and they get a certain transaction fee and percentage of the sale price.

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

One thing people don't realize is that bandwidth cost money. Whoever Etsy has as their hosting company will probably be charging them for how much bandwidth is used. The amount of bandwidth used, especially on a graphically intensive site, increases with how many people view each page. So, they have to make sure that their hosting costs don't overcome how much revenue they gain from others selling things.

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

Other than issues with their search feature to find specific seller names, the site is very well designed in all of those areas.

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

The site is very nicely laid out. When just wanting to browse through the site, it is very easy to find the breakdown of categories for the listings.

**11. Is the site aesthetically pleasing?**

Yes. It is easy to read the text and see the images. It has gallery and list style views with menus that clearly lead you towards where you might want to go.

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

Their advantage over other online selling sites comes in the form of lower fees. The listing fees for Etsy are lower than eBay for the extended amount of time they give you on each listing to stay up. That is a big thing for sellers, especially if they are dealing with low priced items or things that don't sell out every day.

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

The site supports secure user accounts for sellers and buyers. So all order and transaction information is secure that way. Also payments are more secure as well because Etsy handles it and not the seller itself. You have less people getting your card numbers.

Navigation is supported with top menus and menus in both text and graphic form. Side menus and menus to limit the search are available on the side bars for category pages. As mentioned before, you do have a search box, but I did not see a full site map link.

Site policies are listed through several links on the home page of the site and later through a terms of use text link on the bottom of each page.

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

Etsy supports a lot of different currencies. They allow you to set your preferences in your account information. You can also set the site to show you the prices of everything in your chosen currency. So, if the seller has something in Euros, you can have it set to show you only prices in USD. It would convert the seller's price to the current rate for that currency conversion. (<https://help.etsy.com/hc/en-us/articles/115015520608?segment=shopping>)