

Project 2 (Part # 2) - Company Web Page Evaluation Sheet

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I used the evaluation sheet given and just filled in the necessary information. That is why it has all of the headers, footers, and Macomb Community College acknowledgements on the pages.

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

Name of Company:

Etsy, Inc (www.etsy.com)

Industry/General Description of Company:

Selling Market for hand created, crafted items, or crafting supplies

URL:

www.etsy.com

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

A friend recommended the site to me. I had heard about it before by others, but I was entrenched in eBay instead.

Date site was last updated (if available):

It looks to have been last updated sometime in 2021. All copyrights on the pages were listed as 2021.

Count of prior accesses (if available):

No site counter was on the main page, or any other page that I visited.

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
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Is there an explicit mission statement? Yes or No?

Yes, it has an explicit mission statement (<https://www.etsy.com/about?ref=ftr>)

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

Etsy's purpose is to keep the human aspect in commerce and ecommerce. They focus on crafting and hand created items. They want to help creative sellers be able to make a business out of their creativity.

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.

Can you purchase products from this site?

Yes, you can purchase a lot of different items at the site.

If so, what is the product type?

As mentioned in the mission statement summary, you can purchase a lot of hand created or crafted items. They have also opened the site to reproductions and craft supplies as well. There are a lot of unique items. I purchased some amethyst geodes that had little pewter miner scenes created on top of the crystals. I also purchased some stickers that were made in the style of Taylor Swift's merchandise as a gift for a friend. I decided to purchase a handmade journal as well.

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? There is a lot of information on the site. All the details are there for you to decide on the item before you put it in your cart.	Use PayPal?

Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify) Although you order through the cart that is available on the site, you can contact the seller ahead of time. They can create a new listing for you with the specifications that you would like for your item, or you can specify the styles you would like through an email to see if they are available.	Other? (please specify) All payment forms work through the checkout system on Esty. They can handle currency conversions between countries as well.

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.

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

One of the issues that I have with this site in the navigation. There is a great search box to search for types of items, parts of item titles, categories and seller names. The problem is that when you search for a seller name, it is either too specific or it won't find the seller at all. My friend had something she liked, and I wanted to get it for her as a pick-me-up gift for her. I knew the seller, and it took me over a half hour trying to find the seller and items before I gave up on that particular one. That is very frustrating. Sometimes you don't know what a seller might currently have. You just want to check out their items to see what's new. I would find that hard to do with the problems I had searching for seller's names.

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.

How well does the company use design and layout features?

Very well. Nicely laid out.

Can 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.

I did not see any outside ads while going through the site.

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.

What currency(ies) are accepted? 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>)

General comments.

It is a nice site to visit, and it has a lot of possibilities to find good sales. My own problem really was searching for a seller name, as I mentioned above. That is a big frustration, but sometimes a seller came up right and sometimes it didn't. So, I can't tell why it works one time and not others. It is also nice to have a place to find hand crafted or creative goods. eBay has become more of a retail store outlet at times versus second hand or homemade things. The listing prices to sell on Etsy are also very workable for a home-based business trying to be able to sell their wares. So, Etsy has a twofold purpose ... to make money and to help others make money.