

Project 2 Web Page Evaluation

1. Company name.

ColouredRaine

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

Yes it shows that the company is diverse and the products are vibrant, seems to encourage those to wear vibrant colors with their makeup.

3. Who is the target audience?

The target audience is people who loves makeup and/or makeup artist with an age range of 18 to around their mid to late 30's.

4. What information content is provided?

In the front page it shows that they have an app, new products and current products. They even show a video on how to use one of their products and their most popular products. They have a menu where you can view and find different products.

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

The business model that the site is following Business to Consumer business model or e-commerce model because they are selling cosmetics online plus majority of their products are online and some of their products are in store.

6. What functions are provided?

They have an account icon where you can create an account or sign in. They have a search icon if you want to search for an item, heart icon for your favorite items, and lastly a cart icon for the products you are buying.

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

This company is mainly online so they generate revenues by the consumer buying the products. The company utilize Google Pay, PayPal or Apple pay to purchase the item. If you don't have neither services you can do the classic putting in your information.

8. What costs do you think are associated with generating those revenues? I'm not sure what the company host their website on but I'm going to go with Shopify, since a lot of businesses tend to use that when they have an online store to manage payment transaction, inventory and consumer info. It cost money and possibly

have to pay for the domain name. They have to pay the shipping company since they have to ship their products that aren't in store to consumers.

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

The site is well design and easy to use. The products are displayed with a white background which make it look simple and easy to look at. It doesn't have a lot distractions in the background. I can go to the navigation menu and click on anything that speak my interest. It is organized in a way I can hover my mouse over shop and see what I want to look at or what I might purchase. When I click on eyelashes, the words loaded first that a few seconds later the images. I click something else and the whole page loaded it up quickly.

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

They have white backgrounds for their products and a pink add to bag button. I say their website is simple so the consumer doesn't have a difficult time looking for items and seeing the items.

11. Is the site aesthetically pleasing?

I say yes because it looks simple and it is easy to navigate through the website. The color choices seems to fit the brand, it make the products pop.

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

They have an app where it is more easy and convenient to buy their products instead of typing their URL and waiting for the website to load. They offer free shipping to U.S and Canada over \$50. Usually with businesses, Canada is considered international and they have to pay a lot more than to get free shipping than those who reside in America.

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

- About Us
- Privacy Policies
- FAQs
- Terms and Conditions
- Shipping and Returns
- Contact Us
- Rewards
- Download our app; they have an app now
- Accessibility button on the lower right hand side

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

They have nowhere on the site where it states to change the country you in to accommodate the currency. I tried it myself, if I was an international customer and I want to try this company products, I'll have to pay \$20 international fee and it gets more expensive with USPS First– Class and Priority Mail International and FedEx International. I used a random Fiji address to see how it works but if someone across the seas can used their card and I'll assume that their bank convert the currency.