Project 1: Purchasing Online

Part 1

1. List the name of the company and its URL.

Amazon https://www.amazon.com/

2. Search for a product on that site that you would be interested in buying and answer the following questions:

a. List the product that you searched for.

Keurig coffee maker with a strong brew

b. What kind of detailed information is provided about the product? i. Price, color, size, etc.?

The price, color, brew sizes, iced coffee capability, and strength and temperature controls.

c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?

There are several different images of the product including an enlarged view of the image and different angles of the product.

d. Are customer ratings or reviews available? Did you read the reviews?

Yes, customer reviews are available and I've read the reviews.

e. Does the website offer suggestions on additional items that you may want to purchase?

Yes, there is a "deals on related products" section and a "similar items that may deliver to you quickly" section.

f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?

Yes, the item can be easily added to your shopping cart with the "Add to Cart" and "Buy Now" buttons easily visible.

g. Is this a product that you would buy online? Or, would you research it online but purchase it from a local brick and mortar store?

This is a product I would buy online.

Part 2

Visiting Amazon to search for products is common for many consumers, including myself. For this assignment, I searched for a "Keurig coffee maker with strong brew setting" to critique my online purchasing experience. The product appeared as the second search result, and the site provided detailed product information, customer reviews, and buying options.

The website provides a detailed description of this product in the "About" section including what comes in the box, brewing options such as multiple cup sizes and a strong brew setting, water capacity, and additional features like a maintenance reminder and quiet brew technology. The site has unique features that enhance your shopping experience like the "Customers usually keep this item" badge, the "There is a newer model of this item" feature that shows you a link to the other product, and Rufus, which is an AI that Amazon provides for users to ask shopping questions and explore suggestions.

Buying this product is a pretty straightforward process. After pressing the "Add to Cart" button, it asks if you would like to purchase a protection plan. The protection plan can increase the customer's confidence by offering coverage in case the product is defective. After selecting an option for protection, you can click the "Proceed to checkout" button and fill out the information for shipping and payment.

Something that I dislike about this site is that there is a popup when you hit "Proceed to checkout" that suggests other products and says, "Need anything else?". It feels a little overwhelming, especially when you just want to buy one thing. There are also a lot of "similar item" sections when you scroll down, and if you're just looking for product information, it can feel a bit much.

Overall, I will be using Amazon and the internet for shopping again. Online shopping is convenient and allows customers to research products and read reviews before making a purchase. Amazon's unique features like Rufus and the "Customers usually keep this item" and "Frequently returned" badges help the customer decide which product will be best for them.