

1. Company name: Macys

2. Macy's website effectively does convey a useful message for the company. It highlights all the product selection and customer services. It shows itself as a one-stop shop for everything from cloths to electronics, kitchen, furniture and entertainment.

3. Target Audience:

Consumers: Anyone looking to purchase products online with free shipping and from store and customer pickup. It also has points for non-star members for every dollar spent.

Macys start member: Subscribers Macys star member, who benefit from faster shipping, exclusive deals, and points for every purchase.

4. Information Content Provided:

Homepage: Best deals and quick access to all the product categories.

Product Listings: Product descriptions, specifications, customer reviews, and pricing.

Returns Policies: Clear information on delivery times, costs, and return procedures.

5. Business Model:

Retail Sales: Macys sells products directly to consumers.

Membership: Macys has a membership that allows customers to earn points.

Advertising: Generates revenue from sponsored product listings and display ads.

6. Functions Provided:

Product Search and Discovery: Macy's website has the best search engine which give you multiple suggestion about the products you are looking for.

Order Placement and Payment: Order placement is very easy in their app and in website. It is easier when you have Macys account.

Customer Support: Macys has a customer service hotline who can help anytime if you have any inquiry regarding a product or ordering a product.

7. Revenue Generation:

Macys website doesn't disclose any of the revenue. It only shows shipping and product cost. Also, it has a credit card option if anyone opens a credit card it shows the ARP rate if not paid in full.

8. Costs Associated with Revenues:

Macys has fulfillment cost for Warehousing, packaging, and shipping but it doesn't cost customers. If shipping is less than certain amount it charges the shipping fee.

Technology Infrastructure: Servers, website maintenance, and security.

Marketing and Advertising Expenses: Promotions, discounts, and affiliate programs. Customer Service and Support: Staffing call centers and handling inquiries.

9. Website Design Evaluation:

Clarity: Macy's site is well-designed, with a clean layout.

Ease of Use: Easy product search, and straightforward checkout process.

10. Design and Layout Features:

Macys effectively utilizes design and layout features:

Macy's site maintains a nice identity across pages.

High-quality images with all the effects for quick previews.

Organized product listings for easy browsing.

Footer: Contains essential links.

11. Aesthetics:

Macy's aesthetics align with Macy's all brand as a reliable e-commerce platform.

12. Competitive Advantage:

Unmatched variety across categories.

Reliable shipping and delivery options.

Exclusive benefits for star members.

13. E-commerce Features:

transaction Management: Order history tracking, Payment processing and Returns and refunds management.

Information Collection: Address and payment details storage and Wishlist and browsing history.

Navigation: Clear menus and filters and Category-based browsing.

Search Engine: Filters for refining results.

Site Map and Index: Sitemap for easy navigation.

Help and Policies: Comprehensive customer help center.

14. Accepted Currencies:

Macys only accept USD so far that I know. Shoppers credit or bank card does the currency exchange if someone shops from outside USA.

Company Web Page Evaluation Sheet

Student Name: Tahsin Samiha.

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

Name of Company: Macy's

Industry/General Description of Company: Macys is an American Department Store. It's one of the largest department store in USA.

URL: www.macys.com

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

Date site was last updated (if available):

Count of prior accesses (if available):

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
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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

Is there an explicit mission statement? Yes or No?

Yes

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

Macy's recognizes and rewards its diverse community of people and partners to have growth, innovation, and impact. The company empowers the confidence of young people on their journey to become the leaders of tomorrow.

Who is the target audience?

Consumers: Anyone looking to purchase products online with free shipping and from store and customer pickup. It also has points for non-star members for every dollar spent. Macys start member: Subscribers Macys star member, who benefit from faster shipping, exclusive deals, and points for every purchase.

Can you purchase products from this site?

I always shop from macys.

If so, what is the product type?

Clothing, Kitchen and lot others.

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?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify)	Other? (please specify)

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

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

Macy's site maintains a nice identity across pages. High-quality images with all the effects for quick previews. Organized product listings for easy browsing. Easy product search, and straightforward checkout process.

Is the site aesthetically pleasing?

Yes, Macy's aesthetics align with Macy's all brand as a reliable e-commerce platform.

How well does the company use design and layout features?

Very Well

Can the company generate revenues from the site? How?

Not sure but so far, I acknowledge that Macys website doesn't disclose any of the revenue. It only shows shipping and product cost. Also, it has a credit card option if anyone opens a credit card it shows the ARP rate if not paid in full.

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

Order history tracking, Payment processing and returns and refunds management. Address and payment details storage and Wishlist and browsing history. Clear menus and filters and Category-based browsing. Filters for refining results. Sitemap for easy navigation. Comprehensive customer help center.

What currency(ies) are accepted? How are they accommodated?

Macys only accept USD so far that I know. Shoppers credit or bank card does the currency exchange if someone shops from outside USA.

General comments.

So far, Macys has a balance between functionality and aesthetics. Its overall design facilitates shopping and provides a satisfactory user experience.