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ITWP 2600

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## **Project 1**

### **Part #1**

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

Edikted - <https://edikted.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.

I searched for a mini dress and found the Floral Tapestry Lace Up Mini Dress.

[https://edikted.com/collections/mini-dresses/products/s15031\\_cream](https://edikted.com/collections/mini-dresses/products/s15031_cream)

b. What kind of detailed information is provided about the product?

i. Price, color, size, etc.?

Product Details are listed just below the pictures:

- Mini dress
- Strapless fit
- Fold over neckline
- Back lace up & zip closure
- Polyester, Cotton
- Model wears size S
- Model height is 5'9
- Item care: Machine wash at maximum 30°C, wash with similar colors, do not bleach, do not tumble dry, iron at a maximum of 110°C, do not dry clean.
- The dress was priced at \$36.80 (comp. value \$92.00)
- The size options ranged from XS – XL

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

The images are displayed as soon as you click on the product. There are different angles of the model in the dress so that you can see a 360 view. You can click on the images and take a closer look too!

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

There is a review under the picture by the pricing. This item shows it's a 5 star with 42 reviews. You can also click on the reviews and read what each person has said and the date that they submitted their review as well. It also specifies if they are verified buyers writing these reviews. The reviews ranged from a simple "looks great" to details about how it looks on different weights and heights.

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

The site does express other items from their shop that this item can be styled with or purchased with. This is listed below the details of the product as further suggestions. This item says it can be purchased with a set of rings.

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

You can easily click the big bold "add to bag" button, there are also add to cart buttons that are listed next to the "style with it" items offered.

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. I believe that there are a lot of clothing brands or stores that usually get purchased online instead of in stores. This is also a store that I found when I visited a different state, therefore I would need to buy their brand online since it is not in my area at home.

## **Part #2**

1. In addition to answering the questions in Part #1, write a 300-400 word description of the experience and a short critique of the purchasing process. Please indicate whether or not you will use the site and/or the Internet (for shopping) again, why or why not?

The shopping experience using this site was super easy and inviting. The menus are clearly listed for a straightforward directory. When you find an item that you would like to know more about you are instantly informed with all the important data. Sizes, colors, patterns, pricing, and so much more. This store also entices users to buy because they list original value versus the sale price they are currently being sold for. Another benefit when shopping for clothing is when a business lists a sizing chart, which edikted offers. A benefit that I noticed before checking out with my cart is that on the item pages, they offer an estimated delivery date in advance. If certain consumers need a certain clothing item sooner than later, this is a fast way to check when it could arrive. Another positive listing is immediately informing users about the care of the item and how to wash. Anytime we are clothing shopping, we want to see what the item looks like on someone else. Since this site had multiple pictures to display the product, we can see an accurate representation of the items offered. Edikted offers a vast amount of information that all relate to decision factors. As consumers we are more enticed by these benefits. The site clearly states that there are various payment options too even before placing anything in the cart. This is a site that I will continue to use in the future based on accessibility and all that they offer. It appears the store offers a lot of sales, it is easy to find and read the information I need to decide on making a purchase, and the reviews

seem reassuring. I do not notice this often amongst other sellers, but Edikted also has a personal chat assistance option on each page in the bottom right corner. If there are any questions or concerns or options needed throughout the shopping experience, this was a simple tool that provided an instant answer. The more I explore the site, the more positive feedback I create because there is so much to explore and find that bene fits user experience. There is also mentions on the site to download their app for a discount! Overall, the experience amongst the entire search was smooth and easy making me want to visit again.