

Part #1

1. List the name of the company and its URL. – Palladium Boots - <https://palladiumboots.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: [PAMPA LITE + MATRYX](#)

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

i. Price, color, size, etc.? Information is available such as price, color, available sizes, & materials used for each portion of boot. Along with waterproof capability & shoe closing materials aka type of lacing.

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

Images are displayed. There are six images that can all be enlarged with hover feature.

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

Customer reviews are available which are pulled & displayed on bottom of page through Trustpilot. Reviews are visible & easy to read.

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

Below the boot I was interested in there is a scrolling “handpicked for you” section of similar types of boots that I may be interested in.

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

“Add to bag” is easily visible & activates once a size is selected.

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 because I have bought this brand before in store, so I am aware of the sizing of the boots compared to my feet. If I had never tried & bought one in store before then I would prefer to do an in-store ship to a retailer such as Champs that would let me know how my feet fit for that brand.

Part #2

My purchasing experience for the Palladium Boots website was a blend of variety and user-friendly navigation. Upon entering the website, I was greeted with a clean and modern interface that showcases their diverse range of footwear options. The homepage features bright images of their boots, capturing my attention and conveying the brand's style and identity. Navigation through the website is intuitive, with clear categories and filters that allow you to refine your search based on factors such as gender, style, and color. This makes it easy for shoppers to find exactly what you're looking for without feeling overwhelmed by a crazy number of options. The addition of high-quality product images from various angles provides you with a unique view of each boot, helping me make informed purchasing decisions.

Adding items to the cart is straightforward, and you can easily review your selections before proceeding to checkout. I was given the option to create an account for quicker future purchases or proceed as a guest. Since I was already a registered user, the option to login was given to me. Palladium Boots is also committed to customer support and transparency. Contact information and links to customer service resources are available in case you may have questions regarding an order or a return. Despite the many useful features, there is an area where the process could be improved. Implementing a feature like live chat support could further streamline the customer service experience and address common inquiries more efficiently. Many websites now incorporate this feature into their customer service. I've found myself using this feature many times as it is much more useful than waiting for a reply E-Mail. By continuing to prioritize customer convenience and accessibility, Palladium is a brand I would always find myself using since you deal with the company directly & also many sales are shown on the site throughout the year. Purchasing through third parties is an option but unless it were to be a clearance of some sort, Palladium offers better support of the product & better deals.