

Part #1

Provide an organized, written critique addressing the following questions:

1. Company name.

Burn Rubber Sneaker Boutique

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

The site expressively conveys a positive message of starting from the ground up to support the community. With thoughts & ideas from the neighborhoods they grew up around they share their experiences with likeminded people & the community.

3. Who is the target audience?

Urban customers looking for streetwear in the Midwest area looking to connect with themes they are familiar with.

4. What information content is provided? Product description, FAQs & contact us, return & exchange policies, about us section, promotions & special offers.

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

This site follows an internet driven business model in combination with their brick & mortar store.

6. What functions are provided?

The functions that mainly come to mind are: Product catalog, searching through filters, product pages, shopping card, customer support & many others.

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

There is an opportunity to become a member of the site which creates a long term customer potential. You are told to subscribe to obtain special offers, free giveaways & one-in-a-lifetime deals. Along with the links to social medial platforms which promote other types of sales & giveaway/collaborations.

8. What costs do you think are associated with generating those revenues? Costs that would come to mind is procuring product that is advertised & promoted. Website development & maintenance costs are also involved in the internet platform. Payment processing fees are something else that comes through online sales.

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

The site functions well. Items are displayed well within view & is also easy to search. There was no loading issues that I encountered in using the same. Categories were well placed under tabs & also under filters if you wanted a specific search.

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

The site navigation and intuitive user experience across their website are well designed. There are clear menu structures, easy-to-use search functions, and quick access to product categories to help visitors find what they're looking for more efficiently. Checkout is easily accessible from the main page if you see your item right away for a quick purchase.

11. Is the site aesthetically pleasing?

I found the site relatively nice to look at. You could accuse it of being perhaps being too much black & white without other colors but that also seems to be part of their branding.

12. What does the company do to provide a competitive advantage? The brand identity is very heavily emphasized through sections such as their about us & advertising through the site itself. Community engagement is something else they do but that is not shown as much on the site, you would only find that going through their social media. There is much unique branded product along with their own in-store brand to select from that would definitely not be as easily found somewhere else.

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

The online store lets customers browse & purchase remotely & allows for local pickups. There are also exclusive releases & collaborations with partners that incentivize customers to purchase online. Burn Rubber is also active through their social media platforms which are linked on sites such as Facebook & Instagram. Return policies are easily found and explained so there is no confusion for the potential customer. The website is encrypted so there is no concern regarding loss of secure data when it comes to payment.

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

US Dollar is the accepted currency. However, with the inclusion of PayPal as a form of payment, other currency can be converted through this method.