

Company Web Page Evaluation Sheet

Student Name: Charls Sebastian

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

Name of Company: Burn Rubber Sneaker Boutique

Industry/General Description of Company: This is an urban footwear store than specializes in brand name sneakers, accessories & clothing for men.

URL: <https://burnrubbersneakers.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site): I've used this site before in my purchases of sneakers. It's a local store which I like to support.

Date site was last updated (if available): 2024

Count of prior accesses (if available): N/A

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
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? In the about us section there is a very detailed mission statement.

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

Burn Rubber is a homegrown Michigan lifestyle brand. They had humble beginnings & grew out from that. The purpose of the site is to promote "Detroit" branding internationally. They feature regularly in Real Detroit Magazine & Metro Times along with other local newspapers.

Who is the target audience?

The target audience is individuals that are interested in streetwear & sneaker culture, particularly in the Midwest aka Detroit region.

Can you purchase products from this site? Yes

If so, what is the product type? Product types vary from primarily sneakers to clothing to accessories.

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? – Local number	Call 800 number? – Local 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? 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.

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 were 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.

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.

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.

Can 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 media platforms which promote other types of sales & giveaway/collaborations.

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 the site 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 in regard to loss of secure data when it comes to payment.

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

General comments. – My general comment regarding the site is I found out more about a brand that I try to purchase things from time to time. The whole hometown branding of it has always appealed to me & I'm sure it does to other people from the Metro Detroit area.