**Review Of Research Paper - Benchmarking web site functions**

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**Abstract**

Purpose – To measure, classify and compare web site functions’ development

Design/methodology/approach – The objectives were achieved by developing a methodology to measure, classify and compare web site functions development. The measurement was based on the presence (or absence) of 91 web site components. The classification in the Research Paper was achieved using an applied correspondence analysis.

Practical implications – This research project of web site functions development was part of a more comprehensive project aimed at evaluating and documenting the impact of using a web site on business processes. So, combining the results of the two projects, allowed the authors to advance suggestions of how web sites should be developed to generate value for companies.

**Introduction**

In this Research Paper, the author told us that a web site is a tool that can improve companies’ business process performance, particularly with regard to activities and tasks with specific objectives: marketing products and services, selling products, providing after-sales services, etc. Moreover, companies have developed various types of web sites to serve numerous purposes with respect to business processes.

But there are lacks of some process. There framework identifies 11 such processes that a web site can improve.

They also aim to classify web sites according to their development profile in order to link them to specific business process improvements that we intend to document in the second phase of this comprehensive project.

**Main Body**

A web site function corresponds to a specific task performed by a web site, with each task being related to a specific objective. Functions are made tangible on a web site through a set of components or elements of information. For example, the navigability function takes the concrete form of a site map, a tab bar or navigation menu, a switching functionality, a followed path, online web site support, an intuitive search engine or any other navigation component. A component is related to a function if it contributes to that function.

The identification of functions and their definition in terms of components are useful to interpret results. However, in order to avoid biased results because of inappropriate assignment of components to functions, the statistical analysis carried out was based solely on the presence or absence of components, and not on their assignment to functions.

Some of the data collection methods are -

The data collection method involved five main activities:

(1) Development of a data collection sheet;

(2) Construction of lists of web site addresses;

(3) Establishment of a data collection procedure;

(4) Design and implementation of an electronic collection and control system; and

(5) Recruitment and training data collectors.

Main results

The main results are: a method to identify dimensions of web site development; .a typology of web sites with respect to their development profile; and. benchmarks related to function development.

**Conclusion**

They have presented a methodology to benchmark web site development with respect to functions or tasks that a web site can perform. This methodology was refined over three projects that spanned a three-year period. Using this methodology, they have defined a typology of web site profiles and have established benchmarks of function development. They have illustrated the methodology with an analysis of 4,487 web sites from companies .

This study is based on the premise that a web site is a tool to improve business process performance. Thus, given the fact that general managers consider a web site as a tool that can improve some tasks and activities, it is possible to infer, from the results obtained, the way managers could plan web site development.

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