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IND2-E-Business Critique

**Dick’s Sporting Goods**

The purpose of the Dick’s Sporting Goods Company in developing the site is to broaden their audience and sell their items online as well as in their store. The main intended audiences are students and athletes who are on a sports team. They supply sports equipment, clothes, and fan items. This site conveys a positive and useful message for the company, which supplies a person at a one-stop-shop for their sporting good needs.

The information content that is provided is Team Sports with Football, Baseball and Softball, Basketball, Soccer, Lacrosse, Hockey, Tennis and Racquet, and more sports covered under their tab section. They have Exercise, Footwear, Apparel, Golf, Outdoors, Fan Shop and also a Clearance section for their shoppers. They also supply their audience with Find a Store near you, a Weekly Ad, My Account, My Cart, Chat Now and much more to help the audience buy their items. They are well versed in the social media connection and help guides at the bottom if the customer needs help with Return Policies and such.

The site is aesthetically pleasing to the eye and how the flow of the site is somewhat a lot of information. The color scheme of green and white is perfect and not distracting from the products. The company kind of put a lot of info of their products on the home page making it overwhelming for the costumer. The design however is still neat and orderly when you scroll down the page. The layout of the navigation and pages are a lot to sort through but it is still organized by category. The cart is visible and easy to view on the top of the page making it easy to purchase and buy something. The site appears to be a clear site from my point-of-view. It is an overwhelming way to view products when you have to click more than 3 times to get to one category of product. However you can easily login or create an account and the speed of access is pretty normal information.

The benefit of the structure provided by the company is that all the sales are on the front page and a lot of products that a customer might need is right there. The company provides a competitive advantage is social media, newsletter sign-up, and sales on the home page. They also do a Sport your Support and shop PINK collection. This makes the content of the site very broad with its products that it covers giving the customer an easy way to get everything they may need. When the customer looks at one of the navigation tabs, they also will see a pull down menu to look at different categories within that section supplying them more info.

The currency that is accepted is United States Dollars. They also give Promotion codes while in check out. You can use PayPal to check out or do the regular credit card checkout. They want you to first fill out your Billing and Shipping address. They have a little Lock at the bottom claiming “Secure Shopping Guarantee” and Free & Easy In-Store Returns. The second step is to confirm your address and shipping and mark how long shipping will be which is 3-6 days. Next is Payment Methods are Visa, MasterCard, American Express, and Discover, and Bill me Later, Gift Card, And Score Card Rewards or Promotion Code. Then the next step is to Review your order and then last step is you get your Receipt.

The site is pretty good with mobile and tablet friendly. The images are not too large and have a slider. The layout is an easy drop down menu and I like it even better than the desktop version. This will make it easier to do things online from your mobile site on the go. It’s also making it easier to read the words and the navigation bar drops down and slides over making it neater to go around the site on mobile and tablet. This is really friendly the functions work wonderful. The home page is less cluttered than the Desktop version and much better.

**Sports Authority**

The purpose of Sports Authority Company in developing the site is to broaden their audience and sell their items online as well as in their store. The main intended audiences are students and athletes who are on a sports team. They supply sports equipment, clothes, and fan items. This site conveys a positive and useful message for the company, which supplies a person at a one-stop-shop for their sporting goods needs, like Dick’s Sporting Goods.

The information content that is provided is Fitness, Clothes, Shoes, Accessories, Team Sports, Action Sports, Golf/Racquet, Games, Fan Shop, Outdoors, and Outlet. They also supply a Store Locator, This Week’s Ad, Sign Up & Save 10% now, and a call 24/7 1.888.801.9164 customer services for costumers. They have a search engine, Track your Order, My Account, My Cart, Help and much more to help the audience buy their items. They are well versed in the social media connection and help guides at the bottom if the customer needs help with Return Policies and such.

The site is aesthetically pleasing to the eye and how the flow of the site is neat. The color scheme of red and white is perfect and not distracting from the products. The company put a nice image of their shop of some of their products being used. They even have a Donate image and what type of deal is on for that month. They made sure to show off some of their deals in a nice three column and not over powering the home page. They even put favorite items being sold, brands, and some videos. The design has a calm, neat and orderly when you scroll down the page. The layout of the navigation and pages are a lot to sort through but it is still organized by category. The cart is visible and easy to view on the top of the page making it easy to purchase and buy a product. The site appears to be a clear site from my point-of-view. It still has a roll over navigation bar where it shows different categories for a customer to choose from which it can be overwhelming way to view products when you have to click more than 3 times to get to one category of product. However you can easily login or create an account and the speed of access is pretty normal information.

The benefit of the structure provided by the company is that all the sales are on the front page and the featured products are there. The company provides a competitive advantage is social media, videos, promotional offers when you sign up and sales on the home page. They also do a Sport your PINK collection. This makes the content of the site very broad with its products that it covers giving the customer an easy way to get everything they may need. When the customer looks at one of the navigation tabs, they also will see a pull down menu to look at different categories within that section supplying them more info.

The currency that is accepted is United States Dollars. They also give Promotion codes while in check out. You can use PayPal to check out or do the regular credit card checkout. They want you to first fill out your Billing and Shipping address. They have a little Lock at the top claiming “Secured with SSL.” The second step is to confirm your address and shipping and mark how long shipping will be which is 3-6 days. Next is Payment Methods are Visa, MasterCard, American Express, and Discover, PayPal, Bill me Later, and Gift Card. Then the next step is to Review your order and then last step is you get your Receipt.

The site is pretty good with mobile and tablet friendly. The images are not too large and have a slider. The home page was cut shorter than the normal desktop version by just its featured products, gift cards, and main picture. The layout is an easy menu off to the side and I like it even better than the desktop version. This will make it easier to do things online from your mobile site on the go. It’s also making it easier to read the words and the navigation bar drops down and slides over making it neater to go around the site on mobile and tablet. This is really friendly the functions work wonderful. The home page is less cluttered than the Desktop version and much better.

**Champs Sports**

The purpose of Champs Sports Company in developing the site is to broaden their audience and sell their clothes items online as well as in their store. The main intended audiences are people who want to stay in fitness and fans that support sports team. They supply athletic clothes, and fan items. This site conveys a positive and useful message for the company, which supplies a person who wants to stay in top shape and sport fans can get their favorite sport team logo on it.

The information content that is provided is Categories, Releases, Stores, the drop blog, Help, and the Log in/Register. They have a search engine, Track your Order, My Account, My Cart, Help and much more to help the audience buy their items. They are well versed in the social media connection and have live chat if a customer needs help with their orders.

The site is aesthetically pleasing to the eye and how the flow of the site is neat. The color scheme of black, gold and white is perfect and not distracting from the products. The company put a nice image of their promotional items and apps of their goods. They made sure to show off some of their deals in a nice picture slider and not over powering the home page. They even put favorite items being sold, brands, and promotions in a slider. The design has a strong feeling, neat and orderly when you scroll down the page. The layout of the navigation bar is organized and very few items to choose from and not overwhelming in the category. The cart is visible and easy to view on the top of the page making it easy to purchase and buy a product. The site appears to be a clear site from my point-of-view. It has an easy navigation bar with the products in categories tab. You can easily login or create an account and the speed of access is pretty normal information.

The benefit of the structure provided by the company is that all the sales and app promotions are on the front page and the featured products are there. The company provides a competitive advantage is social media, pictures of products, promotional offers when you sign up and sales on the home page. This makes the content of the site very specific clothes apparel products that it covers giving the customer an easy way to get everything they may need. When the customer looks at one of the navigation tabs, they also will see a pull down menu to look at different items in the categories within that section supplying them more info.

The currency that is accepted is United States Dollars. You have to login or pay as Guest. They also give Promotion codes while in check out. You can use PayPal to check out or do the regular credit card checkout. They want you to first fill out your Billing and Shipping address. They have a little Lock at the top claiming “Norton Secured.” The second step is to confirm your address and shipping and mark how long shipping will be which is 3-6 days. Next is Payment Methods are Visa, MasterCard, American Express, and Discover, PayPal, Bill me Later, and Gift Card. Then the next step is to Review your order and then last step is you get your Receipt.

The site is pretty good with mobile and tablet friendly. The images are not too large and have a slider. The home page was cut shorter than the normal desktop version by just its featured products, and main pictures. The layout is an easy menu off to the side and I like it even better than the desktop version. This will make it easier to do things online from your mobile site on the go. It’s also making it easier to read the words and the navigation bar drops down and slides over making it neater to go around the site on mobile and tablet. This is really friendly the functions work wonderful. The home page is less cluttered than the Desktop version and much better.

**Summary**

All the sites that I have viewed are very useful in their own way. If I were looking for a sport item or a fan item I can definitely go to Dick’s Sporting Goods and Sports Authority. If I wanted to get a work out outfit I can go to Champs Sports to get all my athletic clothes there. Dick’s Sporting Goods and Sports Authority are geared more towards their Clearance sales while Champs Sports show off their best clothes pictures featured on the Home page.

Different strategies are being employed with these sites. Dick’s Sporting Goods site uses a lot of “On Sale” and “Clearance” products on the Home page. The Sports Authority is using Featured Products on the main page along with the sale items. Champs Sports is using people wearing their products as their main photos on the home page to make their products better. They all have the social media connected. They also have PINK Collection for the month.

I would recommend Champs Sports over the other sites approaches because their site has a clean, cut look to it. They only have a few general featured photos in a nice photo slider. They have simple navigation that won’t overwhelm the customer and on the site too long. They have easy payment methods and a clear understanding of the check out process. Their site doesn’t take away from the product but enhances the look with dark colors to bring out the product more.

I think these sites will evolve over time to be more online and apps form, like Amazon.com. The stores are always good to go to but there are deals online and it will save a customer time and gas. They can branch out to make apps for phones and even send email out to people of their new items and in store purchases.

I think I can develop a general framework that will help other companies in this industry design their Web sites. I would definitely use the Clearance sale pictures and featured items on the Home page and do a give back donations. I would also put a sale on items for a limited time to draw in customers. I would also make sure that the whole site would also work in mobile view since everyone is using mobiles more over laptops. The sites are a big help in also making our own site as well for our project and great ideas.

The mobile and tablet sites are much better than the desktop view. The mobile sites are cut shorter and straight to the point. This makes it easier to shop around for the customer without overwhelming them or losing a customer. The site is easier to navigate and scroll the pages without getting lost. They did a great job at creating it for mobile and tablet for on the go customers.