Websites one- HMV

Use and Purpose

The use of HMVs website is to buy films, music and games and buying them from the website it will get sent to your home so you do not need to go out and get what you wanted in the shop. Furthermore, it would make it easier if you have any illness or disability and HMV have exclusive deals and items which are only in HMV like steel book blue-rays and 5 for £30 deals on films and they are on the website as well as the store. Also HMV has more music CDS and films which most other shops do not. Moreover, the purpose is to make shopping for films, music and games easier for people who do not have a HMV shop close to them or who have illness or disability to get what they want.

Target Audience

The target audience is everyone and all genders but older people may not know how to use the website and not all people have an interest in the items that they sell but everyone normally uses some of these like music or games. Also some people may not use the website because they may get their items for shops or from other websites. Moreover, if you use the website it is up to you to choose because you are not focused to buy them from HMV.

Features of the website

The features of the website are a search bar where you can search for films, music and games and you can look for something more specific like a name of a film and it will take you to it. Also the website advertising their deals and exclusive items which if you click on them it will take you to the page and at the bottom of the page they have list of deals, upcoming releases and now releases in different formats like blue-ray and there is a list of news stories which are related to films, music and games. Also you can download music from the website and you get loyalty rewards which you get if you buy items from HMV regularly which then you can get specials deals, being entered into for specials rewards like cinema tickets and tickets for music events. Also you can look at the latest videos from HMV videos which are interviews with stars of a movie or a developer of a game and you can find HMV store close to your location if you want to see what you want to buy in person. Also you can have a look at their twitter and look for jobs in the store and you can create a basket where you put the item before you buy them and chose a different to buy them.

Review the features on HMV

The presentation of the website layout is good but there is something they should change and put deals for items on the home page and not have to look for them. Also they should put the information about getting a job at the top not at the bottom because some people might have missed it. Furthermore, I think the rest of the layout is very good and the colour choices on the home page make it stand out from other websites. Moreover, the usability of the website is very good as all ages can use it and the layout of the links and items on the page are very easy to see which I find it hard to see links on other websites. Also the website does not have too many links at the top of the page whereas I find other websites too overwhelming. Furthermore, the accessibility is good but it does not have anything for blind people but the website is good for other disabilities. Also for old people the website might be confusing because of the amount of information on one page so they should add less information on the home page but for young age this will not be a problem but the old people are not a huge part of their customers and you can an access the website anywhere if you have an internet connection and you can access it on a range of drives like phones to IPads. Moreover, the performance of HMV website is very good because is runs nicely without any slowdown and the website crashing but it might be bad on another network like my home network is not that good so the page takes a very long time and when you click on anything on the website it takes a very long time to open.

Strengths and weaknesses of HMV

Strengths

One strength of the HMV website is you can download music of the website without having to buy a CD which get taken to your home which takes days but with this feature you can get it in a number of seconds which saves time and make other people come to the website because they want to get their music faster. Also is does not cost that much to download and they lay out the download very nicely and very easy to understand for everyone and you can search for music using the search bar which make it even more faster to get your music.

A second strength of HMV website is the loyalty rewards when you save up your points from buying lots of items and you get points by using the card and if you get 1000 points or more you can win rewards like a pass to film events or music and you can buy blue-rays and DVDS with the points, also you can give tips to film before they release worldwide. This is a strength because this makes you buy items from the website or shop more because you are working to get the more points to work to a reward.

Weakness

One weakness of the HMV website is it does not lay out films and music and games new release very well because films and the next games and it can get very hard to understand what is new and old. Furthermore, I think they should lay out the films in the top row then all music items under the films and then games go under music then stop this would make the layout much easier to understand and would make it easy to find the new items and not search for a long time.

A second weakness of the HMV website is that the help icon is at the bottom of the page. This is a weakness because if you need help with finding something or other thing like buying methods you would need to go to the bottom which some people may not know is there and they may go to a different website so they should move it to the top of the page so people can see it as soon as they go on the page which means they know where it is and they will not have to search for a long time look for it.