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Homework 1

The website that was chosen for this project is [www.microcenter.com](http://www.microcenter.com). Micro Center is a computer hardware and electronics retailer, that has about 23 locations nationwide. Micro Center is geared primarily towards the “tech obsessed” users , as they not only distribute brand name computers but also hardware and software components for personal machines and servers. Upon an initial review of their website, this is what I have found:

**SWOT Analysis of** [**www.Microcenter.com**](http://www.Microcenter.com)

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| **Strengths**   * Color scheme is light and easy on the eyes * Their sales ads are displayed on the landing page * Has a primary link navigation to their different departments * The main content is in the middle of the page with their items spaced nicely * Format remains similar throughout the web pages, as far as ad sizes and content areas * The item description page is very cleanly organized and is clear on the components and qualities of the product. * “ADD TO CART” buttons jump out at you as well as the price of a product on a specific item page * Store selector is emphasized in the top of the screen with the green background * Has a mailing list with exclusive deals | **Opportunities**   * Emphasize more on the e-mail list groups to increase web-traffic to your website * Display relevant ads to your use base * Emphasize your target audience more through expressing product more related to them (innovative or latest products) * Eliminate the drop down menus on the top link navigation and condense the options * Main page can have a main advertisement and popular deals content area and an ad area, instead of the current 3 areas * Use the left hand navigation as a guided search bar on the content pages * Emphasize on your banner and company name more and the store pick up |
| **Weaknesses**   * The site is very cluttered * Drop down Menus on the primary link bar * Primary link’s font size is very small * The left navigation bar is the broken down version of the top navigation bar (redundant) * Their target audience isn’t 100% clear. * Their graphic advertisements could be a little larger * The right bar graphic advertisements are varying sizes, and tightly squeezed together, making them cumbersome to look at. * Landing page looks the same as their search results page | **Threats**   * Competitors such as NewEgg.com offer a cleaner website * They have their ad’s limited on their page, only showing relevant ads * Main competitor’s (NewEgg and TigerDirect) and mainly e-commerce businesses, so their web presence is their biggest priority |

The areas that we should focus on to improve the design and web presence of the website is to space out and reorganize the main navigation bars. Currently, there are 12 items along the navigation bar, with each having a drop menu. We will try to condense this to about 7-8 links instead to make the links stand out more. We can also eliminate the drop down menus, as they can cover information in your main content area, and instead create a secondary link navigation on the page in which one of the links was clicked. For example, on the “Computers” link, once you click on it and it lads the next page, a secondary bar will appear under the main bar that will have the sections : Desktops, Ultrabooks, etc.

The next area we will focus on is by increasing the graphics ads on the landing page. Currently, the ads are in the main content area, which is good, but they need to have a bigger presence on the website. We want the company to be able to grab a customer’s attention with their low prices on their items that are displayed in the ads, instead of the customer stumbling upon the deals. We hope that the correct ad space and more relevant ads will make the target audience more clear of Micro Center, as they are selling towards the more tech savvy audience, rather than a general electronics store.

Another are we will focus on is cleaning up the content on the main page, to make it less cumbersome and busy. This can be achieved by removing the right side’s ad space, and placing it under the left hand navigation bar. The left hand navigation will be cleaned up by a more appropriate font size and allowing for a “…more” link to show the hidden options.

A website redesign should be able to increase the target market awareness and allow for easier navigation for the user. The spacing and noisy main page should be cleaned up and have appropriate font and ad sizes to be able to catch their customer’s eyes within a short period of time, instead of the current search to find what you are looking for.