

1. Company name.

The company I chose to evaluate is eBay.

2. Does the site convey a positive or useful message for the company?

Yes, the site conveys a positive and useful message. They present themselves as a large online marketplace where people can buy and sell almost anything. The homepage highlights deals, trending products, and categories, which makes the company appear active and trustworthy. The site also emphasizes buyer protection and seller ratings and money back guarantees, which helps build trust.

3. Who is the target audience?

The target audience includes a wide range of online shoppers. This includes people looking for new products, used items and collectibles. Sellers such as individuals, small businesses, and larger retailers also use eBay to reach customers.

4. What information content is provided?

The website provides a large amount of information about products being sold. Each listing usually includes product photos, a description, the price, shipping information, seller ratings, and return policies. Many listings also include compatibility details, part numbers, and condition notes. The site also provides help pages, account settings, order tracking, and customer support information.

5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)

eBay follows an e-commerce marketplace business model. Instead of selling all products directly, the platform allows third-party sellers to list items for sale. Sellers pay listing fees and transaction fees when their items sell. This model allows eBay to generate revenue without needing to own inventory.

6. What functions are provided?

The website provides many useful functions for both buyers and sellers. Users can search for products, filter results by price and condition, save items to a watch list, place bids on auctions, or purchase items instantly using the Buy It Now option. Users can also message sellers, track orders, manage payments, and leave feedback after completing transactions.

7. Does the company generate revenues from the site? How?

Yes, eBay generates revenue directly from the website. The company charges sellers listing fees and takes a percentage of each completed sale as a transaction fee. eBay also generates revenue through promoted listings and advertising options that sellers can pay for to advertise their product and increase visibility.

8. What costs do you think are associated with generating those revenues?

There are several costs associated with running the platform. These would include paying developers, infrastructure, payment processing systems, paying customer support, fraud prevention, and cybersecurity and IT. The company also spends money

on marketing. Operating a marketplace with millions of listings would require significant maintenance costs.

9. Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Yes, the site is well designed and easy to use. The search bar at the top of the page makes it easy to quickly find items and add them to your cart. New users can usually figure out how to navigate the site without difficulty.

10. How well does the company use design and layout features?

The site uses design and layout features effectively. Listings are organized in a clean grid format, which allows users to quickly compare different items listings include large photos, pricing details, and seller information.

11. Is the site aesthetically pleasing?

Yes, the site is aesthetically pleasing. The design is simple and modern, with a clean layout and consistent colors.

12. What does the company do to provide a competitive advantage?

eBay's biggest competitive advantage is the size of its marketplace and the variety of products available including used products. Users can find rare, used, or discontinued items that are not available on retail websites like Amazon.

13. What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

eBay supports many important e-commerce features. These include secure payment processing, order tracking, account management, and transaction history. The site also includes navigation tools, search filters, seller ratings, buyer protection policies, and help pages

14. What currency(ies) are accepted and how are they accommodated?

eBay supports multiple currencies depending on the region of the buyer and seller. In the United States, most transactions are completed in USD. The platform also supports international sales where prices are automatically converted into other currencies based on the buyer's country. Payment systems handle the currency conversion during checkout.

Company Web Page Evaluation Sheet

Student Name: Ethan Lanfear

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

Name of Company: eBay

Industry/General Description of Company: Online e-commerce

URL: <https://www.ebay.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)
I discovered this site from online advertising

Date site was last updated (if available):
Not listed, however listings are added constnatly

Count of prior accesses (if available):
Not Listed

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					5	Very Fast
How complex is the site?	Very Simple		2				Very Complex
Information available on the site?	Very Little			3			Huge Amount
Use of graphics?	None				4		Very Extensive
Aesthetic appeal?	None				4		Excellent
Overall effectiveness?	Very Poor					5	Excellent

Is there an explicit mission statement? Yes or No?
Yes

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

Thier mission focuses on connecting buyers and sellers

Who is the target audience?

The target audience includes online shoppers, collectors, businesses, and individuals

Can you purchase products from this site?

Yes

If so, what is the product type?

Pretty much anything it easier to say what cannot be sold,, you can buy everything except illegal drugs, stolen property, firearms, hazardous materials, and items that promote hate or discrimination

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?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? Auction/bidding	Other? (please specify)

Does the site convey a positive or useful message for the company?

Yes the website creates a useful message

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Yes the site is well organized and easy to navigate.

Is the site aesthetically pleasing?

Yes it has a simple and clean layout

How well does the company use design and layout features?

The site uses clear navigation menus and large images

Can the company generate revenues from the site? How?

Yes eBay generates revenue by charging sellers listing fees, transaction fees, and advertising fees

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Secure payment processing

Buyer protection

Seller ratings and feedback

Search engine and filters

Order tracking

Help and support pages

Return policies

dispute resolution

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

Primarily USD, but the site also supports foreign currencies through automatic conversion

General comments.

Overall, eBay is a very effective e-commerce platform. It provides a massive marketplace with a huge variety of products. The website is easy to navigate, loads quickly, and offers useful features like seller ratings and buyer protection. One advantage of eBay compared to traditional retailers is the ability to find rare or discontinued items.