Company Web Page Evaluation Sheet

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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: Micro Center

Industry/General Description of Company: Consumer Electronics

URL: https://www.microcenter.com/

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site): I went to the physical location many moons ago and found out about the store.

Date site was last updated (if available): 03/08/2026 22:47:56

Count of prior accesses (if available): N/A

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	1	2	3	4	5	Very Fast
How complex is the site?	Very Simple	1	2	3	4	5	Very Complex
Information available on the site?	Very Little	1	2	3	4	5	Huge Amount
Use of graphics?	None	1	2	3	4	5	Very Extensive
Aesthetic appeal?	None	1	2	3	4	5	Excellent
Overall effectiveness?	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or <mark>No</mark>?

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

    The purpose of the site is to entice consumers to purchase electronic products from them be it online or within one of the physical locations.

Who is the target audience?

    Tech Enthusiasts

Can you purchase products from this site?

    yes

If so, what is the product type?

    Consumer Electronics

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?
<mark>Information available on the site?</mark>	<mark>Use PayPal?</mark>
Fill in Form?	<mark>Give credit card number?</mark>
Send email message?	<mark>Encrypted?</mark>
Other? (please specify)	Other? (please specify)

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

    I would say technically yes, while no words are used, the moment you get to the site it's easy to understand what it's for.

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

   Yea, its designed pretty well, it does what its supposed to do and anyone who finds their way to the site can pretty easily figure out where to go for what they're looking for and its not slow to get from page to page.

Is the site aesthetically pleasing?

      This question is still subjective, but still yes, I'd say so.

How well does the company use design and layout features?

  I would put this as a strong suit of the company; they show many things along with quick snippets of information regarding the product to get people to click on them. Lots of things can be on the page at once and navigation is made easy.

Can the company generate revenues from the site? How?

   Yes the company does generate revenue from the site via order placing for either ship or pick up at a local location.

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

      Yes. I know this is a college course, but as far as ecommerce goes, the site offers everything mentioned in the question and more

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

   Micro Center is a US based company and only operates within its borders, as such it only accepts the US dollar in the standard way that any other US company would.

General comments.
      This is just me being curious, all of the questions towards the end of this are the same as in part 1, is there a purpose to that or these were initially two different assignments that

became one? I'd appreciate it if you answered it in the comment for grading, the curiosity will burn a whole in my brain otherwise.