

Company Web Page Evaluation Sheet

Student Name:

Alex Bazydlo

Name of Company:

Etsy, Inc.

Industry/General Description of Company:

Etsy is an online marketplace specializing in handmade, vintage, and unique goods, connecting independent sellers with buyers seeking personalized and creative products.

URL:

etsy.com

How did you discover this URL?:

I heard about this site / company via friends.

Date site was last updated (if available):

The site is updated daily, according to Google.

Count of prior accesses (if available):

I do not have access to that information.

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

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

From what I have gathered, “keep commerce human” is the mission statement given in their latest ad campaign. I believe it reflects their commitment to supporting person-to-person commerce and maintaining a more personal connection between buyer and seller.

Who is the target audience?

People who are looking for unique, handcrafted gifts made by independent sellers.

Can you purchase products from this site?

Yes. It is an online market place.

If so, what is the product type?

Jewelry, clothing, home decor, art, furniture, toys, and craft supplies, usually handcrafted, custom-made, or one-of-a-kind.

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? (please specify)	Other? (please specify)

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

Yes, it promotes a community-driven marketplace for unique, handmade, and vintage goods.

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

Yes, it's clear, user-friendly, and loads quickly for efficient navigation. Navigating to different pages felt slightly snappier than other major retailers such as Amazon, possibly do the minimalist design philosophy.

Is the site aesthetically pleasing?

Yes, Etsy's design is aesthetically pleasing with a clean, modern interface populated by high-quality images and minimal text. It is one of the best-looking e-commerce sites out there, in my opinion.

How well does the company use design and layout features?

Etsy uses clean layouts with prominent images, consistent typography, intuitive navigation, and effective use of white space to showcase products without overwhelming users.

Can the company generate revenues from the site? How?

Yes, through listing fees (\$0.20 per item), transaction fees (6.5% of sale), ads, and premium seller subscription plans.

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

Etsy supports secure checkout, SSL encryption, buyer/seller protection, advanced search functionality, wish lists, personalized recommendations, order tracking, and detailed FAQs and help sections.

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

Etsy accepts multiple currencies including USD, EUR, GBP, CAD, AUD, and others, automatically converting prices based on user location while allowing sellers to set their preferred currency.

General comments.

Etsy has been my go-to resource for unique and affordable gifts. The site is easy to navigate, nice to look at, and the company has great customer service.