

Project 1
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Part 1

1. List the name of the company and its URL.

The company website I chose for this project is Box Lunch, available at <https://www.boxlunch.com/>.

2. Search for a product on that site that you would be interested in buying and answer the following questions:

a. List the product that you searched for.

For this project, I decided on searching for a “Mineral Wash Pullover Hoodie” on BoxLunch. After some results, I selected a “How To Train Your Dragon Toothless Mineral Wash Hoodie”. (<https://www.boxlunch.com/product/how-to-train-your-dragon-toothless-mineral-wash-hoodie/34993061.html>)

b. What kind of detailed information is provided about the product?

I immediately see an image of the item, the price, the fact it is currently 20% off, sizes available (Small through 3XL), colors available (Dusty Rose and Black), and I see a notice on the bottom right corner that this is a made-to-order item. Other info includes a sizing chart and info on how to pay for it in installments on PayPal. There is also info such as material, country of origin, and item ID under “Details”.

c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?

An image is displayed of the front view of the hoodie, there is only one image. I am not able to see other angles or the other side of the hoodie. I cannot enlarge the picture directly but it has a zoom-on-hover effect. The image changes when you select a color.

d. Are customer ratings or reviews available? Did you read the reviews?

I read the one customer review for this item, simply stating “It’s so cute and comfy! Yes, I recommend this product.” They rated the quality 5 stars and indicated it fit well.

e. Does the website offers suggestions on additional items that you may want to purchase?

The website has a link above the item title and another below under “Related” that takes me to items from the same media series, and there are rows of items underneath labeled “Top Picks for You” and “More to Explore” that I can click to browse.

f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?

The "Add to Bag" button is right below the notice of the item being made-to-order. On my screen, I have to scroll to see the button from the item page which is a little inconvenient. Otherwise it is easy to use, notifying that you must select a size and color to add to your cart.

g. Is this a product that you would buy online? Or, would you research it online but purchase it from a local brick and mortar store?

Typically, I might research a hoodie online before visiting in store so I can feel the fabric. However, this particular design item is made-to-order and only available online, so I would purchase it online.

Part 2

For this project, I evaluated the experience of purchasing a "How To Train Your Dragon Toothless Mineral Wash Hoodie" on BoxLunch to assess the site's online shopping process. The experience of shopping on BoxLunch was generally straightforward, though I did notice a few aspects that could be improved. When I first accessed the BoxLunch website, the homepage loaded quickly. The search bar and categories were easy to find, but the large sale banner in the center made the page feel busy and slightly cluttered. While searching for a mineral wash hoodie, the search bar did not always return the most relevant results. Even with filters, some items did not match my search, and relevant products in the browsing sections were sometimes missing from the search results.

On the item page, clear information was provided on aspects like price, sale, sizes, colors, and made-to-order status. The product image is front and center, with a zoom-on-hover effect allowing for a closer view. The item page also offers links to items from the same media series for convenience. Below the item, sections labeled "Top Picks for You" and "More to Explore" display additional relevant items, though having to move one item at a time is slightly inconvenient. Additionally, the two to three sale notifications highlighted in red on each item in these sections can clutter the visual layout. Another minor issue was having to scroll for the "Add to Bag" button to be visible, which was somewhat inconvenient.

Adding the hoodie to my cart was simple after selecting size and color, and the website offers multiple payment methods. I also appreciated their review format, along with a normal text review, customers are also prompted to rate the quality of the item, how well it fit, and if they recommend it to others, which provides valuable information to potential buyers.

Overall, BoxLunch provides a functional and informative shopping experience, though there are some aspects of navigation and visual layout that could be improved. Despite the drawbacks, I would use this site for online shopping again because it offers detailed product information, helpful reviews, and made-to-order items that I cannot find elsewhere. However, I

would be cautious with searches, as the search function does not always return the most relevant results.