

WEB SITE ANALYSIS ASSIGNMENT

Site Chosen: Plato's Closet

1. What is the value proposition and business model for the site?
To sell great used clothing at an affordable price. The model incorporates young teens to adults in taking part in a fun and fashionable atmosphere.
2. Who are their competitions?
Cowboy joes, American textile, kchi kchi king, collections clothes co.
3. How does the website integrate with other channels?
(NOTE: A channel can be a retail store, a catalog, direct mailing campaign, etc.)
It does not provide the option for a mailed catalog but does let users be informed via e-mail regarding new seasonal changes in inventory.
4. Who are the intended customers for the website?
Kids to adults (focus on young and into fashion teens)
5. How does the site market and advertise in order to attract consumer interest? (Attract)
It's homepage layout is simple and colorful and interactive with young teens who want to mix and match with clothing accessories.
6. How does the site attract different types of customers such as impulsive, patient and analytical buyers? (Attract)
The site can't showcase all of the pieces but does give a flavor of what it has to offer. For the impulsive buyer it provides a zip code location finder, and for the patient buyer it gives a detailed history of the company and where it receives its inventory.
7. What types of tools and features does the site provide to enhance customer experience? Consider how the site applies web 2.0 tools and personalization. (Interact)
Other than the slideshow at the start not much because there inventory is constantly changing over time, but the graphics and usability to slide between pictures is impressive.
8. How does the site process order placement and payment? (Act)
Its all in person transactions meaning you could sell or purchase from inside the store location. No online payment option is provided.

9. How does the site handle delivery, shipping and returns? (Act)
No delivery or shipping but returns are guaranteed.
10. How does the site maintain customer service and support? (React)
It provides detailed information regarding locations and services but everything is done in person at the store.
11. How useful is the site's special interface feature and arrangement of content? (Usability)
It is great and simple which I like, could add some more items like accessories.
12. Describe how the site provides a utilitarian and hedonic shopping experience.
For a shopper than can use clothing this store provides a hedonic atmosphere, but for those such as teens that are looking for new trendy looks that it applies also to a utilitarian experience.
13. What are some possible improvements or enhancements you would recommend in order to improve customer loyalty?
A few more pictures with more merchandise, and maybe add a forum to have some stickiness to the site so that others come back to talk.