

WEB SITE ANALYSIS ASSIGNMENT

Site Chosen: Christabelle's Closet

1. Value Proposition: Christabelle's Closet offers the customer the service of selling unwanted name brand items for a percentage of the profit as well selling name brand items to customers that may not be able to afford or just don't want to pay full price for those items. The site allows the company to reach a diverse group of individuals as well as it is not confined to the New York area. Business Model: Christabelle's Closet has a merchant model. It is an e-commerce storefront.
2. Competitions: The competitions are similar to the competitions of Solé Boutique. However, Christabelle's Closet only focus on designer brands. Below is a list of competitors with the same focus.
 - a. Couture – www.coutureusa.com
 - b. Designer Resale Boutique – www.drboutique.com
 - c. Déjà vu - www.dejavuresale.biz/
 - d. Adore Designer Resale Boutique - www.adoreboutiques.com/
 - e. A Second Chance Designer Resale Boutique - www.asecondchanceresale.com/
 - f. ShoBizOne Boutique – www.shobizoneboutique.com/
 - g. Celine's Designer Resale Boutique - www.celinesboutique.com/
 - h. La Boutique Resale - www.laboutiqueresale.com/
3. Christabelle's Closet uses email to let customers know when new items arrive. The company is an online store. There is only an online catalog. There are no other channels being used at this time. They do have a corporate office in New York.
4. The intended customers are customers who are interested in purchasing name brand clothing at a discount price. Customers who are impulsive, patient, and analytical buyers.
5. On the home page of the site, Christabelle's Closet distinguish items as being authentic. They also inform customers that they can get the items for up to 80% off which appears to be very reasonable. They advertise their accomplishments as far as news and publications. The site also uses the color pink which can be very attractive to people.
6. The catalog is divided by the type of clothing/accessories (dresses, shoes, pants, accessories, outerwear, etc.) and sales (\$10 Clearance, 30% Off, etc). That makes it easier for customers to shop according to what they are looking for. The catalog content is on the left side of the site. Because of the way we read in the U.S. (from left to right), a visitor of the site will see that first.

7. The site provides a secure way to pay for items through verisign and paypal. This builds trust in the customer. The site has a FAQ section and a customer review section. The site is easy to navigate. However, there are too many steps to add an item to the shopping cart. The site has a blog section. The site has a help section. A customer can also search the site.
8. Tools of Advice: Shop 2 Help!, FAQ, Policies, Blog sections.
9. The site uses a shopping cart to hold the items the customers are interested in purchasing. Once they are finished shopping, they can pay by credit card via verisign or paypal.
10. The company uses USPS to ship the items. They only ship to states within the U.S. and Canada. They provide the shipping rates on the site. The customers are able to track their shipment. All sales are final. No returns are allowed.
11. The company only provides an email address and contact form on the site.
12. The interface feature and arrangement of content is very standard which makes it useful because more than likely visitors are familiar with the format. At the top you have the logo and navigation beneath it. The content/catalog is positioned to the left and specific content is viewed in the center of the page. On the right are publications and news. Below is an ad and the copyright information.
13. The site is well organized and very easy to navigate. It is visually appealing due to the colors that are being used.
14. Some possible improvements/enhancements would be:
 - a. Allow customers to add items to the shopping cart without having to view all the information.
 - b. Provide a response time since they are only using email.
 - c. Allow customers to view all items by type (shoes, dresses, etc) without selecting by specific type.