

WEB SITE ANALYSIS ASSIGNMENT

Site Chosen: The Closet - www.stepupinthecloset.com

1. What is the **value proposition** and **business model** for the site? Who are their **competitions**? How does the website integrate with other **channels**?

The Closet is a unisex consignment boutique shop which sells new and used women's clothing to men's shoes both by store and online. They sell variety of new and used clothing such as casual dress wear, latest styles and trends, vintage and retro styles, accessories, handbags, jewelry for both men and women. They also offer a selection of gift items if you need that special little gift.

Its **value proposition** is to offer the best price for new and gently used top brand clothing and accessories that are ready to go into your wardrobe. The closet store is a brick and mortar store exactly located in 119 Somerset Street, New brunswick New Jersey 08901-1945.

Its competitions comes from other boutiques which sells used and new clothing and accessories such as Designer Resale Boutique, Celine's Designer Resale Boutique Christ belles Closet Designer Resale Boutique, A Second Chance Designer Resale Boutique , Strawberry Monday, Jill's Consignment boutiques, unique consignment boutiques. Etc. This website is the only E-commerce website. However, one can sign up and add email address to their mailing list to receive information about other upcoming sales & events

2. Who are the **intended customers** for the website?

The closet targets wide range of women, men, seniors and student. It mainly focus middle-income people who likes to purchase used and new clothes, casual dresses, vintage clothing for discounted price. They provide discounts for seniors and students with a valid student ID.

There are brick and mortar users, who may probably not comfortable to purchase online, but searching the site for products and price information.

There are online shoppers who are interested in shopping online and enjoy the convenience of online shopping.

3. How does the site market and advertise in order to attract consumer interest? (**Attract**)

The closet has multiple advertisement channels. It has banners that flash on the site displaying discounts and coupons. They also have ads for brand new clothing and accessories. They have beautiful pictures in the website that completely attracts customer's interest.

4. How does the site attract different types of customers such as impulsive, patient and analytical buyers? **(Attract)**

This site contains varieties of new/used clothing brands, accessories, best pictures, advertisement pop outs, discount messages etc.

For **impulsive buyers**, the site provides the best pictures; brand name search, best price and advertisement pop outs which attracts these buyers.

The screenshot shows the homepage of 'the closet' website. At the top left, it says 'Check Out The Closet!' with a phone number '(866) 820-2453'. The logo 'the closet' is in the top right. A navigation menu on the left includes 'Home', 'Sales & Events', 'Online Store', 'F.A.Q's', 'Location', and 'Contact Us'. The main content area features a large advertisement for 'RUTGERS STUDENTS' with the headline 'THE CLOSET takes KNIGHT EXPRESS!!' and a sub-headline 'Seniors (over 62) & Students get 10% off!'. Below this, it states 'Students must show student ID.' The advertisement includes a photo of a woman wearing large white sunglasses and holding a pink flower. At the bottom of the page, there is a photo of a purple garment hanging in a closet.

For **patient buyers**, this site provides always best price and information messages pop outs which give information ongoing rates and new styles.

For **analytical buyers**, this website provides search options where the user can search and sort out according to his/her liking. The users can also compare the prices and brand and sort out according to its price and latest models.



**Check Back for more
details on our
upcoming sales!!**



Check out our new
online store!

We're adding new
items weekly and as
an additional bonus,
you can pick up your

5. 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)**

Main Page:

The main page of this website provides the information about the store, its hours of operation, advertisements displaying discounts, store location, contact information and FAQ.

Check Out The Closet!

Call Us at (866) 820-2453



- [Home](#)
- [Sales & Events](#)
- [Online Store](#)
- [F.A.Q's](#)
- [Location](#)





Unisex Consignment Boutique
 Mens & Women's Clothing | Shoes | Jewelry | Accessories
 New Brunswick, New Jersey

From women's clothing to men's shoes **The Closet** has it all. We feature new and gently used top brand clothing and accessories that are ready to go into your wardrobe. Our friendly and helpful staff offers personalized customer service and will try to help you find that perfect outfit.

Shop for the latest styles and trends, or vintage and retro styles. Enjoy a selection of business and professional wear, and browse through accessories and casual dress wear. We also offer a selection of gift items if you need that special little gift.

[Contact us](#) or visit our convenient location one block up from the New Brunswick train station off of Easton Avenue—you'll be glad you did!

Contemporary	Business & Casual	
<ul style="list-style-type: none"> • Banana Republic™ • The Gap™ • J Crew™ • Dockers™ • bebe™ • Free People™ 	<ul style="list-style-type: none"> • Jones New York™ • Liz Claiborne™ • Lord & Taylor™ • Ann Taylor™ • Botany 500™ Jackets • Calvin Klein™ 	<p>All our Blue Tagged items are BRAND NEW!!</p> <p>Any Hole Punched Tag is 50% off! Two Holes 75 % off!!!</p> <p>Any Red Tagged Item is \$2.00!!!!</p>

Visit our little consignment boutique in [New Brunswick, New Jersey](#) for new & gently used clothing, shoes, and accessories for Men & Women.

You can also shop anytime of the day in our Online Store!!

HOURS OF OPERATION

- Monday, Tuesday, Wednesday: 12 p.m. – 7 p.m.
- Thursday: 1 p.m. - 5 p.m.
- Friday: 12 p.m. - 7 p.m.
- Saturday: 1 p.m. - 5 p.m.
- Sunday: CLOSED

[Join our Mailing List for information about other upcoming sales & events!](#)

Find the store:

Brick and Mortar users can go to the web site to locate the closet store and store hours. Users, who are around New Jersey area and like the online items but don't want to pay the shipment fee, can also choose to ship to a nearby store. This site gives detailed information about how to get to the store.

Check Out The Closet!



Call Us at (866) 820-2453

Location

119 Somerset Street
New Brunswick, NJ 08901-1945

[Detailed map...](#)

This map is informational only. No representation is made or warranty given as to its content or usability. User assumes all risk of use. My Company, MapQuest and their suppliers assume no responsibility for any loss resulting from such use.

Directions

From Route 287: Take Route 287 to Exit 10. Take the exit following the signs for Easton Avenue. Follow Easton Avenue for 7 miles (Almost to the end) When you reach Somerset Street, take a right. We are the first building immediately to the right.

From Route 18:

From the South: Take Route 18 North until you reach New Brunswick. Take the Route 27 South/French Street exit. Then follow the directions for "From Route 27/From the North"

From the North: Take Route 18 South until you reach New Brunswick. Take the Route 27 South/French Street exit. Then follow the directions for "From Route 27/From the North"

From Route 27:

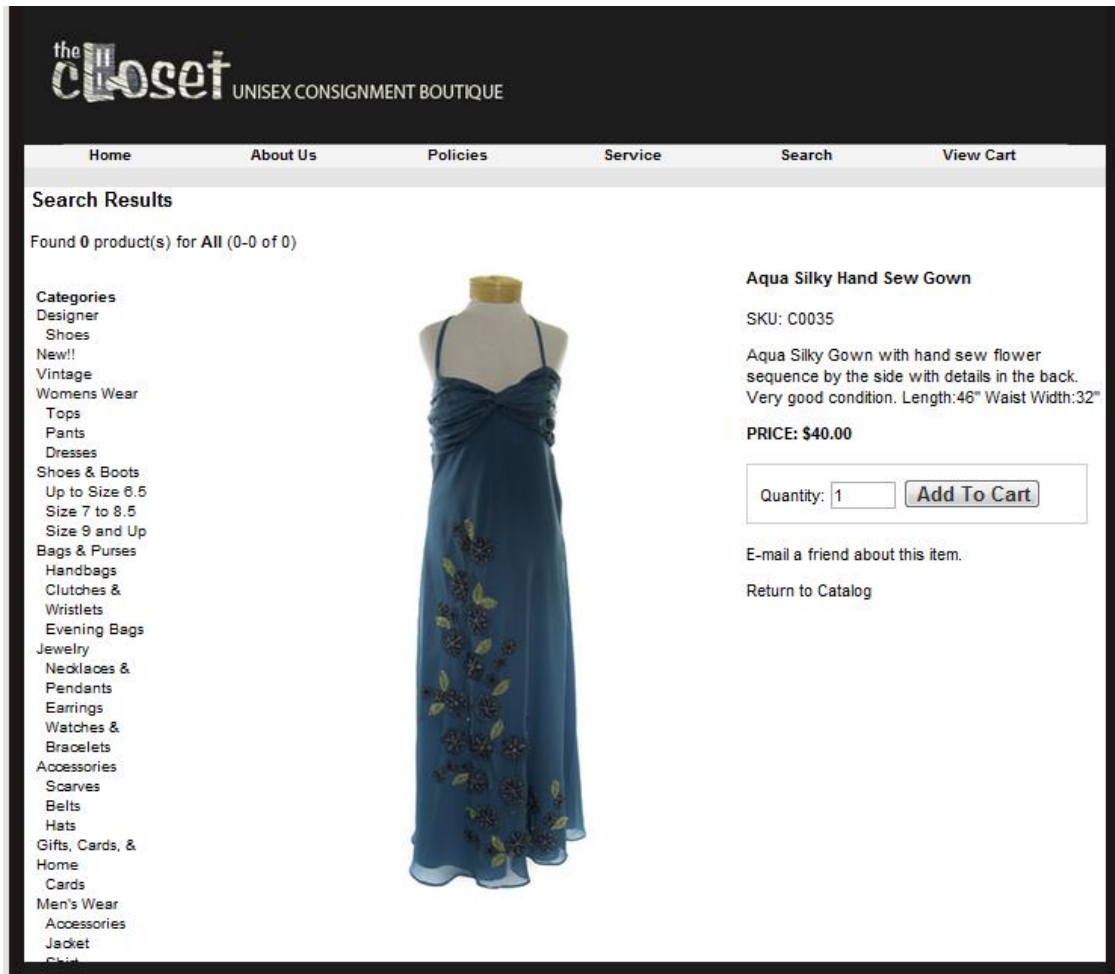
From the North: Take Route 27 South until you reach New Brunswick. When you reach the New Brunswick Train Station, take a right onto Easton Avenue. At the south light (at the

Browse item by category:

The closet boutique online site manages its items by category. The horizontal navigation bar contains the information about the site, store and shopping cart. Detailed categories are displayed on the left site navigation menu. Items are displayed in grid view for easy selection and comparison.

Check for product Information:

When users find an item that they are interested in, they can click on the icon to get detail information, such as the brand, the specific feature, texture and material. Users can select the available size and color. The user can then add to their cart if they wish to buy it. However, this function is not available for all items.



6. How does the site process order placement and payment? **(Act)**

There are several methods to checkout. Customers can check out online by credit card or debit card or by pay pal method. Users can directly check out with promotion code if applicable. Users can create an account and save their credit card information, billing and shipping address. This helps the user to save time, as there is no need for the user to re-enter the credit card information and address.

Users can also check out faster by choosing without creating an account option. This page is then directed to the next stage where the user has to enter the name, shipping address and billing address. After placing an order, the user is acknowledged by an email confirmation which is send immediately.

7. How does the site handle delivery, shipping and returns? **(Act)**

For shipping and delivery, users can choose to ship to their address directly or ship to different address or ship to a store to pick up anytime. The second method does not charge

shipping fee. Each purchase will have an order number. Users can use the order number to track shipping. The closet store gives variety of shipping options such as standard shipping with low cost, two day shipping where the package is received in a couple of days and the next day shipping option where the customers has to pay more to receive the package on the next day. This is fastest mode of shipping the package.

If users are not satisfied with the product, they can return the items. They can bring the items to a store to return, which is free of return shipping and handling fee. They can also mail the item back to closet store; however, online shoppers will be responsible for the mailing charges.

8. How does the site maintain customer service and support? **(React)**

Customers can contact the closet boutique through 24 hours e-mail. They also have an 800 series number which can be accessed only on the store timing. Customers can also email to ask product and service information, send feedback and suggestions. There is also a Frequently Asked Questions section, where users can search by keyword or phrase.

9. How useful is the site's special interface feature and arrangement of content? **(Usability)**

The screenshot shows the 'the closet' website's catalog search interface. The header includes the logo 'the closet UNISEX CONSIGNMENT BOUTIQUE' and a navigation menu with links for Home, About Us, Policies, Service, Search, and View Cart. The main content area is titled 'Catalog Search' and contains the following elements:

- 1. Select a product category and/or keyword.
 - Category: A dropdown menu with 'ALL' selected.
 - Keyword: A text input field.
 - Radio buttons for 'And' (selected) and 'Or'.
- 2. Optionally, limit by product name and/or manufacturer.
 - Product Name: A text input field.
 - Manufacturer: A text input field.
 - Price Range: A dropdown menu with 'All' selected.
- 3. Click Search to begin your search.

At the bottom of the search area, there are 'Search' and 'Clear' buttons. A footer contains the navigation links and a copyright notice: 'Copyright © 2010 The Closet. All Rights Reserved.'

The closet boutique's product filter is quite unique, handy and helpful for online shoppers. For example, when shopping women's clothing, it returns more than 100 items, by filtering by size, color; brand and style can quickly help shoppers narrow down to the items that

fit. Users can also search by the manufacturer name and can be sorted by its price, latest arrivals and relevance. The closet boutique provides both online shopping and store pick up; store shoppers, if can't find certain item, they can ask staff to order from online for them.

10. Describe how the site provides a utilitarian and hedonic shopping experience.

This website provides a pleasant shopping experience by providing an easy way to buy used and new clothing and accessories at a reasonable price. It also provides a hassle free experience where we can send feedback and suggestion to the company. It is more easy and convenient through online shipping as it also provides a faster mode of shipment option. The best part of this website is, this site is more user friendly as it has unique search option which makes users more comfortable to go search for his/her desired product. Overall this site brings happiness to the customers.

11. What are some possible improvements or enhancements you would recommend in order to improve customer loyalty?

- The Closet boutique should support their customers 24 hours through phone.
- The shipping is available only for US address. To improve this, the store should support by shipping to any part of the world. This can be handled by big courier companies like DHL, FEDEX etc.
- The website needs to updated in the about us page and policies page, which helps customers to gather some information about the company and their policy.

Reference:

- The Closet - www.stepupinthecloset.com
- Online shopping site for closet store :
<http://estore.websitepros.com/1533341/StoreFront.bok>