

Company Web Page Evaluation Sheet

Student Name:

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Please answer the following questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company:

Warby Parker

Industry/General Description of Company:

Warby Parker is an online site that offers eyeglasses and contacts to consumers.

URL: www.warbyparker.com

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)

I used Google to look for prominently online businesses and they were listed in the top 20.

Date site was last updated (if available):

Not available

Count of prior accesses (if available):

Not available

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 or No?

The mission statement is explicit in the history page of Warby Parker. It is not located on their landing page.

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

The summary is that grad students at the Wharton School of Business became aware of how expensive eyeglasses are and how they do have an impact on the person, especially in education. Because of that experience they researched why they are costly and found that the market was falsely inflated and regulated by one primary company to keep cost high because of greed. They came together to Start Warby Parker as an alternative that was affordable and went around the business practices in this specific market.

Who is the target audience?

The target audience is potential customers who need eyeglasses and contacts.

Can you purchase products from this site?

Yes, you are able to purchase both eyeglasses and contacts. They also offer non-prescription lenses for sunglasses and blue-light reduction.

If so, what is the product type?

The product type is frames and lenses for glasses. They both manufacture and sell contacts with discounts or a lower profit margin than competitors.

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?

The graphics especially follow along with their top message of, "New frames in every shape and shade". Each picture on the landing page shows people of different shades and backgrounds wearing glasses in a very inclusive theme.

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

This site is very well designed for clarity and a clean look while supplying a great amount of information. The use of pictures, floating graphics, and ability to answer questions as you scroll down makes for an ease of use you do not experience often. The speed of the site is as good as other top retailer sites.

Is the site aesthetically pleasing?

The site is aesthetically pleasing down to the bottom having a graphic that fits the overall theme of the page.

How well does the company use design and layout features?

Warby Parker does a great job of using a long scrolling layout as a one stop shop to answer most questions a visiting potential customer might have. The overall design is cohesive and thought out from a user's standpoint.

Can the company generate revenues from the site? How?

The company sells eyeglasses and contacts to the public. They also can filter people to their brick-and-mortar stores if they feel more comfortable in person. They also sell eye glass products for care of the items like, cases, cleaning kits, sunglass clip-ons.

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

The site features transactions management through use of a cart and security through a secure payment option with a secure page. They do have a site map and meta tags for spiders from search engines and they appear high in the SERP's and also have Google ads to appear at the top above the searches. They also have a FAQ for questions and easy to use navigation that filters to the products. Also, an easy walk through for purchasing that is step by step.

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

Warby Parker is currently only available in the United States and Canada for shipping and payments. They do accept gift cards and both the U.S. and Canadian dollar. They use PayPal, google pay, and affirm as payment options as well.

General comments.

Warby Parker in my opinion is a great website due to its design and programming choices. I think each section was well thought out and brought either information, appropriate graphics, products, or ways to find them in store now. Overall, I think this would be an inspiration for me if I was selling a product online on how to use the website as a giant marketing strategy. From a non-programming standpoint, I am interested in checking into this company further as someone who is nearly blind without lens corrections. I think the history that points out how the market was inflated and regulated to remain high makes me want to seek alternative options, which I am sure was their point. I jokingly say I am paying an extortion to be able to see when I go to the eye doctor. When purchasing glasses and contacts with the required test to get them, I pay over \$500 sometimes closer to \$700 to get the ability to see semi clearly. This is with insurance we also pay for out of each check. The website did a great job of answering my questions as I did research on the landing page. They take insurance, they have base prices and include some options for lenses free of charge. They do charitable work, and they have stores if I want to go in person. They also now offer contacts and different styles of lenses that would be helpful in day-to-day life. This was all findable and presented in an organic way instead of a Q and A style that I have seen on other sites.

Sources:

<https://www.warbyparker.com/>

<https://www.warbyparker.com/history>

<https://reviewob.com/warby-parker-brick-and-mortar-store-expansion-update/#:~:text=Other%20Articles%20to%20Explore&text=New%20Research%20Findings:%20How%20Many,to%20take%20place%20in%20stores.%E2%80%9D>