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Written critique

1. Company name.

Dick's Sporting Goods

2. Does the site convey a positive or useful message for the company?

The company conveys a beautiful message of support, guidance, and essence. They want to be able to support their sporting, hunting, outdoorsman, and Fitness communities. They strive to provide high-quality sporting and Outdoor Equipment to be the number one supplier in the United States.

3. Who is the target audience?

Dick's Sporting Goods target audience would be outdoorsman, fitness enthusiasts, athletes, and anybody that's looking to get outside and active.

4. What information content is provided?

Dick's Sporting Goods provides product listings, high quality customer support, promotions blogs, training videos, product videos and order statuses and updates.

5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)

They provide a business to customer model directly selling Sporting Goods and equipment to its customers through multiple outlets such as online, brick and mortar, and wholesale chains.

6. What functions are provided?

Dick's Sporting Goods has a lot of functions built into their website such as drop-down, the ability to zoom in and out in photos, watch product videos, filter by dynamic group and so much more.

7. Does the company generate revenues from the site? How?

Dick's Sporting Goods generates Revenue from multiple Outlets such as online sources, brick and mortar buildings, and wholesale Outlets. Dick's Sporting Goods has their main stores but also own a variety of chains, they use their chain stores to wholesale older Sporting Good equipment.

8. What costs do you think are associated with generating those revenues?

I think a lot of things are associated with generating that Revenue, such as building costs, website domain costs, ad costs, marketing and advertisement costs, and customer service representatives for the products that you support.

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

This website is designed for speed, functionality, and ease of use for its end users. The website has a lot of features, but it doesn't overwhelm the end user, in fact, it only helps them, offering them specific categories, string options, in size charts.

10. How well does the company use design and layout features?

The website design and features or iconic since Dick's Sporting Goods open, they've pretty much had the same general layout for their website. They have upgraded things as development changes, but the general layout is still about the same.

11. Is the site aesthetically pleasing?

Yes, this website is very aesthetically pleasing and easy to maneuver.

12. What does the company do to provide a competitive advantage?

Dick's Sporting Goods have has done a good job in providing a competitive advantage using its brand names and customer loyalty programs. They offer a lot of brand name items which draw customer attention, creating that competitive advantage.

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

Dick's Sporting Goods integrates all the following features to support e-commerce security, transaction management, and collection, navigation camera search engine, map, index, help and

easy to access policies. This is also a very well-known company, and I wouldn't expect anything less from such a high-ranking website.

14. What currency(ies) are accepted and how are they accommodated?

Currencies are normally transferred into the US dollar via the bank system