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Project 1 – Purchasing Online

Purchasing Online – GameStop

Part 1

Most of the shopping online I do is on Amazon.com, like most other Americans. Which is why, for this project, I chose to look at a different website I would do some online shopping at. I am a huge fan of video games so we will be looking at the purchasing process of GameStop's website. GameStop's official website URL is www.gamestop.com.

The product I searched for is the Xbox Series X Console. After I searched "Xbox Series X" in the search bar and pressed Enter, I was immediately taken to the results page. It showed an image of the Xbox Series X, a price, and a couple of promotions for the product. When I clicked on the option of the Xbox Series X console, the page showed me an enlarged picture of it, as well as more information on the product.

The product information page includes features of the Xbox Series X, a product description, and customer reviews. The customer reviews were already displayed on the page, so they are easy to view. The product information page includes a comparison of the Xbox Series X to previous Xbox consoles, showing what features each console has available. The same page of the website also promotes other additional items such as controllers, games, or gift cards. The GameStop website does provide an "Add to Cart" option which makes shopping very efficient. When purchasing an Xbox Series X, I would prefer to buy it in-store. Seeing the product on the shelf and buying it at the store is more ideal to me than waiting for this product to get delivered to my house.

Part 2

GameStop's website, www.gamestop.com, seems to offer a lot if not more content online than in the store. The website seems very well put together with a lot of visual representation, as well as information about each product to go with it. The website seems very easy to navigate and very user friendly. The website also offers reviews from previous customers, product features and details, and other promotional deals.

When purchasing video games online, I would use www.gamestop.com. The ease of use, the offers and deals they have on the website, and the sheer volume of content they offer online outweighs the benefits of having to go in-store convenience-wise. However, when purchasing a new console or controller, per say, I personally prefer to go in-store to purchase any hardware for the game. I prefer the in-store method for hardware because seeing the new hardware on the shelf and inspecting it in person before I buy the product are crucial aspects of purchasing any new hardware for me.

The best part about this website for me is the sheer volume of content the online store offers compared to in-store. You can search up any game, console, or hardware parts and www.gamestop.com will have it. I have searched up controllers, headsets, charging stations and other hardware parts that a person would need to play video games, and the website has it all.

GameStop's website, www.gamestop.com, does not have many flaws in it to me. The website is very well put together. The navigation bar and search bar truly make any request accessible. They even have a cart to shop for, a tracking order link for when you order something, and an account log-in link for their members. Really the only critique I have is the website could use a little background image or something. The website is a little plain, but they really did an incredible job focusing on the content of their website. There is so much www.gamestop.com has to offer that the website does not really to benefit from a visually appealing approach. Not to say that the website does not have a good visual presentation because it does, but I just think it could be used a little more.

In conclusion, I find GameStop has a really good website and it is very user friendly. I would use it for video games in the future, but I prefer to go in the store for hardware purchases. The website has so much to offer, it would be more inconvenient to not use it for future purchases.