

COMPETITIVE SITE REVIEW

BLUEFLY www.bluefly.com

- STRENGTHS:**
- Clean logo on top left
 - Clear to see what products they sell (men, women, Prada...)
 - Use of cartoon line art icons
 - Home page icons reorganize nicely when you enter catalog (women etc.). Excellent shop by category
 - Grid box layout allows for a lot of information to be see right on home page
 - Bottom footer shows text links organized clearly

- WEAKNESSES:**
- Too dark
 - Top menu has too few choices
 - "My catalog" is confusing
 - Extra inch of blue border

JOSEPH BANKS www.josbank.com

- STRENGTHS:**
- Monthly sweepstakes popup to get email addresses
 - Top menu organized by "shop by lifestyle" or how item will be used
 - Easy access to search and product index
 - No scrolling required--1 page homepage
 - Clear clean logo on left upper
 - Clear by photo collage that they go from business to casual for men
 - Little cart logo in upper right corner
 - Centered and bolded "Clearance Corner" in middle bottom
 - Navigation: top categories drop to left column details of that category
 - Inside category--menu drops to expand choices without mouseovers
 - Inside category--sale window on the right column
 - 3 click checkout
 - "Zoom" feature for products
 - Ability to track order
 - Awesome FAQ page under "customer service"

- WEAKNESSES:**
- Center promotional message is not a link
 - All menus are reorganized internally, so it can be confusing when things move (i.e. "customer service" button)

AMERICAN EAGLE OUTFITTERS www.ae.com

- STRENGTHS:**
- Virtual model and wish list features
 - Track orders ability
 - Simple clean homepage

- Top menu is main navigator, drops down to subcategories at top, versus using traditional left menu

- WEAKNESSES:**
- Logo treatment weak--emphasis on young trendy kids, not name
 - "Style Finder" for search?

DELIA's
www.delias.com

- STRENGTHS:**
- Used to have great grid of product categories (see printout form Jan)
 - Good use of boxes in upper right corner

- WEAKNESSES:**
- Too many menus and fonts in upper right corners
 - Not clear really what site is or who it is for
 - Confusing internal navigation when inside categories

CHADWICK's
www.chadwicks.com

- STRENGTHS:**
- Spotlights add attention but are annoying after a second
 - Double layer top menu with icons is clean and easy to read
 - Excellent placement of product search and order form catalog boxes in upper left
 - Major categories drop down from top to left categories that then expand
 - Bottom menu excellent!
 - Email or print choices for different catalogs
 - Printer-friendly receipt option
 - Enter catalog information and get the different sale price vs. online price for items

- WEAKNESSES:**
- Email offers hidden below page crease
 - Bottom menu excellent but too big

EDDIE BAUER
www.eddiebauer.com

- STRENGTHS:**
- Use of right menu in dark color for emphasis
 - Use of categories by gender right on home page, with more visible under crease
 - Upper right icons
 - Clear columned bottom menu
 - Use of bullet points for copy on product page

- WEAKNESSES:**
- Top menu too cluttered
 - Home page too cluttered

JC PENNEY
www.jcpenney.com