

**Part One:**

**1. List the name of the company and its URL.**

The company I chose was Kohl's and the URL is <https://www.kohls.com>.

**2. Search for a product on that site that you would be interested in buying and answer the following questions:**

**a. List the product that you searched for.**

The product I searched for was the Shark Rocket Cordless Stick Vacuum.

**b. What kind of detailed information is provided about the product?**

Detailed information provided about the product includes its price, weight, battery life and charge time, size dimensions, warranty information, and what's included in the box.

**c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?**

Yes, there is an image displayed. You can see an enlarged view of the main image, and there are also several different images to look through of the product and its different parts.

**d. Are customer ratings or reviews available? Did you read the reviews?**

Yes, customer ratings and reviews are available for this product. I did not read all the reviews, but I did look through and read some of them.

**e. Does the website offer suggestions on additional items that you may want to purchase?**

Yes, the website did offer suggestions on additional items to purchase.

**f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?**

Yes, you can easily add the item to the shopping cart. The Add to Cart button is to the right of the product image and is easily visible.

**g. Is this a product that you would buy online? Or would you research it online but purchase it from a local brick and mortar store?**

This is a product that I am more likely to research online but then purchase from a local brick and mortar store. This is mainly due to shipping costs.

**Part Two:**

**In addition to answering the questions in Part #1, write a 300–400-word description of the experience and a short critique of the purchasing process. Please indicate whether or not you will use the site and/or the Internet (for shopping) again, why, or why not?**

Overall, my experience with this purchasing process was a positive one. I started by visiting the Kohl's website and typing the word vacuum into the search bar at the top of the home page. I prefer a lightweight vacuum, so I narrowed the search results to a stick style vacuum using the filter options on the left side of the page. I have used a Shark brand vacuum in the past and liked it, so I also filtered the search results to a Shark brand vacuum. I liked the look of the Shark Rocket Cordless Vacuum, so that is what I chose for part one. I looked at the different images of the vacuum and read the product description that was provided below the pictures. I also looked through some of the reviews, making sure to look at more than just the five- and four-star reviews. I always like to look at the lower star reviews too, so I can see any cons other buyers may have found after buying and using the product I am considering.

Yes, I will use the Kohl's website again for my online shopping in the future. I found the website very easy to navigate, and having the option to filter the results makes finding a specific product a much easier process. In the ratings and review section it gives you the percentage of reviewers that would recommend the product to other buyers, which I think can be helpful when researching a product you want to buy. There is also a questions and answers section included near the ratings and review section, where buyers can ask specific questions about the product and either other buyers or Kohl's Department Stores will answer the questions if they can. I find this section helpful when researching a product online, so I am more likely to use a website that includes it.