Part One:

Provide an organized, written critique addressing the following questions:

1. Company name

The company's name is T-Mobile.

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

Yes, the T-Mobile website does convey a positive message for the company. It conveys that their customers are top priority for the company, as well as their communities and the environment. They want to provide top internet and cell service to their customers while reaching as many people as they can, and they want to do this in a way that leaves the smallest environmental footprint as possible.

3. Who is the target audience?

The target audience is consumers looking to buy a new mobile device and or looking to subscribe to a phone plan/internet service.

4. What information content is provided?

There is a large amount of information content provided on the T-Mobile website. They provide information about all the different electronic products they sell, including the price and product features. They have information about their different service plans, and they list the deals they are featuring currently. They also provide a large amount of info about the company including its goals and priorities.

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

 The T-Mobile website follows both a business to customer and business to business model, as they sell their products and service plans to both individual customers for personal use and to other businesses. According to an article shared on their website they follow a differentiated and sustainable growth strategy, by focusing on the consumers' needs and leading the way with 5G which helps them stand out from their competitors.

6. What functions are provided?

This website contains easy to use navigation, including a search bar. They provide a newsroom link that provides you with news articles related to T-Mobile.

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

Yes, T-Mobile generates revenue from their website. They sell multiple accessories for different electronics, as well as the electronics themselves online. They also allow you to sign up for service plans online as well.

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

I think there are many costs associated with generating those revenues. There would be the cost of manufacturing the different products and the warehouse costs for storing the products on a larger scale. There would also be packaging costs and shipping costs to send the products to the stores or customers' homes. Since everything is being sold electronically over the website and they only accept credit cards as a form of payment, there could also be processing fees for charging the credit cards.

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

Yes, I think the website is designed well from the point of view of clarity, ease of use, and speed of access. The website loaded quickly, and the different pages of the website loaded at a decent speed as well, though there was a slight delay when loading some of them. The website is organized nicely, and the navigation bar at the top of the page would make it easy to find a specific product since it includes drop down menus for all their plans, products, and deals.

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

The company does a good job using design and layout features for their website. The navigation bar provides drop down menus that make it very easy to access the different products or plans offered by the company. The search bar on the navigation bar makes it easy to search for a specific product. Each page is filled with a large amount of content, including

pictures and information about the company or about the products and services being sold by them.

11. Is the site aesthetically pleasing?

Yes, T-Mobile's website is aesthetically pleasing. The layout design makes sense and I personally really like the color scheme used. They use many images to display products and promote their products.

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

One thing T-Mobile does to provide a competitive advantage is that it offers plans that cost less than the plans of its competitors like Verizon and AT&T. T-Mobile also offers different deals throughout the year on their products and plans.

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

There are many features supporting ecommerce on the T-Mobile website. This is a secure website. When creating an account with them, a consumer can easily manage their transaction history on the website, as well as make secure purchases using any major credit card. The website has an entire page explaining the different ways T-Mobile collects consumer information, and what is done with that information. T-Mobile's website is one of the first sites suggested when searching for Mobile service providers, meaning it is ranked well. The navigation bar provides multiple ways to easily access the products and service plans offered and provides a drop-down menu that is labeled contact support, which provides the 1-800 number for T-Mobile and all the other ways to contact them. The site also includes a chat bot to help answer questions a customer or future customer may have. You can find a link to the policies and terms & conditions in the footer section of each page.

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

When purchasing from the T-Mobile website, only all major credit cards are accepted. You are unable to pay with PayPal or any other online payment system.

Company Web Page Evaluation Sheet

Student Name: Caitlin Diaz

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: T-Mobile

Industry/General Description of Company:

T-Mobile's industry is telecommunications, and it is a cell phone store and service provider.

URL: https://www.t-mobile.com/

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

I discovered this URL via Yahoo, by using their search bar. I searched mobile websites and chose T-Mobile's website from the search results.

Date site was last updated (if available):

They do not display when the website was last updated.

Count of prior accesses (if available):

They do not display a count of prior accesses.

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?

No, there is not an explicit mission statement.

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

While there is not an explicit mission statement, the website does a good job showing its purpose. The website expresses T-Mobile provides fast, reliable service and devices to its customers and a fair price and strives to reach as many customers as possible, and all of this is done in an environmentally friendly way. The purpose of the website is to provide customers with a convenient way to buy these electronic devices and service plans.

Who is the target audience?

The target audience is consumers looking to buy a new mobile device and or looking to subscribe to a phone plan/internet service.

Can you purchase products from this site?

Yes, you can purchase products from this site.

If so, what is the product type?

T-Mobile sells multiple types of products. Physical items include electronic devices (phones, tablets, smart watches, etc.) and accessories for those devices (phone cases, chargers, watch bands, etc.). You can also buy services such as phone plans and internet.

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?

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How well does the company use design and layout features?

The company does a good job using design and layout features for their website. The navigation bar provides drop down menus that make it very easy to access the different products or plans offered by the company. The search bar on the navigation bar makes it easy to search for a specific product. Each page is filled with a large amount of content, including pictures and information about the company or about the products and services being sold by them.

Can the company generate revenues from the site? How?

Yes, T-Mobile generates revenue from their website. They sell multiple accessories for different electronics, as well as the electronics themselves online. They also allow you to sign up for service plans online as well.

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