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Project 1: Purchasing Online  
ITWP-2600  
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## Part 1

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

Company name: Bath and Body Works

URL: [bathandbodyworks.com](https://www.bathandbodyworks.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.

Liplicious Whipped Vanilla Lip Gloss

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

##### i. Price, color, size, etc.?

There's information about the price, size of the tube, flavor/fragrance description, list of ingredients.

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

There are multiple images shown on the product page as well as different image views. You can click on the picture(s) to view a larger image of the product.

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

There is a 4.5-star overall rating with 98 reviews. I've read some of the reviews and many of them are positive.

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

After the reviews, there is a section that says "More You'll Adore" that has suggestions for other items such as hand sanitizer spray, hand sanitizer gel and lip balm.

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

You're able to add the item to your cart with one simple click. There is a visible "Add to bag" button right after the delivery options.

- 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?**

Since it's a small item, I would just purchase it online, with other items of course, and have it delivered. To me, it's more convenient that way.

## **Part 2**

- 1. 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?**

Shopping for Bath and Body Works products on their website is a fun and easy experience. The web site has an attractive, colorful design with hundreds of fragrance-related products to choose from, ranging from candles to moisturizers. Organizing the categories makes it quick and easy to find what you're looking for. The search feature allows you to locate the product you're looking for just by typing in your search term. There are also many different promotional discounts available, which can add value to your shopping experience. When you've finished shopping, the checkout process is extremely simple, as Bath and Body Works will take you through the entire checkout process from payment to shipping. After setting up an online account with Bath and Body Works, you'll be able to keep track of your order history and also be able to take advantage of special deal promotions offered to only account holders.

Overall, I see no reason why I would not return to shop at Bath and Body Works through their website again. With them being a highly respected brand for quality products, I would return to do business with them many more times in the future. Bath and Body Works does a fantastic job of providing a high-quality online shopping experience for their customers, which creates a strong desire to purchase from Bath and Body Works again.