

Evaluation Form for E-Commerce Sites: MLB.com

Presentation

1. The use of graphics is very appropriate for this site.
1 2 3 4 5 **6** 7
2. The design elements are not annoying or distracting.
1 **2** 3 4 5 6 7
3. The amount of information displayed is just right.
1 2 3 **4** 5 6 7
4. The colors in this web site are pleasant.
1 2 3 4 5 6 **7**
5. This site organized its information in a way that is easy for me to understand.
1 2 3 **4** 5 6 7
6. This site's attractiveness invites me to go further into this site.
1 2 3 4 5 **6** 7
7. The website has a focus that is consistent with the business.
1 2 3 4 5 **6** 7
8. Font size, type and number of changes is appropriate.
1 2 3 4 5 6 **7**
9. There is a consistent design or theme across the pages.
1 2 3 4 5 6 **7**
10. The site is customer/client oriented.
1 2 3 4 **5** 6 7
11. The site minimizes the scrolling needed to view the pages.
1 2 **3** 4 5 6 7

Navigation

12. The graphical presentation appears to be helpful in navigating.

1 2 3 4 5 6 **7**

13. I like the way the hyperlinks are embedded in this site's design.

1 2 3 4 **5** 6 7

14. Someone without knowledge about this company could easily find information.

1 2 3 4 **5** 6 7

15. Information links are located where I would expect them to be.

1 2 3 4 5 **6** 7

16. This site would enable me to get precise information quickly.

1 2 3 4 **5** 6 7

17. This web site has a navigationally efficient layout.

1 2 3 4 **5** 6 7

18. The site uses the same window rather than opening new windows.

1 2 3 4 5 6 **7**

19. The site provides a site map.

1 2 3 4 5 6 7

20. I can get to any location in the site in 5 "clicks" or less.

1 2 3 4 5 6 **7**

21. The site provides search and advanced search features.

1 2 3 4 5 6 **7**

22. All links work.

1 2 3 4 5 6 **7**

Quality

23. Information appears to be believable.

1 2 3 4 5 6 7

24. I understand the purpose of this site.

1 2 3 4 5 6 7

25. I would recommend this site to a colleague.

1 2 3 4 5 6 7

26. This site appears to make it easy to correspond with the company.

1 2 3 4 5 6 7

27. I clearly understand the services and products of this company by looking at this site.

1 2 3 4 5 6 7

28. Viewing this site gives me a good image of the company.

1 2 3 4 5 6 7

29. The Site clearly state policies on Privacy and Security.

1 2 3 4 5 6 7

30. The Site appears to be easy to maintain.

1 2 3 4 5 6 7

31. The Site uses secure transactions.

1 2 3 4 5 6 7

32. The site contains current information.

1 2 3 4 5 6 7

33. The site provides alternative payment methods.

1 2 3 4 5 6 7

34. The site remembers who I am through a login or registration.

1 2 3 4 5 6 7

35. The site allows for anonymous browsing.

1 2 3 4 5 6 7

36. The site provides information about product return (if appropriate).

1 2 3 4 5 6 7

37. The site is always available.

1 2 3 4 5 6 7

38. The site has a short "load" time.

1 2 3 4 5 6 7

39. The site has a short "response" time.

1 2 3 4 5 6 7

40. The site does not use cookies unnecessarily.

1 2 3 4 5 6 7

41. The cookies used (if any) do not appear to be invasive.

1 2 3 4 5 6 7

42. The site works with both major browsers

1 2 3 4 5 6 7

Presentation

The use of graphics are appropriate for this website. On each page, there are images that catch your attention and keep you interested. The design elements are annoying and distracting. The ads and pointless videos that pop-up over the page distracts the user going to the site for information. This might cause them to not come back to the website. When I first opened a page, a series of videos dropped down from the top and played an ad. After the ad, random videos that aren't interesting to the majority of viewers plays. This is a pointless distraction that doesn't benefit the website, or most users. There is too much information on the home page. Each individual team after that has a uniform, easy to read style. The web page tries to do too much that ends up overwhelming first time readers. The colors of the

website are great. Mlb colors grace the homepage, and team colors every page after that. For user that regularly visit the site, the sites organization is easy to understand. For users visiting for a first or second time, it can seem jumbled. With different team news and images on the front page, the site is very attractive to different users from different demographics. The website is consistent with the business, as it has stats that are official to the game. Font size is universal throughout the site, colors flow with the background and don't hinder the experience. The design of the site is consistent all the way through, although colors do change for the various teams. The site could better minimize the need of scrolling through various pages to make the experience better. The overall presentation of the website is positive, but it could be better for customer orientation by removing parts of the website to avoid overwhelming customers visiting the website.

Navigation

The websites navigation is helpful for navigating the website. Even when leaving the webpage to go to individual team pages, the navigation bar stays the same throughout the process. When you get to an individual team page, a second navigation panel opens to allow the user to browse with ease. Hyperlinks are embedded well throughout the site. Although, some ads are clickable that can be quite annoying when you click one unintentionally. Someone without knowledge of the company may have a difficult time finding information they want to find, but the search menu at the top can assist customers to find their needed information. The information on this site is easy to quickly access if you are a repeat user. The layout could be more efficient on the homepage, but each page after it is well thought out, and organized. The site doesn't open new windows unless required, such as for mlb.tv or if you're leaving the site. The website doesn't provide a site map. You can access any necessary information from the website in five clicks or less. The site provides an advanced search feature at the top right of the website, and all links work flawlessly.

Quality

Information on the site appears believable and is cited when required. The purpose of this site is easy to understand; it provides information to customers that enjoy baseball as entertainment. Countless articles and statistics grace the website, making it a haven for customers. I would recommend this website to a colleague that was interested in baseball. The site doesn't make it too easy to correspond with the company, but that is because of a lack of need in giving customers that access. The services and products of this company are easy to understand when looking at this site. There is a fantasy section, shop section, individual team section, and ticket purchasing options. The purpose of this site is to give customers a way to find all of their baseball sporting needs in one location. Viewing the clean colors of the site gives the company a clean, positive image. The site does have clear privacy and security requirements at the bottom of each page, and even states when it was last updated. This is a very complex website, and it shows. It is clear that this website wouldn't be easy to maintain, and requires a lot of capital to keep it running smoothly. The site uses secure transactions for both mlb apparel shopping, and ticket purchasing. All information is current, and is updated every few seconds to keep the customers up to speed with all happenings in baseball. While logging in isn't required, once you log in, you don't have to log back in until you reset your cookies. No site truly allows for anonymous browsing, but this website does not require users to log in. The site does provide information about product return at checkout and via the search bar at the top of the page. The website is available 24-7 365 days a year. The site, while containing a lot of information, has a relatively short load and response time. The website doesn't use cookies unnecessarily, but does store some information for quicker browsing. MLB.com does work with both major web browsers, as long as a long list of the next top choices.