

Part #1:

1. Meijer <https://www.meijer.com/>
 - a. Nintendo Switch with Neon Blue & Neon Red JoyCon
<https://www.meijer.com/shopping/product/nintendo-switch-with-neon-blue-and-neon-red-joycon/4549688377.html>
 - b. Both the product details and product features only repeat Nintendo Switch with Neon Blue and Neon Red JoyCon
 - c. There is one photo present that shows one angle of the box.
 - d. Only one review available, I did read it, and it had nothing to do with the product. It was a complaint Meijer does not have layaway, price matching, etc.
 - e. There are options for additional related products. This includes more controllers and Nintendo Switch Lites. Under, "Frequently Bought Together", games are suggested as well.
 - f. Add to Cart is visible and to the right side of the product picture.
 - g. Because this system retails at \$299.99 and would be subject to a reduced electronic return policy, I would typically prefer to purchase in person at a brick-and-mortar store.

Part #2:

The first impression of the Meijer website is that it concentrates mostly on food and essentials for pets and home. General merchandise requires using more navigation or searching for the item in the search feature. After landing on electronics the Video Games and Consoles manufacturers were listed on the electronics navigation menu. By clicking on the noticeable Nintendo link the Switch console is the first result. Overall, the imaging is underwhelming with only one photo of the box is available. Under further inspection no product specifications and details are listed. They only repeated the product title in both positions and lack basic information like measurements of the actual physical product. The add to cart button and stock information is noticeable at its location next to the products photos. Also inadequate is the one review that is readable on this page that is giving the product 5 stars but asking for changes in pricing policy. This is the sort of review that should be removed or hidden by the corporation due to its lack of relevance to the product.

Overall, the impression of the landing page is adequate. After navigating to the Switch console, the online shopping experience starts to suffer. The lack of any sort of detail or

information about this product is a mistake. By only repeating the title information, Meijer is losing the opportunity to educate and sell this item. For example, if someone had a smaller space and wanted to know the dimensions of the item, Meijer, unable to deliver the required measurements. This would drive the consumer to search other online sites for the product specifications. If they then decide the physical machine was a proper size for their space, there is no incentive for them to return to Meijer to purchase the item. In fact, it would be more convenient to add to cart on a competitor's website, then navigate back to Meijer.

As a shopper of Meijer for my groceries I am remarkably familiar with their store and even ordering groceries online for pick up or delivery. Any resources were poured into that side of the store's website with most general merchandise listings lacking information, if they appear at all. Shopping online for general merchandise is only useable to see if it is in stock and that is incorrect at times. Overall, I would continue to shop for my groceries if needed online at this brick and mortar, but I would do research and more than likely purchase other items online elsewhere. The Meijer website does not prevent me from shopping online, just shopping for products on their website.