

Company Web Page Evaluation Sheet

Student Name: Jade Holt

Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: ColouredRaine

Industry/General Description of Company:

This is a cosmetic company that is Black owned by a Caribbean woman Loraine R. Dowdy from Brooklyn, New York

URL: <https://colouredraine.com/>

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

I googled the company name since I found them on social media.

Date site was last updated (if available): N/A

Count of prior accesses (if available): N/A

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?

Yes

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

Loraine became the architect of Coloured Raine because of her deep love for beautiful vibrant colors and hues. She has always believed that makeup is just light-hearted, beautiful fun, and set here in this world for people to simply love and enjoy. It is a fascinating tool used for each person's unique self-expression, regardless of age, race, or gender. This is the ideology that Coloured Raine was built and still stands upon today, and what also sets the brand apart from competitors.

Who is the target audience?

The target audience is young and older people who are 18 to mid to late 30's. Those who love makeup and are makeup artist.

Can you purchase products from this site?

Yes, I can purchase Items from the site.

If so, what is the product type?

I would purchase their lipglosses and eyeshadow.

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?

Yes

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

Yes, it is well designed where I can see the product very well and navigate through the website easily. The load time for website is fast, the images might load a few seconds, but it comes up pretty fast.

Is the site aesthetically pleasing?

The colors that are used in the site make the site appealing and the images that are displayed, are easy to look at. The images background makes the product pop out and I can see the details.

How well does the company use design and layout features?

The design and layout are simple looking, and the colors seems to fit well with company. The navigation is easy, and I don't have to scroll to look for items for a long time.

Can the company generate revenues from the site? How?

Yes, it can by customers buying the products off online and it offer different purchasing offers to make it easier for the consumers.

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

- About Us
- Privacy Policies
- FAQs
- Terms and Conditions
- Shipping and Returns.
- Contact Us
- Rewards
- Download our app; they have an app now.
- Accessibility button on the lower right hand side

What currency(ies) are accepted? How are they accommodated?

They have nowhere on the site where it states to change the country you in to accommodate the currency. I tried it myself, if I was an international customer and I want to try this company products, I'll have to pay \$20 international fee and it gets more expensive with USPS First– Class and Priority Mail International and FedEx International. I used a random Fiji address to see how it works but if someone across the seas can used their card and I'll assume that their bank converts the currency.

General comments.