

Project 2  
Kristen Glodich  
3/5/2026

**Part 1**

**1. Company name.**

The company chosen for this project is DSW, also known as Designer Shoe Warehouse. Their website can be found at <https://www.dsw.com/>.

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

Yes, the site conveys a positive message by presenting DSW as a convenient place to buy a variety of shoes from popular brands. The homepage highlights sales, rewards programs, and featured products, showing that customers can find trendy footwear at good prices.

**3. Who is the target audience?**

DSW mainly targets adults looking for brand name shoes at discounted prices. The site promotes sales, clearance items, and discount codes, appealing to shoppers looking for a deal. It also emphasizes the DSW VIP rewards program and free shipping offers to encourage repeat customers and brand loyalty.

**4. What information content is provided?**

The site lists shoes for women, men, and kids with details like brand, style, size, color, and pricing, along with any discounts and clearance sales. It explains shopping options like online ordering, in store pickup, and same day delivery, along with customer support info for returns, exchanges, and contact. DSW also promotes its Rewards program, VIP membership, app downloads, and provides style tips for sneakers.

**5. What business model is the site following?**

DSW is following a B2C e-commerce model, selling shoes and accessories directly to customers online.

**6. What functions are provided?**

You can search for shoes by style, brand, or even use image search to find similar items. Filters let you narrow results by size, color, price, width, heel height, materials, and/or trends. Each product page shows images, price, available sizes/colors, sale info, and customer reviews. You can quickly add items to your cart, choose shipping or in store pickup, and track orders. Other helpful functions include signing up for emails for extra discounts, checking store locations, and accessing customer support for returns, exchanges, or questions.

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

DSW generates revenue by selling shoes and accessories directly to customers through its website.

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

Costs likely include purchasing inventory from brands, maintaining the website and IT systems, marketing and advertising, payment processing fees, shipping and handling, and customer service support.

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

The site is generally well designed. Product information is easy to find, and adding items to the cart is simple. The layout is clean and straightforward. However, loading times, especially when visiting pages for the first time, are not ideal and can feel slow. Once pages are fully loaded, navigation is smoother, but overall speed could be improved to enhance the user experience.

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

DSW does a solid job with design and layout. Banners, filters, and product images are organized clearly, making it easy to find what you're looking for. Featured collections and recommended products are well separated, so browsing doesn't feel cluttered.

**11. Is the site aesthetically pleasing?**

The website has a simple, clean design that does not stand out visually. Its layout could easily be applied to another company without being noticed. However, the simplicity makes it functional and easy to navigate, which works for its purpose even if it is not flashy or eye catching.

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

DSW gives itself a competitive edge by combining variety, convenience, and value. They carry a wide selection of shoes and accessories from popular brands and exclusive lines, so customers can find something for almost any style or need. They also run sales, promotions, and curated suggestions to keep shoppers engaged. On top of that, DSW uses personalized marketing features, such as dynamic buttons that change based on a user's browsing behavior, tailored email campaigns, and abandoned cart reminders, to increase engagement and encourage repeat visits.

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

DSW's site supports several ecommerce features. It has secure checkout and multiple payment options for safe transactions. The site collects information to process orders, manage accounts, and handle shipping or returns. Navigation is straightforward with menus, filters, and categories, and a search bar lets users find products quickly. Policies like privacy, returns, and terms of use are easily accessible in the footer. Customer help is available through links for returns, exchanges, order status, and contact information.

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

All prices, discounts, and checkout totals on DSW's site are shown and processed in US dollars, with no support for other currencies.

### **Works Cited**

"From Testing to Triumph: The Secret behind DSW's 89% Revenue Boost." *Movableink.com*,

2025, [movableink.com/case-studies/dsw-case-study](https://movableink.com/case-studies/dsw-case-study)

Schneider, Gary P. *Electronic Commerce*. 12th ed., Cengage, 2017.

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## Part 2 - Company Web Page Evaluation Sheet

**Student Name:**

Kristen Glodich

**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:**

DSW / Designer Shoe Warehouse

**Industry/General Description of Company:**

DSW is a footwear and accessories retailer selling shoes for women, men, and kids, focusing on brand name styles, discounts, and convenience through both online and in store shopping.

**URL:**

<https://www.dsw.com/>

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

I've shopped at DSW stores before and looked up their website online.

**Date site was last updated (if available):**

It looks like it's last major update was around September 2, 2025.

**Count of prior accesses (if available):**

Not listed, but I'd guess around 15-20 prior accesses.

**Please highlight the number associated with each question in the table below based on your website experience.**

<b>Access time to load first page?</b>	Very Slow	1	2	3	4	5	Very Fast
<b>How complex is the site?</b>	Very Simple	1	2	3	4	5	Very Complex
<b>Information available on the site?</b>	Very Little	1	2	3	4	5	Huge Amount
<b>Use of graphics?</b>	None	1	2	3	4	5	Very Extensive
<b>Aesthetic appeal?</b>	None	1	2	3	4	5	Excellent
<b>Overall effectiveness?</b>	Very Poor	1	2	3	4	5	Excellent

**Is there an explicit mission statement? Yes or No?**

Yes, though I had to search for it on their social media and past articles about them, it doesn't seem to be present on their website.

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

DSW's mission is to inspire self-expression by helping customers choose footwear that reflects their personal style and identity.

**Who is the target audience?**

DSW's target audience is adults and families who want brand name and designer shoes at good prices. They focus on shoppers looking for value through sales, clearance items, and rewards programs.

**Can you purchase products from this site?**

Yes.

**If so, what is the product type?**

Products include a variety of footwear, bags, socks, hair accessories, sunglasses, belts, and other types of accessories.

**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? (Cart System)	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, the site conveys a positive message by presenting DSW as a convenient place to buy a variety of shoes from popular brands. The homepage highlights sales, rewards programs, and featured products, showing that customers can find trendy footwear at good prices.

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

The site is generally well designed. Product information is easy to find, and adding items to the cart is simple. The layout is clean and straightforward. However, loading times, especially when visiting pages for the first time, are not ideal and can feel slow. Once pages are fully loaded, navigation is smoother, but overall speed could be improved to enhance the user experience.

**Is the site aesthetically pleasing?**

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**How well does the company use design and layout features?**

DSW does a solid job with design and layout. Banners, filters, and product images are organized clearly, making it easy to find what you're looking for. Featured collections and recommended products are well separated, so browsing doesn't feel cluttered.

**Can the company generate revenues from the site? How?**

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

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

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**General comments.**

## Works Cited

“From Testing to Triumph: The Secret behind DSW’s 89% Revenue Boost.” *Movableink.com*, 2025, [movableink.com/case-studies/dsw-case-study](https://movableink.com/case-studies/dsw-case-study).

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[www.marketingdive.com/news/how-dsws-new-brand-platform-showcases-the-fun-of-in-person-shopping/758903/](https://www.marketingdive.com/news/how-dsws-new-brand-platform-showcases-the-fun-of-in-person-shopping/758903/).

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