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Project 1

Part 1.

1. Newegg found at https://www.newegg.com/
2. GIGABYTE WindForce GeForce RTX 5070 12GB GDDR7 PCI Express 5.0 ATX Graphics Card GV-N5070WF3OC-12GD
   b. Price, brand options, editions, general specs
   c. An image is displayed along with multiple viewing angles and the exact dimensions of the product
   d. Reviews are available, I did not read them because I do independent research for these sorts of things.
   e. The website offers both similar products as well as products that are related to and frequently purchased with this one.
   f. The "Add to cart" button is immediately available on the right side of the screen and colored differently from everything else to make it more noticeable, and when scrolling it appears on a nav bar that stays at the top of the page.
   g. I would do both, if online is the cheapest price I would get it there, if a store is cheaper I'll go there.

Part 2.

Generally, I would say the experience of Newegg is not a bad one. The site can be a bit cluttered with stuff, especially if there is a deal of some sort going on. One thing it does well is having categories for different items to make it easier to end up where you want to be. For example, upon reaching the site, if you were searching for a GPU, the thing I searched for, you would hover over the "Components and Storage" category which would bring up sub-categories, then you would navigate to the "GPU & Video Graphics Device" where you could choose to either go directly to the page for all of things related to that or go through one more sub-category titled "GPUs/Video Graphics Cards."

My biggest critique of the purchasing process would likely be that these days the site does offer a lot of stuff, if you do not know exactly what you want, navigation can be a pain often requiring external research into products before beginning the shopping journey. Taking my example from earlier, you would first need to be aware of which category the thing you're looking for resides in so you do not go randomly clicking around looking for stuff. I know a GPU would be considered a component, but someone completely new to pc building might not know that. There is a search bar to help alleviate this but again, that falls into needing to know what you're looking for before you even reach the site.

The way I shop, I would definitely buy this product online if the best price for it is offered there, conversely if the best price is offered in a local store I would buy it there instead.

The internet is one of the main ways I shop, and I personally have been using this site since I came across it in 2016 so I definitely without a doubt would use it again. It is quite a bit larger now with its offerings than it was before, but I do my research on the things I want long before I ever make a decision to buy anything from anywhere anyway, my research is almost never done on the sites I purchase from to begin with.