

# IKEA Website Evaluation Essay

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a cup of pens. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A 'Write My Essay!' button is present. A 'Calculate the price' calculator is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', a dropdown for 'Essay (any type)', 'College', '2 weeks', and '1 page / 275 words'. It also has radio buttons for 'Double spaces' (selected) and 'Single spaces', a price of '\$11.4', and a 'Write My Paper' button. Below the banner, three review widgets are shown: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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We - Do it all for you

Grab your original paper for just \$10 per page with a free plagiarism report included

Write My Essay!

Calculate the price

Writing Rewriting Editing

Essay (any type) ▾

College ▾ 2 weeks ▾

1 page / 275 words ▾ +

Double spaces  Single spaces

\$11.4

Write My Paper

NO MORE SLEEPLESS NIGHTS...  
100% PLAGIARISM-FREE ESSAYS. ANY TOPIC OR DIFFICULTY CAN BE HANDLED!

EssayPro Reviews 4.9

ResellerRatings 4.9

Sitejabber 4.8

LINK => <http://787787.com/writing-service?340055983>

The website that has been chosen to be evaluated by me is IKEA's website. IKEA website is actually one of the profit-making website. The website enables people to choose for their items and make a list before they make a real purchase at the real IKEA store. Basically, IKEA store is a store that provides home furnishing products such as sofas, beds, kitchen stuff, toiletries and some others. And even more, they had a showroom to inspire people to decorate their own house. So, in the website, there is also a preview of the showroom as it will helps for those that did not get a chance to go to the IKEA store.

In order to evaluate the website, the first aspect to be evaluated is in terms of the content. All the content intended appear in the website such as the details for each product. The product that being displayed on website is not slightly different than the real one; what you look is what you will see or get. The purpose of why this website is created had been stated in the IKEA Privacy Policy page. The IKEA website provides a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. Even there are tonnes of pictures of product in some pages, but yet still can be considered that the content of the webpage is properly organized. People can just simply click on the item that they want to look out, as the image has been arranged in a grid and not jumbled up. Besides that, the customer also can

download the [IKEA catalogue](#) and IKEA Home Planner software to view the product better. By using IKEA catalogue, it enables users to zoom in the product itself.

Next is in terms of the design and aesthetics. Layout that being used for this website is a plain white which easier people to read the text that is in black, in contrast and suitable for the concept of showroom online. The font is also suits which is not too big and not too small to be read by people. To highlight the main subject or the main product, the font is being bold to alert customers that they choose the right one. There is no audio available for this website or even a video. But somehow, as it was a home furnishing website, most of the pictures being used by the website is in JPEG format to deliver a clear view of the products to customers.

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