

Purchasing Online

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Company

Name: Dicks Sporting Goods

Site: <https://www.dickssportinggoods.com/>

Location: 50580 waterside drive chesterfield, MI 48051

Number: [877-846-9997](tel:877-846-9997)

Search for a product on that site that you would be interested in buying and answer the following questions:

a. List the product that you searched for.

Baseball Glove: **Wilson 12.75" 1799 A2000 Series Glove**

b. What kind of detailed information is provided about the product? i. Price, color, size, etc.?

The product detailed information like the specifications of the size of the glove, web pattern, age, sport, position, color options, series, throwing arm, and year manufacturer. It gives you product information like the price of the glove, the material its made from, product reviews, a star rating of the product, and much more!

c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?

The product has nine different images of the product from every angle imaginable, it has an AI function that allows you to see the glove in any color scheme, you're able to zoom in and out on the images, and it has a video of the product talking about the glove line.

d. Are customer ratings or reviews available? Did you read the reviews?

Yes, you can see all the reviews on the product at the bottom of the website. They made it possible for you to search the reviews just in case you have a concern about the product. They allow you to leave your own review of the product helping educate future consumers.

e. Does the website offers suggestions on additional items that you may want to purchase?

The website does offer suggestions on additional items that are frequently bought together such as bats, batting globes, and training aides for baseballs. They can display similar items using a

dynamic search of other products that closely resemble the baseball glove or sport you are shopping for.

f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?

Yes, you can easily add a product from your cart with the big and bold add to the cart button which does make the site easy to navigate.

g. Is this a product that you would buy online? Or, would you research it online but purchase it from a local brick and mortar store?

This is a product that I would research online but purchase from a local store. Being that this is an item dependent on fit and feel I don't think buying online would be the best idea. If the site had a size chart, then I'd feel more comfortable with buying online.

Shopping online has become second nature to many of us, offering an incredible number of products at the click of a button. I chose to research the purchasing process for a Wilson A2000 Series Baseball Glove on Dicks Sporting Goods. I evaluated everything from the detailed product information and imagery to the ease of navigation of the site including the purchasing process.

The product information on Wilson A2000 is clear and concise, detailing the size of the glove, the position, the type of leather, which hand the glove is made for, the color, web style and much more. The product is offered in different sizes depending on what position you are playing such as a 12.25 for infield and the 12.75 for an outfielder all stated in the specifications screen. The highlights section provides crucial information like the type of leather that they use the "Pro stock select American steerhide leather with a dual welting. This information is crucial when buying a baseball glove because dual welting provides extra durability to the glove allowing for long-lasting sporting equipment compared to a single stitch glove. The product information lists all the upgrades to this year's model of the A2000 baseball glove like the new and improved Flat Finger Binding technology, allowing for more finger protection. The product has some exceptional pictures of the item, providing nine images of the product from every angle imaginable. The images allow the user to zoom in and out so that they can get a good idea of the craftsmanship of the item. This is important when selling items online because the user needs to be able to see the quality of the item. The purchasing process and navigation of the dick's sporting goods website is incredible. They make it easy to add items to your cart, offering helpful recommendations through the "complete set" and "frequently bought together" items section. The description font is a good size and add to cart button is big and bold making it hard to miss. The one thing that I would improve is the cart, when clicking on the cart button it takes you to a completely different page. I think it could be beneficial to have a pop-out tab where you

can edit your cart without having to leave the page that you were currently perusing. Dicks Sporting Goods offers a review section of the product also provides some helpful information on people's purchasing experience with this product, for instance one of the reviews says that he received his new glove covered in dirt and grime. This review may deter some people from purchasing this product.

All and all, I think I will most definitely use Dicks Sporting Goods and or the internet for online shopping again. The site offers ease of use and convenience with detailed product information, product reviews, product support and the detailed imagery all making for a great online shopping experience.