

C&C Element Analysis: Checkout and Shopping Efficiency

	http:// www.artistcrafts man.com/	https:// www.michaels.c om/	https:// www.dickblick.c om/	https:// www.joann.com/
Global Navigation	Painting; Brushes; Surfaces; Drawing; Printmaking; Studio; Sculpt; Craft; Specialty; Sale; Resources	Shop Categories; Christmas; Gift Shop; Bulk Buys; Hancock Fabrics; Projects; Custom Framing; Weekly Ad	Paint & Mediums; Canvas & Surfaces; Drawing & Illustration; Paper & Boards; Brushes & Painting Tools; Easels & Furniture; Framing & Matboard; Ceramics & Sculpture	Departments; my fabric; Project Ideas; Classes; Christmas Shop; Gifts
Quantity:	11	8	8	6
Checkout	Shopping Cart Icon on top Right; Option to pay with PayPal; Option to Check Out as Guest or Create Account; Total of 7 steps/pages to purchase item as Guest: Checkout method, Billing Information, Shipping Information, Discount Code, Shipping Method, Payment Information, Order Review	Shopping Cart Icon on Top Right; Option to Check out as Guest or use PayPal, and offers user option to Create Account; Total of 4 steps/pages to purchase item: Contact Information, Shipping Information, Payment, Review.	Shopping Cart Icon on Top Right; Option to use AmazonPay or PayPal; Option to check out as Guest Create Account; Total of 3 steps/pages to purchase item: Shipping & Delivery; Payment & Contact; Submit Order	Bag Icon on Top Right; Option to Use PayPal or VisaCheckout; Option to Check Out as Guest or Create Account; Total of 3 steps/pages to purchase item: Shipping; Billing; Place Order.

Landing Page	Logo, Search Engine, Store Locator; Cart; Account, Wishlist, Login; Navigation Bar; Hero Image=Carousel Advertisement of Coupons; Featured Products; Sale Products; Brands; Customer Service; Social Media Links	Search Engine, Logo, Store Locator, Sign In, Shopping Cart, Navigation Bar, Hero Image=Carousel Advertisement of Coupons; Holiday Products; Featured Products; Social Media Links; Customer Service	Logo, Search Engine, My Account, Orders, Shopping Cart, Navigation Bar, Hero Image=Carousel Featuring Products; Coupon Advertisement on Right Side; Featured Products; Store Locator; Browse Departments; Clearance; Social Media Links; Customer Service	Yes; Top Middle; Magnifying Logo, Search Engine, Coupons, Weekly Ads, Account, Shopping Cart, Navigation Bar, Hero Bar=Coupon Advertisement; Sale products; Holiday products; Items that ship for free; Gift Cards; Categories; Savings & Discount Programs; Subscribe to Newsletter; Social Media Links; Customer Service
Search Engine	Yes; Top Center; Magnifying Glass Icon	Yes, Top Left; Magnifying Glass Icon	Yes; Top Middle; Magnifying Glass Icon	Yes; Top Middle; Magnifying Glass
Social Links	Yes; Bottom Left; Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube	Yes; Bottom Left; Facebook, Instagram, Twitter, Pinterest, YouTube	Yes; Bottom Left; Facebook, Instagram, Twitter, Pinterest, YouTube	Yes; Bottom Right; Facebook, Instagram, Twitter, Pinterest, YouTube, GooglePlus