**Week 3**

After listening to this week’s lecture, continue critiquing the B2C e-retail web store that you chose last week. In a paper, using APA format, address the topics for week 3 listed below.  Remember to save all of your work as each week builds on the previous week's work to establish a complete understanding on the web store critique process. Utilize the PowerPoint lecture to assist you with the topics.

The paper should include:

* + a review of how the web store addresses the topics outlined;
  + your opinion of how well the web store handles the topic areas; and
  + insight on how the web store could beimproved in the topic areas.

1. **E-Commerce**
   1. Can you receive a printed invoice (important to some companies) (slide 16 & 17)
   2. What is the difference between merchant accounts and a payment gateway? (slide 8 & 9)
   3. Shipping charges and other transaction costs provided? (slide 16 & 17)
   4. At what point does the server switch to secure (from http:// to https://) (slides 5-7)
   5. Accepts credit cards online? If so, which ones? (slides 6 & 7)
   6. Uses a shopping cart system? (slides 6 & 7)
   7. Accepts foreign currencies? (slides 6 & 7)
   8. How easy are purchases completed in comparison to the Amazon 1-Click system? (slides 16 & 17)
   9. Is your order confirmed by email along with your order number? (slides 16 & 17)

8.10. Does the web store give you the option to store your personal data? (slides 4 & 5)

8.11. Does the web store give you the option of calling in case of a disaster? (slide 3 & 4)

1. **Test Their Online Response Times**
   1. After studying their site, send them an email with a question not answered about their product or service on their website. See how long it takes them to respond and rate quality of their response. (slide 16 & 17)
   2. Find an error on their web-site and send them a note about it, see if they respond to you. The easiest thing to do is find a broken link and report it to them. How long did it take for them to respond, how long to fix the problem? (slide 16 & 17)