

Artist & Craftsman Supply C&C Analysis

Notes	Feature Comparison	Primary Competition				Secondary Competition		
		Artist & Craftsman Supply (Specialty)	Blicks (Specialty)	Blue Rooster (Specialty)	Graphaids (Specialty)	Amazon (Everyone's Choice)	Michaels (Commercial)	Joann (Commercial)
Check Out Issues	Category navigation count	11	8	4	5	5	7	4
	Order summary during every check-out steps	No	Yes: right side	Yes: at bottom	Yes: at top	Yes: right side	Yes: right side	Yes: right side
	Amount of steps to complete checkout process	7	4	2	5	2	5	5
Purchase Decision Issues	Product review images	No	Yes	No	No	Yes	No	No
	Product video	No	No	No	No	Yes	No	No
	Color picking method	Image or in-stores	Image or in-stores	Image or in-stores	Image or in-stores	Image	Image or in-stores	Image or in-stores
	Homepage call to action	No	Yes: Shop Now	Yes: Clearance	Yes: Shop Brands	Yes: Search	No	Yes: Shop Now
	Online product availability in nearby stores	No: Call or E-mail	No: Call	No: Call or E-mail	No	No	Yes	Yes
	Hero image at home page	Yes: Promo	Yes: Promo	Yes: Promo	No	Yes: Promo	Yes: Promo	Yes: Promo
	Category navigation location	Header	Header	Section	Header	Header	Header	Header
	Search	Yes: Top Center	Yes: Top Center	Yes: Top Right	Yes: top left	Yes: Top Right	Yes: Top Left	Yes: Top Center
	Wish list	Yes: Wishlist at home	Yes: Wish List at home	Yes: Favorites	Yes: Wishlist	Yes: Wishlist	Yes: Favorites at home	Yes: Wish List at product
	Login	Yes: Login	Yes: My Account	Yes: My Account	Yes: My account	Yes: Hello, Sign in	Yes: Sign-in	Yes: Account
	Search specification	Yes	No	Yes	Yes	Yes	yes	yes
	Include product information	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Product rating	Yes	Yes	Yes	No	Yes	Yes	Yes
	Sort product	Yes: Name & Price	No	Yes: Price, name, brand, new	No	Yes: Featured, price, review, new	Yes: Best seller, new, rating, price	Yes: Best seller, rate, new, price, alpha, relevant
	Breadcrumbs	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Guest check-out	Yes	Yes	Yes	No	No	Yes	Yes
	Shopping cart	Yes: shopping cart	Yes: shopping cart	Yes: Red box	Yes: shopping cart	Yes: shopping cart	Yes: shopping cart	Yes: Bag
	Edit checkout progress	Yes	No	No	Yes	Yes	Yes	Yes
	Paypal payment option	Yes	Yes	Yes	No	Yes	Yes	Yes
	Amazon payment option	Yes	Yes	No	No	Yes	No	No
	Shipping options	Yes	Yes	No	No	Yes	Yes	Yes
	Website feedback box	Yes: at right side	No	No	No	No	No	Yes: at right side
	Free shipment	No	Yes: \$49 or more purchase	Yes: \$25 and over	No	Yes: \$25 or more/ Prime member	Yes: Only qualified items	No
	Free return policy	No	No	No	No	No	No	No
	Track order	Yes: w/ account only	Yes	Yes: w/ account only	Yes: w/ account only	Yes: w/ account only	Yes	Yes
	Weekday store hours of operation	9-8pm	9-8pm	10-8pm	9-5pm	N/A	9-9pm	10-9pm