

Project 1: Purchasing Online
ITWP 2600 – Web Commerce
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2/20/2026

Website:

Fangamer – website for gaming merchandise based in Tucson AZ.

<https://www.fangamer.com/>

Product I mainly used for the following questions:

<https://www.fangamer.com/collections/stardew-valley/products/stardew-valley-complete-ost-vinyl-box-set>

List the product(s) that you searched for.

Searched a few products in the search bar, such as ‘Cards’, ‘Journal’, and ‘Vinyl’ that would be from any game they may have. I also went through the menus for collections and looked at merch for specific games such as ‘Stardew Valley’, ‘Hollow Knight’ and “ for the merchandise specifically for the game. With new merchandise for Stardew Valley given its anniversary I was mainly looking at those products.

What kind of detailed information is provided about the product? – Price, Color, Size, etc.

The detailed information clearly states what the product is, a collection of vinyl soundtracks for the game. There are 4 soundtracks, so it comes with 4 vinyl’s, which is 77 tracks. New art is included including the artist and a link to another product they did the art for which was nice to see. The listing also states it comes with instant digital downloads for the tracks and the formats that are included. Also, on the product page lists the full track list, multiple images, link to the EU posting, the price as well as bundle and save options, related products, and customer reviews. Overall, a very detailed and informative page regarding the product in question.

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

They do have multiple images posted for their products, showcasing what is included and each part of the product. They can be scrolled through on the page or clicked on to open a slide show gallery. Images can be enlarged by clicking on them as well. I did want to call out one thing I really appreciate that this site does, when looking at a book product. Fangamer will have images showcasing many of the pages within the book. This gives a better idea of

what the contents inside the book look like without providing the full book. So many times, I see products where only the front and back covers are shown which really hurts the shopping experience for me.

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

Each product on their site does have customer ratings/reviews available. When browsing products, sadly the review rating isn't shown, but when you click on a product to open its details, the rating is listed at the top. Each product page also has the customer reviews you can read near the bottom of the page. These are displayed with the username of the reviewer, the star rating they gave, the text they provided and the date it was posted. If there are no reviews for that product, no rating will display and the review section will be empty with a fun graphic stating there are no reviews and a prompt to write a review and be the first.

When I shop online, no matter where, I always look at the reviews to see what people are saying. Many times, bad reviews make no sense – giving a product 3-4 stars but raving about how great the product is, or they misunderstood the product, but it helps give me an idea if the product is worth the effort for me to buy.

Does the website offer suggestions on additional items that you may want to purchase?

Yes, when looking at a product, they have a section for related products, that displays 4 different products. Normally these are from the same collection. They do also have listed a bundle and save options as well at the top of the page just above the 'Add to Cart' button, this shows other products you can bundle together and how much you save and the normal listed price of the item.

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

Yes, from a product page, the 'Add to Cart' button is clear and easy to see at the top of the page. One feature I wish they had, was a way to add an item to your cart from the product category page when browsing. Sometimes I know I want an item and would like the faster option to add it to my cart without having to click into each one.

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

Sadly, this being one of the only places for me to buy this product, I would buy it online. Overall, though, I don't have many issues with buying products online. Books can be tricky for me, as stated above when I cannot see inside the book in some way.

In 300-400 words, describe the experience and a short critique of the purchasing process. Indicate whether or not you will use the site or internet for shopping again, why/why not.

Many of my critiques or feedback will be repeating what I stated in the above questions as well.

Overall, the design of the Fangamer website, I feel is very well done and feels smooth as a shopper. I have purchased products from them before and had good experiences and the quality as been as expected or better. Browsing products on their site is simple but offers many ways to find products. Shoppers can search by collection (specific video game), product type and subtype such as T-Shirts under Apparel, or by categories like New, Restocked, Sale, Under \$15.

The checkout process is also very easy and simplistic, the standard method where you enter your information and maybe make an account for their site. Or you can make it faster using Shop, Google Pay or PayPal, that will fill out everything needed to check out, and using one of these options may help shoppers feel secure buying online.

A feature that Fangamer does that I feel is both a great option but also I have some critiques about, is when looking at the product category page, they will have tags at the bottom left of the product image that states if an item is New, Sold Out or Restock Planned, which is very convenient to know as I browse. On products that are sold out and have a planned restock, on the product page itself you can select to be notified when they do restock, just providing them with your name and email to be notified at. Which is a great feature to have, and I have used this both on this site and other sites in the past.

The critique I do have though is when a product is marked as 'Sold Out', there is no option of being notified if it ever gets restocked. Only on products listed as "Restock Planned" have the option for notification when it becomes available again. May be a pet peeve of mine, but seeing products listed that are not available and may not be available irks me. I feel like products should be hidden from browsing product pages when they are not available or have no plans to become available.

A second critique is not having an option to add products to your cart from the browsing product page, rather than having to click on each product, open that products page than adding it to the cart. Sometimes I know what I want to buy and don't want to click into everyone. On the same page, I do wish they would show the review rating for the items like

many other sites show. Knowing if a product is well reviewed or poorly reviewed can help save time and 'clicks' for me as a shopper.

When it comes to buying online, especially from this site, I would buy from this site. I have purchased items in the past and bought a few products when doing this review. I do find shopping online much more convenient for me, but many times I will stick to sites I am familiar with. Many times, I will shop online from stores I have been to physically, or by recommendation of friends and family.