Company Web Page Evaluation Sheet

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My Notes: I cut any questions in part 1 that were also in the evaluation sheet. Any part 1 questions that were not duplicated I added with similar questions marked as 'Part 1 Question'. I wanted to make it as clean as possible without missing any questions. I also apologize I just had surgery on my hand/wrist so cutting the duplicated questions down help while I recover.

Name of Company:

    Humble Bundle

Industry/General Description of Company:

    Digital storefront for video games, software, eBooks, comics and many other digital products. Along with a monthly gaming subscription service, charity incentives, publishing and more.

URL:
    https://www.humblebundle.com/

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)

    Word of mouth by friends, from work, and sometimes from developers I follow. They would mention when a bundle was available for charities I was interested in or educational bundles for work (they do a lot of IT and Programming base bundles, as well as Animation and Art). Eventually I created an account and signed up for emails when new bundles are available.

Date site was last updated (if available):

    Looks like it's only listed as sometime in 2026 however they update their bundle storefront at least weekly and their subscriptions monthly. I do see a game that was released today is being displayed and promoted so it is updated very often.

Count of prior accesses (if available):

    I do not see a prior access counter anywhere.

Please highlight the number associated with each question in the table below based on your website experience.
(I added my score in () in case highlighting came through difficult to read)

Access time to load first page? (5)	Very Slow	1	2	3	4	**5**	Very Fast
How complex is the site? (1)	Very Simple	**1**	2	3	4	5	Very Complex
Information available on the site? (4)	Very Little	1	2	3	**4**	5	Huge Amount

Use of graphics? (5)	None	1	2	3	4	5	Very Extensive
Aesthetic appeal? (5)	None	1	2	3	4	5	Excellent
Overall effectiveness? (5)	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement?

I do not see a mission statement explicitly displayed.

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

Not sure if it's their mission statement, but they have 'our focus' posted regarding the impact they can make by joining with charities that connect with key areas within their own company. These five focus areas are listed as:
- Climate Change and Sustainability
- Equity and Opportunity
- Disaster and Crisis Relief
- Quality Education
- Health and Well-being.

Part 1 Question: What information content is provided?

They have a lot of information on the about section of the webpage, that explains the company, products and services they offer, partnerships and charities and more. They also have a link to a dedicated blog and support page that can be publicly accessed.

Part 1 Question: What functions are provided?

Community, charity donations, digital storefront of all sorts of products, publishing services, and monthly gaming subscription. Websites offer support and information for which charities they are working with, their partnerships and more. They have a blog you can access and connect with others in the community.

Who is the target audience?

Given their different products and services, they target a few audiences such as tech enthusiasts and professionals, gamers, philanthropists and avid readers and artists.

Can you purchase products from this site?

Yes

If so, what is the product type?

Humble bundle is a digital storefront for games, eBooks, software and other types of digital content. They offer bundles of products that you can purchase at different price points, each price point will clearly state what products in the bundle you will get, as well as how much of the price will go to charity.

Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number?	Call 800 number?
==Information available on the site?==	==Use PayPal?==
Fill in Form?	==Give credit card number?==
Send email message?	==Encrypted?==
==Other==? (please specify)	Other? (please specify)

Customers browse online and add items to their cart and check out when they are done. Bundles are purchased one at a time as you select how much you will pay. Since they are digital products, you are provided with links to download content, game keys to redeem on selected platforms. You also get an email to reference for accessing as well. Payment is made using PayPal, Credit/Debit along with a few others. They do have encrypted security for checkouts and transactions.

Does the site convey a positive or useful message for the company?

They do convey a positive message as they do display the work they do for charities along with the current donation goals and achievements. They do promote indie developers and products that may not be well known to help others make their way into their career and passions as well.

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Yes, the navigation is very simple and easy to navigate to find what you are looking for or help you discover new things without being confused or lost. It's simple design and graphic make it easy and loads fast even on my mobile device.

Is the site aesthetically pleasing?

As a user, I do find this site to be aesthetically pleasing, it's simple but has a lot of character that draws me in. When looking at the bundles they offer, I like hovering over a bundle displays a preview of what is included such as eBook or Video Game titles. When a bundle is close to being gone, the timer listed is highlighted in red which is very nice as well.

How well does the company use design and layout features?

They use design and layout features well. Easy and smooth navigation between different areas of their site, very simple product category page that when you hoover over bundles provides previews of what is included and the time left for that bundle is clearly displayed. They posted as well that they aim to have a user friendly and accessible experience for everyone,

including how to reach out if you have any concerns or issues with accessibility so they can work to improve.

Can the company generate revenues from the site? How?

They offer multiple products as well as a monthly subscription service. Most bundles provide them with a percentage-based cut depending on the 'pay what you want' level purchased. Most of their revenue comes from direct sales of video games, publishing and hosting content and the monthly subscription.

Part 1 Question: What costs do you think are associated with generating those revenues?

Realistically I think the revenue they make from direct sales, partnerships with large companies, and their own publishing and hosting services, make up a lot of the costs associated with the charity bundles they offer. They work with developers to find a sale price that best works for their bundles as well.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

The Humble bundle site provides a search bar for products they offer on their web site; they have an about page that is informative, and a navigation bar that feels smooth to me as a user. With an account, which is free to make, you can check your transaction history and the process to access the products you have purchased if you ever need them in the future. Without an account, you enter an email address to have your digital products delivered too but are limited to checking purchase history. They use what they call Humble Bundle Browser Verification, to add a layer of security so purchases cannot be redeemed without consent. This cannot be disabled but seems you must you it or 2-step verification.

They also have support linked at the footer of their pages that opens their dedicated support page that has multiple categories, search features and ability to submit tickets. Posted under the About -> Accessibility section they updated as of 9/2025 that they aim to make their website as user friendly and accessible as they can for everyone. They offer contact information for anyone who may find issues accessing anything as well which I really appreciate as a user.

What currency(ies) are accepted? How are they accommodated?

They accept most major currencies including the US Dollar (USD), Canadian Dollar (CAD), Russian Ruble (RUB), Euro (EUR), Britian Pound (GBP), Australian Dollar (AUD), and Pesos to name a few. If a region is not supported, USD will be charged as default, and their subscriptions are only billed in USD. Payment methods include credit/debit, PayPal, Alipay and SOFORT.

Part 1 Question: What business model is the site following?

B2C (Business to Consumer) primarily is their business model, but the Publishing, hosting and distribution services they offer is B2B (Business to Business)

Part 1 Question: What does the company do to provide a competitive advantage?

Unique bundles of products that you can pay any price you are able to see what products you can get at that price as well as being able to donate to charity in the process. I have been able to get some great learning materials, eBooks I never knew of, and more from their bundle deals.

General comments.

Generally, I used this site as I frequently check the bundles they offer and find a lot of great products while being able to provide them with charities. Sadly, it looks that the overall company is restructuring so it'll be interesting to see what the future looks like for them.

Additional Source Links:

https://en.wikipedia.org/wiki/Humble_Bundle

Direct Source Links on the humble bundle site:

https://support.humblebundle.com/hc/en-us/articles/360002105394-Humble-Bundle-Browser-Verification-Humble-Guard

https://support.humblebundle.com/hc/en-us

https://www.humblebundle.com/about

https://blog.humblebundle.com/

https://www.humblebundle.com/accessibility