

I decided to research Peachpit as it was appealing to me due to the fact that as a student, having a reliable source from where to get education resources is important. I went onto the site and simply navigated it. I concluded that this online bookstore mainly appeals to people that take in information better through reading and generally, are visual learners, due to its copies of books, eBooks and DVDs. The target demographic appears to be students between the ages of 30 and 50 (Millennials), due to the format the content takes. It seems PeachPit is targeting those that are going through a career switch or upskilling as the copywriting on Peachpit markets to “professionals”, which is characteristic of Pearson; aiming to “create learning opportunities that strengthens every career”. This demographic is likely to use their phones to navigate the web, and they are likely to trust companies based on brand names and reputation.

**STRENGTH** - Peachpit highlights its main selling point well; as soon as you land on the page, the first thing that can be seen is an “Adobe Creative Cloud” ad and discount inviting the user to “click” to find out more, see figure 2. Immediately, they are increasing retention time, positively impacting the website's SEO. Users can trust what Peachpit publishes as they are certified by big brands like Apple and Adobe. Also, the navigation is very clear and makes it easy to traverse the page. Lastly, the sign-in feature takes away the user's need to keep inputting their data after every purchase.

**WEAKNESSES** - From the perspective of a web developer, and as a consumer of modern-day technology, there is an expectation of what should be seen on a website of service: A user will decide whether to stay on a webpage within the first “0.05 seconds” of viewing it. As seen in figure 2, the empty spaces on the side of the pages are distracting from the content in the centre. The slogan is not one of the first things to be seen on the webpage that could leave the user struggling to identify the service and intentions. It is clear that the webpage is for an American audience.

**OPPORTUNITIES** - The service provided is not the only one but if Peachpit could get involved with article publishers and get Peachpit into a “Top 10...” article would help with marketing. Also, the demographic can be expanded to the younger generation by working with Universities and offering student discounts, this would help make Peachpit stand out as most publishing companies do not interact directly with their audience. Having partnerships with universities will result in a lot more traction on the website.

**THREATS** - The Peachpit website does not take into consideration the market for audiobooks or how now, there are free e-books which might discourage some users from purchasing. I came across a couple of publishers specialising in similar topics, the one that stood out was SpringerLink; It has a large database of books, most of which cannot easily be found free, if at all. This gives the competition an upper hand in the market.

### **RECOMMENDATION**

The user will likely come across a couple of issues on this page, such as being able to focus and read the content being displayed. The information architecture is hard to follow, also, the main limitation is the fact that this page is not accessible to mobile users. Pearson’s aim to digitise the products and services has to focus on different devices users will be on.

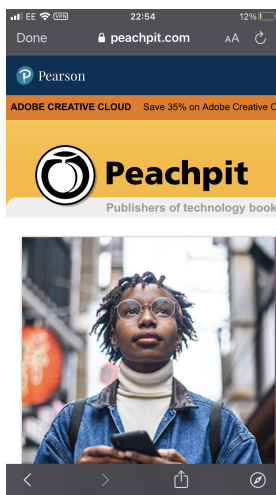
Design - From my understanding of the online market and services, I recommend Peachpit re-designs the layout of the page, modernising it. Also, fixing image quality, size and readability, replacing broken images where applicable, see figure 3. Also, animation can be added to make the page more interactive and fun.

Recommended re-design: <https://xd.adobe.com/view/391f1942-0043-493b-bc2d-bb9c3c047c70-6c4c/>

**Product Search** - Based on this service, having the search bar as a focal point on the page would be an ideal design choice, like with the google search engine, it is likely the users of this page are on the site looking for a product or brand instead of just browsing.

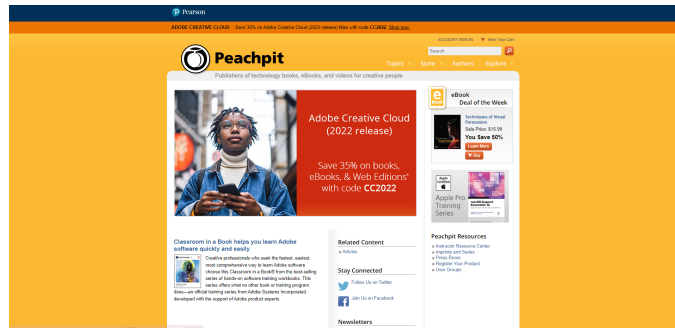
**Copywriting** - In order to combat the highly popular free e-book market, there could be a bit added to the copywriting that could acknowledge it but talk about the importance of print work and the value of paying authors for the work and research into the topics written about.

**Competition** - From my findings, SpringerLink's website has a base layout reminiscent of what a library's website would look like. In order to stand out from companies like them, looking into UX and user retention design will increase the likelihood of users recommending the service.

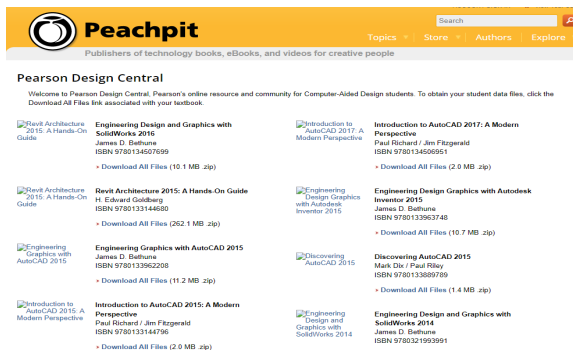


**Figure 1 -** Mobile view on iPhone 7

**Description:** The content on the mobile view is not responsive and some of it is not immediately visible to users.



**Figure 2 -** Desktop view



**Figure 3 -** Page that has broken images

**Research:**

Pearsons website:

[Pearson | The world's learning company | UK](#)

Web statistics:

[27 Eye-Opening Website Statistics \[Updated for 2022\] \(swear.com\)](#)

**Competition -**

SpringerLink [Home - Springer](#)