AMAZON

Con
- Item descript
- Acct setup too long
- Nav to shopping page to bribes
- Layout of cart
- Login & fail loses cart

Pro
- 1 click checkout
- all info on 1 page
- nice running tally

BN

Pro
- Similar to amazon – info on 1 page
- Convenient – add to cart w/o nav to page
- Mini cart on every page
- 3 step checkout
- acct setup easier than amazon
- remove easier than amazon
- missing info – blinking alert

Con
- billing address – required mnemonic name

VS

Pro
- Nav between products – sort content in various ways
- Item pics instead of just names
- Alternating bg color
- Interface allowed lateral nav – jump anywhere
- Don't have to register to purchase something
- Tabbing order during registration
- No ads whereas amazon & bn had tons
- Always goes back to correct page (amazon sometimes doesn't)
- Shopping "bag" cuz it fits the product

Con
- Can't change the quantity in the cart – nav back
- 7 steps instead 3 or even 1
- shopping bag icon does not stand out
- no "personal assistant" available to answer questions

Others

Old navy
Target
       Con: Marshall fields – all stores connected – too much info
Banana republic
www.sextoys.com
bed bath & beyond
restoration hardware
       shopping session expires after entering nothing but still navigating
ebay
sony
buy.com
dell.com
       shopping for comp easy as can be
Disney
Bigwords.com
Gap
Deepuppycomics.com
       Mom n pop – graphics huge
       Nav not well laid out
Apple.com
       Layout very clean - simple
Efolletts.com
Bestbuy