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Chapter 1 Written Exercise

There are several pros and cons to using a specific merchant's mobile app to make purchases. One advantage is ease of use. Apps have a layout dedicated to user-friendliness, utilizing features like tabs at the top or bottom of the screen that can easily be flipped to when needed or menus that are accessible from any page within the app. These features are usually much quicker and more streamlined than the merchant's webpage. Another advantage is that by having the app installed, users are more likely to use it and make purchases than if they had to type the URL into their browser; if it's out of sight, it's out of mind. Having the app readily available on their home screen keeps the merchant in users' mind for when they're ready to make a purchase.

There are, however, some disadvantages to using a merchant's app to shop. Unlike websites accessed through browsers, apps need to first be downloaded. Websites are immediately accessible to anyone with a browser. To download an app, users must go to the app marketplace, ensure the app is compatible with their device, make sure they have enough storage on their device, then wait for it to download. This process can be lengthy, and not everyone wants to take the time to do it. Sometimes, users just want immediate access to the merchant so they can get their shopping done.