

www.drugstore.com

drugstore.com - online pharmacy & drugstore, prescriptions filled - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Mail News RSS

Address <http://www.drugstore.com> Go Links

drugstore.com

home medicine cabinet beauty & spa nutrition & wellness personal care pharmacy specialty stores

A very healthy way to shop, plus advice and information from drugstore.com.

→ search GO

→ shortcuts

- [your account](#)
- [your prescriptions](#)
- [your list](#)
- [shop by brand](#)
- [fastshop](#)

your shopping bag

no items in bag

[view details](#) [checkout](#)

→ service center

- [drug prices & information](#)
- [emedalert™](#)
- [help](#)

→ preferred health care plans

- [view list](#)

Welcome to drugstore.com. Come on in! [\(sign in\)](#)

- Get free newsletters & expert advice. [Sign up today.](#)
- Click here to shop our [best buys!](#)

FREE Primal Elements

Champagne smooches soap and aromatic votive (\$15 value), your gift with \$25 purchase. New customers only. [Click here.](#)

health your way

RITE AID | **drugstore.com**

- [Fill prescriptions & save up to 20%.](#)
- [Free standard shipping on Rx.](#)

valentine's express lane

Great gifts fast for him, her, lovers and others.

ready, set, **WHITE SALE**

Save up to 20% on popular tissues, napkins, paper towels and more.

two for \$5

Stock up on basics with a price that's twice as nice.

store directory

medicine cabinet

- [digestion](#)
- [pain & fever](#)
- [cough & cold](#)
- [more...](#)

beauty & spa

- [makeup](#)
- [skin care](#)
- [bath & spa](#)
- [more...](#)

nutrition & wellness

- [GNC Live Well Store](#)
- [diet aids](#)
- [sports nutrition](#)
- [vitamins](#)
- [more...](#)

personal care

- [oral care](#)
- [shampoos](#)
- [shaving](#)
- [more...](#)

pharmacy

- [check drug prices](#)
- [fill prescriptions](#)
- [order refills](#)
- [more...](#)

specialty stores

- [baby bloom](#)
- [illuminations](#)
- [salon](#)
- [more...](#)

Internet

Drugstore.com sells prescription and nonprescription drugs, vitamins, and beauty, health, and personal care products. Drugstore.com also offers advice on nutrition and health issues.

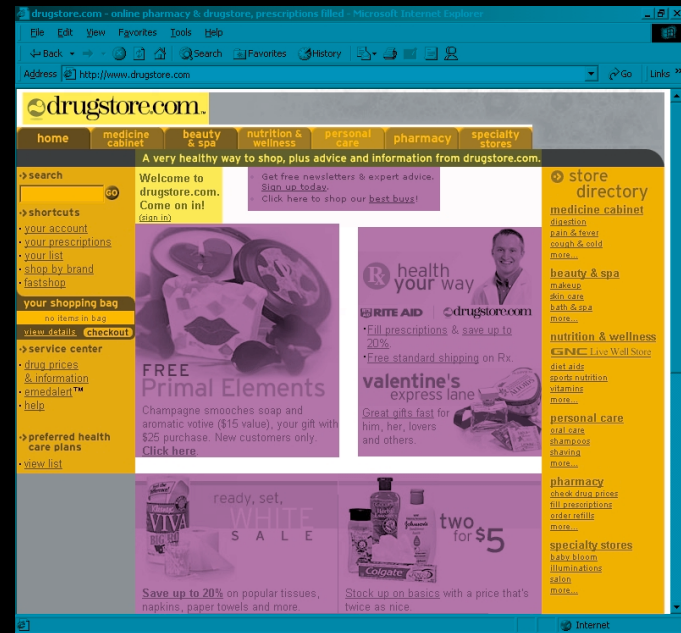
Drugstore.com has taken the drugstore metaphor too literally and has slavishly copied all the departments of a drugstore. One of the key values of this site is its low prices on prescription drugs delivered to your home. However, the large and banal promotional item overshadows this value. Drugstore.com features its core functional areas, such as checkout and the shopping cart, fairly well. Unlike some store sites that link to vaguely named departments, Drugstore.com gives some good examples of what products are in the various departments. It would be better, though, if the site showed a few more small product pictures to enable users to quickly scan the departments. This homepage also wastes some space on chatty salutations and marketing-speak that could delay users on the way to the products. Finally, the site uses purple for unvisited links, which is confusing because purple is the standard for showing visited links.

Window Title

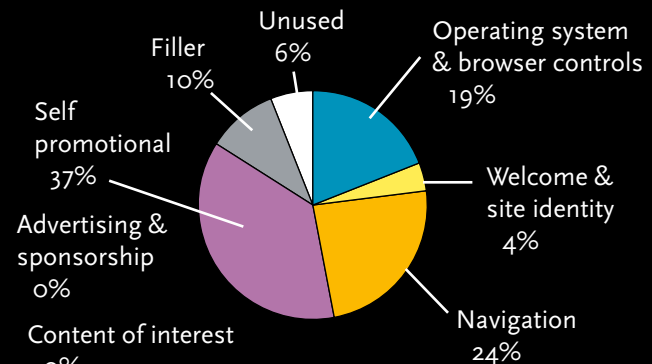
This is a good descriptive title, highly suitable for bookmarking. It would actually be a better tag line for the site than the tag line currently used.

Tag Line

Although this tag line is better than the one on the very similar PlanetRx site, “healthy way to shop” doesn’t mean much. Mentioning both of the main components of the site—shopping and advice—is good, but how does information differ from advice? It’s unnecessary to include “Drugstore.com” in the tag line.



Breakdown of Screen Real Estate



www.drugstore.com

The screenshot shows the homepage of drugstore.com in a Microsoft Internet Explorer browser window. The browser title is "drugstore.com - online pharmacy & drugstore, prescriptions filled - Microsoft Internet Explorer". The address bar shows "http://www.drugstore.com".

The website layout includes a top navigation bar with links for home, medicine cabinet, beauty & spa, nutrition & wellness, personal care, pharmacy, and specialty stores. Below this is a search bar and a "GO" button. A central banner area features a "Welcome to drugstore.com" message with a "Sign up today" link and a "best buys" link. To the right is a "store directory" with categories like medicine cabinet, beauty & spa, nutrition & wellness, personal care, and pharmacy.

On the left side, there are sections for "shortcuts" (your account, your prescriptions, your list, shop by brand, fastshop), "your shopping bag" (no items in bag), and "service center" (drug prices & information, emedalet™, help, preferred health care plans).

The main content area features several promotional banners:

- "FREE Primal Elements" with an image of soap and a candle, accompanied by text about a gift with purchase.
- "health your way" by Rite Aid and drugstore.com, offering a 20% discount on prescriptions and free shipping.
- "valentine's express lane" with an image of perfume and a box of tissues, offering gifts for Valentine's Day.
- "ready, set, WHITE SALE" with an image of Viva Big Roll tissues, offering a 20% discount.
- "two for \$5" with an image of Colgate toothpaste and Johnson's baby products.

On the right side, the "store directory" lists various product categories with "more..." links. The "pharmacy" section includes links for checking drug prices, filling prescriptions, and ordering refills.

Numbered annotations (1-22) highlight specific usability issues:

- 1: Home link in the top navigation bar.
- 2: Search bar.
- 3: Welcome message.
- 4: Sign up today link.
- 5: Best buys link.
- 6: Health your way logo.
- 7: Pharmacist image.
- 8: Medicine cabinet category link.
- 9: Fastshop link in shortcuts.
- 10: No items in bag message.
- 11: Service center link.
- 12: Emedalet™ link.
- 13: Primal Elements banner.
- 14: Valentine's express lane banner.
- 15: Preferred health care plans link.
- 16: Click here link in Primal Elements banner.
- 17: Personal care category link.
- 18: Ready, set, White Sale banner.
- 19: Two for \$5 banner.
- 20: Check drug prices link in pharmacy.
- 21: Order refills link in pharmacy.
- 22: Baby bloom link in specialty stores.

- 1 The tabs supply no additional value to the links in the **store directory**. A better approach would avoid redundant navigation options on the homepage.
- 2 This search box is rather small, and **Go** is not as easily recognizable to users as “Search.”
- 3 This meaningless and hokey welcome message totally overshadows the more important sign-in feature.
- 4 **Sign up today** is not a motivating user action, especially because there’s no information about what’s in the free newsletters. A better design could reveal some sample content and use “[Find Out More...](#)” as the link text.
- 5 **Best buys** are lost in this area. A better plan would show product pictures and prices of some best buys and integrate them into the center of the page.
- 6 The phrase **health your way** is totally meaningless. This space would be better used to explain the interesting partnership between Rite Aid and Drugstore.com.
- 7 At least this picture of a real person is relevant to the site’s content. Because this is an actual Drugstore.com pharmacist, it would be even better to list his name and title.
- 8 The **medicine cabinet** and **pharmacy** and categories should be next to each other. The **personal care** category should be next to the **beauty & spa** category.
There is confusing overlap between these sections as well. Bath products implies things like shaving products, but those items are found under **Personal Care**.
- 9 How does **fastshop** differ from **your list**?
- 10 The term **shopping bag** is not as standard or recognizable as the term “shopping cart.”
It’s good to integrate the **checkout** and the **shopping bag** in this way, to tie them together.
This message clearly shows that the shopping bag is empty; the bag fills with items as the user adds them.
- 11 What exactly is the **service center**? What is the difference between the drug prices that you get here and the ones that you get from the **pharmacy** in the **store directory** on the right? Why are drug prices part of a service center at all? A better design would have a simple link to Help in the upper-right corner and would include the other items in the **pharmacy** so that users have one place to look for drug information.
- 12 The word **emedalert** is odd and hard to scan quickly. It’s better not to make up cutesy new words. Also, the trademark symbol doesn’t belong in the navigation bar—it should be included only on the page to which this links.
- 13 It’s doubtful that the phrase **Primal Elements** will mean much to most people. A better solution would highlight the promotional aspect and include the text “Free Gift.” The description of this item is so silly that it’s unreadable.
- 14 More emphasis should be given to this Valentine’s Day section than the one freebie gift to the left. Rather than using the vague link to **Great gifts fast**, a better design would include explicit delivery information right on the homepage.
- 15 What does **preferred** mean in this case? To whose preference is the site referring? **View list** is unhelpful, vague, and unnecessary. A better solution would just describe briefly what “preferred provider” means and have that description link to the list, or feature a few big providers and a link to other providers.
- 16 **Click here** should not be the link because it doesn’t give any information. A better design would underline “[Gift with \\$25 Purchase.](#)”
- 17 Categorizing with words alone involves a lot of reading and doesn’t facilitate quick scanning. A better option would be to show some small pictures of the items in each category so that the user can visually make a sweep of the store.
- 18 Although it’s good to promote unexpected product lines on the site and show pictures, this headline is needlessly clever marketese. Also, how do these items fit in the site’s information architecture? Besides the homepage, what department would you choose for buying paper towels?
- 19 This sale is easy to understand because of the simple headline and the photo of the featured items.
- 20 Rather than checking prices, the site should emphasize its low drug prices. This **pharmacy** area should also specify whether it offers generic drugs.
- 21 Placing the **order refills** feature on the homepage is good because it reveals one of the major values of this site over a physical store.
- 22 Funky, fancy names such as **baby bloom** make the user think too hard to figure out what they contain. **illuminations** sheds no light on what that category contains. What is the difference between **salon** and the **beauty & spa** department?