

The user is also not immediately aware if the payment information is correct: what happens is the billing history section in the side of the screen turns red to show that payment is pending: until it has been validated (the first month charged), no movies can be shipped.

Movie Outlet

For the purchasing of movies (both new and previously viewed), a user would go to the outlet section of Blockbuster. Once the user has selected a movie, it is added to the shopping cart, as seen below.

Your Shopping Cart

Product	Quantity	Condition	Price	Total	
(All prices in US dollars)					
 Haunting Hour: Don't Think About It [WS] MHV63100418DVD	1	New	\$15.19	\$15.19	Remove
UPDATE QUANTITY			Current Order Subtotal:		\$15.19
Total does not include shipping/handling and sales tax, which will be calculated during checkout.					
				CONTINUE BROWSING	CHECKOUT

Figure 2: shopping cart

1. MY SHIPPING INFO
2. MY BILLING INFO
3. REVIEW MY ORDER
4. CONFIRMATION

Shopping Cart - Shipping Information

Order Information

Product	Quantity	Condition	Price	Total
Haunting Hour: Don't Think About It [WS] (Item# 895531052)	1	NEW	\$15.19	\$15.19
			Merchandise Sub-Total:	\$15.19

Shipping & Handling Options
Please select a shipping and handling option for your order.

Merchandise Subtotal:	\$15.19
<input checked="" type="radio"/> First Class	\$3.97
<input type="radio"/> Priority	\$4.99

Shipping Address
Enter your shipping information * Required Fields

First Name:	Danyell
Last Name:	Jones
Address Line 1:	
Address Line 2:	
City:	
State:	Illinois Zip *
Telephone:	

Billing Address

Use my shipping address for my billing address.
 My billing address is different from my shipping address.

[CONTINUE](#)

Once the user has added the movie to their cart, they have the option to continue shopping, or checkout. If the user chooses to checkout, they are taken to this screen to update shipping information. No payment information is inputted as of yet.

Figure 3: Shipping Information

Shopping Cart - Billing Information

Enter your payment information.

Note to Subscribers: Changing your payment information will not change your subscription information.

Billing Information

Required Fields *

Enter your payment information.

Note to Subscribers: Changing your payment information will not change your subscription information.

Address Line 1: *

Address Line 2:

City: *

State: * Zip *

Telephone:

Payment Information

First Name: *

Last Name: *

Payment Type: *

Card Number: *

Expiration Date: *

Security Code: *

[what's this](#)

Promotional Code

If you have a promotional code, enter it here and click apply to use your code on this order.

Promotional Code:

Note: only one media/promotional code can be used per order/offer.

Gift Card

Enter gift card information here and click apply to use it on this order. The amount of your gift card(s) will be deducted from your total order. Any remaining balance will be charged to your credit card.

Gift Card Number:

Pin Number:

[what's this](#)

Note: You may enter up to 3 gift cards, simply enter the first card's information and click apply, enter next gift card, etc.

(you can review this order before it is final)

Once the shipping information has been confirmed, you are now taken to the payment section of the site. Changing information on this section does not change monthly payment information (relevant for monthly subscribers). The payment types accepted here are major credit cards (American Express, MasterCard, Visa, Discover) and gift cards. Personal or business checks are not accepted in the outlet section. Gift cards are processed in a separate section of the screen.

Figure 4: Payment Section

Figure 5: Help Section

For advice, there is a help section of the site, which organizes the most frequently asked questions in seven categories: Hot Topics, Using Blockbuster.com, Troubleshooting, Service & Availability, Contacting Customer Care, Account Questions, and Purchasing DVDs. If you can't find your question in these sections, you may either choose the "See all FAQs" button at the bottom of the screen, or search the FAQ's by using the search box in the middle of the screen.

As stated above, payment for the service is billed directly to a credit card or business or personal checking account each month; Blockbuster uses Secure Sockets Layering (SSL) to encrypt personal credit information, including credit card or check card numbers.

Shipping for movie rentals is done via USPS; arrival time is usually 1-3 business days. In order to accommodate for transit times, the user has the option to return the movie to a store, which allows for immediate movie check-in, shipping the next movie in the queue. Also, the user gets a complimentary movie in the meantime.

You can contact customer service via e-mail 24 hours a day; the proposed response time is 2-4 hours. Telephone Support is also available Monday through Friday 8:00AM - 6:00PM Central at 1-866-692-2789. There is also a Frequently Asked Questions section, where users can search by keyword or phrase.

The floating queue is on the screen at all times throughout the movie section of the site, and it shows the first ten movies in your queue. This is helpful if you would like to see the movies that you have added, and allows you to check the status of it at any time. It also displays the currently shipped movies, letting you know what is on the way.

The site is fairly easy to use: for the most part, they re clearly labeled. However, there were a few things that detract from the experience:

- **Stores**

This was initially viewed as a simple store locator: However, it is a link to the store site.

- **Floating Queue**

The position of the queue is relative to the user's position to the screen. The constant jerkiness of movement is a distraction to the user, causing them to constantly glance at the movement, and gives the user the sense of "being followed".

- **MovieLink**

This is not prominent at all. I had to search inside the queue to find it, and when I did, it came up as a simple banner ad, which doesn't immediately inspire me to click it to find out more information.

- **Shopping cart**

Even if you have a movie in the cart, the link doesn't change.

Some possible improvements or enhancements for the site:

- Make the position of the queue a constant or adjust the settings so the movement is fluid
- Make the MovieLink function of the site an actual link within the site to give it credibility as a Blockbuster, Inc. feature
- Update the shopping cart so there is a running total displayed to the user.

Site chosen for analysis:

Blockbuster: <http://www.blockbuster.com>

The business model for Blockbuster is to offer entertainment rental services (video-game rental, movie downloads, DVD's) to its consumers via its brick and mortar locations as well as online. The value proposition to its customers used to be fairly low (since services like Netflix had a stronghold on the online rental market) until the advent of the elimination of late fees (no fees are charged within the first seven days a movie is due; after that, a \$1.25 restocking fee is added. If the movie is not returned within the 30-day period, the user is charged the price for that movie) and the Total Access Plan, which allows renters to receive movies online with no late fees and no due dates, with frequent coupons and exchanges of online rentals for free in-store movies.

The main competition for Blockbuster would be other online rental services like Netflix, movie-on-demand services like, iTunes, Comcast On-Demand, or DirecTV's Pay-Per-View service. Previously, MovieLink was a competitor, but was bought by Blockbuster Inc. in August of 2007.

This website is the only channel for rental purposes. However, one can sign up to be an affiliate of blockbuster online by sending an email to blockbusteraffiliates@azoogleads.com. Also, order distribution is not handled through blockbuster: it is handled through OrderTrust, Inc.

There are three sets of intended customers for this site

- **Brick and Mortar User**

The brick and mortar (in-store) user is probably not a regular user of the site. They are probably on the site in order to gain recommendations on new releases, get phone numbers, store locations, and store hours. This person may have a low to high level of computer knowledge, and may not be comfortable doing business transactions online. However, if user is also an online renter (see below), the level of technological proficiency may differ, since they may be in the store to exchange for a new rental.

- **Movie Purchaser**

The movie purchaser is most likely a subsection of the online or the brick and mortar renter. Utilizing the outlet function of the site, they are able to get special pricing on previously viewed and new movies if they currently subscribe to blockbuster online (10% off). This person most likely has a mid to high level of computer knowledge, and is comfortable doing business transactions online.

- **Online Renter**

The online renter is probably a computer user that may or may not live in the vicinity of a brick and mortar store. Utilizing the Total Access Plan, the online renter may rent movies through the online portal, and then return them to the store in exchange for a free movie per movie returned. If they choose not to/cannot utilize this function, they may drop them in the mail and wait for the next movie in queue. This person most likely has a mid to high level of computer knowledge, and is comfortable doing business transactions online.

Blockbuster has multiple advertising channels, from in-store kiosks to banner/flash based ads on other sites. Also, with it's partnership with Coca-Cola, it obtains additional consumers via online and offline promotions. There are also television ads, as well as packaging advertisements through other products (e.g.: buy this product, get a free movie)

Sample commercial- How to use a mouse:

http://youtube.com/watch?v=GFLS_RexrWA



Figure 1: Screen shot of initial page after login

On this site, there are quite a few features. Starting from the top:

- **Search**

Allows the user to search for a specific movie or actor so they may get information or add it to the queue.

- **Outlet**

Takes the user to a site where movies can be purchased.

- **Stores**

Allows the user to locate stores, access in-store specials, membership details, gift card information, rewards program information, career information, and video game rental information (video games are not available for rent online).

- **Status Bar**

Shows if you are logged

in, allows you to access your account, shows what's in your shopping cart, queue, gives access to help, and a store locator.

- **Browse Movies**

Allows the user to search for movies based on preset categories so they may get information or add it to the queue.

- **Recommendations**

(Section is also highlighted below) allows user to receive recommendations on their previously rated movies so they may get information or add it to the queue.

- **Friends and Family**

This feature allows user to receive recommendations from friends and family members who are also members as to what to rent/buy, etc.

- **Your Featured Recommendations**

Top five movies in the recommendations category, with box shots and rank given, along with a link to add them to the user's queue.

- **Recently Released**

Gives a small profile and rank of recently released movies, along with a link to add them to the user's queue.

- **Top 10 Blockbuster Online Rentals**

Gives the user a list of the top ten online rentals, along with a link to add them to the user's queue.

- **Recommendations box**

(Small box, top right) Tells you how many movies you have rated, and your current number of recommended movies

- **Floating Queue**

(Constantly moves along the right side of the screen) Shows you the current number of movies shipped, along with the movies in your queue at the moment. Also offers the option to see all movies in your queue (max default is ten movies).

- **Lower Site Map**

Links to company information, store locator, investor information, affiliates, careers, contacting the company, help, RSS feeds, and advertisements.

The site supports two kinds of purchasing behaviors: signing up for membership and buying movies.

The screenshot shows the 'My Account' page with the following sections:

- Manage Account Settings**
 - Sign in Information: Email, Account Number, Password, Security question.
 - Shipping Address: David Jones
 - Billing Address: David Jones
 - Subscription Plan: Your current plan... Rental Type: BLOCKBUSTER Total Access Premium, Year Plan: \$47.99 / month (plus taxes), 3 all-in films, unlimited exchanges, unlimited in-store free movie/discarded game exchanges, +11000 latest Movie or Game Rental Coupons (1 Month), Next Billing Date: November 05, 2007.
 - Payment Information: Payment Method: MasterCard, Card Number: **** *1234
 - Email Settings: Receive Monthly Newsletter Yes, Receive Monthly Notifications Yes.
 - Queue Settings: In-store Exchange Preference: all-in-store.
- View Account Activity**
 - BLOCKBUSTER Store e-Coupon: Monthly e-Coupons, View or Save Terms & Conditions, Valid through 11/06/2007.
 - Rental Activity: DVDs In Your Queue: 12, Total DVDs Rented: 46.
 - Ratings and Reviews: DVDs Rated: 9, Recommendations: 85, DVDs Reviewed: 8.
 - Billing History: Last Billing Date: 10/05/2007, Next Billing Date: 11/05/2007.
 - Recent Purchases: Shipping Cost.
 - Preferred Stores: Successville, (756) 789-7890, 1621 St. Rosewood Road, Brown, S, 02402-1210, Remove Store.
 - QR Subscription Purchases: Buy a QR Subscription, Buy a QR Card, View QR Purchased History.

Membership

The membership panel allows the user to update account information (addresses, phone numbers, pricing plan, and credit card information). Payment for the service is billed directly to a credit card (American Express, MasterCard, Visa, Discover) or business or personal checking account each month; Blockbuster uses Secure Sockets Layering (SSL) to encrypt personal credit information, including credit card or check card numbers. This is a one time

process: once the payment information is updated here, it is not necessary to enter it again.