

Title of Assignment
Management of E-Business
Assignment 1

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1. Introduction

DesiWear, established in 2018, is a renowned traditional Pakistani clothing retailer that earned a strong reputation for outstanding customer service and high-quality ethnic wear. Operating from a physical store in Pakistan's largest city, the company has catered to a diverse clientele seeking authentic and stylish cultural attire. As the retail landscape continues to evolve rapidly, DesiWear now aims to transition into the digital space by launching a comprehensive online store in 2024.

This strategic move is driven by the growing trend of digital commerce, increasing internet penetration, and shifting consumer preferences toward online shopping experiences. By expanding into the e-commerce space, DesiWear hopes to reach a wider national and international customer base, enhance brand visibility, and streamline its operations through digital platforms.

The key objective of this initiative is to design and develop a prototype for an online fashion store that mirrors the brand's physical store excellence in the digital environment. The solution will focus on delivering a user-friendly shopping experience, ensuring seamless navigation, showcasing products attractively, and enabling secure transactions. Additionally, a comprehensive online strategy will be developed to support the store's success. This will include search engine optimization (SEO) to drive organic traffic, social media integration to boost engagement and brand loyalty, and an efficient customer relationship management (CRM) approach to retain customers and build lasting connections.

However, DesiWear faces several critical challenges in its digital transformation journey:

- Transitioning from physical to online retail while maintaining a consistent customer experience.
- Implementing effective inventory and order management to handle increased digital demand. Establishing a robust CRM system tailored to an online customer base.
- Designing a visually appealing and functional website that reflects the brand's identity.
- Ensuring 24/7 accessibility, performance optimization, and mobile compatibility.
- Executing a strategic SEO plan and integrating social media platforms effectively.

This assignment aims to propose a solution that addresses these challenges through a practical e-business prototype, aligned with e-commerce best practices and tailored to DesiWear's specific needs.

2. Online Fashion Store Prototype

This section outlines the design approach for DesiWear's online and presents the wireframes for key website pages. The design prioritizes usability, aesthetics, and adherence to e-commerce best practices while catering to DesiWear's branding and customer expectations.

2.1. Design Approach

The prototype follows a user-centered design approach, ensuring that the interface is intuitive and consistent with the shopping behaviors of DesiWear's target audience. The primary goals of the design are:

- **Simplicity:** minimalist design to ensure ease of navigation and fast loading.
- **Cultural aesthetics:** use of culturally-inspired color palettes and fonts to reflect DesiWear's identity.
- **Responsiveness:** Ensuring full compatibility across desktop, tablet, and mobile devices.
- **Conversion optimization:** Clear CTAs (Call to Action), easy product discovery, and seamless checkout.

Design tools used: Figma (for wireframes) and Bootstrap framework for website structure.

2.2. Wireframes and Justification

i. Homepage Wireframe

Features:

- Hero banner with latest promotions
- Navigation menu with product categories (Men, Women, Kids, Accessories)
- Search bar and login/cart icons
- Highlighted collections (Eid, Casual, Wedding)
- Testimonials and social proof.

Justification:

The homepage acts as the main entry point and sets the tone for the brand. Featuring seasonal collections and promotions encourages exploration and conversation. The clean layout improves navigation and supports mobile usability.

ii. Product Listings Page

Features:

- Grid view of products with thumbnails, name, and price.
- Filters (size, color, price, category)
- Sort options (Price, popularity, new arrivals)

Justification:

This structure enables efficient browsing, which is vital for fashion e-commerce. Filters enhance product discoverability and encourage user engagement.

iii. Product Details Page

Features:

- High-resolution images with zoom
- Detailed description, size guide, availability.
- “Add to Cart” and “Wishlist” buttons.
- Related products carousel.

Justification:

Product pages must instill trust. By offering detailed visuals and information, the likelihood of purchase increases. Related items help with upselling.

iv. Shopping Cart Page

Features:

- List of selected items with quantities and total cost.
- Options to modify quantity or remove items.
- “Continue shopping” and “Proceed to Checkout” buttons

Justification:

A clear cart page minimizes friction. Users can review and adjust their orders easily, which reduces cart abandonment rates.

v. Checkout Page

Features:

- Guest and registered user checkout options.
- Billing and shipping information
- Payment options (Credit/Debit, Cash on Delivery, easypaisa)
- Order review

Justification:

A multi-step, but simplified checkout enhances the user experience while collecting the necessary order information. Including local payment methods supports the Pakistani customer base.

3. Basic Template Website

a. Screenshots of Relevant Pages

The following pages have been developed as part of the basic template for the DesiWear e-commerce prototype:

1. Homepage

- Features a full-width hero banner with a call-to-action
- Highlights latest arrivals and traditional collections.

2. Product Listings Page

- Displays product cards with images, names, and prices.
- Includes category filters and a search bar for easy navigation.

3. Product Details Page

- Shows large product images, detailed descriptions, available sizes, and an “Add to Cart” button.

4. Shopping Cart Page.

- Lists selected items, quantities, total price, and checkout option.

5. Checkout Page

- Captures customer information, delivery address, and payment method.

b. Explanation and Justification for Design Choices

The design choice made for the basic website template were guided by principles of user experience (UX), aesthetics, and e-commerce best practices:

- **Clean layout:** A minimalist, grid-based layout ensures users can focus on products without distractions.
- **Color scheme:** Earthy and vibrant tones were selected to reflect traditional Pakistani attire while maintaining modern appeal.
- **Navigation:** a top navigation bar with clear menu options and a sticky header improves accessibility and use flow.
- **Call-to-Action (CTA):** Strategically placed CTAs (e.g., “shop Now”, “Add to Cart”) enhance conversions.
- **Visual Hierarchy:** Larger product images and bold headings guide the user’s attention.
- **Consistent Branding:** All pages use a cohesive font family, color palette, and logo placement.

These choices ensure a smooth browsing and shopping experience, aligned with DesiWear’s brand values.

c. Mobile-Friendliness and Responsiveness.

The website was designed with mobile responsiveness in mind using a mobile-first approach. Techniques implemented include:

- **Responsive Grids:** CSS Flexbox and/or Bootstrap’s grid system to rearrange content for smaller screens.
- **Media Queries:** Used to adjust layouts, fonts sizes, and image scaling on different device sizes.
- **Burger Menu:** A collapsible mobile navigation menu ensures easy access without clutter.
- **Tap-Friendly Elements:** Buttons and links are sized and spaced appropriately for touch navigation.
- **Images Scaling:** Product images and banners auto-scale to prevent layout breakage.

This ensures the site provides a seamless experience across smartphones, tablets, and desktops, which is crucial for e-commerce in 2025

4. Online Strategy

a. SEO Optimization Plan

DesiWear will implement on-page SEO by using relevant keywords (e.g., *Pakistani bridal wear, shalwar kameez online*), optimized meta tags, and fast, mobile-friendly page design. Off-page SEO will include backlink building with influencers and listing the store on local directories. A blog section will support content-driven SEO to boost organic traffic.

b. Social Media Integration.

DesiWear will actively engage users via Instagram, Facebook, TikTok, and Pinterest. Features like product sharing, embedded Instagram feeds, and shoppable posts will enhance user interaction. Influencer collaborations and a scheduled content calendar will build brand awareness.

c. Customer Engagement and Retention

To foster loyalty, DesiWear will use personalized email marketing, a points-based loyalty program, real-time live chat, and targeted push notifications. These tools will help maintain strong customer relationships.

d. Success Metrics

Key metrics include:

- Website traffic and bounce rate (user interest and UX),
- Conversation and cart abandonment rates (sales performance),
- Email engagement and social media growth (marketing reach),
- Customer retention rate (loyalty and satisfaction).

