

# Ecommerce Website

## Introduction

An e-commerce website, by definition, is a website that allows you to buy and sell tangible goods, digital products or services online. Also known as e-Business, or electronic business, is simply the sale and purchase of services and goods over an electronic medium, like the Internet. The goal on building an Ecommerce website is to facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet. Selling products through an online shop is the best way to make a bit of extra money. Through an Ecommerce website, you can easily introduce your products to a large number of customers at once.

## Expected List of Features

There are features you must have if you're running an online business and have an Ecommerce website. Many websites' success is determined by the products offered and how well the website is marketed, the features the website provides, and both the customer and the website owner. As a business owner, it is essential to have the tools to manage your website and that the administrative features fit with your business processes. For example, if you offer payment terms to your customer, you'll need to be sure the platform you're using gives you the ability to set a customer's credit limit.

- ✓ User friendly
- ✓ Mobile friendly
- ✓ High Resolution Photos and Videos
- ✓ User-Generated Reviews
- ✓ Security features
- ✓ Email marketing features or integration
- ✓ Multiple payment options (Credit card, PayPal, PO, Terms, etc.)
- ✓ The ability to scale and add new features

## Market Survey

Top 5 websites that have similar ideas as mine

1. Shopify ([www.shopify.com](http://www.shopify.com))
2. WooCommerce ([woocommerce.com](http://woocommerce.com))
3. BigCommerce ([www.bigcommerce.com](http://www.bigcommerce.com))
4. Magento ([magento.com](http://magento.com))
5. Wix eCommerce ([www.wix.com/ecommerce/](http://www.wix.com/ecommerce/))

Comparing the features of these top websites with my application data, the most important feature that I can bank on is to improve the user and mobile friendliness of my Ecommerce website. This comes from the old K.I.S.S. adage about keeping it simple. Simplicity should be a goal in good design and you don't have to sacrifice elegance to achieve it. As a matter of fact, studies show that 76% of consumers say the most important characteristic of a website is ease of use. The objective is to help shoppers get to what they want faster and without running into unnecessary complexity that can clog up the path to purchase. With a responsive website, content intuitively adapts to whatever device is accessing it to provide the most user-friendly experience.

## References

[www.shopify.com](http://www.shopify.com)

[woocommerce.com](http://woocommerce.com)

[www.bigcommerce.com](http://www.bigcommerce.com)

[magento.com](http://magento.com)

[www.wix.com/ecommerce/](http://www.wix.com/ecommerce/)