**How to Seduce the Customer to do the Conversion in Your Website**

S3-CB04

Web Shop – “**S. H. A. I. N.”**

Text

Description automatically generated

**Name :** Shanessa Kostaman (450080)

**Student Number :** 4082419

**Email :** [genoveva.shanessakostaman@student.fontys.nl](file:///C:\Users\shanessa\OneDrive%20-%20Office%20365%20Fontys\Semester%202%20-%20Software\PRJ\s-cb04-s2-g3-prj\genoveva.shanessakostaman@student.fontys.nl)

**Teachers :**

Jacco Snoeren – [j.snoeren@fontys.nl](mailto:j.snoeren@fontys.nl)

Frenk Remmer – [f.remmer@fontys.nl](mailto:f.remmer@fontys.nl)

**Fontys University of Applied Sciences**

**Eindhoven – Netherlands**

**2020-2021**

Table of Contents

[Make a Great Impression 3](#_Toc88507804)

[Get Customer Trust 4](#_Toc88507805)

[Get Closer With the Customer 4](#_Toc88507806)

[Having Such a Nice Offer 5](#_Toc88507807)

[Having a Ease Process 5](#_Toc88507808)

[References 6](#_Toc88507809)

# Make a Great Impression

Great impression is really effect to the customer, when the customer visit you website they should know where to go. If you see on this website it’s not clear enough for the customer and it can make the customer lose their interest to buy product from your web shop.

Graphical user interface, application, website

Description automatically generated

The first picture and second picture both of them are house appliances web shop, but if we compare it we can see that the second picture is much clear and easily to understand.

Graphical user interface, website

Description automatically generated

# Get Customer Trust

Graphical user interface, application

Description automatically generatedTo have a nice web shop we also need to gain customer trust by make sure that the quality of the product is worth it. So they will not regret their decision to spend their money on our product. But even though we try to make the product worth it there is some customer who will not satisfy with the product that we have. Then we have the solution to make it returnable. So we can make the product returnable by having the order number of the customer and put the article number of the product, if we make the product returnable we have to make sure that the product is still on a good condition so we also need to have return policy in the T&C (Terms & Conditions) for returning the product.

# Get Closer With the Customer

Graphical user interface, website

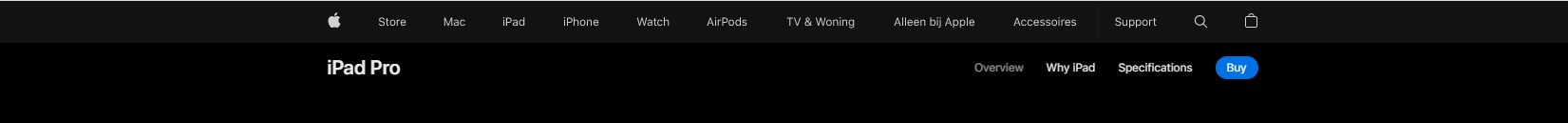
Description automatically generatedWe have to get close with customer by having a sign in or sign up page to make the customer become our web shop member. Because once their become our member they will getting update to our web shop by receiving an email if we release new product. That’s also a nice way to do advertisement to our customer. By making them as our member it’s also easier for the customer to have the history or their purchased, they can have their own Wishlist and basket and the product will be saved once they add it to their Wishlist or basket. They can keep the product in their basket and Wishlist as long as they want. The product won’t be disappear from their basket or Wishlist until we the product out of stock.

# Having Such a Nice Offer

A screenshot of a computer

Description automatically generated with low confidenceHaving a nice offer on your website is also an important to get your customer attentions. We have to put the offer (SALE, Buy 1 Get 1, etc.) on the home page and make it big to make sure that the customer see it. Once they see it they will dig more information about the product and start thinking is it worth enough to purchase this product. That’s why we have to make such a nice offer and make the customer get the product.

# Having a Ease Process

Our customer has no limit of ages, we have to make the website easy to understand and by old people and young people. If we can make them reach their needed easily like divide the sections between each product, it will make the user reach their needed faster they will start feel comfortable with our website, and they will try to look more stuff in our website. Graphical user interface, website

Description automatically generated

Always have the customer service button visible in every pages, it will help the user if they have some questions or problem and they don’t have to look where’s the customer service button. They already have problems and if they have to find for the customer service button it will give more work for them.

# References

Lekszycka, A. L. (n.d.). *5 Essential Ways to Attract Customers to Your Online Store*. Unamo. Retrieved November 22, 2021, from <https://unamo.com/blog/inbound-marketing/5-ways-attract-customers-online-store>

Andrews, G. A. (2021, November 4). *4-Step Process to Get People to Buy Your Product (Even If Nobody Knows You)*. Gillandrews. Retrieved November 22, 2021, from <https://gillandrews.com/how-to-get-people-to-buy-your-product-process/>

Usher, E. U. (n.d.). *The Psychology Of Buying Online: What Triggers People To Buy from An eCommerce Website?* Linnworks. Retrieved November 22, 2021, from <https://www.linnworks.com/blog/psychology-buying-online-triggers-people-buy-ecommerce-website>