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UNIT 5 – E-PUBLISHING: PRODUCT PAGE

Exercise 1

Previously, we discussed a good e-commerce website. Related to the topic, think about the last item you bought online. What did you buy? Why did you buy it? What made you decide to buy the item at the store? Why were you so sure that your transaction is secure? When finally the item that you bought arrived, were you satisfied with it? Was it like what you once imagined? What are the criteria of a good product page? Share your thoughts with the class.

Answer:

The last item I bought online was a T-shirt from Shopee. I decided to buy it because I liked the design and the price was affordable. The product page showed clear pictures, detailed descriptions, and many positive customer reviews, which made me confident about the quality. I also trusted the store because Shopee uses a secure payment system with an escrow service, so the seller only receives the money after I confirm that the product has arrived safely.

When the T-shirt finally arrived, I was very satisfied. The size fit me perfectly, the material was soft, and the color was exactly like what I saw in the picture. It was just as I imagined when I ordered it. In my opinion, a good product page should have clear photos, honest descriptions, complete size information, and customer reviews that help buyers make the right choice. Shopping on Shopee makes me feel safe and comfortable because the website is easy to use, the payment system is secure, and the products usually arrive on time.



Exercise 2

1. What is the purpose of writing a clear product description?
C. to help customers make informed decisions
2. What do high-quality images help customers do?
B. visualize the product
3. What does the text suggest avoiding in descriptions?
A. confusion
4. What do reviews encourage potential buyers to do?
A. trust the product
5. What helps build trust according to the text?
C. clear pricing and shipping details
6. What is the function of a call to action?
A. to guide customers to make a purchase
7. Why should a product be shown in use?
A. to demonstrate real-life benefits
8. What do satisfied buyers need to be encouraged to do?
B. leave reviews
9. What is the main purpose of a product page?
B. to convert visitors into buyers
10. What does “offering clear pricing” help with?
B. building trust



Exercise 3

After reading the text above, conclude what makes a product page effective. You may also add more reliable references about the criteria of an effective product page. Then, in pairs, find any e-commerce website available and analyze whether it fulfills the criteria or not. And if you have to re-develop the website, what features will you add? Share with the class.

Answer:

A good product page should have clear descriptions, high-quality images, customer reviews, transparent pricing, and a strong call to action. These elements help attract customers and build trust.

For example, Shopee already fulfills most of these criteria because it provides clear photos, detailed information, and secure payments. However, if I could improve it, I would add video demonstrations and a virtual try-on feature to make the shopping experience more interactive and realistic.



Exercise 4

1. What is the main goal of a product description?
A. to help customers make a purchase
2. Why is it important to know your audience?
A. to choose the right words and tone
3. What does the writer suggest using instead of only listing features?
B. product benefits
4. Why should you add emotion to your descriptions?
A. to make the reader feel connected
5. What does “Enjoy using your phone all day” focus on?
C. the benefit for the customer
6. What can happen if you use too many keywords?
B. It makes the text hard to read.
7. What shows professionalism in product descriptions?
B. correct grammar and spelling
8. What does the phrase "to write with purpose" mean?
A. to write with a clear goal
9. What is recommended before writing a product description?
A. thinking about your audience
10. What does the text say about technical terms?
A. use them only if your audience expects them



Exercise 5

1. Travel backpack
Answer: F
2. Electric toothbrush
Answer: I
3. Desk lamp with USB port
Answer: A
4. Noise-cancelling earbuds
Answer: G
5. Reusable water bottle
Answer: B
6. Laptop cooling pad
Answer: J
7. Digital kitchen scale
Answer: C
8. Bluetooth portable speaker
Answer: D
9. Heated blanket
Answer: E
10. Phone tripod with remote
Answer: H



Exercise 6

1. Travel backpack

Answer: G. This is light and strong, perfect for traveling or going to school. It has many pockets, including one for your laptop, which helps you stay organized. With padded straps, you can carry it comfortably all day.

2. Electric toothbrush

Answer: J. It is designed to clean your teeth better than a regular one. It comes with a timer to help you brush for the right amount of time. The brush, which charges quickly, can be used for up to 10 days on one charge.

3. Desk lamp with USB port

Answer: I. This is modern and flexible, ideal for a study desk. You can adjust the arm to change the light angle. It also includes a USB port, which lets you charge your phone while working.

4. Noise-cancelling earbuds

Answer: C. These are made for comfort, and they help block outside noise. The sound is clear and powerful, and the case charges them automatically. If you use them for phone calls, your voice sounds natural and loud.

5. Reusable water bottle

Answer: F. It is made of stainless steel, safe for hot and cold drinks. It keeps your drink cold for 24 hours or hot for 12 hours. To save plastic, use this bottle every day.

6. Laptop cooling pad

Answer: D. This has two built-in fans, keeps your laptop cool and quiet. You only need to plug it into a USB port. It is light and easy to carry, perfect for working in different places.

7. Digital kitchen scale

Answer: B. It is used to measure ingredients accurately. It shows the weight in grams or ounces, which is helpful for cooking and baking. With a clear screen and simple buttons, it is easy for anyone to use.

8. Bluetooth portable speaker

Answer: E. This is small but powerful. You can connect it to your phone using Bluetooth, and it plays music for up to 12 hours. If you take it outside, its water-resistant design keeps it safe from rain or splashes.



9. Heated blanket

Answer: A. It keeps you warm during cold nights. It has different heat settings, which you can change easily with a remote control. If you forget to turn it off, it will shut off automatically after a few hours.

10. Phone tripod with remote

Answer: H. Take photos and videos more easily with this. It can hold your phone in different angles and includes a small remote, which lets you take pictures from far away. It is light and easy to fold, so you can take it anywhere.

Exercise 7

Simple Present Tense (Facts/Regular Use)	Adjectives (Quality/Features)	Comparatives and Superlatives	Passive Sentences (Emphasis on the product)
It keeps you warm during cold nights.	light and strong	It is designed to clean your teeth better than a regular one.	It is designed to clean your teeth...
It has many pockets.	padded straps	Take photos and videos more easily with this.	It is made of stainless steel.
The brush, which charges quickly...	modern and flexible	Your voice sounds natural and loud.	These are made for comfort.
You can adjust the arm...	clear and powerful	-	It is used to measure ingredients accurately.
The case charges them automatically.	hot and cold drinks	-	It is easy for anyone to use.
It keeps your drink cold for 24 hours.	water-resistant design	-	The brush... can be used for up to 10 days...
This has two built-in fans...	small but powerful	-	-
It shows the weight in grams or ounces.	different heat settings	-	-
It plays music for up to 12 hours.	small remote	-	-
If you forget to turn it off, it will shut off...	-	-	-



Exercise 8

- | | |
|-------------------|------------------------|
| 1. B. cleans | 16. B. lighter |
| 2. C. helps | 17. C. fastest |
| 3. B. sends | 18. B. louder |
| 4. B. supports | 19. A. most advanced |
| 5. A. checks | 20. B. more affordable |
| 6. C. monitors | 21. C. best |
| 7. B. comes | 22. A. brighter |
| 8. B. arrives | 23. B. are checked |
| 9. A. modern | 24. B. are made |
| 10. B. durable | 25. A. is updated |
| 11. C. useful | 26. C. is included |
| 12. C. convenient | 27. A. are shipped |
| 13. B. clear | 28. C. are provided |
| 14. B. reliable | 29. A. is enabled |
| 15. B. easy | 30. B. is tested |



Exercise 9

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|----------------------|---------------------|
| 1. B. is cleaning | 16. A. to restart |
| 2. C. are developing | 17. A. to save |
| 3. B. is monitoring | 18. B. to type |
| 4. B. is finding | 19. A. to provide |
| 5. C. is giving | 20. B. to prevent |
| 6. A. is rewriting | 21. C. watching |
| 7. B. is scanning | 22. C. doing |
| 8. B. are adding | 23. C. Scanning |
| 9. B. display | 24. A. playing |
| 10. A. are fixing | 25. B. cleaning |
| 11. B. to use | 26. C. typing |
| 12. B. to take | 27. B. organizing |
| 13. A. to operate | 28. A. using |
| 14. A. to stay | 29. B. protecting |
| 15. C. to protect | 30. A. Transferring |



Exersice 10

Category	Description
Name of the product	HP DeskJet Ink Advantage 2135 All-in-One Printer
Feature	The printer includes print, scan, and copy functions. It uses HP 680 ink cartridges, supports high-resolution printing up to 4800×1200 dpi, and has a compact, energy-saving design.
Functions	It prints high-quality documents and photos, scans files directly to your computer, and makes quick copies with one touch.
Benefits	It helps users complete home or office tasks efficiently. It saves time, space, and printing costs with affordable ink.
Materials	Made of durable plastic with a smooth matte finish for easy cleaning.
Size and dimensions	425 mm (W) \times 304 mm (D) \times 149 mm (H); weighs approximately 3.4 kg.
Color, shape, design	White and lime-green color combination with a simple rectangular design. Compact and modern for small spaces.
Price and value	Rp600.000 – an affordable price for a multifunction printer that is reliable for everyday use.
Target audience	Suitable for students, teachers, and office workers who need an efficient printer for study or business purposes.