



# The Kit.

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## The unique features of e-commerce and its business significance

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Identify and describe the unique features of e-commerce technology and discuss their business significance.

**Ubiquity:** Available all the time, everywhere.

E-commerce technology is not restricted by time or place. This means that the business is constantly available to clients regardless of their location, enhancing flexibility and convenience by lowering transaction cost and cognitive load which will increase customer reach. This increases market share, sales, and revenue for businesses.

**Global Reach:** The number of users the e-commerce business can get is not limited to a geographical location.

This allows businesses to reach worldwide markets (different cultures and regions) without the requirement for a physical presence, opening new options for growth and revenue streams. It also makes it simpler for small enterprises trying to expand to reach new markets.

**Universal Standards:** standards that don't differ across the world.

Since technical protocols are consistent and communication procedures are standardized, market entry costs are lower for merchants encouraging more businesses to take the risk of entering the market. It also creates a single marketplace in which pricing and product specifications can be easily compared. This simplifies and expedites price discovery for clients. Furthermore, faster access to supplier information and products from all over the world empowers both businesses and consumers, while also aiding the spread of e-commerce into new markets.

**Richness:** the intricacy and content of a message.

Unlike traditional marketplaces, a greater reach won't cause a lower richness. Images, videos, and interactive material on e-commerce platforms deliver rich experiences enabling businesses to provide more interactive and detailed information about their items or services offering customers a more realistic representation than the in-person buying experience. Rich media can increase customer involvement allowing businesses to cater to individual needs and help customers make more confident purchasing decisions increasing sales and satisfaction.

**Interactivity:** The ability for two-way communication between merchant and consumer.

E-commerce allows businesses and customers to communicate in real time via live chat, product reviews, and customer care forums. This enables organizations to respond quickly to consumer inquiries and problems, and then reflect feedback to improve overall quality and satisfaction, trust, and positive word-of-mouth.

**Information density:** The volume and quality of information available to market participants (customers and merchants).

Getting, storing, and sharing information is less expensive, more accurate and up to date. This provides price and cost transparency to consumers and merchants, encouraging a more competitive market environment. E-commerce offers chances for data-driven tactics for merchants, allowing them to segment markets and engage in pricing discrimination. Overall, the higher information density enabled by e-commerce leads to better decision-making, increased competition, and more targeted marketing techniques.

**Personalization and Customization:** Personalization entails adjusting products, services, or experiences to individual user preferences and behaviors, whereas customization enables consumers to actively modify or develop items depending on their own desires and needs.

Businesses can boost customer engagement and loyalty by giving personalized recommendations (product suggestions) and personalized experiences that increase the possibility of conversions by using data about consumers' previous purchases, browsing history, and hobbies. Customization also allows customers to create and customize products according to their tastes enhancing revenue.

**Social Technology:** The use of digital platforms to promote interactions, collaboration, and content sharing among individuals and groups online.

The transition from one-to-many mass media to many-to-many interaction enabled by e-commerce technology gave users the ability to create and distribute material, creating authentic involvement and enabling customized content consumption. Businesses may use user-generated content to gain insights, adjust tactics, and create communities, all while increasing brand recognition and advocacy through viral marketing and tailored experiences. This made social technology integral in modern marketing.

## Major e-commerce types with examples

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Explain the major types of e-commerce with real examples.

1. **Business-to-Consumer (B2C):** This involves businesses selling products, services, or content directly to consumers. Examples include Amazon, Netflix, and Expedia.
2. **Business-to-Business (B2B):** This type involves businesses selling products or services to other businesses, usually in bulk. Alibaba is an example of this.
3. **Consumer-to-Consumer (C2C):** In C2C e-commerce, individuals sell goods or services to other individuals. Examples are Airbnb and OpenSooq.
4. **Mobile E-commerce (M-commerce):** Transactions occur through mobile applications or websites, taking advantage of smartphone portability. Uber is an example.
5. **Social E-commerce:** This type combines e-commerce with social media platforms. Instagram and Facebook have their own marketplaces for buying products.
6. **Local E-commerce:** Connects customers with products and services available in their area. An example is Uber, which relies on user location to offer local car ride booking. Another example is Talabat which also relies on the user's location to connect them to local restaurants and deliver food.

These types encompass various ways businesses and consumers interact and transact online; some businesses might encompass multiple ecommerce types.

## Business and system functionalities of TheKit

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Identify the basic business and system functionalities your e-commerce site contains.

Business requirements include what must be given to provide value while system requirements define how the proposed system will meet business requirements.

### Business functionalities:

**Product Catalog:** Add ability to filter, sort and search products. Ensure meal photos, descriptions (especially for mystery boxes and essential boxes as they are newer concepts) and pricing details are clear. Categorize products to facilitate shopping.

**Product Specifications:** Add user reviews, ratings, prep time, serving size, difficulty, related products, recipe video. Allow and moderate reviews to all kits prevent fake and negative reviews.

**Discounts and promotions:** Add coupon codes, Ramadan discounts on the essentials kit especially, discounted mystery box prices to encourage more people to try this new concept. Add sliders with offers, sales banners to drive more purchases.

**Accounts:** Allow account creation, order history, profile changes.

**Customer service:** Add email, phone, FAQ page, contact form to assist with enquiries and difficulties about the process.

**Search:** Add product search by category or keywords.

**Add to Wishlist:** Allow adding products to a wishlist to save for later. or send a link to the Wishlist via social media to someone who can buy it for them.

**Shopping:** Add ability to view, add, remove from cart, change quantities, proceed to checkout, and chose their payment method (cash on delivery).

**Checkout process:** Streamline checkout with minimal fields, order confirmation.

**Payment Processing:** Integrate cash on delivery payment as people in Jordan trust this method the best. Plan for secure credit card payments.

**Shipping:** Limit to Jordan, free of delivery, and add order tracking in the future. Ensure fast shipping as soon as the ingredients are assembled.

### **System functionalities:**

**User Authentication and Authorization:** Maintain data privacy and safety of users.

**Management of databases:** allow storing and managing product information, user profiles, orders, and categories.

**Management of inventory:** Product availability should be tracked, and stock levels should be updated. When a product is out of stock, it will be set as out of stock.

**Security:** Implement SSL certificates and in the future secure credit card payments.

**Content Management:** Update and manage website content like product listings, posts, reviews, and promotions.

**Performance:** Website should be smooth and responsive.

**Analytics:** Collect information about user behavior, sales trends, and website performance (ex. visitors, conversion rates, etc.).

**SEO (search engine optimization):** the website should appear when a user uses search engines. This will be done by implementing SEO best practices (mentioned later) facilitated by using the rank math SEO plugin.

**Backup:** the website should be regularly backed up (2-3 times a week) using updraft plugin to prevent data loss and allow recovery. My website backups can be done manually and automatically through a plugin.

## Building my e-commerce presence

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Discuss the process for building your e-commerce presence.

Here is my plan to build and sustain the e-commerce exposure, effect, and influence withing my industry:

- 1. Zoom out and vision the whole process:** It is critical to have a clear vision of what we want to achieve and how we intend to achieve it. Having a particular predetermined goal (which might look like a mission statement) will drive the development of presence as a focused goal will help know where to concentrate and what steps to follow (divide and conquer approach) and will help progress more efficiently. This includes identifying the target audience, market, doing a SWOT analysis, and setting a development timeline and budget (done in the next steps).  
**My mission statement:** Reduce the cognitive strain of healthy eating and meal preparation.
- 2. Specify important structures like the business and revenue model:** Baic **business models** include e-tailer, content provider, transaction broker, market creator, service provider, and community provider. My business model falls mostly under the "e-tailer" category, as I provide meal kits that facilitate healthy eating and cooking by providing recipes and ingredients. TheKit also adheres to the "Community Provider" model, encouraging cooking enthusiasts to try recipes, write feedback and interact with Roya's cooking show through the mystery kits. It also qualifies under "Content Provider" because all the recipes are from a well-known cooking show. This combination of models provides convenience and a unique culinary experience.  
**As for the revenue model,** it entails a general idea of how the business will get revenue. The basic models include advertising, subscriptions, transaction fees, sales, and affiliate revenue. TheKit relies on direct sales through the kits (lunch, desserts, mystery kits and donation boxes). Moreover, since the kits include products from sponsors of Roya, them my business also falls under the affiliate revenue model since I am selling their products through the website. In the future if monthly plans were introduced, then subscriptions are an added and beneficial stream of revenue (study if it integrates well in the Jordanian market through primary research to avoid loss).
- 3. Understand the characteristics of the target audience:** who they are and how to reach them. To answer who they are, they can be characterized by their demographic (Age, race, ethnicity, gender, marital status, income, education, and employment), lifestyle, digital use patterns, and personas. In the case of The Kit, the demographic includes individuals from different ages, race, ethnicities, income, education, and employments but mostly women. Their main characteristics include having limited time, they're health-conscious consumers, starting to learn how to cook, foreign students, and cooking enthusiasts. As for behavior patterns, they are online shoppers, cooking show viewers, etc.  
**Personas:** this will help imagine and empathize with the target customers to provide them with the most suitable solutions.



After talking to 5 of my target customers, these are their needs:

1. They don't need to worry too much about which ingredients to use or where they can get them from to complete a recipe.
2. They need to have the option to remove specific ingredients from the kit.
3. Acceptable or competitive price when compared to traditional shopping.
4. Products should be of good quality, be delivered fast and not expired.
5. They expect to see the latest recipes from the morning show on Roya on the website.
6. They should not face a hard time when trying to follow the recipe for the kit they brought.
7. They can purchase quantities based on how many people they want the recipe to be for.
8. They should be able to easily find recipes.
9. The prices should be transparent (every ingredient's price).
10. Wanting to keep the all their favorite recipes in one place.



4. **Understand the marketplace including competitors:** zooming out of the target consumers, we need to analyze the marketplace. This is accomplished by analyzing market growth, comprehending key competitors, and summarizing their market share and unique features.  
**Competitors analysis** (SWOT analysis done later in the report: Purple Carrot): We should be aware of our competitors' internet presence, social media following, and customer feedback. This will help gain an advantage over them and help avoid mistakes that the competitors make, saving cost.  
**Substitutes:** Despite the existence of substitute products such as regular grocery shopping and takeaway, TheKit retains a solid position due to its unique value proposition. The pre-measured components offer convenience, and the recipe videos offer ease. Furthermore, the learning experience, interaction with the cooking show, the experience offered by the birthday kits, and intrigue of mystery kits combine to produce a full package that alternatives fail to match.  
**Characteristics of Market:** According to Statista the meal kit service business is expected to generate around 64.4 billion US dollars by 2030, indicating a high amount of growth potential within the industry. This indicates that the need for quick meal solutions will grow over the coming decade. This study gives reassurance that we are entering to a market that is emerging, growing and has few competitors (none in Jordan). People in Jordan are already starting to move towards buying groceries online, thanks to Talabat and Careem, but they still find it hard to collect everything they need (this is where TheKit comes in).
5. **Understand what the website's content will be.** Content (text, graphics, photographs, and videos) is what search engines index and what draws visitors to a website making it the cornerstone for the website's revenue generation and overall success. All the recipes (videos) and pictures of the product will be from Roya's cooking show that already has a huge presence especially in Jordan. The website incorporates user-generated content in the form of reviews, where users can interact, chat about their experience, the recipe, and give advice, creating a sense of community and building user confidence and presence. The shop manager can add the new recipes posted by Riya on their YouTube day by day. This won't be a complicated inventory as the kits are simply an assembly of all the products.
6. **Conduct a SWOT analysis.:** Strength, weakness, opportunities, and threats analysis of our business idea including our competitors (Done later in the report). SWOT will help elevate the business by increasing awareness, enhancing creativity, directing efforts, and working on weaknesses.
7. **Develop an e-commerce presence map** consisting of four parts (presence map is specified later in the report)
  - Type of presence: there are four major types like website/application, social media, email, and offline media.
  - Platform: what is the platform that is going to be used for each type of presence.
  - Activity: what I will do in each type of e-commerce to increase presence
  - Actions: specifically mention how every activity will be achieved

8. **Have a clear and concise timeline:** The project should be divided into manageable sections that can be finished within a time frame. The phases should cover Planning, Design, Implementation, Social media plan, social media implementation, and mobile plan. This method aids in project organization and tracking, ensuring that it is finished within the timeframe specified.

- **Planning:** The complete presence strategy is rigorously prepared throughout this phase. This includes establishing objectives, target audiences, value propositions, defining business and revenue models, and establishing a clear mission statement to set the tone. SWOT analysis and presence map are also integral. This is the phase that serves as the foundation for all following actions.
- **Design:** The theme, colors, typography, image styles are specified here.  
**Theme:** Organic by Astra  
**Colors:** black and green to communicate the message of earthy and fresh recipes and products.  
**Palette:**



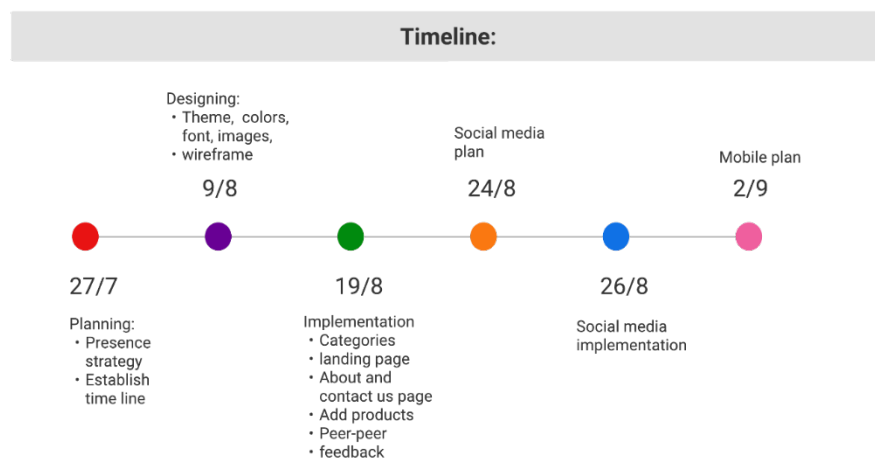
**Font:** for the heading Merriweather and for the body open sans (consistent across the website).

**Images:** consistent in their style, so the website looks cohesive.

This designing phase was crucial to enhance the user interface and experience, which is an integral part of the website's success and in turn the business' success.

**Wireframe:** initially I used pen and paper to imagine how the website will look like (elements) then I used word to draw the structure.

- **Implementation:** I have dedicated a full day for creating the home (landing) page, a day for the about, contact us page, a day to specify categories and upload the products with their customization, a day for users and a week for peer-peer reviews and feedback integration. The website was backed up after every major change and automatically.
- **Social media plan:** I will mainly advertise through Roya's Instagram page and cooking show. I planned to create teaser posts for their social media.
- **Social media implementation:** I have designed the posts and posted them on the Instagram thekitjo.
- **Mobile plan:** Improve e-commerce visibility on mobile devices since they are used by a large percentage of website visitors. (Make sure platform is responsive and loads quickly). WordPress themes are already responsive but everything that I have changed I made sure it was responsive. I dedicated a day to testing the website on a mobile and fixing any issues.



**9. Clarify the cost.**

- Buying the ingredients, renting out a warehouse to store them, and hiring workers to manage it, and delivery of the kits will be the main cost of the business.
- Cloud based hosting was done free on pantheon.io.
- All themes and plugins were free from WordPress.
- Costs will increase as the business grows to accommodate.
- Advertising when implemented will also cost.

## Design document

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Create a design document for an e-commerce website supported wireframes and Mockups and a full set of client and user requirements.

[Design Document link](#) (Also uploaded on e-learning)

## The website

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Use your design document to implement a multipage website with at least four pages, and Three Users Role, and 5 plugins including a home page, item details page, shopping cart, and contact page.

Implement a CMS for managing the items of your website. <https://dev-thekit.pantheonsite.io/>

### Pages:

1. **Home page:** the home page features a four-image slider that explains the newer features offered by the website, the categories are clearly displayed (lunch, dessert, mystery kits), there is also a dedicated segment featuring kits suitable for birthdays, allowing attendees to engage in an activity of crafting their own desserts and lunch, customer reviews, all the featured brands, and the footer.
2. **Shop page (details page):** displays all the products offered through the website which can be added to cart and added to favorites.
3. **Donate:** shows a list of the donation boxes available with an add to cart and favorites option.
4. **Mystery:** shows a list of the mystery boxes available with an add to cart and favorites option.
5. **Lunch:** shows a list of the lunch kits available with an add to cart and favorites option.
6. **Dessert:** shows a list of the dessert kits available with an add to cart and favorites option.
7. **Shopping cart:** displays all the products added to the cart with their quantity (can be edited), the price, and the subtotal of the product (depends on quantity). There is also a place to write coupons and proceed to checkout.
8. **Wishlist:** displays the product name, unit price and stock price of those added to the Wishlist. Users can send this list via social media.
9. **Contact:** the user will find all the contact details, FAQs, and a place to send questions.
10. **About us:** an introduction to what the website is about, and a featured paragraph about donations.
11. **Profile:** User can view past orders, downloads, addresses, and account details.
12. **Login and sign up:** pages to allow users to login and sign up.

## User Roles:

1. **Author:** They can create, edit, and publish their own posts. They have complete control over their content, but they cannot edit or publish content created by other users.
2. **Editor:** They can create, edit, publish, and manage any user's posts and pages on the website. They can also manage categories and tags and regulate comments.
3. **Administrator:** They have complete authority over the website, including the ability to manage users, install plugins and themes, and update code.
4. **Consumer:** The general user that can log in, manage their profile, and subscribe to receive updates, but they cannot normally manage (create or change) content.
5. **Shop manager:** They can manage products, orders, inventory, coupons, reports, and customer information.

I've created an admin user to manage and develop the website, two authors Jenny Smith and John doe to post onto the website, two customers Kareen Ziadat and Mohanned Ziadat who can only access the frontend of the website to purchase the kits, and a shop manager Roya Storemanager to manage inventory and products.

## Plugins:

1. **Elementor:** A drag-and-drop page builder plugin that enables for the visual construction and design of unique web pages without the use of coding. It allows the addition of text, images, videos, and widgets.
2. **Font awesome:** An icon collection that enabled me to add Font Awesome icons to my website in order to improve the aesthetic appeal of the Wishlist menu, login, log out and convey it more effectively.
3. **Jetpack:** It provides an easy-to-use analytics dashboard that allows track visitor statistics such as real-time stats, traffic sources, and popular content. It also provides SEO insights, and historical data to help make educated decisions about how to improve website performance and user engagement.
4. **Login/Signup Popup:** produces an aesthetically appealing popup window for easy login and account registration without leaving the current webpage, increasing user engagement and convenience.
5. **Product Options for WooCommerce:** It allowed me to add adjustable features to my products, such as ingredient checkboxes and recipe possibilities.
6. **Rank Math SEO:** improve website's search engine optimization by providing a comprehensive set of tools and features, including on-page SEO, and performance optimization.
7. **Smart Slider 3:** It is a responsive slider plugin that lets me create picture sliders with text and buttons. It provided excellent customization capabilities, enabling me to present content in an interactive and visually appealing manner.
8. **Sticky Menu (or Anything!) on scroll:** Allow me to design a sticky menu (one that remains displayed at the top of the page even as people scroll down). It enhances the user experience by ensuring that critical navigation items are always available.
9. **YITH Woocommerce Wishlist:** It allows users to create and maintain wishlists of kits they want to buy. These wishlists can be shared, which increases presence, improves user engagement, and may result in increased purchases.
10. **UpdraftPlus – Backup/Restore:** It aided me in creating and managing backups (automated or manual). In the event of a problem, I could easily restore my site to a previous state.

**CMS (Content Management System):** A software platform for creating, managing, and organizing digital information which is integrated in WordPress here.

1. Content organization using categories and tags to create a logical framework for the website and enhance searching and filtering.
2. Manage users with varying roles and permissions.
3. Add new products, provide descriptions, prices, and pictures, and specify their category as needed.
4. Manage product inventory.
5. Set up discounts.
6. Configure shipping and tax choices.

These make it simple to present items, regulate stock, and provide customers with a user-friendly shopping experience.

## Competitive analysis

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Assess, with an example, the unique features of the e-commerce technology, by discussing the features that the competitors company implemented well and those that are poorly implemented.

According to [this site's](#) rating, Purple Carrot is the highest rated meal kits provider.

1. **Ubiquity:** Available all the time, everywhere.  
**Purple carrot:** Customers can order meal kits at any time from any internet-connected device, and they deliver to all 48 US states. They only sell vegan based options which restricts their target customers.  
**The Kit:** Website is available 24/7 and ships to Jordan. In the future the vision is to expand into more Arab countries.  
  
Both companies implement this feature well, however Purple Carrot does ship to a wider area but more niche section.
2. **Global Reach:** The number of users the e-commerce business can get is not limited to a geographical location.  
**Purple carrot:** Currently only providing their services with USA.  
**The Kit:** Currently only providing services in Jordan.

Both companies can improve on this feature and expand to a more global reach improving sales.

3. **Universal Standards:** standards that don't differ across the world.  
**Purple carrot:** While they implement most of the common e-commerce standards, it is a bit challenging to navigate the website since the hierarchy is a bit complicated, there are too many words, and the checkout process is more complicated and doesn't allow guests to purchase. To add, while browsing through categories, the purple line under the current category doesn't change leading to low visibility. Another issue I noticed is that when selecting a product it opens a new tab, this is not

standard and can be irritating. However, a feature they implement well is multiple payment systems (Credit Card, PayPal, Apple Pay, Google Pay, Venmo).

**The Kit:** The website implements all the common e-commerce standards but doesn't allow for checkout through multiple card systems.

Both companies have implemented this feature well, but purple carrot can work on enhancing navigation to increase user friendliness.

4. **Richness:** the intricacy and content of a message.

**Purple carrot:** Clear display of calories and preparation time prior to adding items to the cart.

**The Kit:** Displays the prep time, serving size, difficulty level and a video to prepare the recipe. While purple carrot

Both companies implement this feature well, however, The Kit offers more richness as the inclusion of videos enhances richness and user experience.

5. **Interactivity:** The ability for two-way communication between merchant and consumer.

**Purple carrot:** They offer a chat with us section, but it is more of a contact form that users can submit so it is not really a chat feature and can be misleading as the user expects a direct reply and a chatting structure rather than emails. They don't have a review section for the products leading to lower interactivity.

**The Kit:** It offers a contact form to allow users to talk to merchant and reviews and ratings.

Both can work on enhancing this feature. Implementing the chat with us feature in TheKit will further enhance the website.

6. **Information density:** The volume and quality of information available to market participants (customers and merchants).

**Purple carrot:** This is extremely well implemented as it offers nutritional information, recipes, and allergens found in the meal. However, the variety of meals is low.

**The Kit:** Offers a wider range of recipes with each meal having a detailed description included all the essential information needed for cooking.

7. **Personalization and Customization:** Personalization involves tailoring products, services, or experiences to match individual user preferences and behaviors, while customization allows consumers to actively change or create items based on their own desires and requirements.

**Purple carrot:** This feature isn't extremely well implemented as kits can only be customized to some extent by selecting meal plans and dietary preferences. However, it only allows 2 or 4 serving size, vegan options, and the user must buy all the ingredients. On the other hand, they provide prepared or frozen meal options adjusting to customer need. They also have a dedicated page for meals with minimal preparation time.

**The Kit:** This feature is extremely well implemented as it allows the user to choose only the ingredients that they need and the number of serving they need. However, it doesn't offer frozen or prepared meals. The kit has a page dedicated to kits that work as a birthday activity. User can also customize their cookbook by buying it and adding the laminated recipes to it.

No personalization features are implemented in either website but improving this will significantly improve sales. The kit can benefit from the idea of adding a dietary preference, frozen and prepaid meals and purple carrot can enhance their customization by adding more diverse meal option, more serving sizes, and customization of ingredients.

**8. Social Technology:** The use of digital platforms to promote interactions, collaboration, and content sharing among individuals and groups online.

**Purple carrot:** This feature is poorly implemented. I noticed that Purple Carrot's Instagram account (@purplecarrotxo) has 200k followers. Their postings, on the other hand, garner an average of 100-1000 likes. This amount of engagement is noticeably low when compared to the average engagement rates for an Instagram account of this size:

- Low Engagement: 1% - 3% of followers (2,000 to 6,000 likes per post)
- Moderate Engagement: 3% - 6% of followers (6,000 to 12,000 likes per post)
- High Engagement: 6% - 10%+ of followers (12,000 to 20,000+ likes per post)

In comparison, Roya Kitchen's Instagram account (@royakitchen), has 908K followers and 1000-60k likes every post. Analyzing their content strategy reveals a clear distinction in engagement. Roya Kitchen not only publishes recipes, but also actively connects with its audience, developing familiarity with their chefs.

**The Kit:** Relies on Roya's cooking show and social media coverage.

## Review of e-commerce types

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Review the major types of e-commerce. Support your review with an example for each type and explain why each example fits into the type of e-commerce to which you have assigned it.

**Business-to-consumer (B2C):** It is the most common type of e-commerce and entails enterprises offering products (goods), content or services (travel) to consumers directly. B2C can look differently between businesses as they vary in their business model. Some of these B2C types include:

- Online retailers (e.g., Shein): A business that sells a range of clothing directly to consumers.
- Service providers (e.g., Netflix): A business that provides streaming material (service) to consumers.
- Transaction Brokers (e.g., Expedia): It facilitates transactions between travelers and sellers (hotels, airlines, car rental, etc.) for a fee commission.
- Content Providers (e.g., Spotify): A business that sells music (digital material) to consumers.
- Market Creators (e.g., Etsy): Provide a platform for individual merchants to connect with customers.

**Business-to-business (B2B):** It is the largest type of e-commerce and entails businesses selling products or services to other businesses eg. Alibaba. Which allows businesses to buy products in bulk from manufacturers and wholesalers. There are two main business models that fall within this category:



- Net marketplaces (e.g., Alibaba): also known as e-hubs, they are platforms that connect buyers to sellers in an industry. These markets might be held by groups of businesses in an industry or run independently.
- Private industrial networks (e.g., Walmart (their retail link)): They are B2B extranets meant to help organizations coordinate and collaborate on ongoing business processes like supply chain management. Usually used by large corporations to link with their suppliers and essential business partners via extranet technologies.

**Consumer-to-consumer (C2C):** here people offer goods or services (e.g., Airbnb) to other people making it possible for consumers to sell and buy. The market maker provides catalog, search engine, and transaction-clearing capabilities so that things can be conveniently displayed, discovered, and paid for making the whole selling process easier and more convenient. A popular example of this in Jordan is OpenSooq that allows people to list their product online without having an individual business and offers a place for consumers to buy these listed products (essentially it acts as a mediator between individuals).

**Mobile e-commerce (M-commerce):** Transactions are done through applications or mobile websites. It takes advantage of the phone portability features. An example of this is Uber which allows users to book a car ride through their mobile application allowing convenience and integrating into user's lives seamlessly. To use this type people can rely on wireless networks or 4G to connect to the internet.

**Social:** it is the combination of e-commerce with social media platforms. Users can use social media to discover, share, get recommendations from other users, and buy things. Many social media platforms have their own marketplace like Instagram and Facebook allowing users to post, market and tag their products letting other users to buy through the social media platform.

**Local:** Connects customers with products and services available in their area. This type provides a platform specific to local businesses or services. Uber is a local as it depends on the geographical location of the user to book a car ride and so is Talabat that provides service to restaurants close in proximity.

## SWOT analysis and presence map

Produce a SWOT analysis for your e-commerce website and presence map to support your e-commerce presence strategy.

### Presence map

Type of presence	Platform	Activity	Actions
Website/application	Traditional Mobile phones Tablet	Optimize website: Searching Display Performance Ease of use Affiliates Community creator.	Pay attention to the UX/UI of the website, responsive design, SEO and analytics plugin, improve search by suggesting related products, obvious CTA buttons, clear images, smooth scrolling experience, breadcrumbs in cart, allow purchasing as a guest, instant AI powered chat bots, allow users to submit questions, allow users to submit reviews/tips under meal kits, affiliates to all the sponsors that provide the ingredients (mentioned on the website), association with Roya's cooking show.
Social media	Through Roya's Instagram and Facebook. Influencers. Own Instagram account.	Create teaser posts and advertisements and post them.	Interact with followers through polls (through influencers), design relatable content and send them to Roya. Post this content on TheKit's accounts. Post videos on TikTok promoting the products, send promotions on WhatsApp broadcasts, starts a TikTok trend that includes one of the kits, encourage people to tag their friends on Instagram to get an opportunity to win something
Email	Existing list of emails	Receipts Birthday and holiday emails.	Send personalized emails promoting the appropriate product, send receipts after every purchase, send birthday and holiday wishes to customers and coupons, include a CTA button to the website in the emails, recommend complementary items based on previous purchases, offer exclusive content to loyal customers (make them feel special)
Offline media	Tv, leaflets	Education Exposure Branding	Email Roya about idea. Distribute leaflets to get conversion with a QR code to website to get higher traffic. host a local scavenger hunt to find a kit by solving a series of questions

Stories posted on Instagram (Polls).



Have you ever stopped making a recipe simply because some ingredients are missing?

There is a website for that

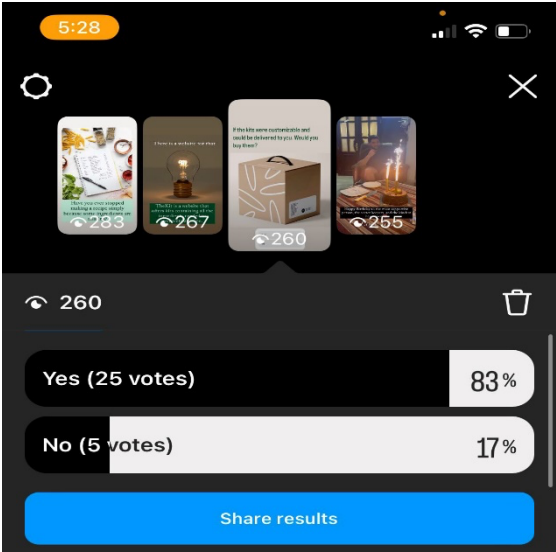


TheKit is a website that offers kits containing all the ingredients needed to complete a recipe.

If the kits were customizable and could be delivered to you. Would you buy them?



Results:



The leaflets:



Page 1



Page 2

The Instagram account made: @thekitjo

## SWOT ANALYSIS

### STRENGTHS

- TheKit offers the flexibility of only ordering the ingredients that the customer doesn't have. this saves money and reduces food waste.
- Customers can create their own cookbook of their favorite meals by collecting the recipe cards from their respective kits.
- TheKit is integrated with a well-known and trusted sources of recipes (Roya's Kitchen).
- The ingredients used in the meals of TheKit are from the sponsors of the TV show.
- TheKit offers desserts, traditional and arabic food (a larger selection of meal options).
- Purple Carrot's website is hard to understand especially on mobile phones.
- TheKit offers mystery meals that add an element of excitement and fun and encourages people to try newer recipes and interact with the show
- recipes are shown as videos.

### WEAKNESSES

- Purple carrot offers vegan, vegetarian ,paleo and gluten free options while TheKit doesn't.
- Purple Carrot allows purchasing of prepared meals while The Kit doesn't.
- Purple Carrot allows selling of frozen meals that have considerably lower prep time.
- Purple Carrot provides valuable information like calories of each meal.
- No subscription plans available.

## SWOT

### OPPORTUNITIES

- Make specific kits for vegan and diabetic option (at least flag those meals).
- Explore the possibilities of selling to nearby arab countries.
- Develop an application.
- Include reviews.
- Allow customers to donate food essential kits to those in need.
- See the calories and prep time of the meals.
- Develop a monthly subscription plan.

### THREATS

- Relies on very fast delivery
- Business model is relatively new to Jordan so some resistance might happen
- Might be more expensive than buying all the individual products from grocery store
- Goverment regulations
- The show or channel stops running or people stop watching TV.

## Types of payment systems

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Differentiate between the types of payment systems that are integral to e-commerce success and what is the payment Method you apply.

Existing payment mechanisms (cash, credit cards, debit cards, bank accounts, and stored value accounts) can be adapted to online purchases. Some constraints and the introduction of new sorts of interactions (between people online and mobile phones) encouraged building alternatives.

### Online credit/debit card transactions

This is the most popular mode of payment in e-commerce. Customers can make secure transactions (due to encryption and fraud protection) on e-commerce platforms using their credit or debit cards. It's practical and well recognized.

**Differentiating Factors:** Widely accepted, smooth integration with e-commerce platforms, rapid payment confirmation, international applicability; nonetheless, transaction fees and potential security concerns exist.

### Bank transfers

Bank transfers entail the direct transfer of funds (especially larger transactions) from the buyer's bank account to the seller's account. It is a secure (involves banks) and reliable procedure, although it may necessitate additional steps and verification like phone number, etc.

**Differentiating Factors:** Slower processing time than card payments may incur costs for overseas transfers and may not be as user-friendly for quick transactions.

### Cash on delivery

Customers can pay for their items in cash upon delivery, which is appropriate for clients who do not have access to digital payment methods or wish to pay after receiving the product. It implies logistical challenges for merchants in terms of cash management, delivery coordination, and so on.

**Differentiating Factors:** Limited to specific locations and has complicated logistics. It increases the possibility of order cancellations or non-payments.

### Digital wallets (PayPal (mostly), apple pay)

They enable speedy checkout, securely store payment information, and often give buyer protection. They eliminate the need to enter card information for each transaction. They also provide buyer/seller protection against fraudulent transactions.

**Differentiating Factors:** Acceptance rates, transaction costs, and geographic availability are different for each wallet so users might need multiple wallet provider accounts.

## Mobile

Payments can be made through mobile devices using technologies like QR codes, NFC technology, mobile wallets, and apps that allow for mobile transactions.

**Differentiating Factors:** Convenient and easy but specific hardware or software compatibility may be required.

## Social/Mobile Peer-to-peer (Venmo)

Individuals can use these services to send and receive money directly from their friends and are frequently used by small businesses, to split invoices, or to transmit smaller amounts.

**Differentiating Factors:** Mostly for peer-peer transactions so not ideal for e-commerce transactions. It also might be hard to set up as the user needs to link the bank accounts.

## Cryptocurrencies

Cryptocurrencies such as Bitcoin and Ethereum provide a decentralized method of payment.

**Differentiating Factors:** Volatile value, limited merchant adoption, technical difficulties, irreversible , and the absence of buyer chargebacks, which benefits merchants.

## Electronic billing presentment and payment (EBPP)

This entails presenting bills electronically and allowing customers to pay via internet platforms. It is frequently used in recurring fees and subscription services.

**Differentiating Factors** Automates billing, requires integration with billing systems and involves bank transfers or card payments.

I use the COD (Cash on Delivery) payment method, which is especially targeted to my Jordanian customer base. This technique is consistent with the general choice in this region, where the COD method is widely used because to its ease of use, better security (by avoiding online credit card data submission), and ability to boost initial purchases by reducing trust needed. For the future, it is beneficial to add credit card payment for more options and less logistical complication on the merchant.

## SEO techniques

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Review the techniques used for improving the e-commerce website ranking in search engines and how you implement it in your website.

1. Domain name should include a keyword to what is important to the website. (Applied, my website is called the kits which sells kits, could be improved)
2. I only publish relevant content to boost the amount of time spent on the website and its rating. (Applied)
3. I've determined and used the appropriate keywords to illustrate the purpose of the website (anticipate what the person would search to get to this site). I've incorporated them into product titles, descriptions, headers, titles, tags, and content naturally. (Applied with room for improvement)
4. The site doesn't contain too many tabs and the hierarchies aren't too complicated. (Applied)
5. I have provided seamless and intuitive user experience of the website. (Applied with room for improvement)
6. The site loads quickly (no heavy components on the website). (Challenge with slider)
7. I've avoided using keywords to an extensive degree. (Applied)
8. I didn't use hidden text (people do that to target web-crawling bots). Search engines care more about what users see, as user experience matters to them and will better rank the site that way. (Applied)
9. I will continuously update content to keep it relevant. (Applied)
10. I used alternate texts for images. (Applied)
11. Used a plugin that helps with SEO. (Applied)
12. I've used backlink in the form of videos to Roya's YouTube channel. These signals reflected the site's authority and relevance to search engines. (Applied)
13. Navigation of the website is user friendly. (Applied with room for improvement)
14. The checkout process is simple. (Applied)
15. I made sure that there are no broken links (links that lead nowhere or to websites that don't work) (Applied)
16. I generated a sitemap using the math rank SEO plugin and uploaded it to my google analytics (Applied)
17. No crawl errors. (Not applied)
18. Allow searching on the website. (Applied)
19. I've installed a plugin that monitors the website's performance (Applied through Jetpack plugin).
20. Allow users to add reviews and ratings. I've applied this to all kits since positive feedback increases trust and users are more likely to purchase. (Applied)
21. The name of page in the URL is short, easy to read. (Applied). I set permalink structure to post name which enhances seo.
22. Title tags: should include keywords, up to 65 characters. (Applied using the Rank math SEO plugin)
23. Meta description tags: Modify how the search results will appear in search engines for each product by including keywords (included in title), promotional language. (Applied using the Rank math SEO plugin)
24. Avoid image only sites, image maps, misspellings, wrong code, drop down menus and PDF files. (Applied).



## Best practices

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Analyze the best practices adopted in your e-commerce website.

1. My product page loads in under 2 seconds, ensuring a smooth experience that avoids visitors from departing the page early and thereby increasing sales potential.
2. I've only included three images in a row, so the product page is not too crowded.
3. Go back to top button to make it easier to navigate the home page.
4. The products are all aligned and have relevant short titles.
5. Quick add to cart button.
6. Quick add to favorites button (heart).
7. Ratings are shown.
8. Discounted prices are clearly emphasized.
9. Out of stock kits are clearly emphasized.
10. Sales are obvious as a badge on the product.
11. Images are high quality.
12. Image themes are consistent.
13. The description is clear yet concise and a video is used to be more interactive.
14. Kits have options for which ingredients to include allowing flexibility and optimization.
15. Related products are shown under every product by providing good options for cross-selling and upselling.
16. Previous and discounted prices are shown.
17. Filters are obvious and work.
18. The navigation bar is sticky for convenience. However this can be improved as the navigation bar in two pages (contact and about) are not sticking correctly due to an issue with the plugin I used).
19. The number of products for each category is shown.
20. The product images on the product page are of appropriate visible size, are clear and zoomable.
21. Price updates based on options selected.
22. All CTA buttons are obvious like add to cart, show more, etc.
23. Shipping details are clearly stated (free shipping in my case)
24. Prices are offered in local currency.
25. The cart page has an image, the product name, the product description, quantity, sale and coupon if applied, ingredients and total price.
26. The images in the cart are clickable.
27. Can update quantity in the cart page.
28. Payment done cash on delivery however it doesn't allow multiple payment options unfortunately.
29. Buttons are not too big and easy to click even on mobile phones.
30. Allow users to send an email for assistance for better customer service.
31. My website has a mini cart.
32. The cart icon is in the upper right corner with the number of items shown on the cart.
33. Message showing that the items are added to the cart.

## Testing

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Test the e-commerce website and the CMS to review their functionality and performance.

### Functional Testing

Ensures website and CMS are performing correctly by testing features and functionalities.

**Hero image:** Evaluate the performance, look, and feel of the hero image.

**Description:** will the slider auto scroll after an appropriate time.

**Expected results:** the slider scrolled automatically in 7 seconds.

**Steps:** Open home page, start timer when it loads, observe till it its done, stop timer when it scrolls.

**Status:** Passed

**Description:** how will the slider behave on hover and click.

**Expected results:** it will pause and not scroll onto the next slide on click but move on hover.

**Steps:** hover for 7 seconds, notice if it scrolls. Press for 7 seconds and notice till it scrolls.

**Status:** Passed

**Description:** can the slider be clicked on

**Expected results:** It should redirect to the correct page.

**Steps:** Press on every button on the slides, notice if it redirects to the relevant slide.

**Status:** Passed

**Description:** is it loading quickly with the rest of the page.

**Expected results:** It should load quickly along with the page.

**Steps:** reload page, notice how long it takes.

**Status:** Failed. The plugin is heavy which takes a longer time than expected to load.

**Description:** is it of an appropriate size.

**Expected results:** the slider should not take too much space from the page.

**Steps:** Passed

**Status:** Failed/Passed

**Description:** is it supported by different web browser.

**Expected results:** It should look the same.

**Steps:** Open the home website on a different browser and notice if slider looks and behaves the same.

**Status:** Passed

**Search:** Evaluate the effectiveness and accuracy of search capabilities within the website to ensure that users can quickly find relevant products using the search feature provided.

**Description:** search by product name or ingredient.

**Expected results:** The product will be displayed if it is found, which is the case when the ingredient or name is distinct to this specific product. All products containing the searched ingredients will be presented. If the product cannot be found, a message stating "No products were found that match your selection" will appear.

**Steps:** go to shop, search for a product that I know is found (ex. Pudding), then search for "rice which I know is found in two recipes), and search for "Mansaf" which I know is not found.

**Status:** Passed

**Description:** Different sorting options should be available (by popularity, rating, latest, price).

**Expected results:** sorting by popularity, rating, latest and price should be available and should display the correct results.

**Steps:** open shop, locate sort, try every option, and notice if the products are correct.

**Status:** Passed

**Product details page:** Ensure that products are accurately displayed, with accurate information and photos.

**Description:** are images of good quality and relevant to the product.

**Expected results:** images clear (don't pixilate), and relevant to the product.

**Steps:** open the shop, select every product zoom in, and make sure it is for the correct product.

**Status:** Passed

**Description:** Price is displayed for each product, is detailed and updates based on choices chosen.

**Expected results:** every product should have the price shown, and updates once different checkboxes are chosen.

**Steps:** Open the shop, select every product, look for price, check different boxes and see if the price changes correctly.

**Status:** Passed

**Description:** the products have appropriate descriptions.

**Expected results:** description of meal/dessert, prep time, serving size, difficulty level and video for the recipe should be shown for each meal/dessert correctly.

**Steps:** Open the shop, select every product, look at description and check.

**Status:** Passed

**Description:** Reviews should be shown for all products

**Expected results:** reviews tab found in every product, try posting a review from admin and from customer to see if it is shown.

**Steps:** reviews tab should be displayed under every product; admin should be able to add review directly while customer should have to wait for approval from admin. When signed out, only comments from admin should be visible.

**Status:** Passed

**Description:** direct checkout option instead of adding to cart in product page.

**Expected results:** the button should allow the user to go directly to checkout instead of first adding to cart then going to cart then checkout.

**Steps:** open product look for “buy now” button press on it, it should go to checkout.

**Status:** Passed

**Description:** out-of-stock products should be indicated.

**Expected results:** Clear indication that product is out of stocks.

**Steps:** set one product as out of stock, go to product page, check if shown. Shows out of stock on shop page and doesn't allow user to purchase in product page.

**Status:** Passed

**Description:** kits should offer options.

**Expected results:** checkboxes of ingredients shown on product page.

**Steps:** go to every product, chose ingredients, notice price changes.

**Status:** Passed

## **Shopping cart: test if shopping cart is simple and functions correctly.**

**Description:** Add items to cart and continue shopping.

**Expected results:** should be able to add items into the cart from product page and from product page. If the product has variations it should specify before adding to cart.

**Steps:** go shop page press add to cart button for a varying product it and notice if it takes to the product page. Go to shop page then press add to cart button for simple products and notice if cart updates directly.

**Status:** Passed

**Description:** adding the same multiple times to cart will increment quantity number.

**Expected results:** quantity updates.

**Steps:** products page, add to cart twice and check if quantity update in cart.

**Status:** Passed

**Description:** Cart look.

**Expected results:** All items and their totals should be displayed in the cart.

**Steps:** open cart and check.

**Status:** Passed

**Description:** remove products from cart.

**Expected results:** an x is found next to every product and when clicked should remove from cart.

**Steps:** go to cart find x and press it.

**Status:** Passed

**Description:** Cart price.

**Expected results:** Cart price is correct, reflects when removing and adding product.

**Steps:** add product from shop to cart go to cart and check total, then remove product from cart and check total.

**Status:** Passed

**Description:** Coupons

**Expected results:** when the coupon is added, and the rules are applied, the coupon should be applied.

**Steps:** open cart, try adding “kits” coupon to spend of less than 5 or more than 15 (it shouldn’t apply and show why). Then open cart, try adding “kits coupon” to price in the range (It should apply and reflect total of cart).

**Status:** Passed

**Description:** cart status

**Expected results:** when site is closed the same items should be retained in the cart.

**Steps:** open shop add to cart, then close site and go check cart.

**Status:** Passed

## **Payments:** Test payment methods and ensure successful transactions.

**Description:** make sure only allowed payment options are available.

**Expected results:** only show cash on delivery payment option.

**Steps:**

**Status:** Passed

**Description:** Shipping information for logged in users.

**Expected results:** Auto fill for users already logged in and details saved.

**Steps:** Login, add products, checkout, specify address, place order, logout. Login add products, checkout, notice if details are saved.

**Status:** Passed

**Description:** Completing orders as a guest.

**Expected results:** Should allow.

**Steps:** Log out, fill out address, other details, purchase. Should get a receipt and be shown in orders.

**Status:** Passed

**Description:** sign up once in checkout for logged in users.

**Expected results:** pop up to sign up for users who are on the checkout page and not logged in.

**Steps:** Log out, go to checkout.

**Status:** Passed

### Categories/featured products/related products:

No recommended algorithms were applied.

**Description:** Use of category.

**Expected results:** all products are in their logical categories.

**Steps:** open shop filter by category, check all of the products are in their correct categories.

**Status:** Passed

### After order

The website currently doesn't allow changing, canceling or tracking the order.

**Status:** Failed.

### Logins: Test user registration process, password reset, and login functionality.

**Description:** Sign up for an account.

**Expected results:** easy and creates the account where the user can log in.

**Steps:** press the button indicating login (logout if necessary), then chose sign up and log in using new credentials.

**Status:** Passed

**Description:** forget password.

**Expected results:** send an email with link to reset password.

**Steps:** go to log in page, enter username and press forget password and then type the email and wait, should receive an email that allows password reset.

**Status:** Failed.



**CMS:** For the CMS, test content creation, editing, publishing, and user permissions features.

**Product creation:** Test product creation with description, images, price specification and give them the category

**Description:** Verify that product information is accurately entered and categorized.

**Expected results:** Successfully created product with accurate details.

**Steps:** Log in to WordPress admin, go to Products > Add New, provide product information such as title, description, photos, and price, choose an appropriate category, and then publish the product. Go to product page, look for product and see results.

**Status:** Passed.

**Category creation:** correct category creation.

**Description:** Ensure that product categories are correctly added.

**Expected results:** Successfully added product categories.

**Steps:** Log in to your WordPress admin account, navigate to Products > Categories, create a new category and give it a name and optional description. Try adding products.

**Status:** Passed.

**User Permissions:** Test different user roles and permissions to ensure access control is functioning correctly.

**Description:** Test if users can only carry out the functions allowed in their list of privileges.

**Expected results:** The test case for each user role should pass if the user can only conduct the actions permitted by their list of privileges.

**Steps:**

1. Log in as an Author, try to create a new post, modify and publish the created post, edit and publish a post created by another user, and then check the results for each step.
2. Log in as an Editor, try to create a new post, edit and publish it, edit and publish a post published by another user, manage categories and tags, moderate comments, and check the results for each action.
3. Log in as an Administrator, try to create a new post, modify and publish the created post, edit and publish a post created by another user, manage users (add, amend, remove user accounts), install plugins and themes, update website code, and check the outcomes for each activity.
4. Log in as a Consumer, attempt purchasing items. Rest of functionalities should be allowed.

5. Log in as a Shop Manager to manage items, orders, inventory, coupons, reports, and customer information, as well as create, modify, and publish posts, manage categories and tags, moderate comments, and verify the consequences of each action.

**Status:** Passed.

**FAQs:** test common questions are found and easy to understand.

**Description:** FAQs simple and inclusive.

**Expected results:** Accordion question and answer style.

**Steps:** go to contact page, check if questions easy to understand and so are the answers.

**Status:** Passed.

**Contact us page:** has all details, frequent questions and allows users to send questions.

**Description:** has all the details, frequent questions and allows users to send questions.

**Expected results:** All components found, and questions can be submitted.

**Steps:** go to contact page, check if components found, and test sending a question.

**Status:** Passed.

**Responsive Design:** Test the website's responsiveness on different devices and screen sizes.

**Description:** Examine how well the site adapts to different screen sizes on different platforms such as phones and PCs.

**Expected results:** The content of a website should adjust smoothly to ensure a decent user experience across all devices. No horizontal scrolling, text is legible and image dimensions are valid.

**Steps:** Open website on a variety of platforms, including smartphones, PCs.

**Status:** Passed.

Through the above tests, usability, security, performance, and database were tested.

## Evaluation of unique features and recommendations

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**D1** Critically evaluate, with an example, the unique features of the e-commerce technology and provide justified recommendations for any additions or areas that require improvement.

**Ubiquity:** The primary benefit is that our website is always available, allowing consumers to place meal kit orders whenever they want, with the promise of prompt delivery after ingredient assembly. While it is available all the time, the website is available everywhere, but it doesn't provide the service to countries outside of Jordan.

**Global Reach:** The elimination of geographical boundaries is a significant change brought about by e-commerce. It removes restrictions for people who live far away from physical stores or who need to source products from different places. Its positive influence on people dealing with medical conditions, elders, and people with impairments is especially noticeable. While our current customer base is limited to Jordan, in the future we might extend our services abroad which can be appealing to Arabs living in foreign countries or students to help them enjoy real, traditional cuisine. A critical next step would be to translate our website into Arabic to extend our audience and increase inclusivity.

**Universal Standards:** My website follows the E-commerce standard. Customers can choose the ingredients they need to do the recipe and compare it to traditional grocery shopping (transportation, etc.) the website also provided faster access to information about recipes and the products needed. It is recommended that improvements are always don't to ensure that the website always follows new standards maintaining relevance and efficiency.

**Richness:** the content communicated through the website is rich. Each product has a clear image, an instructional recipe video, a detailed list of essential ingredients, serving details, preparation time, and complexity level. This richness of information not only streamlines the shopping process, but it also lessens the cognitive strain associated with meal planning and preparation. To improve this better information about allergens, calories and nutritional details should be included.

**Interactivity:** Our review section functions as a forum for users to gain insights and recommendations from those who have tried the recipes—a digital extension of the age-old tradition of asking guidance from people who have experience. Users can also seek assistance by asking questions, which improves user support. In the future, we hope to create an even more dynamic platform (forum) where consumers may directly interact with our chefs, increasing the amount of support provided. Another intriguing option to pursue is the incorporation of artificial intelligence in chatbots to answer questions.

**Information density:** The streamlined procedure of introducing new kits to our website with minimal time input demonstrates our e-commerce operations' efficiency. This agility extends to inventory management, allowing for real-time ingredient updates and corrections. Price transparency is ensured because it adjusts dynamically with each ingredient option. Furthermore, our stock management system has a strong mechanism in place to prevent clients from ordering items that are out of stock. Currently, to eliminate recipes containing a specific ingredient, we must search for that ingredient and flag each recipe that contains it as "out of stock." A more efficient approach would involve designating specific ingredients as "out of stock," triggering automatic updates for all recipes containing those ingredients.

**Personalization and Customization** Our website excels in tailoring the shopping experience to individual preferences. As for **personalization**, users can pick only the items that are missing from their recipes, with the option to exclude laminated recipe cards. A cookbook binder is provided for people who want to organize their recipes. While relevant product suggestions accompany kit options, the addition of recommendation algorithms that suggest meals aligned with user preferences has the possibility for even deeper **customization**. Additionally, adding filters for dietary choices (such as diabetic, keto, or vegan alternatives) or tags for simpler filtering will increase the level of **customization**. A recommendation for the future is using email to send personalized greetings, birthday greetings, and seasonal incentives can foster a sense of community and connection with our clients.

**Social Technology:** The website encourages interaction by allowing users to leave reviews and questions under the reviews section of every product creating a sense of community for cooks in Jordan. Customers can also send questions by submitting them on the contact us page allowing customers to interact with the merchant. A forward-thinking step would be the creation of a forum page to strengthen this sense of community. Users can not only request recipes here, but they can also discuss their cooking experiences, building a dynamic online community of foodies.

## Justification of presence strategy

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**D2** Justify the strategy you have chosen for your e-commerce presence compared to the other alternatives.

I carefully built my e-commerce presence plan for TheKit's website, ensuring that it smoothly interacts with Roya's cooking show current audience.

My plan, which begins with a clear vision and goal statement, establishes a solid foundation for all future actions. The mission statement, "Reduce the cognitive strain of healthy eating and meal preparation," not only outlines the distinct value proposition, but also drives the goal and, ultimately, how the website's processes should look and feel.

I chose a hybrid of the "e-tailer," "Community Provider," and "Content Provider" models which helped me understand the website's structure, where to get my content, and where to focus my efforts. My income plan is straightforward, with direct sales through meal kits and affiliate fees from sponsors' products providing several revenue streams.

My next step was to understand my target audience's demographics, behavior patterns, and personas. This helped me tailor the kits to their specific needs which will enhance customer satisfaction, engagement and reduce the risk of failure. If I had followed the same approach as Purple Carrot, I would not appeal to people in Jordan because the vegan products approach and smaller quantities given do not fit into Jordanian culture. In addition, after speaking with a sample of my target consumers, I decided that most people are dissatisfied by how monotonous the meals they cook are, so I thought that including the mystery box would bring back this passion and drive more people to try newer recipes.

One pivotal step in my strategy that proved most impactful was the comprehensive analysis of the marketplace and a thorough understanding of our competitors. The robust growth projections within the meal kit service industry reinforced my confidence in developing the website.

In addition, conducting an in-depth analysis of my competitors' strengths and weaknesses provided essential insights that guided my decision-making process. For instance, the weakness of only being able to purchase the full ingredients prompted me to add options of only selecting the ingredients needed. While browsing the Purple Carrot website, I felt restricted by the limited choices, particularly the absence of traditional food options. This motivated me to offer a broader variety through "TheKit," with a reliable source for recipes (Roya), who is well-liked by the target demographic. In addition, while browsing my competitors' websites, I noticed a desire among customers to keep their favorite recipes. As a result, features such as laminated recipes and cookbook binder were added.

To build trust and community, the recipes are from Roya's cooking show, and users can submit tips, feedback, and engagement. This sensation of trust and belonging is essential for improving the online presence.

I created a presence map that includes multiple channels (website, social media, email marketing, and offline) as it is more effective than relying on just one, especially when done right. Having my own website gives me full control over the user experience, branding, and ability to customize features to suit my business needs. Furthermore, relying only on marketplaces (such as Amazon, Instagram, and others) would imply giving them a portion of the earnings and limiting the capacity to expand the brand. In terms of social media, utilizing Roya's 908k social media following gives built-in visibility to the target demographic, and providing compelling content and interactions will help drive traffic and conversions more effectively than simply posting promotions. Taking advantage of emails will nurture relationships and promote new offerings as personalized emails have higher open and click-through rates driving more sales than impersonal ads. When considering offline channels, local promotions like scavenger hunts and cooking classes create buzz and position TheKit as an approachable community brand. Overall, having a multi-channel presence that includes both online and offline touch points will attract a potential client (expanding reach). Each channel serves a distinct purpose, collaborating to increase exposure, engagement, and sales.

I've set a timeline for all of this by breaking my project down into phases with specific dates. This helps me keep organized and track progress successfully, ensuring that planning, design, implementation, and social media involvement are all addressed systematically, with each receiving equal priority.

I also considered cost-effectiveness by using free hosting, themes, and plugins rather than paid options. However, increased prices and additional advertising charges are unavoidable as the business grows.

Overall, my selected strategy for growing my e-commerce presence is comprehensive since it considers market analysis, understanding target audience, content strategy, and numerous online and offline engagement tactics. I'm positioning myself to stand out in the emerging meal kit sector by focusing on delivering convenience, a feeling of community, and unique culinary experiences.

In comparison to competitors:

Unlike Purple Carrot, my strategy places a greater emphasis on exploiting an existing audience and brand rather than attempting to establish one organically. This enables me to start with a high level of awareness and trust (A lot of pressure at the same time). In addition, I improved areas where Purple Carrot falls short, such as ingredients of ingredients, video recipe instructions, mystery kits, cookbook customization, and enhanced food diversity.

## Evaluation

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**D3** Critically evaluate how successful the e-commerce design and implementation are and how they fulfill the set of client and user requirements. And analyze any technical challenges. Support your evaluation with justified recommendations for areas that require improvement

### **Client requirements:**

#### **1. Add/update/delete products in the catalog.**

the process of updating and managing website content like product listings, posts, reviews, and promotions should be simple. This is done through WordPress that allows user of different privileges (author, editor, administrator, consumer, shop manager) to manage content simply. The shop manager role can add and remove products.

#### **2. Manage product inventory levels.**

When a product is out of stock, it will be set as out of stock manually through WordPress's CMS.

#### **3. View user purchases.**

This was efficiently implemented as its available through the mobile WooCommerce application provided by WordPress.

#### **4. View sales report and track revenue:**

This was efficiently implemented as its available through the mobile WooCommerce application provided by WordPress and the Jetpack plugin that that collects information about user behavior, sales trends, and website performance (ex. visitors, conversion rates, etc.) and provides a user friendly dashboard.

#### **5. Manage user accounts and access based on privilege.**

The process of adding and managing privilege is easily done by the admin through the WordPress dashboard. When configuring the login/signup popup I ensured that users signing up have the privilege of a consumer ensuring security.

#### **6. Tools to do promotions and place ads.**

I have installed the google ads space plugin, however I did not implement it, so a future recommendation would be to do so.

## **7. User Authentication and Authorization**

To maintain data privacy and safety, the e-commerce website will securely manage user registration by using password-based authentication (login), and authorization (I've used WordPress which uses stateful session-based authentication using cookies). The plugin that I used for login and sign up offers a feature to recover forgotten passwords by sending a reset password link on the user's email.

## **8. Website should be secure:**

I have Implemented a SSL certificates (offered through WordPress) and in the future when the credit card feature is added, I will make sure to protect the user data and payment information by using plugins that are well established and trusted.

### **User Requirements:**

#### **1. Easy navigation and category browsing.**

The tabs are simple to understand, and the categories are obvious. The main categories are dessert, lunch, and mystery kits. There is another donation tabs and a section for the kits that work well for a birthday activity. Those are exactly the categories that any user might need so it is easy to find what they are looking for.

#### **2. Create and manage accounts, including password recovery.**

The website allows users to login and create an account using the login/sign up pop up that I installed. I modified the settings of the login/signup popup to show automatically once the user is at the checkout to allow users who forgot to login or want to sign up to do so at checkout. Password recovery is also integrated within this plugin. Once the user is logged in, they can click on the profile icon (right of navbar) and edit their details and address details there. An issue I faced was finding the sign out option.

#### **3. Track and view order history.**

Order tracking is not available and should be as it increases the trust of customers. However, the order history can be found in the profile information, orders section. Moreover, I can employ a feature to send an email with the receipt after every order.

#### **4. Efficient search and filtering options for products.**

This search feature was integrated from the theme itself so that was simple to do. I tested this feature, and it works as expected. The filtering feature is also built in through the template. I've tested it and made sure the feature works well.

#### **5. Find detailed product descriptions (availability, prep time, difficulty level, serving size, and price).**

In the description I have include the serving size, prep time, difficulty level and a video of the recipe. I think that including nutritional facts in the future would be an extremely beneficial addition especially for those who are on a diet. (ex. Calories, protein, sugars, carbohydrates, etc.).

My website shows the initial price of the kit as 1 JD which is the price of the recipe, later when the user choses the kit they will be able to specify the ingredients that they need to buy and the price will update accordingly. While this works it would form an obstacle for those who want to buy a kit based on the price as they have to go into every recipe chose the ingredients then compare prices. This is too long of a process and a study should be done on how the pricing should look like for every kit (should it be the maximum price?).

To add a clear out of stock banner is shown on products and doesn't allow customers to purchase them.

#### **6. Smooth and user-friendly checkout process including for guests.**

I wanted to integrate a direct checkout option but that doesn't really mesh well with my website since user has to specify all the ingredients that they want. I tried only allowing direct checkout with simple products buy there was no such feature or plugin. I did however add a checkout option in the product page that directly goes to checkout instead of to cart. This has to be improved in the future to drive more and more people to buy.

WordPress also allows users that are not logged in to enter their details in the checkout page and order the product as a guest.

I made sure that the user inputs the least amount of information needed for shipping and billing to make it easy to confirm and purchase the order.

#### **7. Multiple payment options (cash on delivery, cards).**

The only payment option provided is cash on delivery and for a while I thought that I had activated it but after testing with users one person pointed out that it wasn't (Option wasn't enabled from settings). While this payment is secure, the option of credit card, paypal, or other isn't available as it technically challenging.



## **8. Shopping cart capabilities.**

The website allows adding and removing items from the cart efficient. This feature was tested and the WooCommerce plugin does an amazing job of managing this process. Moreover, to improve efficiency, I made sure that the cart will stay filled even after closing the tab or logging out. A future improvement would be to send notifications of low stock or flash sale to reduce abandonment rates.

## **9. Recommendations based on past purchases and views.**

Currently not applied however the recommendation algorithm would be an extremely beneficial addition to the website as it will simplify the shopping experience of users and show them kits that they are interested in buying (ex. By knowing their taste) and will ultimately drive more sales. This is currently not implemented on the website.

## **10. Responsive design and allows mobile-friendly shopping.**

Thanks to WordPress, almost all the elements are responsive, however, I faced a lot of issues when trying to make the categories look right on the mobile phone. To fix this, I created two separate elements one that looks good on desktop and is hidden from mobile phones and one that looks good on mobile screens but hidden on desktop. This isn't extremely efficient and late should be improved by fixing the CSS code (I tried doing that, but it was more challenging than expected). Some images were also not responsive like the logos of featured brands and so I edited the logos from the media to be an appropriate size. To add one of the sliders had an odd design and looked weird on the mobile screen so I removed it and put something instead (same content, different style.)

## **11. Images should be high-quality and reflect the actual food recipe.**

I ensured that every image I used was accurate, not too cluttered and of high resolution to ensure quality is not decreased on zoom. All these steps were taken to create an aesthetically pleasing interface. For the future, it would be better to have a photographer to take pictures of the products, so they have a cohesive style and look better.

## **12. Ability to review and rate the product.**

The website allows users to add a review, but it will be sent for moderation and only the admin can accept it. This adds a layer of security as not anyone can leave a review that might be insulting. The users' reviews can't be visible to anyone not logged either. On the other hand, the admin's reviews are directly posted and shown to all users.

### **13. Efficient customer support in place (FAQ, email).**

I faced a lot of technical issues when it came to the contact us page that I implemented using the wpform since the emails weren't being sent. After watching many videos, I realized that I needed to create a business email with the same domain as my website and for a while I thought that I had to create and buy it. I then just typed in a business email, and it worked.

My FAQs were done as an accordion as I feel like it is the most user-friendly design and only shows the answer to questions the user needs reducing clutter.

The location, phone numbers, and email addresses are clearly shown in contact page.

To improve this interaction a live chat session option can be integrated.

### **14. Can save the recipe and not purchase it directly and send this Wishlist to recommend recipes through socials.**

The website allows users to add any product to the Wishlist by simply pressing the heart icon and the can send this Wishlist to their friends through social media platforms. This was achieved using the YITH WooCommerce Wishlist plugin.

### **15. User friendly design.**

I have put in steps to ensure that. To begin with, the website has a slider that allowed me to include a lot of information within the website without the clutter. Moreover, all the images on the website are not too over the top and are easy on the eye. The tabs are not too complicated, and neither are the hierarchic of the site making the site easy to navigate. The categories are also very clear and intuitive and shown on the home page which means that the user doesn't have to look too much to find what they are looking for. To add, I used icons instead of too much text to ensure the interface is friendly (using fontawesome plugin). I faced issues trying to make my navigation bar sticky since my theme doesn't allow that and the plugin I used only allows one class or id of a navigation bar to be made sticky and the contact us and about page navigation bar uses a different id so it is sticky but the background of the bar is transparent.

Moreover, the user doesn't feel stuck. As the person who developed and designed the website I can be biased when saying that the website is easy to navigate therefore, I have tested my website with multiple users and watched them as they navigated the website. I tested with 5 users and all of them said that the website was simple to navigate but one said that he wished there was a go to top button and so I added it.

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