**IS3S661 Strategic IS Management**

**Tutorial 5**

**Evaluation of e-Commerce Websites**

In Miestone 1 you are asked to evaluate some B2C e-commerce organisations and their service.

Q.1 What criteria are essential for evaluating a website (not just an e-commerce website)? Make a list of at least 10 Key criteria. (Think about the good, the bad, and the ugly of websites that you have experience of). Afterwards, rank them in order of importance.

Q.2 What website evaluation metrics are you familiar with? (or have studied previously)?

Q.3 What criteria are essential for evaluating an e-commerce website? How do they differ from normal website evaluation?

Q.4 What are the most annoying features of an e-Commerce website that are likely to drive you away from the site, or finish your browsing session?