



Unit II

E-Commerce Web-sites



Topics to be covered

Websites as market place


Role of web site in B2C e-commerce

Web site design principles

Alternative methods of customer communication such as e-mail


e-mail etiquette

e-mail security





Introduction - Web sites




A website is the most important element of e-commerce with the emergence of the new era. People often consider websites to simply be a more modern version of a printed brochure or business card but a website can achieve a lot more than that. A Website is a collection of one or more than one pages grouped under the same domain name. A very large website may be spread over a number of servers in different geographic locations.



Definition of Website

A website is a collection of web pages, that is, document accessible via the World Wide Web on the internet.

Websites are written in HTML and are accessed using special software called web browsers.





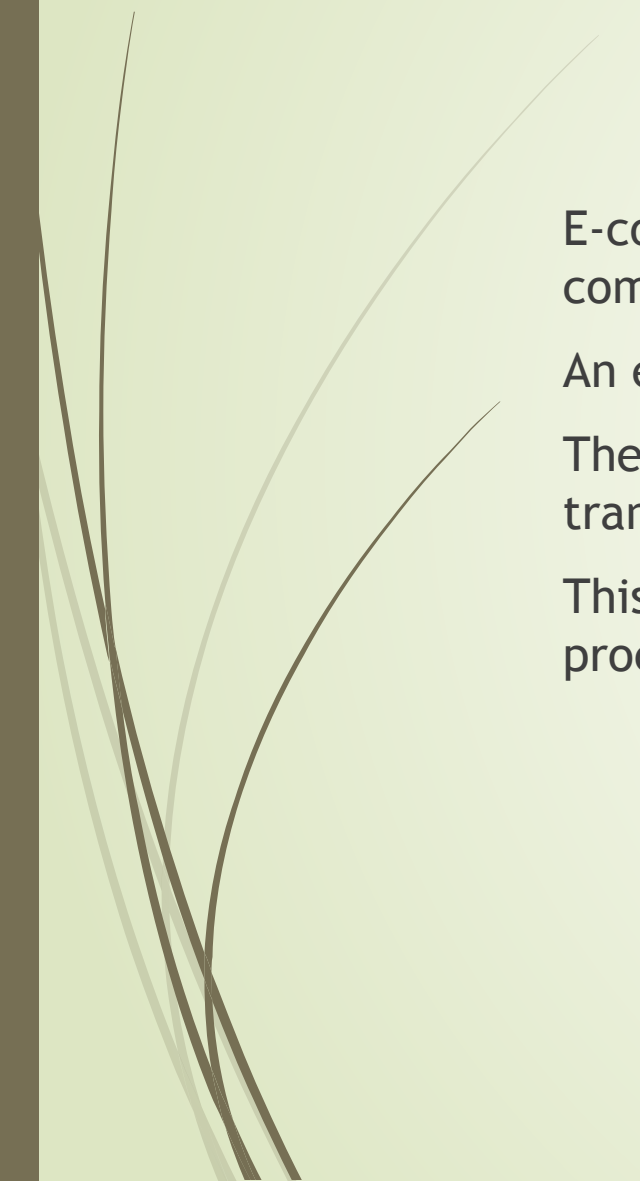
Website as a Marketplace

E-commerce websites provides many new ways for businesses and consumers to communicate and conduct business.

An e-commerce website sells goods or services online.

They display the products for sale and provide an easy way to complete a sales transaction.

This usually involves credit card verification and automatic merchant account processing.





Advantages of E-commerce Websites

Catalog flexibility and Online fast updating

Shrinks the Competition Gap

Unlimited Market Place and Business Access Which Extend Customer Base

A 24 Hour Store Reduced Sale Cycle

Lower Cost of Doing Business

Eliminate Middlemen

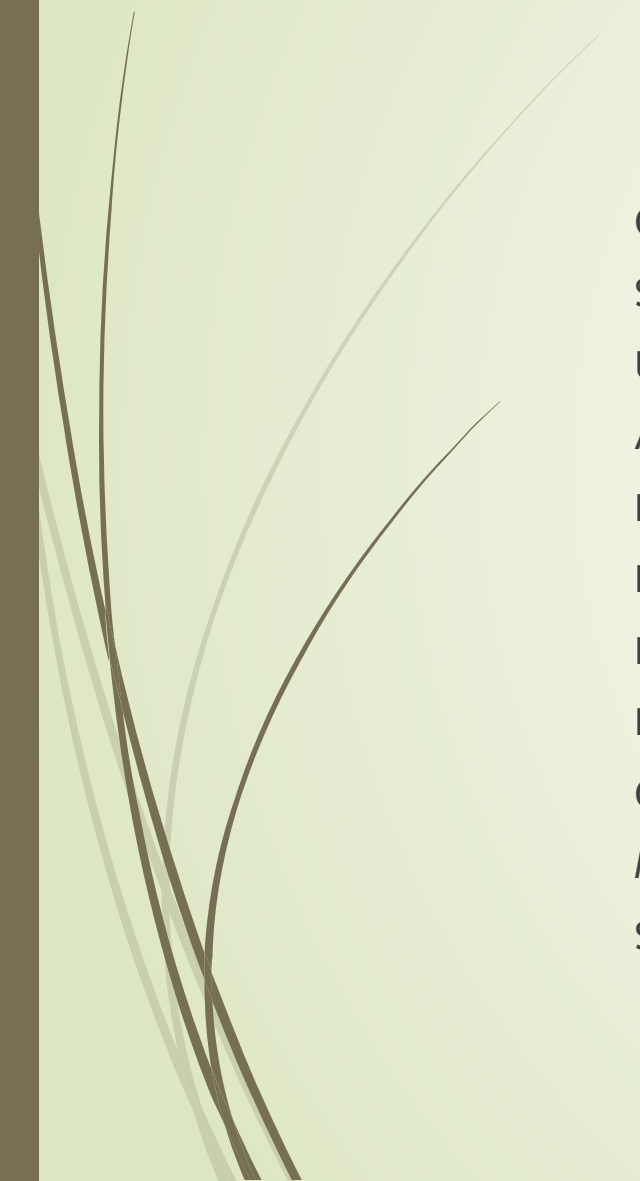
Easier Business Administration

Frees Your Staff

Customers will love it

More Efficient Business Relationships

Secure Payment Systems





Role of website in B2C E-Commerce

Website can provide support to existing customers by offering information such as troubleshooting procedures, product specification and special help lines.

There is potential for your website to become a resource of information for the public.

Consumers have more confidence in and prefer doing business with companies that they know something about.



Website Strategies and Goals

A Goal is defined as a short statement.

The statements to identify the goals of a website should include specific strategies.

1. Set Your Goals

What is the mission of your organization?

How will creating a website support your mission?

What are your two or three most important goals for the site?

What do you want the audience to think or do after having visited your site?

What Web-related strategies will you use to achieve those goals?

What will be duration of site design?

What will be construction period that is complete schedule of designing and construction of web site?

What will be the intervals for the evaluation of website like whether website will be evaluated fortnightly, weekly, or quarterly, as the content of most of website need to be updated at regular intervals?



Website Strategies and Goals

2. Develop Your Web Site Strategy

- Who is your website target audience?
- What typically appeals to your target audience.
- How are the other websites (your competition) reaching out to this target audience?
- How will you measure your performance?
- How will your website stand above the competition



Website Design Principles

The design of the site will determine its organizational framework.

The fundamental organizing principle in website design is meeting user's needs.

In e-commerce sites the crucial design parameters are efficient navigation, search, along with speed and technically simple and basics e.g. Amazon, Yahoo!, and eBay.



Website Design Tips

Some Do's about Website Design

Fast Loading web site designs.

Neat and Easy Navigation.

Minimize the use of images.

Cross Browser Compatible.

All Resolutions.

Ensure Web site scalability.

Clean Layout Design.

Readable and professional looking fonts.

Program using pure CSS.

Maintain a consistent look and feel throughout your site.



Website Design Tips

Some Don'ts about Website Design

Don't load your website with a lot of high tech clutter.

Don't use unnecessary words or phrases on your site.

Don't make the mistake that everyone will totally understand your website message.

Don't write your strongest point or benefit only once.

Don't push all your words together on your website.

Don't use site content your target audience isn't interested in.

Don't use 50 different content formats all over your website.

Don't use words your website visitors might not understand.

Don't let selling words and phrases go unnoticed.

Don't forget to use words that create emotions.



Alternative methods of Communication

Electronic Mail

Definition: E-mail is the technology of sending and receiving electronic messages over the internet.

Email is the most widely used and popular form of communication over the internet



Advantages of emails

E-mail enables speedy communication .

E-mail is reliable.

E-mail is inexpensive

E-mail can be automated to perform certain task automatically.

E-mail messages are always easy to locate.

It's easy to send your messages to more than one person.


More delightful fast and rich media presentation for receiver



Why is email etiquette important? (protocol)

We all interact with the printed word as though it has a personality and that personality makes positive and negative impressions upon us.

Without immediate feedback your document can easily be misinterpreted by your reader, so it is crucial that you follow the basic rules of etiquette to construct an appropriate tone.



Why does a company need to implement email etiquette.

Professionalism: by using email language your company will convey a professional image.

Efficiency: E-mails that get to the point are much more effective than poorly worded emails.

Protection from liability: Employee awareness of email risk will protect from costly law suits.



Some e-mail Etiquette Rules

Be concise and to the point

Answer all questions, and pre-empt further questions

Use proper spelling, grammar & punctuation

Avoid discussing private concerns and issues

Do not attach unnecessary files

Use proper structure & layout

Do not write in CAPITALS

Do not overuse Reply to all

Read the email before you reply

Do not forward chain letters.

Use templates for frequently used responses



Some e-mail Etiquette Rules (contd..)

Keep your language gender neutral

Avoid long sentences

Avoid using URGENT and IMPORTANT

Use a meaningful subject

Mailing: use the bcc: field or do a mail merge

Use active instead of passive

Don't forward virus hoaxes and chain letters

Don't reply to spam

Do not copy a message or attachment without permission.



How do you enforce e-mail etiquette

Firstly, Create a written email policy: This email policy should include all do's & don'ts concerning the email the use of the email system

Secondly, employees must be trained to fully understand the importance of email etiquette.

Finally, implementation of the rules can be monitored by using email management software and email response tools.



Aspects of data Security

Privacy

- Keeping your information private

Integrity


- Knowing that the information has not been changed

Authenticity

- Knowing who sent the information



What are the threats to email security?



Viruses & Worms

SPAM

Phishing



Viruses and Worms

Self replicating, malicious codes that attach to an application program or other executable system component and leave no obvious signs of their presence

Can arrive via emails or downloads

Can slow down your company's systems and productivity as you need to dedicate resources to remove it



Viruses and Worms

Other impacts

- Increased spam

- Denial of service

- Deletes files

- Allow remote access to your computer

No particular way to identify that your computer has been infected

- Some may destroy files and shut down your computer

- Others may only subtly affect computer normal operations

- Anti-virus software may alert you that it's found malicious code and may be able to clean it automatically



Viruses and Worms

What to do if infected

- Minimize the damage - contact your IT dept

- For home computers - disconnect your computer from the Internet

Remove malicious code

- Update virus definitions for your anti-virus software

- Perform manual scan of entire system

- If software can't locate and remove code, you may need to reinstall your operating system



SPAM

Indiscriminately sent unsolicited, unwanted, irrelevant or inappropriate messages, especially commercial advertising in mass quantities.

Also known as junk mail

Why is Spam a threat?

Spam may contain worms, viruses, and other malicious code



SPAM

Cost of spam

Loss of productivity is the main concern

There is also the cost of bandwidth taken by spam

Storage and network infrastructure costs.

Loss of legitimate email messages



Phishing

Occurs when IT thieves trick people into providing their Social Security number, financial account numbers, PINs, mother's maiden name and other personal information by pretending to be someone they are not.

Usually achieved by creating a website identical to the secure site

User is sent email requesting them to log in, and providing a link to the bogus site

When user logs in, password is stored and used to access the account by the attacker

Difficult to guard against, particularly if using HTML email



Phishing

How to protect yourself

Protect your PC with spam filters, anti-virus and anti-spyware software and a firewall and keep them up to date

Phishing can occur by phone too


Verify the person's identity before providing any personal info (ask for person's name, name of agency, phone number, physical address)



Phishing

What to look for?

- To check whether a message is legitimate, call the company directly or go to their website (use a search engine to find it)
- Pop Up Screens
 - Never enter personal information in a pop up screen
 - Phisher will direct you to the real company's website but an unauthorized screen created by the scammer will appear with blanks to provide your personal information
 - Legitimate company, organization won't ask for personal info via a pop up screen
 - Install pop up blocking software to help prevent this type of phishing



Measures for e-mail security

- Email Encryption:

Email encryption protects private, sensitive and valuable information communicated via email.

- Secure Email Gateway:

Secure email gateways protect your electronic boundary-both entering and leaving your organization.

- Secure Web Mail:

Secure web mail makes it possible to protect email going outside of your organization.

- Content Filtering:

It is the technique whereby content is blocked or allowed based on analysis of its content, rather than its source or other criteria.

- Email Compliance:

It can include corporate policy compliance to protect intellectual property, prevent harassment and vulgarity and protect the corporate brands.