A

Case 1.1

1. Contact boss to deal with work; buy things online for weekend party; complete bank transaction online.
2. It may be the first impression that a new customer have on this business. It is also impression from ongoing customers and those who come back. If it is easy, snappy and responsive, it will lead to positive effect. If it isn’t, the customers will be very unhappy and unsatisfied, and then refuse to use it.
3. As customers depend more and more on the electronic devices to conduct any commerce, web applications are crucial to make web transactions effective. It is to perform all kinds of consumer activities. It is critical for win, serve and retain customers.

Case 2.3

1. It has content management, displaying organized information with all kinds of categories, and recommends commodity for customers. Customers can search products and get the precise information with neat layout.

Promotion and discount stimulate customers to consume. And it has Fast, easy and multi-way check-out.

The interaction among customers and merchants helps display a more precise impression people have on the commodity or business, leading customers to buy things meet their needs and merchants to adjust their models and plans effectively. What’s more, the cooperation with social media helps attract more new users.

Reporting tools used for analyzing merchants’ and customers’ behavior are beneficial for bigger revenue.

1. For merchants: It helps them attract new customers who would never know about them, and makes their work more effective and easier. For customers, it encourages customers to try new things around them, making peoples’ life more abundant with different experience.
2. Small business with point-of-sale system, payment-processing system. The gamut of what any business might need if they were starting up.
3. Local retail, personal services, food, etc.; goods like toys, clothes, grocery; getaway product like hotels, travel packages, etc.

Yes. I like the UI of this website. It is clean and organized. The price does not exceeds my expectation and I can get coupons.

1. Their privacy may not be protected since Groupon has access to all kinds of information like merchants’ sales data, product data. Groupon can use them to manipulate the market without their notice. Since merchants depend on this platform to gain bigger revenue, it may continuing suffer from Groupon’s rules and policies, like pay for advertising.

B

1. Online transactions include multi-way check-out, provide organized and abundant commodity and company information, provide detailed comments compared to traditional ones. But traditional transactions offer face-to-face communication, through which customers get real and precise experience.
2. Market opportunity is divided into smaller niches. There are many niches within a market segment. It is better to start “from bottom to top”. Once one grasps each specific area, he can then easily understand the segment as a whole.