**SECTION A: FORMATIVE ASSESSMENT**

**Question 1**

1. E-commerce websites are sites that facilitate business or commercial transactions involving the transfer of information over the Internet. Types of e-commerce sites include but are not limited to: retail sites, auctions sites, music sites, business-to-business services and financial management sites.
2. • Ecommerce platform - consists of the software, such as Magento, BigCommerce, Hybris, Demandware, Shopify or others, along with the infrastructure selected to run that software. The software decision should be based on your customer experience goals. If your site needs the option to configure individual products but your ecommerce software doesn’t support it, you can’t offer the experience you’ve planned.

• Use-centric focus - paramount at the Add-to-Cart and Checkout stages. Subtle details such as image placement, text alignment, colour selection and even movement will engage your customers and further progress them through the purchasing process.

• Ecommerce marketing strategy - There are tons of ways you can go about marketing, from SEO, PPC, and even YouTube videos. Having a solid E-commerce marketing strategy is crucial to succeeding in online business.

**Question 2**

* Website domain and host - The very name of your domain can reflect your thoughts as well as your business idea. So a proper, simple, easy to spell domain name is needed for a good business.
* Content management system - Popular and versatile content management systems like WordPress, Joomla can prove to be pretty handy to start with.
* Website design - A clean design suitable for your website is much needed. Moreover, the additional factors such as, proper colour, texture or background, images, texts, logo also tag along.
* Website performance - Execute a thorough testing from a user’s POV.
* Responsive theme - It’s wise to have either a mobile-friendly version or a proper responsive design. One should not miss the opportunity to entertain the mobile users.
* Call to action
* Integration with google products
* Website security

**Question 3**

* Trustworthiness - every ecommerce site out there needs to build a sense of trust among shoppers. If a shopper doesn’t feel like the site (and the merchant by association) is trustworthy, they’ll take their business elsewhere.
* Simplicity and ease of use - an online store needs to be simple in the way that it functions, if not in the design itself. At no point should your shopper be left wondering what to do next.
* Transparency - transparency goes hand-in-hand with trustworthiness, but it goes further. Transparency means you need to make sure that things like contact information and the merchant’s policies for things like shipping and returns are easy to find.

**SECTION B: SUMMATIVE ASSESSMENT**

**Question 1**

1. – Finding the product: it is easier to find the products you are looking for, everything is sorted according to categories.

* Showcasing the product: you do not have to guess on which product are displayed as products are clear to see and photos are taken at a good range.
* Sealing the Deal: the check out process is not confusing, it is easier to follow, it simply displays the products you have marked and the payment process is easy to follow.

1. - It requires an account to order, it would be better if it had that as an option, at the end of their ordering process. By giving customers the option to save their account information to make placing future orders easier or to track the status of their current order. Many customers will opt to save their information, and you won’t be driving away customers before they’ve completed their order.

**Question 2**

1. Willy’s kitchen. It sells fast foods
2. - Wider customer reach - when you sell a product or service through a national or global platform of an ecommerce website, then you tend to reach out to a much wider audience as compared to traditional commerce methods

* Ability to be open 24/7 - with an ecommerce website, you will give your audiences to purchase from you not just during regular store hours but throughout the day.
* Better conversion rates - Having an ecommerce platform helps you to increase your conversion rate since people get a chance to immediately buy from you rather than wait to visit the store.
* Reduced risk, increased profitability - reduced risk which adds to the list of the benefits of having an ecommerce store.

1. – Clear display of products

* Easy ordering
* Contact details
* Specials

**WEBSITE:**

|  |  |
| --- | --- |
| **STUDENT NAME:** ……………………………………….  **COMPANY**…………………………………..  **ID**…………………………………………….. | **EVALUATION CHECKLIST**  DATE:  TIME:  Question 2 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **EVALUATION CRITERIONS** | **Yes** | | **No** | | **COMMENTS OR ACTION REQUIRED** |
|  |  | |  | |  |
| The design meets the user requirements |  | |  | |  |
| The design demonstrates simplicity and ease of use. |  | |  | |  |
| The design adheres to industry-accepted standards. |  | |  | |  |
| The design is eye-catching and detailed. |  | |  | |  |
| **GENERAL COMMENTS:** | | | | | |
|  | | | | | |
| Date…………………….. | | Time started……………….. | | Time completed………………. | |
| **MENTOR/SUPERVISOR NAME**  **………………………………** | | **MENTOR SIGNATURE**  **…………………………………….** | | **ASSESSOR ENDORSEMENT**  **(SIGNATURE)**  **………………………………….** | |