

EVALUATION

EVALUATION OF THE TRANSACTIONAL WEBSITE

I have used ebay.co.uk transactional website for my investigation because it is one of the most popular e-commerce websites in the world.

My thought about this site is that it is easy to use, which manages the customer from the sign in to the end of purchase by providing guidance. This web site has everything that a customer would imagine from an e-commerce site with extraordinary security methods.

This site has a very user-friendly interface. Because vital frames remain constant throughout the website. Due to the unchanged theme and font protects the professional look of the website. This site has a well-designed layout and it consists of the drop-down menu of “shop by category” which expand with many subcategories, therefore user able to choose subcategories without scrolling up and down.

Thus the user is able to search their products in relevant category with ease of use

All the details are provided to the customer, once the customer selects a product customer can have details like price, colours, reviews, etc. A preview picture also displayed along with those details, so the customer can have a good look of the product by zooming it in and off. This way customer can has a good identity about the product before the purchase.

The payment procedure is very simple in ebay.co.uk, however, if it becomes hard to the user so the user can go further with the website guidance because ebay.co.uk provide well-designed guidance to their customers.

If the user received a defective item, he/she can have a replacement or refund by providing evidence to the seller, however, if hard to deal with the seller user can open a case; once this is done ebay.co.uk will review the case and offer a good solution to the customer.

MY OPINION ABOUT THE WEBSITE

I think ebay.co.uk can improve their website by adding new colourful images and animations furthermore.

However, there are some fake sellers too in this website, who sells product and take money from the user without providing the product to the user. Many existing users can identify fraud sellers but new users may cannot. If ebay.co.uk can resolve this issue, then they can attract many people.

In any case, ebay.co.uk has every single feature which is important to every e-commerce website. In this case; ebay.co.uk has limits and ability to challenge equivalent websites.

EVALUATION OF THE DATABASE

The database I designed for the CD orders consisted of three tables and they are customer, order and product table. These mentioned tables have one to many relationships in between. As I had only 3 tables, the product will only save at once. Along these lines, as an improvement, another two tables should be created to store customers credit card details separately since the present structure doesn't allow customers to use more than one credit card.

The database was carried out using Microsoft Access 2016. I executed vital validations for the 3 tables. I did a few tests for the three tables. I imported data from a text file to a temporary table and appended into three tables by append queries.

EVALUATION OF MY OWN PERFORMANCE

For unit 2 (The knowledge worker), I was supposed to prepare a report on an ecommerce website. For my investigation, I choose ebay.co.uk The main reason I chose this software is because I have ordered many products from this website and I have good knowledge regarding this website.

The entire structure of the website and the functions are fully explained and illustrated by providing various screenshots in the ecommerce file. All the captured screenshots have annotations which make easy for reader to understand.

After completing the investigation about ebay.co.uk, I have described what happens when a user proceeds to the checkout. Flow diagrams are used to explain the process and each process were listed on there.

Thereafter I made a research using the internet and noted down the threats to the data and listed the measure that are taken by the ecommerce website. Also I have added all the terms and conditions of the website by taking screenshots of the ecommerce website.

Once it was completed. I designed a database for a CD dealer. That I mentioned above consisted of three tables, recommendation and queries with comments on how can a business improve and make more profit.

In general, I am satisfied with how I have done my report on Unit 2. Also, I was able to complete the entire unit 2 coursework within the allocated time limit given to me. However, I'm satisfied with how I've finished my report on Unit 2.