

IT3004 - E-commerce

In-class 2 - Group

1 hour and 30 Minutes

Read the following case study and answer all questions.

Lanka Mats Company produces various neutral rubber mats and carpets for multiple uses. They have a perfect market in Sri Lanka. They have their retail centers and supply products to other vendors as well. When they produce a new product, they issue news articles to the media. Other than the standard products, they make customized rubber carpets on request. They are an ISO quality-certified company and could easily enter the export market. Meanwhile, the management identifies the demand for neutral rubber mats and carpets in foreign markets. Some foreign companies have already sent emails requesting more details about their products. Management decided to modify and improve their company website, targeting foreign customers as an e-commerce website.

Your team is assigned to design their new e-commerce website.

1. Select 3 unique e-commerce features that can be applied to Lanka Mats' e-commerce website and discuss how to implement those.
2. Prepare a presentation for the company management to explain features and how you are going to implement those with examples and how benefit the customers and the company itself. You can add sample images/drawings to your presentation to illustrate suggested features clearly. (Max period for the presentation is 10 min)
3. Please upload your presentation file to the given link, including your team member's Name and Index no.

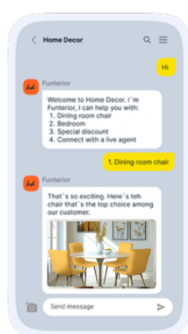
Example: Unique Feature: Interactivity (Please do not include this in your answer.)

Implement Live Chat Support with Automated Responses

Lanka Mats can incorporate live chat support with the added functionality of automated responses for frequently asked questions.

This feature can be implemented using AI-powered chatbot software.

This system includes an escalation process for complex queries, directing users to human representatives as needed.



This illustrates home deco company facilitates the chatbot for their customers

By implementing timely and personalized assistance (chatbot), this feature builds trust and improves customer convenience and satisfaction.