**NAME:** Jehu Ombrog

**COMPONENTS OF CONCEPTUAL MODEL ON ONLINE SHOPIING**

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| **METAPHORS AND ANALOGIES** | **CONCEPTS THAT PEOPLE ARE EXPOSED** | **RELATIONSHIP AND MAPPING BETWEEN THESE CONCEPTS** |
| SEARCH BAR | People will use it to search. | Search bar will help the people to easily see the item they wanted |
| DISPLAYED ITEMS | People can see what is displayed below the online shopping  they search. | By displaying the item, people might get interested to some of those even though it is not what they looking for a shopping. |
| ADD TO CART | People can put object into their chard like shopping in real life. | People can easily navigate on the items they put into the cart and then review the items before buying. |
| BUY BUTTON | People can finally buy the items they put in to the chart. | People can buy items by clicking the button after they check the price. It makes it more comfortable because you don’t need to line up in cashier. |
| ITEM REVIEWS | People can see item and service rating. | By checking the item reviews people would conclude that the higher the stars the quality the item, by then it makes them want to buy it. |
|  | People can see Voucher or Discounts. | Voucher and discount is a marketing strategies where people can make to buy more because of the discount displayed |
|  | People can see if the shipping is available or not or free or not. | Before buying buyers can know if the item is available to ship into their area before buying. |
|  | People can see your order navigation | People can trace when and where the item they buy is. |