Chapter 2

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet [1]. This chapter will be divided into 2 sections. The first section is Background. In this section, the general features of the e-commerce platforms will be interpreted. The second section concerns with the related work of the project. The comparison made between(可详细说，具体看你选哪个平台) will be illustrated in this section.

Section 2.1 Background

Generally speaking, an e-commerce platform establishes an online market consisting of different kinds of stores. So, the primary feature of the platforms is buying and selling. Different stores sell their distinctive products. And customers can choose the desired items from stores. In the end, all the desired items can be checked out at one time. Here the shopping cart plays an important role. The platform provides a shopping cart where you can put satisfied items through different stores. In addition, payment is also a crucial feature of e-commerce platforms. Customers need to pay for the selected items and they can go through this process in several types. After the payment, the platform will store the information about the shipping process for a while until the order is completed. And the previous orders are all stored on the platform. In addition, the platform also stores a favorites list for customers. When a customer likes the items of one store, he/she can add this store to the favorites list by simply clicking the ‘like’ button. Therefore he/she can visit this store directly through the favor list next time.

Section 2.2 Related work

With the development of Internet technology, more and more people choose online shopping, and online shopping is realized through e-commerce websites. When we talk about e-commerce sites, you must have used or heard of JD.com [2] and Amazon [3]. Recently, our group plans to design a system for an e-commerce website. Next, I will compare some features of the website we designed with these two websites.

First of all, our website has the most basic features of a shopping website, such as product management, online payment, order management, product filtering and product review, etc. Although our website has these basic features, there are still many details that we need to pay attention to. For example, in terms of product filtering, our website needs to classify product logically, just like Amazon and JD.com. First, these two websites have a general classification for the product. The product is classified by department. Second, it will be classified according to different types of products in each department. Finally, you can filter the products you want by selecting price, brand, etc.

After comparing our website with Amazon and JD.com, there are some other features that our website doesn’t have are also very important.

**Discount Coupon**

JD.com takes advantage of discount coupon, which can be used within a range of specific product types, and can only take effect when the amount of the product reaches a certain amount. This feature can encourage consumers to consume.

**Gift Card**

Besides discount coupon, another feature which provides a traditional marketing approach is gift card in both JD.com and Amazon. Gift cards can be given to others as holiday gifts, or used by yourself. They are very convenient to use. However, gift cards can only be purchased individually, and coupons cannot be used.

**Q&A**

Unlike the product review, Q&A feature allows potential purchasers to post questions, and purchased users or merchants to answer them. This can give non-purchasing users a better understanding of whether a product fits their buying needs.

**Personalized Recommendation**

Personalized recommendations feature emerges on both Amazon and JD.com. After the customer browses the product, the website will recommend related products for the customer in the "Recommend for you" module. For an e-commerce site, those basic features are necessary. In contrast, these other features are also important. The website we design will also add these other features.

**Display Shopping Cart in the Sidebar**

In addition, special design of shopping cart in Amazon has enlightened us. When we click the "Add to Cart" button, it jumps to another page to show that the item has been added to the cart, which is very inconvenient if we want to continue browsing the items. However, in Amazon, the shopping cart is displayed in sidebar along with its content. This helps customers continue to browse items while viewing their shopping carts.

In general, our team will add more useful functions to our e-commerce website on the basis of guaranteeing these basic functions, just like the features I mentioned above. We will also change some features to make them easier to use or more suitable for our products.

# References

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| [1] | [Online]. Available: https://www.techtarget.com/searchcio/definition/e-commerce. |
| [2] | JD.com. [Online]. Available: https://www.jd.com/. |
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