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Global Learning

I would like to set up my online shopping website in Nepal to tap to the online retail market in Nepal. I would like to change the website’s interface to be more appealing to the natives of the country by adding background features that describe the nation and its heritage such as the Mt. Everest, Lord Buddha, Kumari, the Himalayas. I would also translate the website to Nepali language so as to reach out to all audiences since their national language is Nepali. I would also configure the website to monitor national and religious holidays within the country to implement holiday promotions.

There are various challenges that I would face in this venture. One of the major challenges would be the various government laws and regulations that dictate business practices. The process involved when launching the website in Nepal would not only require significant financial investment, but also would take a long time to be complete. The process would include, registering the company for the website, respecting and abiding by the local laws, and getting the appropriate certificates that approve the business activities of the website and the company as a business entity. I would also have to ensure that my website does not provide false information to the user and does not violate user rights as that would lead to blocking of the website.

Another challenge would be the cultural subtleties of the local people. In order to set up the website, I would have to consider the target culture, and understand what their culture prefers as well as what their culture shuns so that the website may be modified in a way that will not be offensive to the end user. This process is time consuming especially when the launch has to be done in multiple countries since some countries have multiple ethnicities with different cultures that should all be considered when implementing the website to suit the particular region.

I would change the website’s user interface to make it seem familiar to the local people. I would make the registration process for the online sellers to be easy in order to attract sellers. Legitimacy of the sale should also be guaranteed on the website hence sellers would be required to provide their relevant identification details during registration to protect the buyer from con artists. They are also expected to provide necessary details concerning the product their selling that include pictures of the product. Buyers are expected to provide a positive rating to the seller if the sale was successful and without complication or provide a negative rating if the seller sold a wrong product to the buyer or was disrespectful to the buyer. I would also have to prevent offensive advertisements within the website that would repel customers.

Ethics are the building blocks of any business and a website is no different. The website should reflect the ethical values of the people local to the region the website is to be launched. The website should not discriminate any age group or gender and should work for everyone. The website should respect the end user’s privacy by respecting their tracking preferences and informing them on how their information is used by the website. The website should also ensure the security of the user’s data.

Global learning has enabled me to understand the global issues and analyze them to help me create a website that suits a particular region. It has also helped me to look at various perspectives of this venture and know its merits and demerits. I would use this information to help me achieve the goal of commercial web development so as to create systems and websites that apply to everyone regardless of the country or region they are.

References

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