<h1 style="text-align:center">Woocommerce</h1>

Issues: For future use, practice the how to set up online store. Designing a usable online shop experience.

Solution: Testing online store page on wordpress, learn to work with various plugin that allows to do so.

Method:

Woocommerce is chosen as the preferred plugin for the job as it has an extensive community guide for easy learning experience. For reference, the following set up procedure is based on tutorial by Nayyar Shaikh on Youtube.

1. Install woocommerce plugin in wordpress, follow the quick setup including store location, payment method, shipping cost etc. (can be changed later)
2. The plugin will add 4 additional pages, shop, privacy policy, cart, checkout, my account to the website.
3. In woocommerce setting general tab, select which country I want to sell the product to, in this case lets just choose Australia. Lets also play with tax calculation.
4. In the tax tab, in additional tax classes, delete existing one and type GST 10 (for australia). Save and a new option GST10 will appear at top. Click, Fill in country code AU, rate 10 and save.
5. In shipping tab, add Australia to the shipping zone, can add more if ship to multiple country. In shipping option, add shipping method flat rate (cost to ship an item).
6. In payment tab, choose however I want to get paid, paypal would be nice and secure. But that would require having a paypal account. Back transfer is also viable.
7. For other option, leave default is good enough.
8. Let's list a product, for testing, I'll list a downloadable content, an image maybe. Go to product tab on the left, click add new, name it, write some description, set a price, add a product image, gallery image. If the product is downloadable, tick yes, paste a link in. In inventory tab, check sold individually.
9. Publish the page, go to shop page then I should see my product listed.
10. Update privacy policy, finish.

Afterthought: Looking at other online store, implementing the store is easy, but the challenge is in the design part.
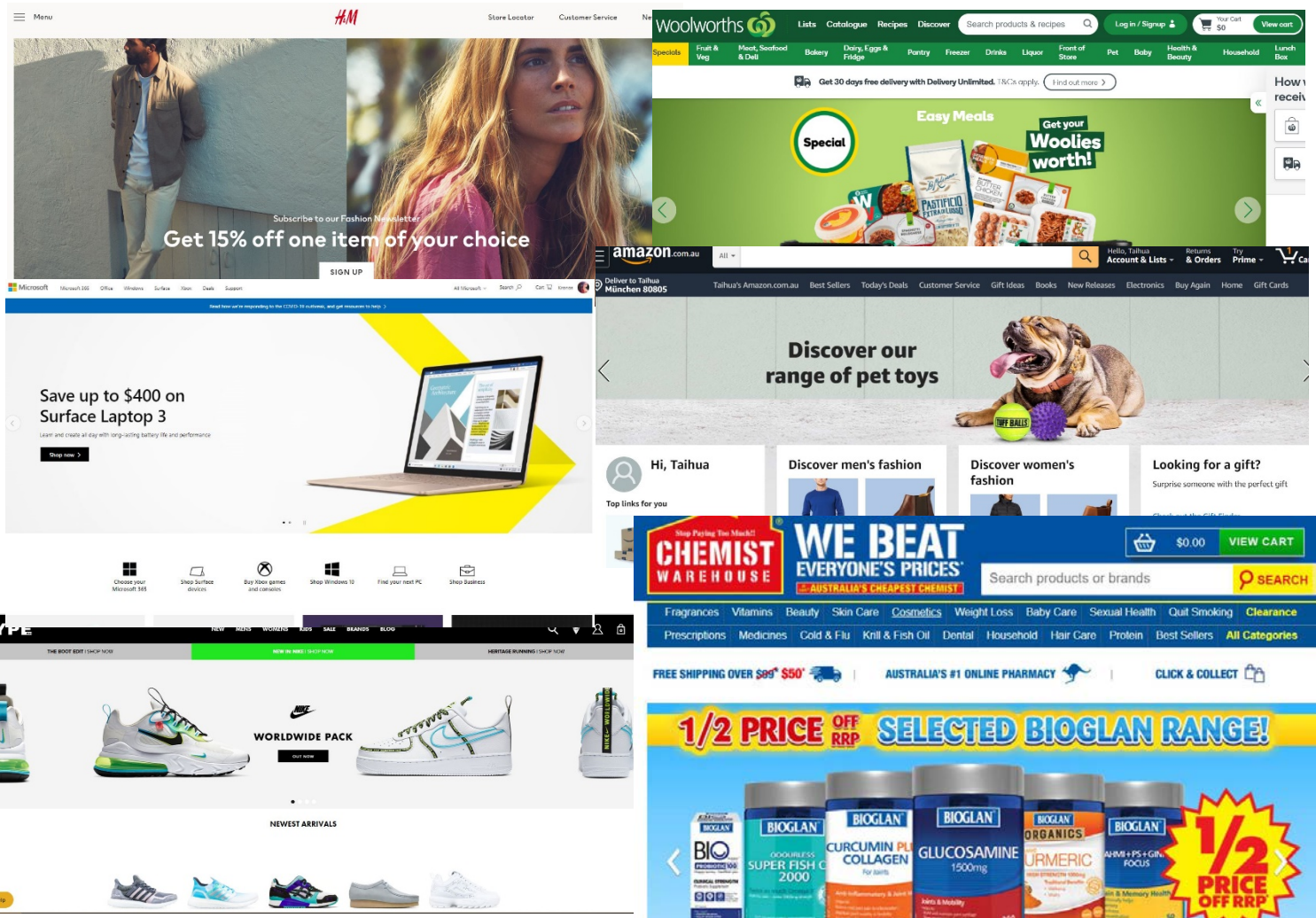
We can see from most representative online stores, the trend are shifting toward minimalistic design. H&M did not include a single product on its homepage, just pure cover photo to grab user by its aesthetic. The same goes with HYPE, advertisement on top and product list follows. For supermarket online shop like Woolworth, we tend to get attracted by discounts and limited offers, therefore they often have a big scroll panel showing various special items. We also see more tabs, menus on these types of website, including online e-commerce like amazon or ebay because they have an extensive product line. For ease of navigation, aesthetic is compromised. We also checked out retails that focuses on selling discount product like chemist warehouse. They have a huge banner on top for slogan, and most of the page fills with advertisement. This makes the website feels clustered and unpleasant. However, they are getting paid to promote so it is a win-win.

Conclusion: Woocommerce seems to be the go to choice for everyone implementing online retail on wordpress. It is easy to implement and setup. However, the design and maintenance of the page required most of the input from admin.