

Chapter 6: The Web and E-Commerce

Learning objectives

1. Web strategy
2. Website information architectures
3. E-commerce
4. M-commerce
5. Website marketing
6. Web 2.0

Web strategy (1:2)

- Inform or entertain audience

- Influence audience

- Sell products or services

- Facilitate offline relationships

Web strategy (2:2)

- Inform or entertain audience

- Influence audience

- Sell products or services

- Facilitate offline relationships

Naming the website

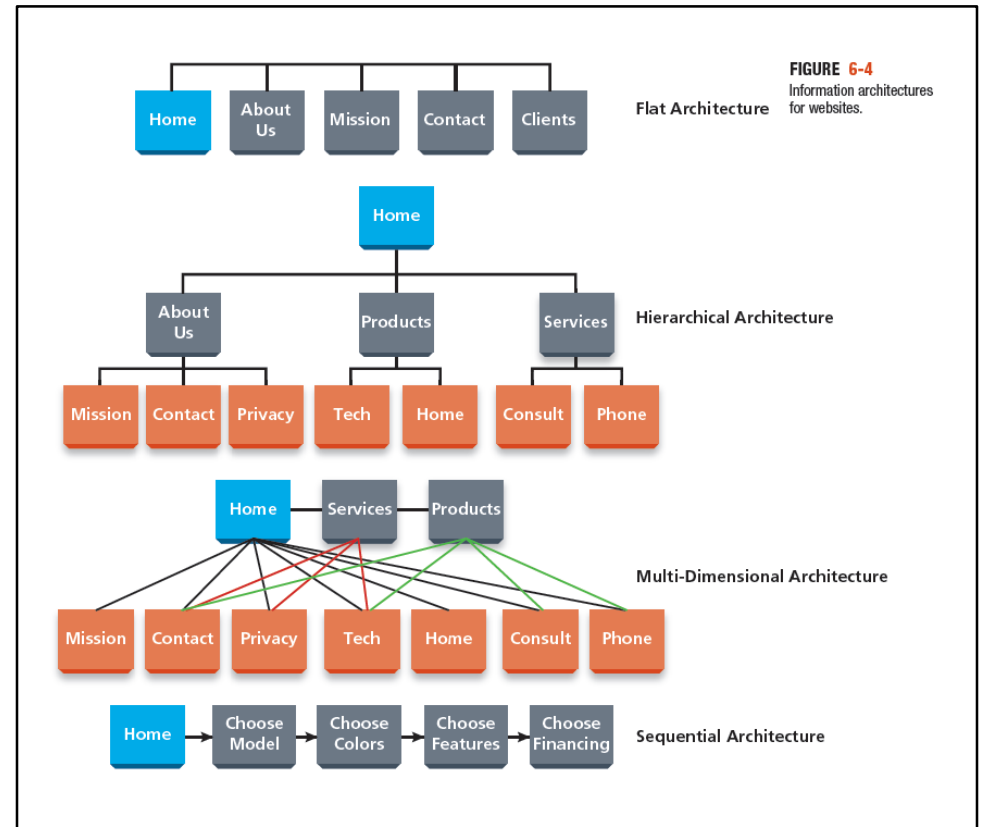
- Uniform resource locator (URL)
- Domain name system (DNS)
- Hypertext transfer protocol (http://)
- File transfer protocol (ftp://)
- Top-level domain

Managing domain names

- Internet Corporation for Assigned Names and Numbers (ICANN)
- Legal disputes
- Cybersquatting and typosquatting

Website design

- Hierarchical architecture
- Multi-dimensional architecture
- Sequential architecture

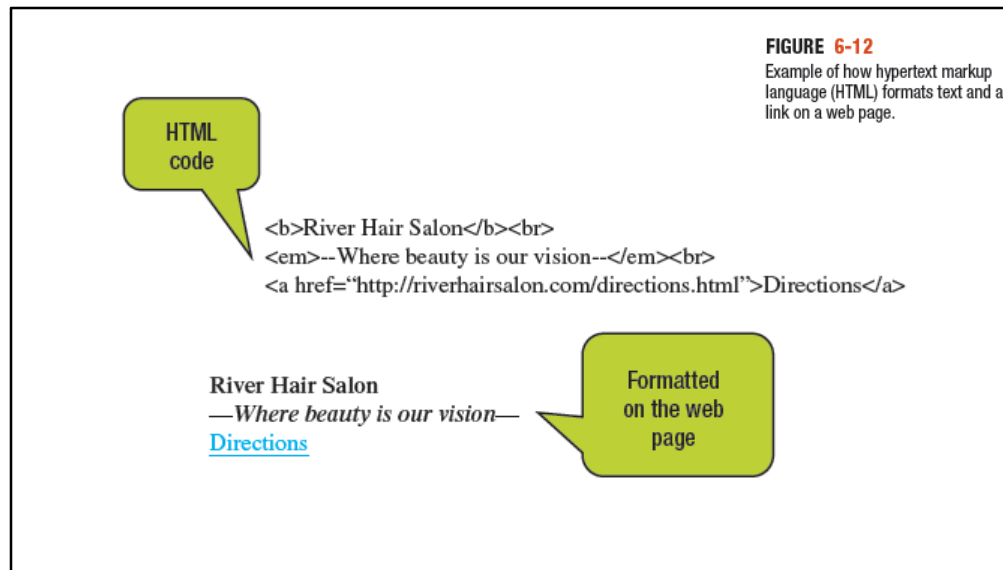


User interface design

- Usability
- Accessibility

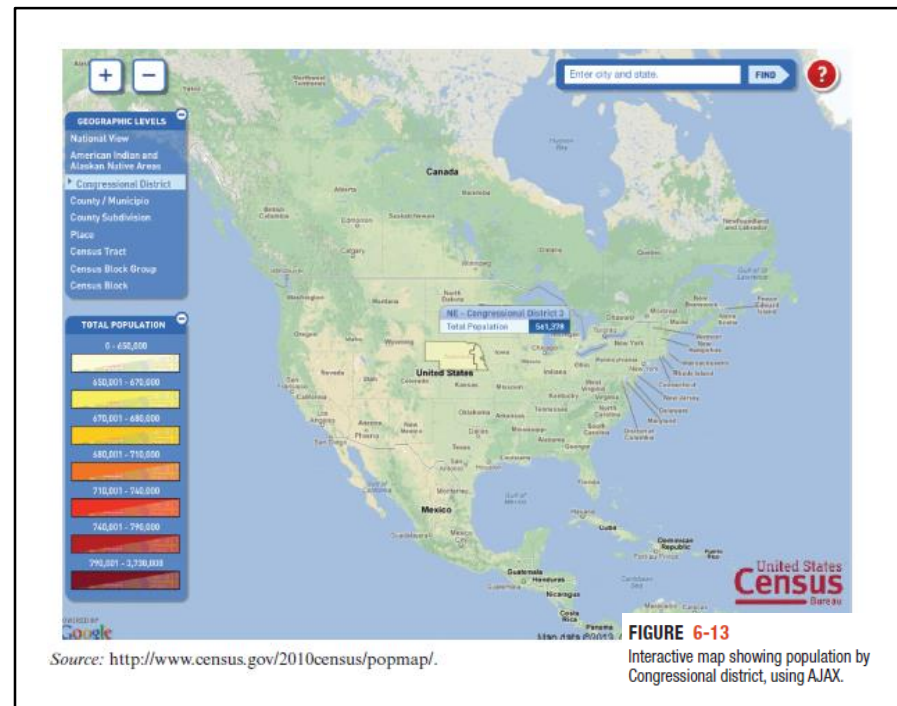
Software development strategies

- Web browser
- Hypertext markup language (HTML)



Interactive websites

- Javascript
- AJAX
- Flash
- W3C



Content management systems

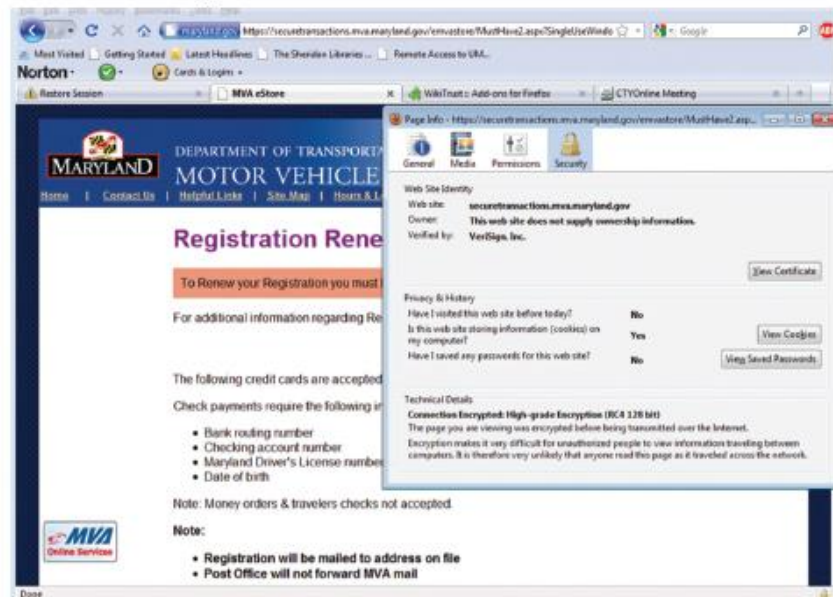
- Content management
- Cascading style sheets (CSS)

E-Commerce

- Online transactions
- Security
- Trust

FIGURE 6-14

Details about the website's security. Note also the https:// protocol in the URL, indicating transmission is encrypted.



Mobile devices and m-commerce

- Why mobile matters
- Designing websites and apps for mobile devices
- M-commerce and mobile payments

Choosing between Building Apps and Creating a Mobile Friendly Website	
App	Mobile Friendly Website
<ul style="list-style-type: none">▶ Higher cost▶ Best for interactive games▶ Customers will use the app regularly and personalize it▶ The app will perform complex calculations▶ Customers will want to use the app without an Internet connection.▶ Easier to delete	<ul style="list-style-type: none">▶ Lower cost▶ Customers don't need to download anything▶ Mobile website is accessible across many different devices▶ Customers can find your website with search engines▶ Easier to update▶ Can't be deleted

FIGURE 6-15
Mobile apps vs. mobile-friendly websites.

Marketing the website (1:2)

- Search engine optimization

- Search terms and key words

- Page rank and relevance

- Search engine scams

Marketing the website (2:2)

- Search engine optimization

- Search terms and key words

- Page rank and relevance

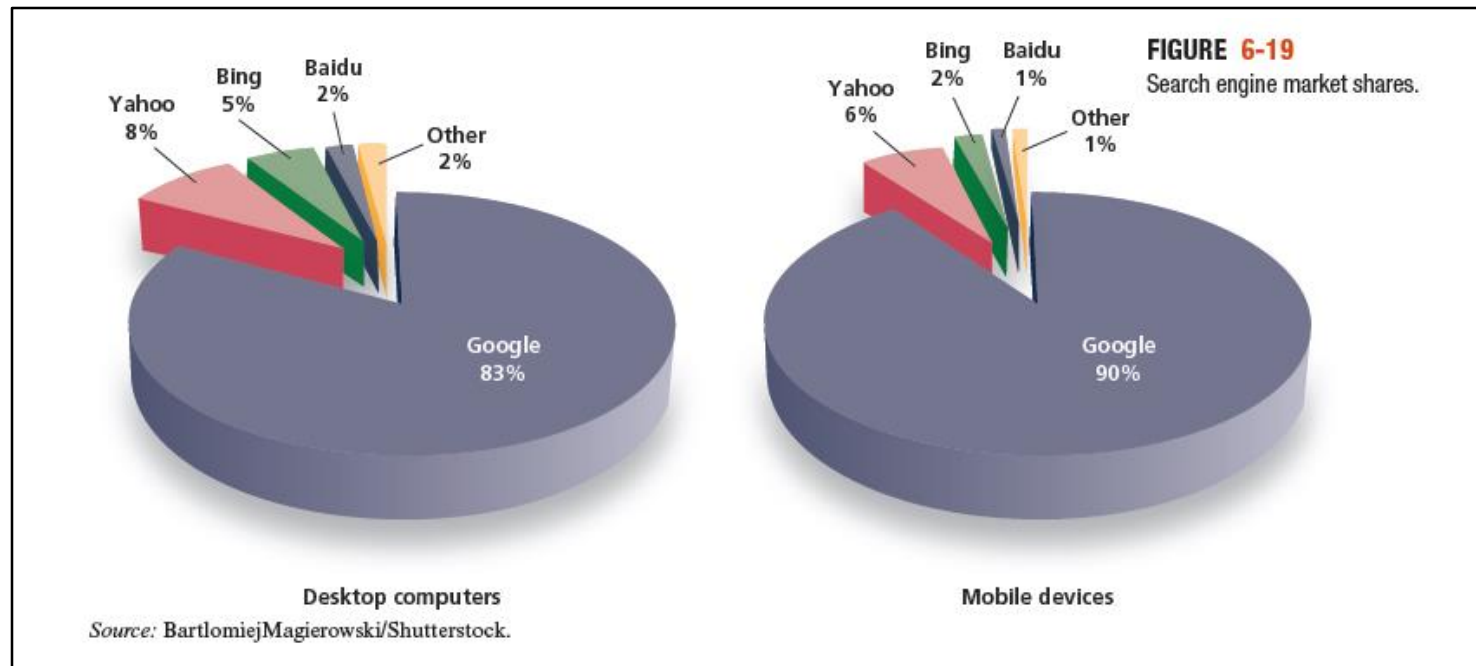
- Search engine scams

Web advertising (1:2)

- Click-through rate (CTR)
- Target advertising

Web advertising (2:2)

- Search portals
- Online marketing challenges



Web 2.0

- Crowdsourcing
- Expanding data
- Learning web

Summary

1. Web strategy
2. Website information architectures
3. E-commerce
4. M-commerce
5. Website marketing
6. Web 2.0

NTT Docomo case

- Mobile e-commerce
- Near-field communications
- *Osaifu keitai*
- Expansion

Pandora case

- Business model
- Recommendation engine
- Mobility



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