



E-COMMERCE

Under the
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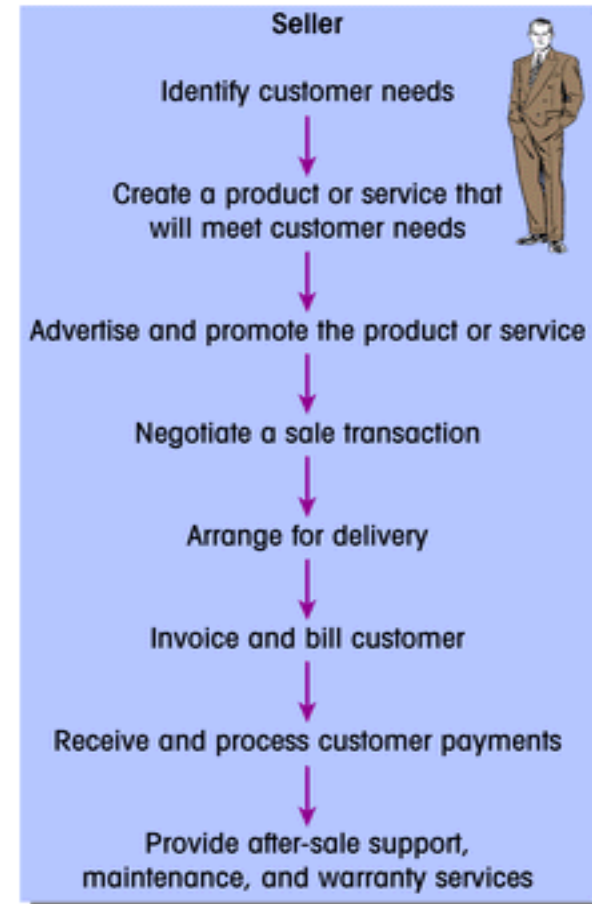
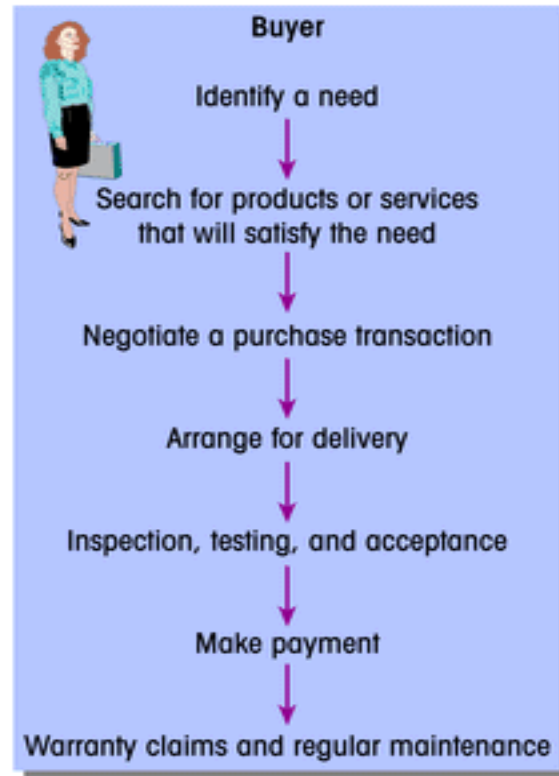
What is e-commerce?

- "The conducting of commercial transactions (the exchange of merchandise, services, information, and/or money between suppliers and receivers for the commercial transfer of goods between economic actors) through electronic mediation using Internet technology."
- -Ministry of International Trade and Industry of Japan

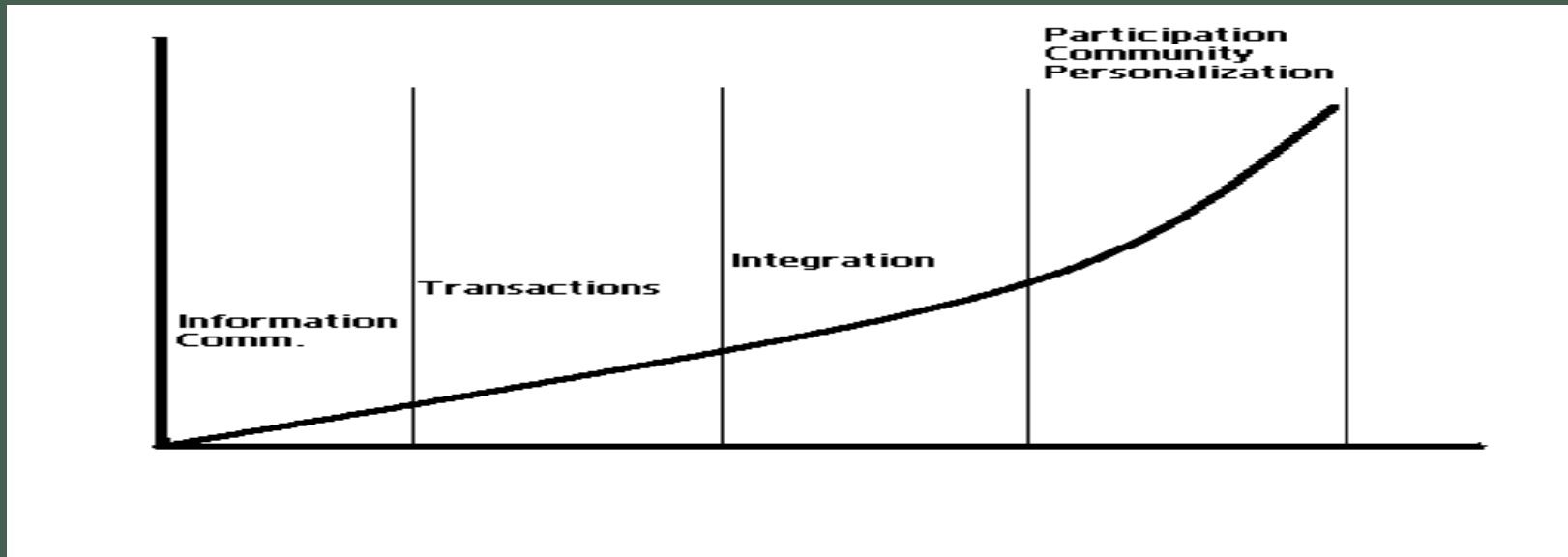
E-Business and E-Commerce

- E-Business: *“the conduct of business with the assistance of telecommunications and telecommunications-based tools”*
- E-Commerce: *“the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications-based tools”*

Buyer and Seller Roles In Commerce



E-Business/Commerce Evolution



- Time vs. Complexity of E-Business/Commerce

Usability

- “the ease with which a user can learn to operate, prepare inputs for, and interpret outputs of a system or component” - IEEE Standard Computer Dictionary
- A key component in Human-Computer Interaction (HCI)
- A primary focus in the design of Web sites
- A “usability subculture” has evolved as a result of Web technology

Usability Variations

- Usefulness, and user experience
- Usability engineering and usability method
- User-centered design

Web Usability Experts

- Analyze and critique
 - Conceptual models
 - Web site navigation schemes
 - Web site widgets
 - Web page sizes, colors, vocabulary
 - Each other
 - Blah, blah, blah...

Why Is Usability Important for E-Commerce Web Sites?

- Primary interface to customers
- Users expect instant gratification
- Users experience usability before they are committed to buying
- Expectations arise from best site across industries
- Competitors are “just a mouse click away”
- Value of usability for the time-constrained information seeker
- Usability as the critical success factor for Web projects

Return On Investment (ROI)

- External ROI
 - Increased sales
 - Decreased customer support costs
 - Savings gained from making changes earlier in the design life cycle
 - Reduced cost of providing training

ROI (cont)

- Internal ROI
 - Increased user productivity
 - Decreased user errors
 - Decreased training costs
 - Savings from making changes earlier in design life cycle
 - Decreased user support

Conversion Rates

- A conversion rate is loosely defined as the percentage of Web site visitors who complete a desired action
- This action can take many forms:
 - Clicks beyond home page
 - Purchases
 - Membership registrations
 - Newsletter subscriptions
 - Sample downloads
 - Sales inquiries, etc.

Conversion Rates (cont)

- A high conversion rate depends on several factors
 - The interest level of the visitor
 - The attractiveness of the offer
 - The ease of the process
- The interest level of the visitor is maximized by matching the right visitor, the right place, and the right time
- "...average conversion rates are in the 3% to 5% range; below 2% is considered poor; and 10% and above is awesome."

Conversion rate's leverage power

As conversion rates rise, revenues rise and marketing costs fall.

Conversion rate	2%	4%	8%
Advertising	\$10,000	\$10,000	\$10,000
Visitors	5,000	5,000	5,000
Transactions	100	200	400
Cost/transaction	\$100	\$50	\$25
Revenue	\$10,000	\$20,000	\$40,000
Marketing/revenue	100%	50%	25%

Source: J. William Gurley

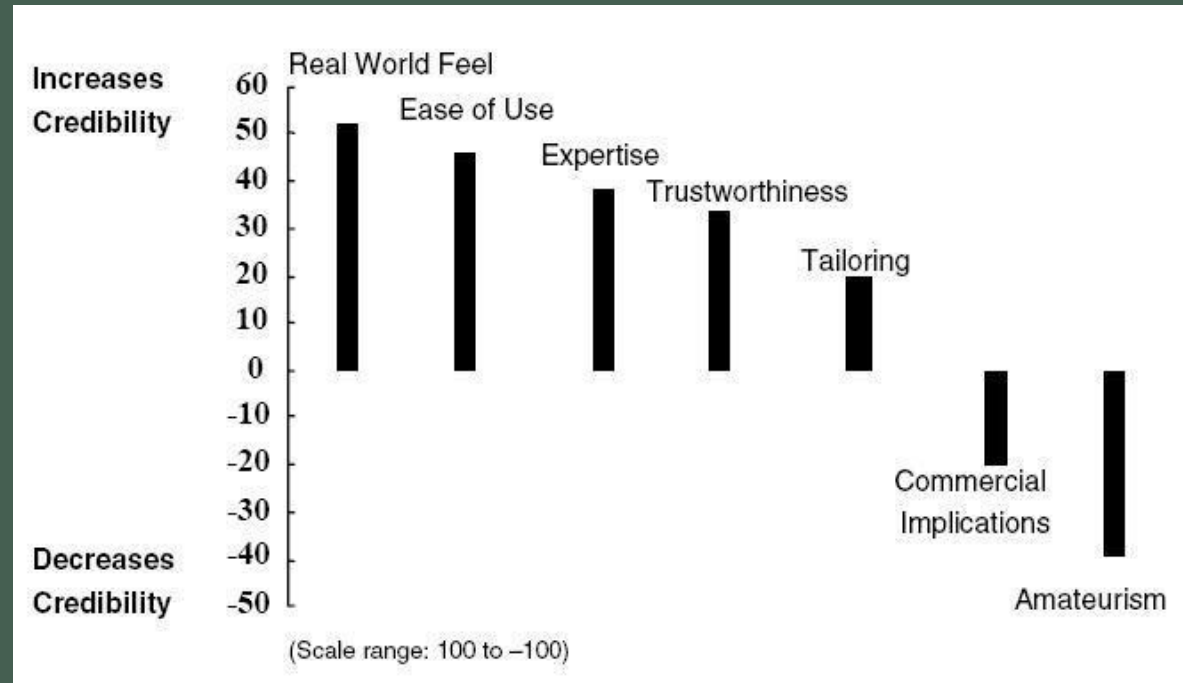
Conversion Rates – Elements That Affect It

- User Interface
- Convenience
- Performance
- Effective advertising
- “Word of Mouth”

Conversion Rates Influenced By Many Factors (cont)

1. Target inappropriate audience (marketing and UCD)
2. Unclear marketing message (marketing)
3. Slow page load (usability)
4. Un-engaging look and feel (usability)
5. Clumsy site navigation (usability)
6. Ineffective presentation (usability)
7. Inadequate selection (usability)
8. No access to real time help (usability)
9. Uncompetitive price
10. Ineffective tools to assist selection (usability)

Web Site Credibility Influenced by Similar Factors



E-Commerce Web Sites Must Be User-Centered

- Design should focus on
 - User experience – familiar needs and mental models
 - User expectations
 - User ease and comfort
- User-centered design templates can help
 - Simplicity
 - User control
 - Consistent navigation
 - Search
 - Shopping carts
 - Personalization

Starting ₹99

Bestsellers in makeup

20% cashback on first order*



10% Instant Discount*
on Credit Card & EMI Transactions

*T&C apply



Appliances for your home |
Up to 55% off



Air conditioners



Refrigerators



Starting ₹199 | Amazon
Brands & more



Starting ₹199 |
Bedsheets



Starting ₹199 |
Curtains



Up to 60% off | Styles for
women



Women's Clothing



Footwear+Handbags



Automotive essentials | Up
to 60% off



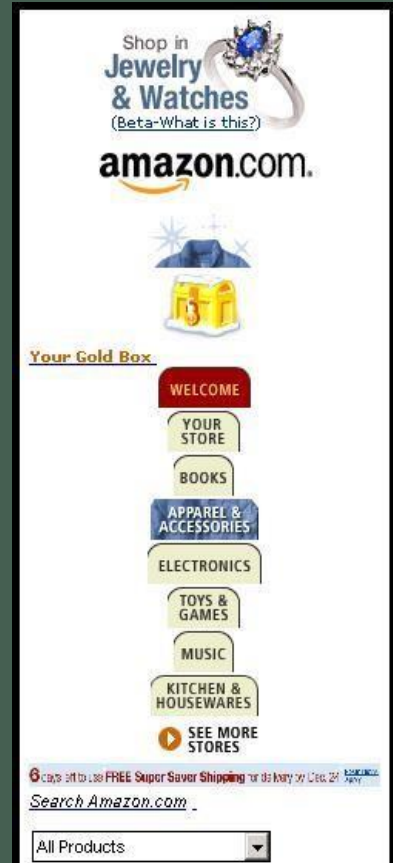
Cleaning accessories



Tyre & rim care



Design Templates Enable Universal Access



Ten Most Violated Homepage Design Guidelines

1. Emphasize what your site offers that's of value to users and how your services differ from those of key competitors
2. Use a liquid layout that lets users adjust the homepage size
3. Use color to distinguish visited and unvisited links
4. Use graphics to show real content, not just to decorate your homepage
5. Include a tag line that explicitly summarizes what the site or company does
6. Make it easy to access anything recently featured on your homepage
7. Include a short site description in the window title
8. Don't use a heading to label the search area; instead use a "Search" button
9. With stock quotes, give the percentage of change, not just the points gained lost
10. Don't include an active link to the homepage on the homepage

THANK

YOU