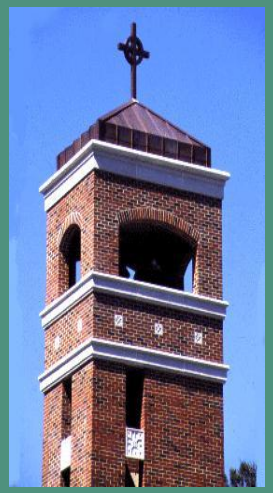

Introduction to MIS

E-Commerce

Learning Objectives

- Define e-commerce and describe its advantages, disadvantages, and business models
- Explain the major categories of e-commerce
- Describe the business-to-consumer e-commerce cycle
- Summarize the major models of business-to-business e-commerce
- Describe mobile-based and voice-based e-commerce
- Explain four supporting technologies for e-commerce
- Explain social commerce and the reasons for its popularity
- Explain hyper-social organizations and their growing popularity
- Explain social media information systems

Internet Business Terms

- **Electronic commerce** (**e-commerce, EC**) describes the buying, selling, transferring or exchanging of products, services or information via computer networks, including the Internet
- **E-business** is a broader definition of EC, including buying and selling of goods and services, and also servicing customers, collaborating with partners, conducting e-learning and conducting electronic transactions within an organization

Overview (Con't)

- **Pure vs. Partial EC** depends on the *degree of digitization involved*
  - The product can be physical or digital
  - The process can be physical or digital
  - The delivery agent can be physical or digital
- **Brick-and-mortar organizations** are purely physical organizations
- **Click-and-mortar organizations** are those that conduct some e-commerce activities, yet their business is primarily done in the physical world

Types of E-Commerce

- Business-to-consumers (B2C)
  - Most newsworthy
- Business-to-business (B2B)
  - Largest volume
- Consumer-to-consumer (C2C)
- Business-to-employee (B2E)
- E-government
- Mobile Commerce (m-commerce) – next lesson

E-Commerce ?

- How far back in time does E-Commerce go ???

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Wait….

?

Don’t look ahead, until you have your answer !

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E-Commerce "History"

[very brief "milestones" list]

- 1910 – 15 florists banded together to exchange out-of-town orders for flowers; Florists' Telegraph Delivery group (now FTD)
- 1948 Ed Guilbert and other US Army logistics officers developed a standard manifest system that could be transmitted by radio or teletype for tracking allied cargo since the main roads in Europe and Germany were not open

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E-Commerce History

- 1962 – That same Ed Guilbert developed an EDI protocol for sending cargo information between companies (electronic manifests)
- 1968 – The Transportation Data Coordinating Committee is formed to merge industry specific manifests for all modes of commercial shipping
- 1969 - ARPANET established - Dept. of Denfense's Advanced Research Projects Agency
- 1970 - EDI Standardized (ANSI X12 in US and EDIFACT in Europe)
- 1977 – The grocery and food industry start using EDI
- 1982 – GM and Ford mandate the use of EDI for suppliers

E-Commerce History (con't)

- 1985 – NSF creates NSFNET using ARPANET protocol
- 1989 - Tim Berners-Lee of CERN (European Particle Physics Lab) develops concept of a "world wide web" and HTML
- 1990 – Internet transferred to NSF
- 1991 – The NSF lifts restrictions on commercial use of the Internet
- 1993 – Marc Andreesen developed Mosaic browser developed
- 1995 – "Netscape" released
- 1995 Amazon launched by Jeff Bezos

Newsweek 1995

- **The Internet? Bah!**
- Hype alert: Why cyberspace isn't, and will never be, nirvana
  - By Clifford Stoll@ NEWSWEEK, Feb 27, 1995
- After two decades online, I'm perplexed. It's not that I haven't had a gas of a good time on the Internet. I've met great people and even caught a hacker or two. But today, I'm uneasy about this most trendy and oversold community. Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems. And the freedom of digital networks will make government more democratic.
- Baloney. Do our computer pundits lack all common sense? The truth is no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works.

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Sears Had It ALL

- Sears seemed to have everything to be the e-commerce retailer that dominated the globe
- By 1985, they had their own credit card, Discover, to rival MasterCard and Visa
- They had their own insurance company in Allstate
- They partnered with IBM to create 'Prodigy,' one of the first proto-ISPs in 1984, that offered all sorts of online services (except buying stuff from Sears) years before the World Wide Web existed
- In theory, they were posed to make e-commerce a thing back in the late '80s and sweep the world in the '90s — with no chance for outsiders like Amazon to catch on"

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Sears (con't)

- Sears's sales accounted for 1% of the entire US economy in 1969
- Sears' catalog division annually made billions, but the cost of mailing catalogs that sold low-margin products made the business low profit
- "Sears ended their catalog/mail-order business in 1993
  - For over 100 years, they had sold everything from hubcaps to houses via mail order and shipped them all over the country
- But also in 1993 Sears dismantled the distribution infrastructure including failing to keep updated customer lists
- When Sears launched its e-commerce site in 1997, it had to rebuild but began offering in-store pickup of e-commerce purchases even before Macy's or Target
- However, by 2000, its merchandise failed to lure new customers
- CEO Eddie Lampert wanted to prioritize e-commerce over department stores after merging with Kmart in 2005, but the decision led to Sears stores being neglected, and finally most stores closed and Sears filed for bankruptcy in 2019

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Market Penetration

- It took the telephone 40 years to reach 50 million users
- Radio - 38 years to reach 50 million users
- Cable TV - 10 years to reach 50 million users
- It only took the Internet 5 years to reach 50 million users !!!

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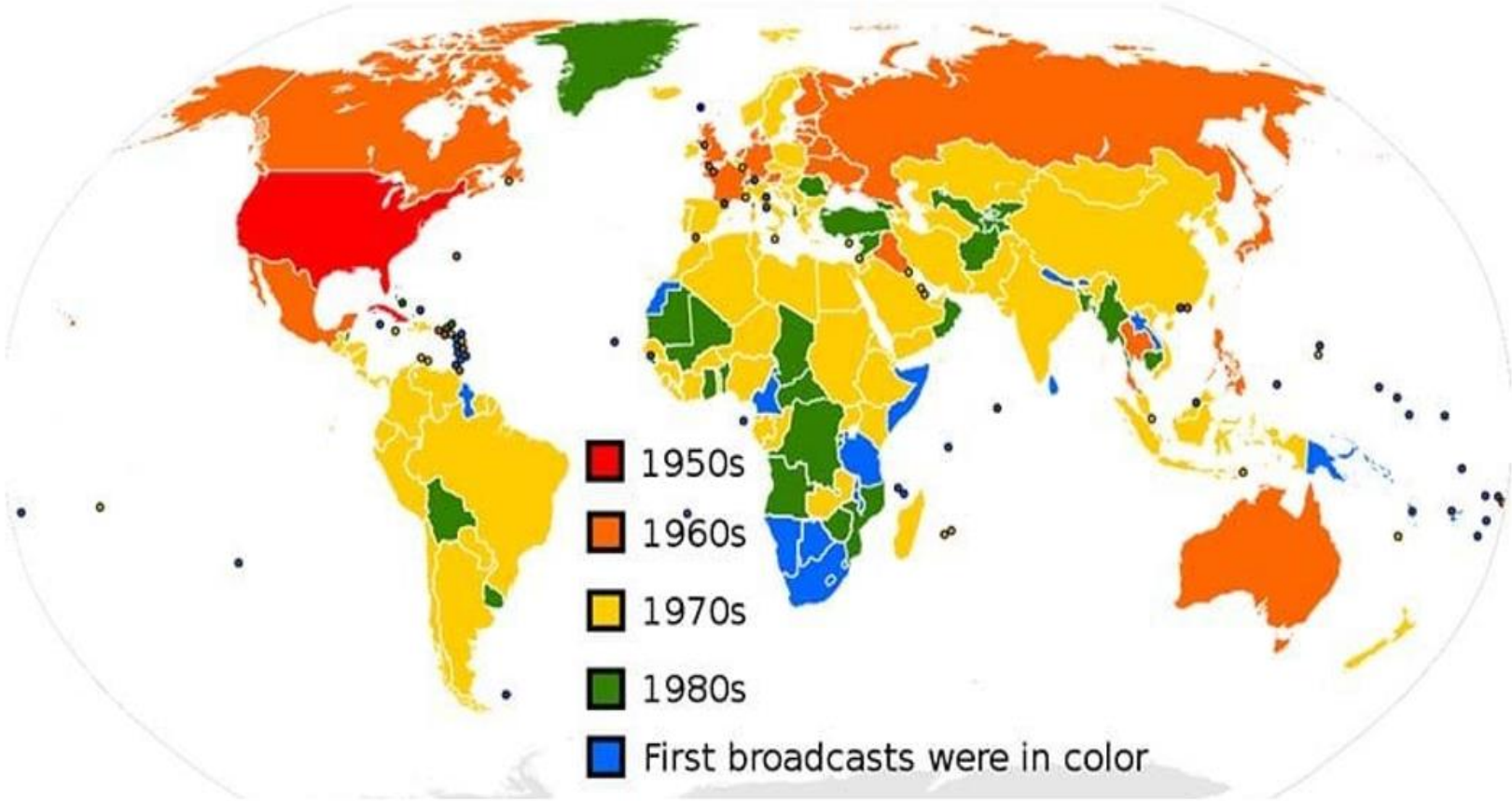
Introduction of TV



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Market Penetration (con't)

- Time to reach 150 million users:
  - Telephone (1876) – 89 years
  - Television (1928) – 38 years
  - Cellphone (1983) – 14 years
  - iPod (2001) – 7 years
  - Facebook (2004) – 5 years
  - iPhone (2007) – under 5 years

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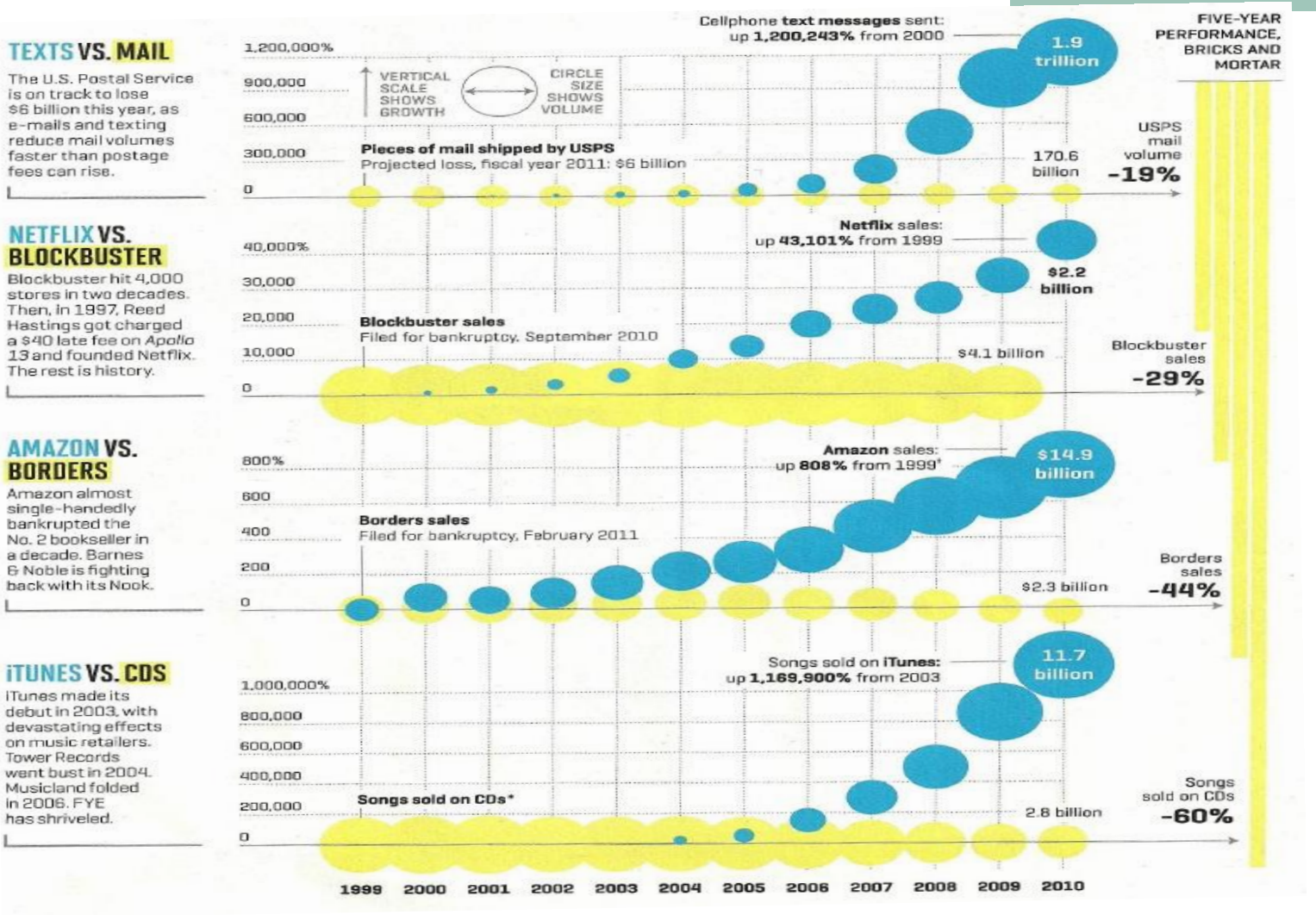
Bytes over Bricks



B2B (business to business)

- Half of all B2B sales are still done manually
  - Such as sales reps processing orders placed via phone by business customers
- This means there is more potential for growth in this arena
- B2B products are more complex that B2C products in regards to negotiated prices and bundling
- Amazon is this arena also via its online business marketplace; others offering similar service include eBay and Alibaba
  - Services include website building, search rankings, and international issues such as logistics, tariffs, currency exchange, etc.

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B2C - On Line Shopping

- 75% of US adults shop online at least monthly
- Online shopping accounts for about 30% of all shopping now and 25% of clothes and 40% of electronics
- 15% of US malls will close in the next decade

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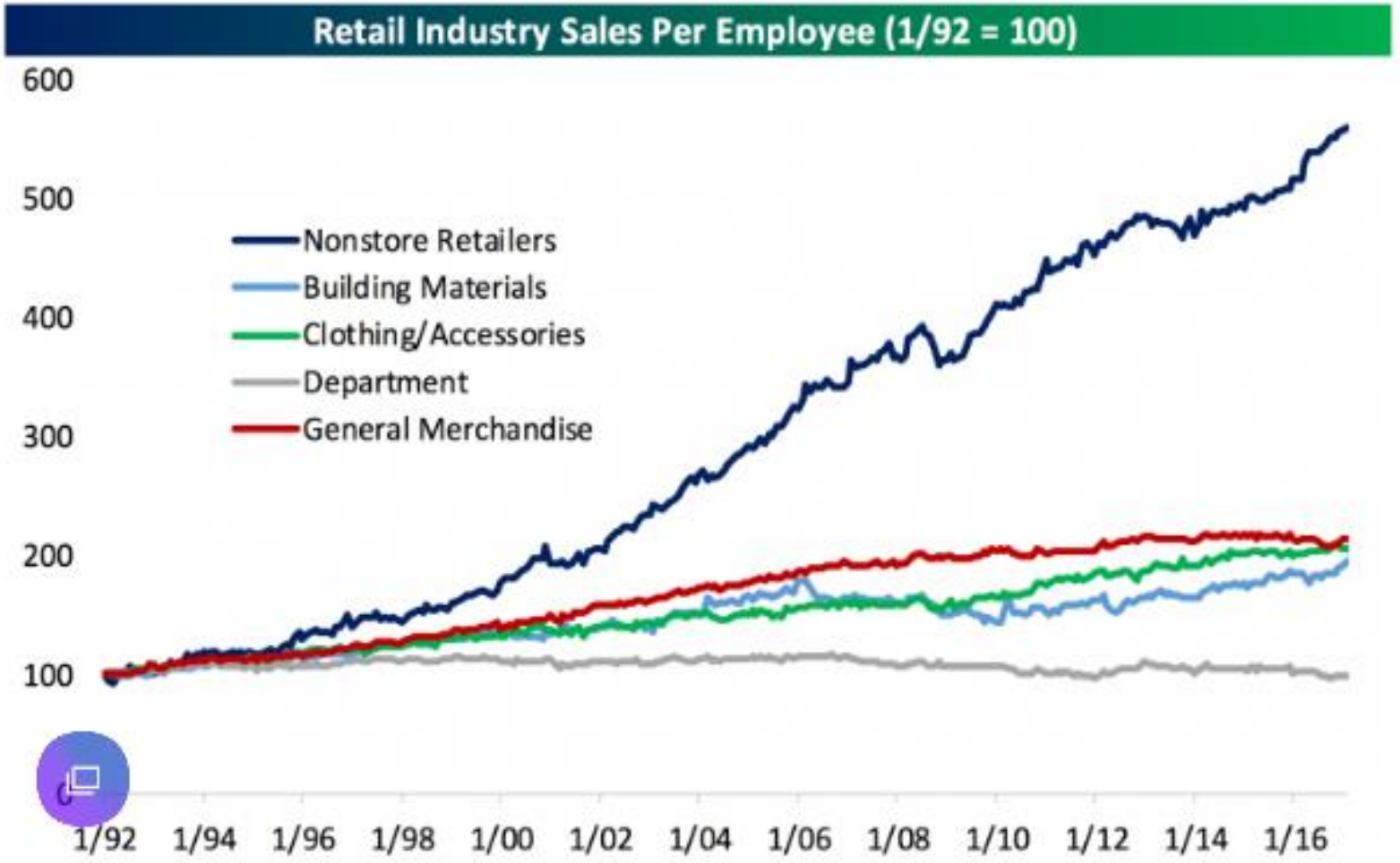
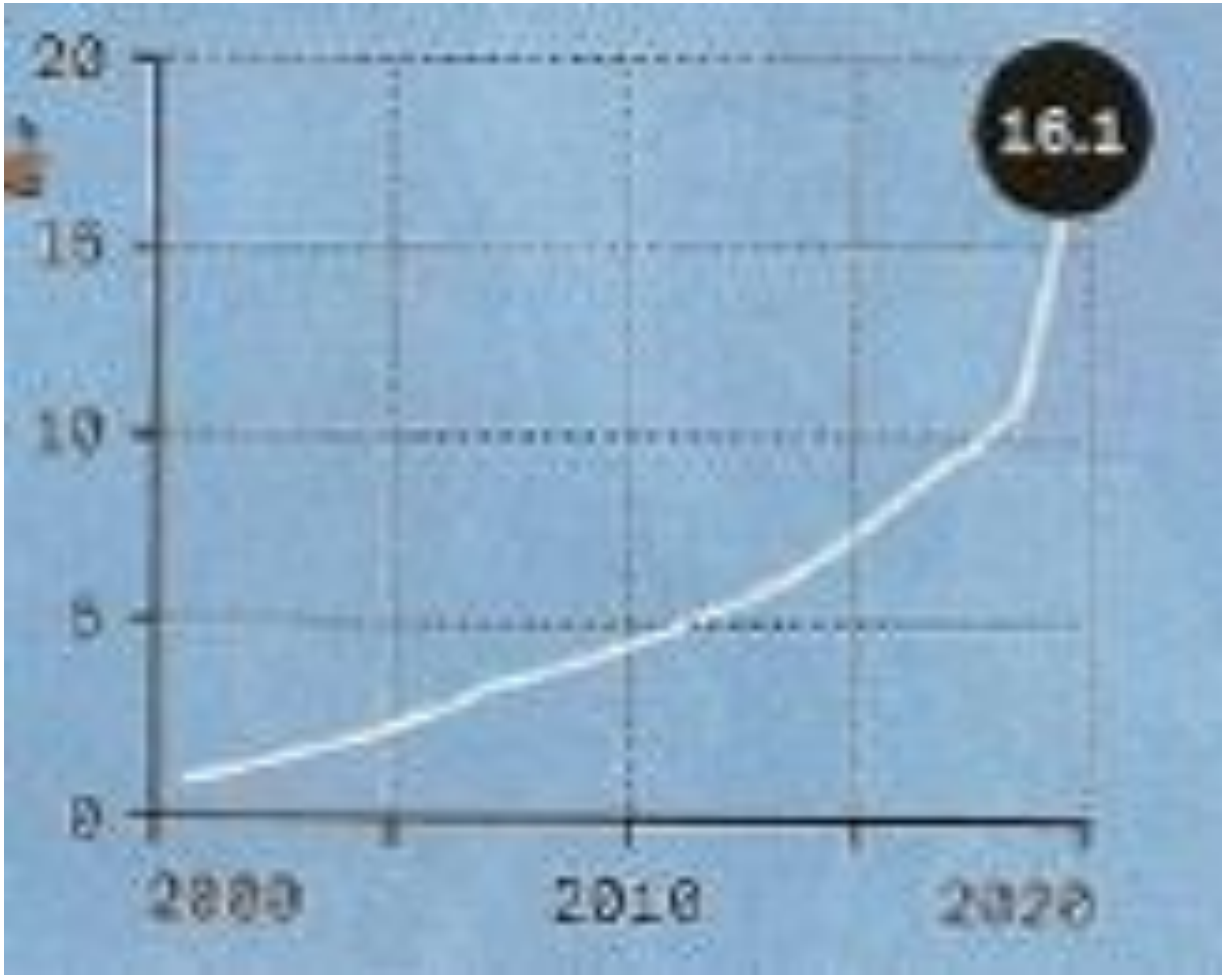
E-Commerce Growth



Source: Bespoke Investment Group

COVID Efect



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Key E-Commerce Players

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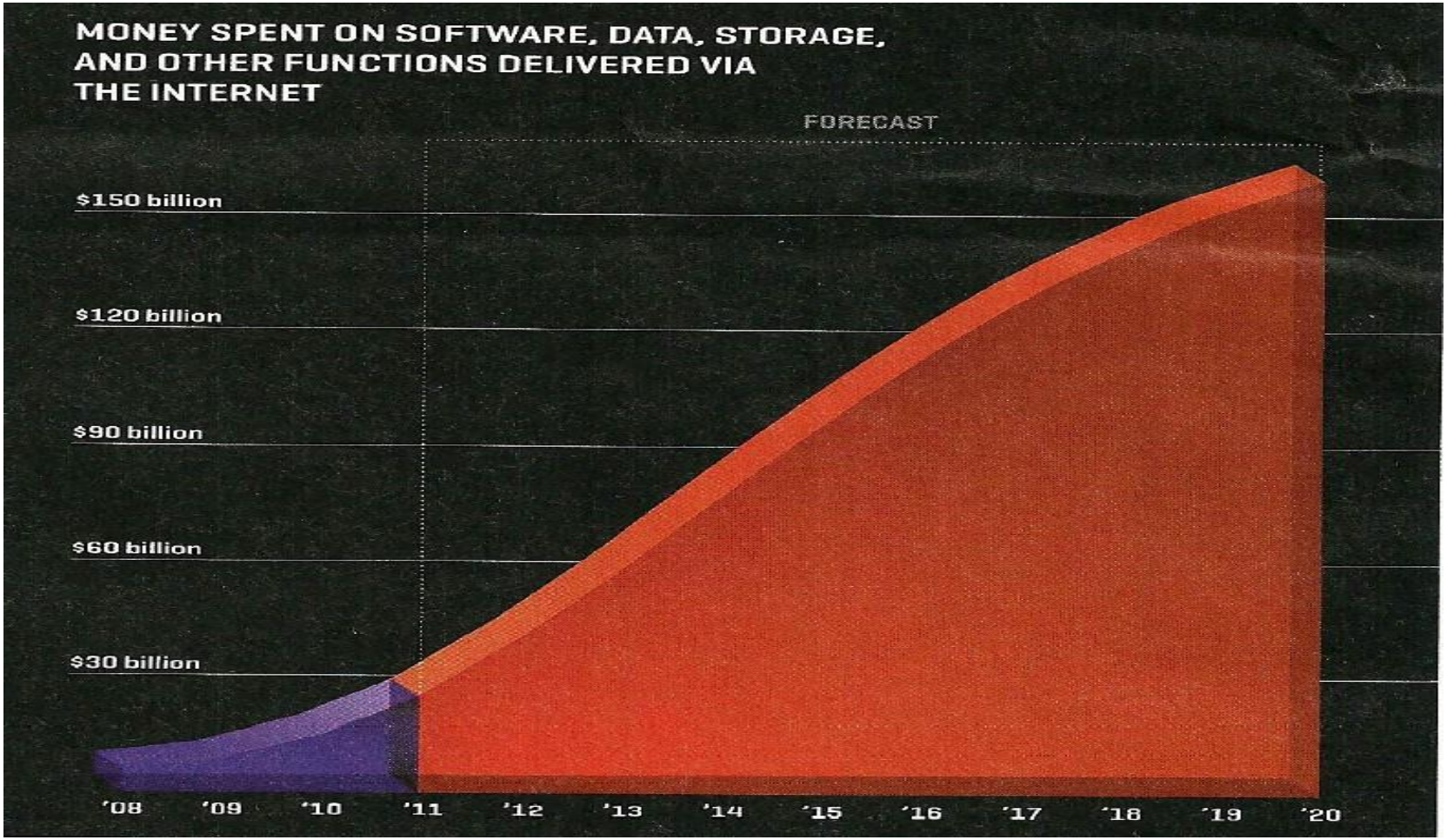
Net $!!!



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Battle for Web $

And others such as Microsoft, IBM, Netflix, Disney, etc.

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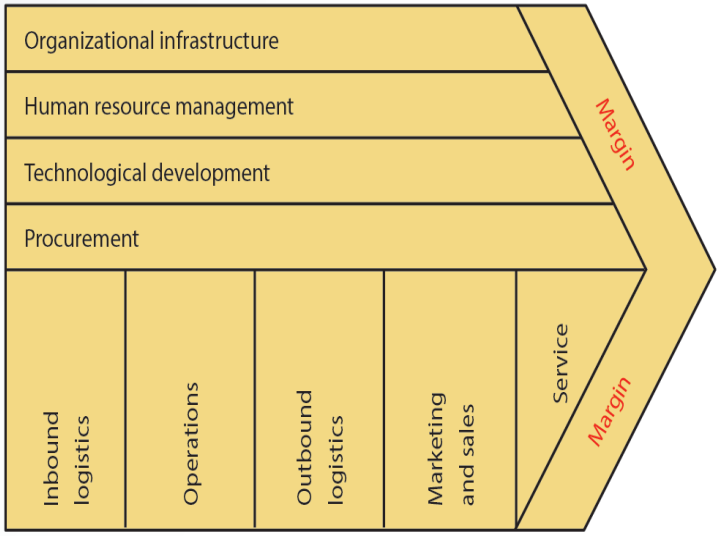
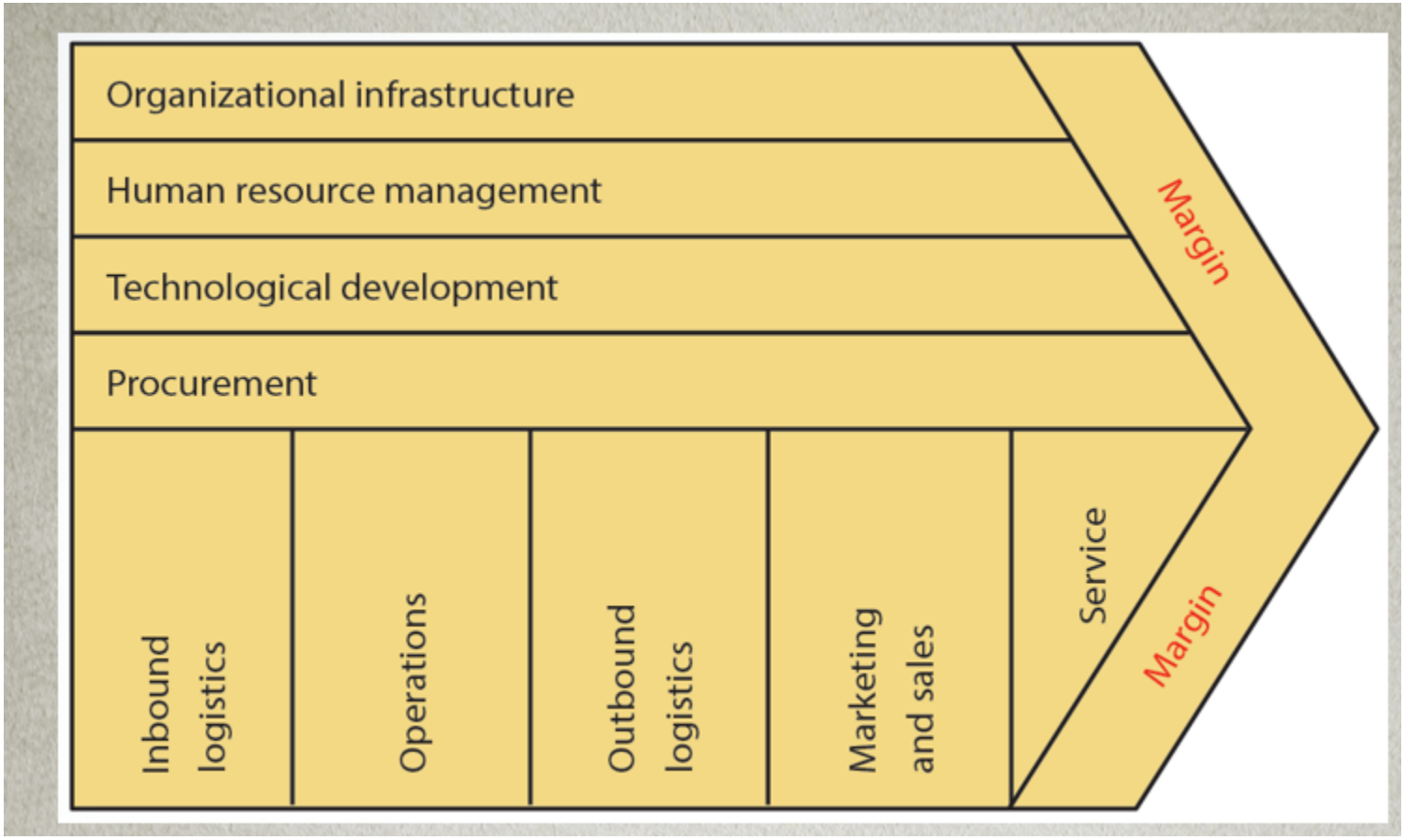
The Value Chain and E-Commerce

- Value chain
  - Series of activities designed to meet business needs by adding value or cost in each phase of the process
- Primary activities
  - Inbound logistics
  - Operations
  - Outbound logistics
  - Marketing and sales
  - Service



Michael Porter's Value Chain



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E-commerce vs Traditional Commerce

Activity	Traditional Commerce	E-Commerce
Product information	Magazines, flyers	Web sites, online catalogs
Business communication	Regular mail, phone calls	E-mail
Check product availability	Phone calls, faxes, and letters	E-mail, Web sites, and extranets
Order generation	Printed forms	E-mail, Web sites
Product acknowledgments	Phone calls, faxes	E-mail, Web sites, and electronic data interchange (EDI)
Invoice generation	Printed forms	Web sites

Web Economics

[10 million+ shipments per day]

- FEDEX customer service – customers have a choice:
  - 800 Number: 60,000 calls at @ $2 cost per call
  - Website: 2 million hits @ 4 cents cost per hit

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B2C E-Commerce Cycle

- Five major activities
  - Information sharing
  - Ordering
  - Payment
  - Fulfillment
  - Service and support

Major B2C E-Commerce Business Models

- **Business model** is the method by which a company generates revenue to sustain itself
  - **Auction** is a competitive process in which either a seller solicits bids from buyers or a buyer solicits bids from sellers
    - **Forward auctions** are auctions that sellers use as a channel to many potential buyers (ebay)
    - **Reverse auctions** are auctions where one buyer, wants to buy a product or service (priceline)

Major E-Commerce Business Models (Con't)

- **Electronic storefront** is a Web site on the internet representing a single store
- **Electronic mall (cybermall, e-mall)** is a collection of individual shops under one Internet address
- **Electronic marketplace (e-marketplace)** is a central, virtual market space on the Web where many buyers and many sellers can conduct electronic commerce and electronic business activities

Major E-Commerce Business Models (Con't)

E-Commerce Business Models

EC Model	Description
Online direct marketing	Manufacturers or retailers sell directly to customers. Very efficient for digital products and services. Can allow for product or service customization. (*www.dell.com*)
Electronic tendering system	Businesses request quotes from suppliers. Uses B2B with a reverse auction mechanism.
Name-your-own-price	Customers decide how much they are willing to pay. An intermediary (e.g., *www.priceline.com*) tries to match a provider.
Find-the-best-price	Customers specify a need; an intermediary (e.g., *www.hotwire.com*) compares providers and shows the lowest price. Customers must accept the offer in a short time or may lose the deal.
Affiliate marketing	Vendors ask partners to place logos (or banners) on partner's site. If customers click on logo, go to vendor's site, and buy, then vendor pays commissions to partners.
Viral marketing	Receivers send information about your product to their friends. (Be on the watch for viruses.)
Group purchasing (e-coops)	Small buyers aggregate demand to get a large volume; then the group conducts tendering or negotiates a low price.
Online auctions	Companies run auctions of various types on the Internet. Very popular in C2C, but gaining ground in other types of EC. (*www.ebay.com*)
Product customization	Customers use the Internet to self-configure products or services. Sellers then price them and fulfill them quickly (*build-to-order*). (*www.jaguar.com*)
Electronic marketplaces and exchanges	Transactions are conducted efficiently (more information to buyers and sellers, less transaction cost) in electronic marketplaces (private or public).
Bartering online	Intermediary administers online exchange of surplus products and/or company receives "points" for its contribution, and the points can be used to purchase other needed items. (*www.bbu.com*)
Deep discounters	Company (e.g., *www.half.com*) offers deep price discounts. Appeals to customers who consider only price in their purchasing decisions.
Membership	Only members can use the services provided, including access to certain information, conducting trades, etc. (*www.egreetings.com*)

Major Models of B2B E-Commerce

- Models based on who controls the marketplace
  - Seller
  - Buyer
  - Intermediary (third party)
  - Trading partner agreements

Seller-Side Marketplace

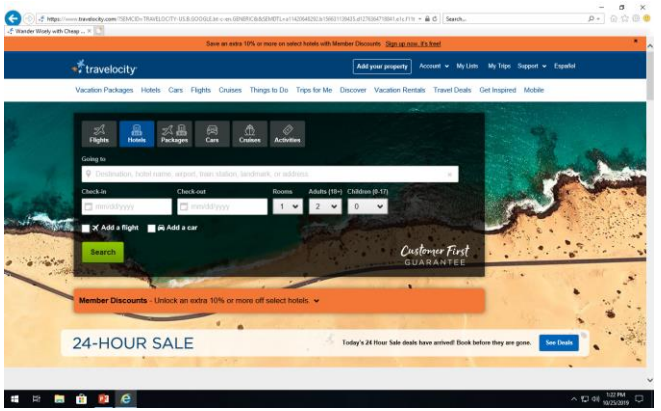
- Sellers who cater to specialized markets come together to create a common marketplace for buyers
- Corporate E-procurement
  - Enables employees to order and receive supplies and services directly from suppliers
  - Prevents purchases from suppliers that are not on the approved list of sellers
  - Eliminates the processing costs of purchases

Buyer-Side Marketplace

- Buyer, or a group of buyers, opens an electronic marketplace and invites sellers to bid
  - Helps buyers manage the procurement process more efficiently, lower administrative costs, and implement uniform pricing
  - Involves the goal of establishing new sales channels

Third-Party Exchange Marketplace

- Marketplace generates revenue from the fees charged for matching buyers and sellers
  - Vertical market: concentrates on a specific industry or market (i.e. dairy products)
  - Horizontal market: concentrates on a specific function or business process (i.e. employee benefits)and automates it for different industries



Trading Partner Agreements

- Automate negotiating processes and enforce contracts between participating businesses especially in different countries
  - Allow business partners to send and receive bids, contracts, and information needed
  - Enable customers to submit documents via the Internet

Selling on the web ?

- What sells well and easily on the Web ?

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Wait….

?

Don’t look ahead, until you have your answer !

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What sells well and easily on the Web

- Items sold at a discount or auctions
  - Ebay
- Items that are easy to buy on line (no doubt about what you are getting)
  - Amazon
- Information services
- Unique, one of a kind, hard to locate items
  - ILS in Memphis
- Try a search for your team's product or service

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Future Shopping

- In the future, more “stuff” will be easier to buy and “try” online
- Sophisticated 3-D graphics and artificial intelligence will bring this about
- Everyone will have a 3-D model of themselves stored either on their computer, with merchants, or with modeling services
- Your 3-D model will try on clothes for you and let you see what you look like

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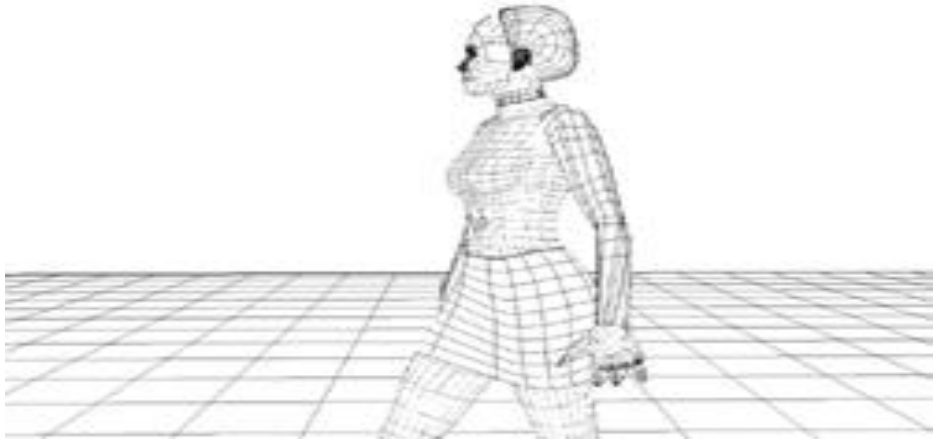
Webbie Tookay

(she can wear whatever Cindy or Naomi can wear, and never gains weight)



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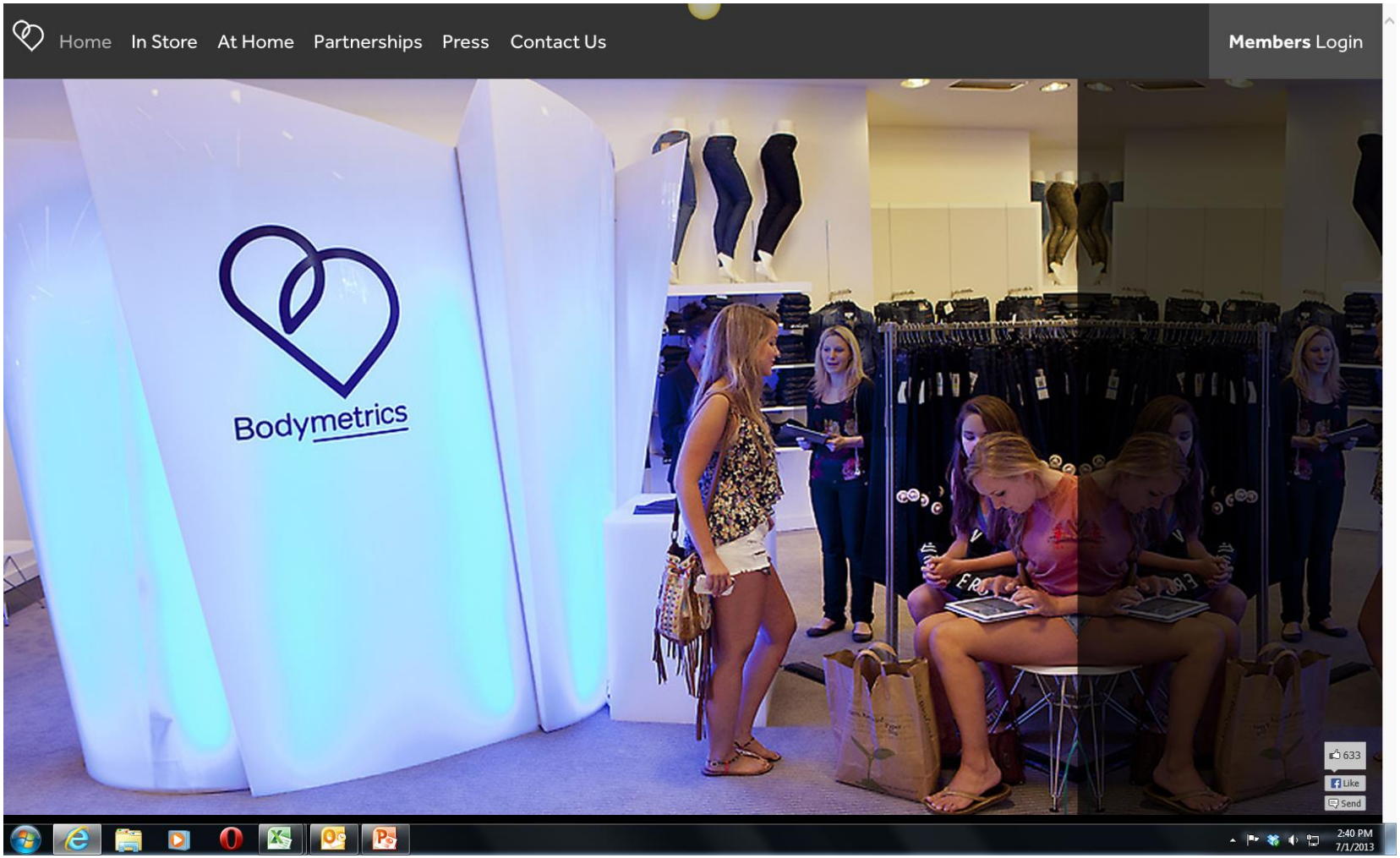
Bodymetrics – www.bodymetrics.com



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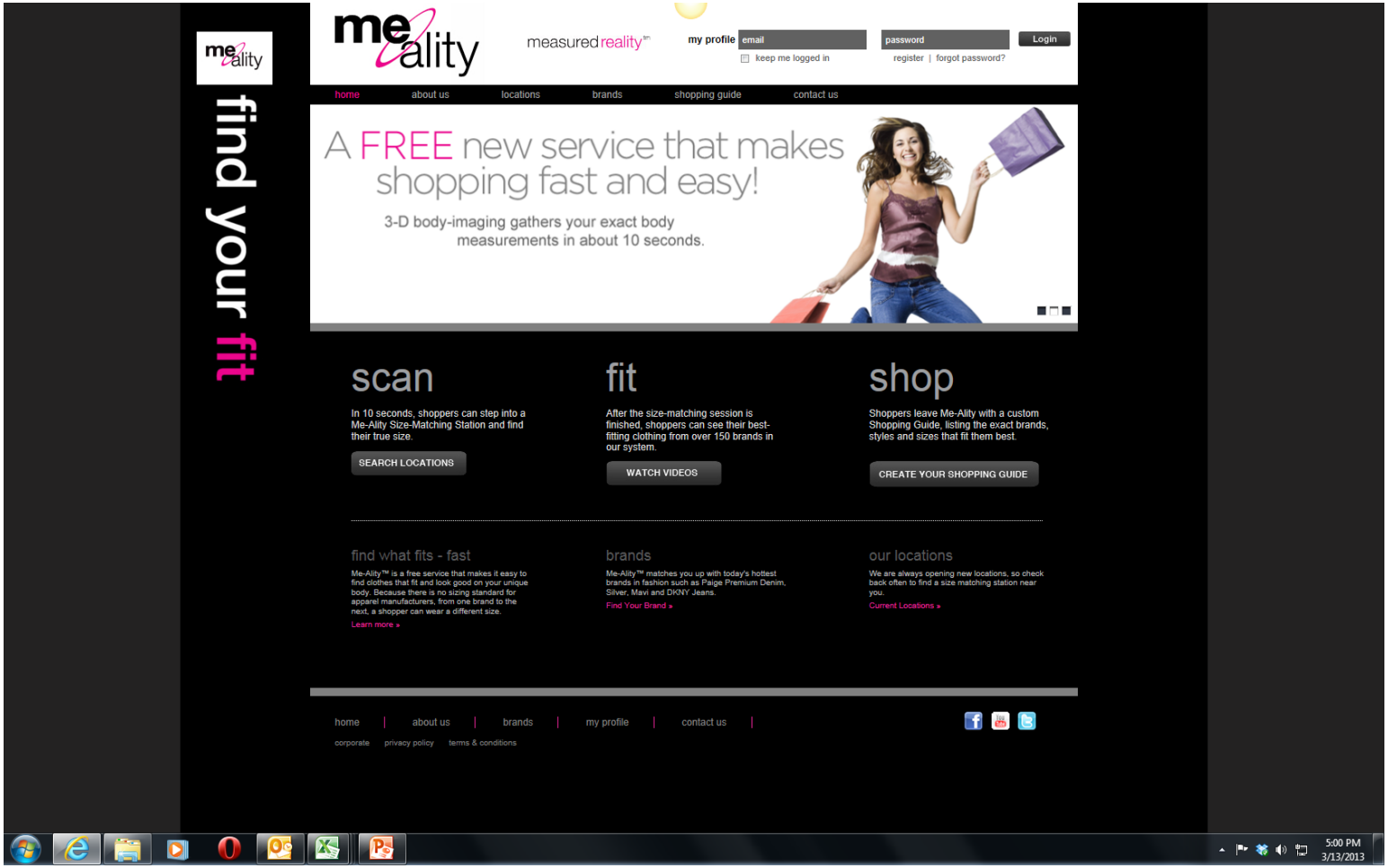
Measured Reality [http://www.me-ality.com//]



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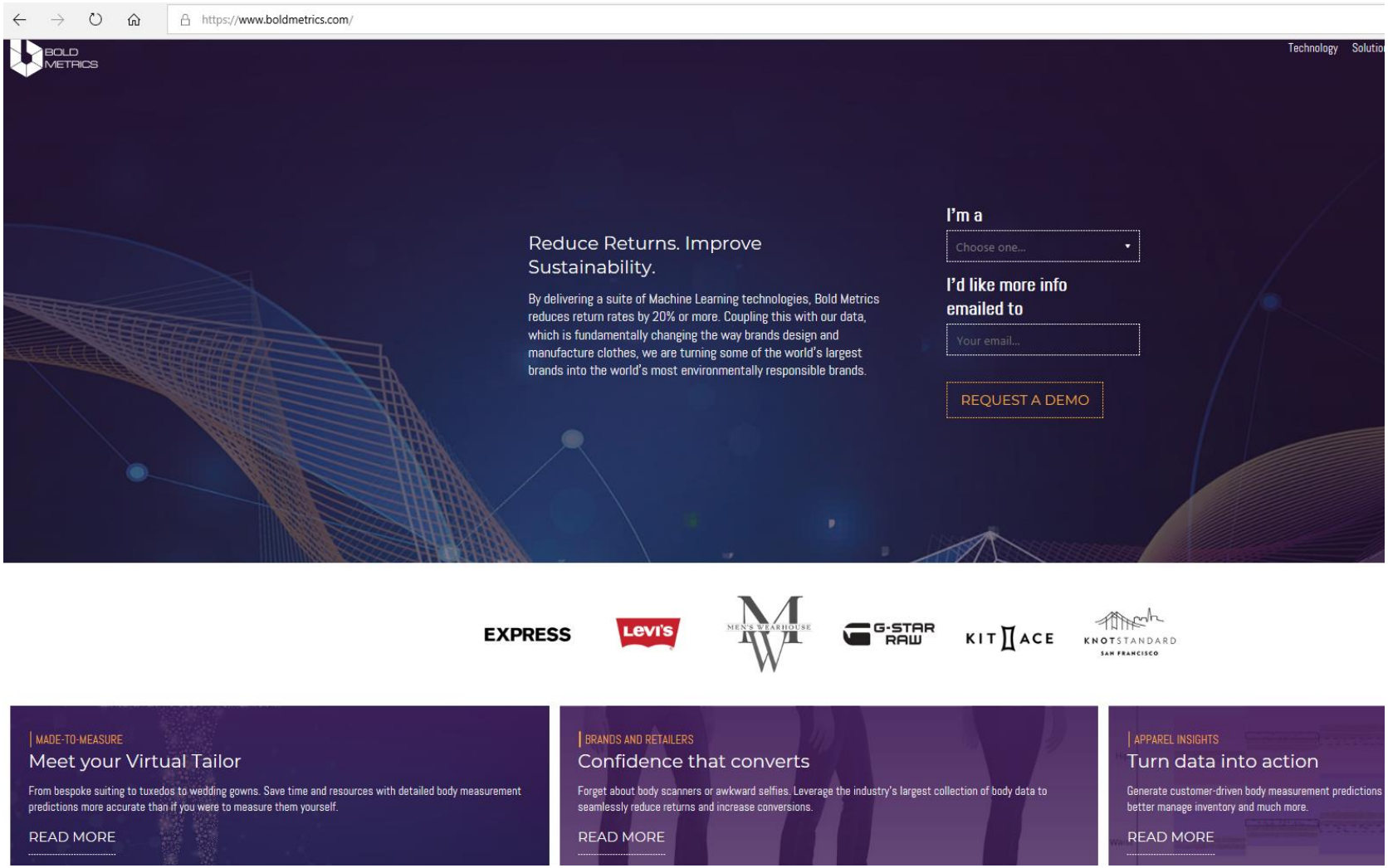
Bold Metrics



Memory Mirror

- The Memory Mirror is designed for in-store clothes shopping, capturing stills and video of everything you try on
- Using simple body gestures, or via a companion mobile app, you can control the mirror to see 360-degree back and side views and observe outfits side by side
- Your “sizing” information is memorized, so you can virtually try on other clothes either in the “mirror” or on your smartphone; even send the videos to others or their opinions

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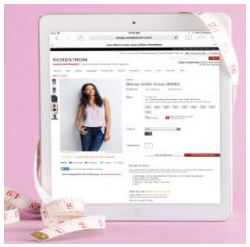
True Fit App



- **Where to use it:** More than 15 retailers, including Gilt, Garnet Hill, and the online stores of Nordstrom, Lord & Taylor, and Brooks Brothers
- **Look for:** "Find Your True Fit" or "View Fit Details" on the page of your selected garment on the retailer's website
- **Men or women:** As with most of these tools, True Fit is offerred mostly for women's apparel. But you can find it at a good number of men's retailers too. Those include Arc'Teryx, Belk, Macy's, and Guess. Nordstrom offers the tool only for women's clothes; Lord & Taylor offers it for women and men.
- **How it works:** First, select your body type, then provide some information about a brand you like, including sizes you wear in pieces you own. That's it! It will tell you the size you need for the selected garment—and it will save your information for future shopping. Every time you shop for a True Fit-rated product, your recommended size will pop up, along with information on how well the garment will fit you in the bust, waist, or hips. Also, you can browse items that offer True Fit ratings (we found more than 3,000 at Nordstrom.com)

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UPCLoad App

- **Where to use it:** More than 20 retailers, mostly international; U.S. sites include The North Face and QVC
- **Look for:** "Size Adviser" after you select the garment.
- **Men or women:** On thenorthface.com the tool is offered for men's and women's apparel
- **How it works:** Enter your height, weight, bra size, and age. The tool matches your body's dimensions to the garment, taking into account the fabric, style, sizing, and other variables
  - Then the Size Adviser gives you the results, including best size to buy and how the item is likely to fit you

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VirtuSize App

- **Where to use it:** More than 30 retailers, mostly international, including Acne Studios, Asos (its U.K. site), and Esprit.
- **Look for:** "Virtusize" or "Fit Visualizer" on the retailer's website.
- **Men or women:** Esprit is offering it on select women's styles. I Love Ugly is a New Zealnd Men's retailer offering the tool. Other retailers offer it mostly for women's apparel, but some of the overseas stores—such as Asos, Acne, and Monsoon—include a few men's styles.
- **How it works:** This tool compares the size of a garment you already own to the size of the garment you would like to purchase. You can either find an item you own that's already listed on the site, or measure something you have in your closet and enter the information. Our reporter picked a skirt from her closet and entered its waistband measurement (across the skirt when laid flat, not her waist measurement) and the distance from waist to hem. Virtusize then showed a silhouette of the skirt she was considering overlaid on an outline of the skirt she already owned. You can click into different sizes to see how each one stacks up against the already-owned sample garment. You then choose your size based on the comparison.

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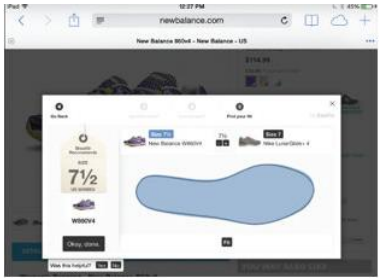
ShoeFitr App



- **Where to use it:** More than 30 sites, including Heels.com, New Balance, Nordstrom, and Shoebacca.
- **Look for:** "Show me how it fits!"
- **Men or women:** Both.
- **How it works:** Shoefitr used 3D scanners to analyze shoes from hundreds of brands. It uses the data to show you how a particular shoe will fit and to recommend the best size for your feet. You answer just a few questions, such as, What size do you usually wear in a similar-style shoe? Do you usually have to go up or down a half-size when your shoe size varies? Then it not only tells you what size your should buy, but also shows you a graphic of how that particular one will fit compared with the average shoe of this size, how the arch compares, and how much toe room the shoe provides.

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- What are the benefits of e-commerce ?

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Wait….

?

Don’t look ahead, until you have your answer !

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Benefits of E-Commerce
[better, cheaper, faster]

- Benefits to organizations
  - Makes national and international markets more accessible
  - Lowering costs of administration, processing, distributing, and retrieving information
  - Gathers more information on potential customers
  - Increases customer involvement
  - Improves customer service
  - Offers personalized services and product customization
- Benefits to customers
  - Access a vast number of products and services around the clock – 24/7
  - Access sellers around the world
  - Creates price transparency

Disadvantages of E-Commerce

- Disadvantages
  - Not everyone has internet access
  - Not everyone has high speed internet
  - Handicaps may hinder internet usage
  - Returns
  - Bandwidth capacity problems
  - Security and privacy issues
  - Acceptance

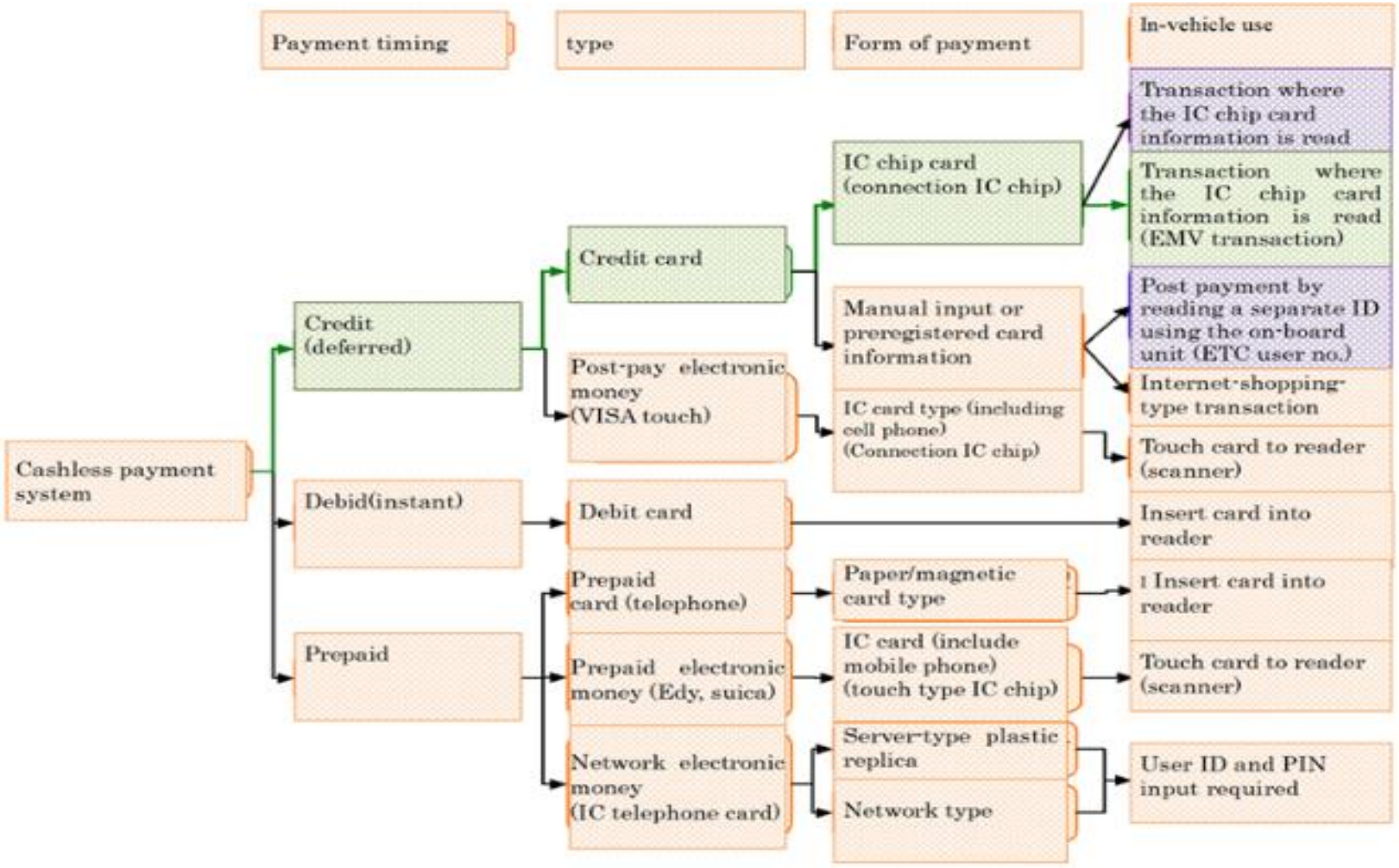
E-Commerce Supporting Technologies

- Several technologies and applications support e-commerce activities
  - Electronic payment systems
  - Digital marketing
    - Web marketing
    - Mobile marketing
  - Search engine optimization

Electronic Payment Systems

- Electronic payment
  - Money or script that is exchanged only electronically
  - Includes credit cards, debit cards, smart cards, e-cash, e-check, digital (crypto) currency
- E-wallets: available for most handheld devices
  - Offer a secure, convenient, and portable tool for online shopping
  - Store personal and financial information
- Paypal: popular online payment system used for many online transactions
  - Users with valid e-mail addresses can set up accounts and make secure payments
- Crypto-currencies (Bitcoin, etc.)

Electronic Payment Systems (con't)



Web Marketing

- Uses the Web and its supporting technologies to promote goods and services
- Examples of web-marketing tools
  - Search placement payments
  - Web ads
  - Pay-per-click (ads for a company shown on other organizations web sites)
  - Social media
  - Intelligent agents
  - Push technology

Mobile Marketing

- Popular mobile marketing strategies
  - App-based marketing
  - In-game mobile marketing
  - Location-based marketing
  - QR codes
  - Mobile search ads
  - Mobile image ads
  - SMS (Short Message Service) and MMS (Multimedia Messaging Service)

Search Engine Optimization

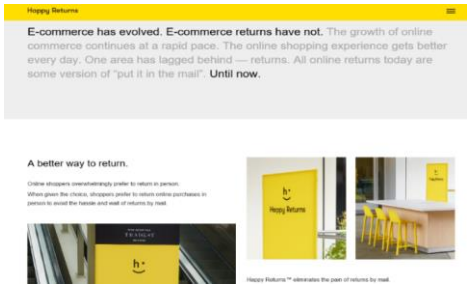
- Method for improving the volume or quality of traffic to a Web site
  - Higher ranking in search results generates more revenue for a website
  - Includes techniques facilitating search engines to find and index a site for certain keywords

Limitations of E-Commerce

- Technological Limitations
  - Security issues
  - Insufficient telecommunications bandwidth
  - Expensive accessibility
- Non-technological Limitations
  - Perception that EC is insecure
  - Unresolved legal issues
  - Lacks a critical mass of sellers and buyers
  - Taxation and regulation problems
  - Returns and allowances (now 2nd most important issue for customers)

E-Commerce Returns

- 30% of web orders returned
  - Only 9% return at traditional stores
- Return Prepaid Label
  - Smartphone return bar-codes (do not have to print label)
    - Just show to clerk at UPS or FEDEX stores
- “Brick n Click” – return to nearest store
  - 58% of customers prefer this
- New FEDEX return service at their stores
- Return at “partner” stores
- Return to “lockers”



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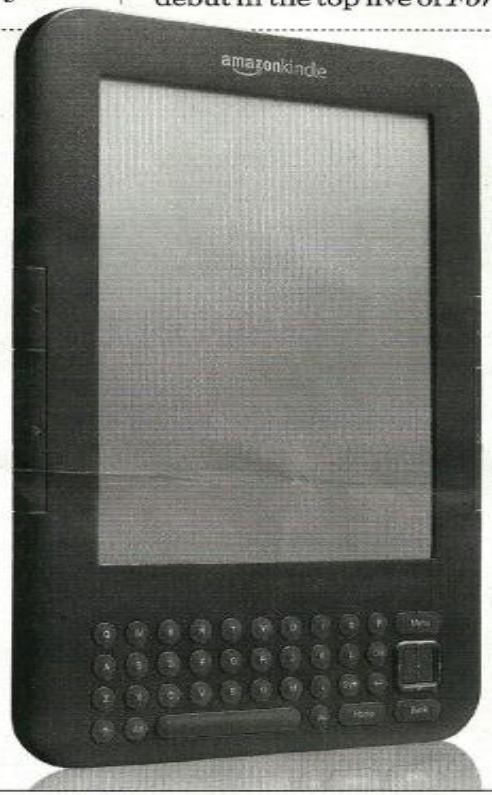
Doing E-Commerce Right !

How Amazon Keeps Cranking

first

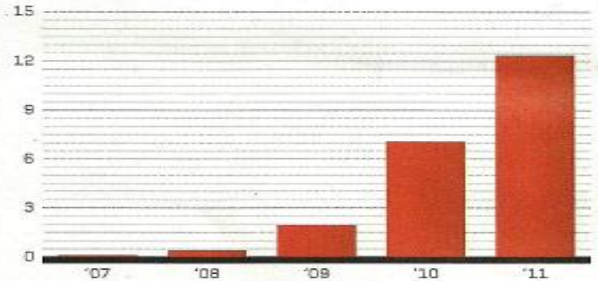
No. 5 It led a revolution in books. Now it sells toys and toiletries too. But analysts say the $34 billion king of e-commerce is just getting started. Led by CEO Jeff Bezos, Amazon made a high-profile debut in the top five of *Fortune*'s Most Admired Companies ranking. Here's why. *by Scott Cendrowski*



INNOVATE

Critics said the Kindle would never be able to compete with Apple, but Amazon's handheld e-reader is a runaway hit. The company sold 7 million Kindles last year, analysts estimate, making it Amazon's bestselling product. That's fewer than Apple's 15 million iPads, but the Kindle has allowed Amazon to stake out an early lead in e-books: Since 2010, it has sold three times as many e-books as hardcovers, and it dominates the fast-growing new market. "By creating the hardware, they almost created the industry," says Morgan Stanley analyst Scott Devitt.

KINDLE SALES
IN MILLIONS OF UNITS*



*estimates from Barclays Capital

OFFER SERVICE, SERVICE, SERVICE

Service is all in retail; Amazon's customer-centric approach has come to rival longtime retail legends like Nordstrom. Amazon's customer service (along with its subsidiary Zappos's) ranked higher than any other retailer's, according to a recent National Retail Federation survey (Nordstrom was No. 9). Amazon Prime, which offers free shipping for a $79 yearly fee, is a hit with customers and a way for Amazon to boost repeat sales across its categories—a difficult feat for online retailers.

COMPANY SNAPSHOT // HEADQUARTERS SEATTLE **EMPLOYEES** 33,700 **THE BUSINESS** FOUNDED IN 1994 BY JEFF BEZOS AS AN ONLINE BOOKSTORE ONLY (REMEMBER?), AMAZON IS NOW THE INTERNET'S LARGEST RETAILER.

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Amazon (con't)

- Amazon controls 40% of E-commerce in the US
- It conducts more product searches than Google
- It controls almost ½ of the commercial cloud computing business serving everyone from Netflix to the CIA
- It is responsible for over 40% of book sales and 1/3 of the market for streaming video
- More than 2 million small business use Amazon to sell their products

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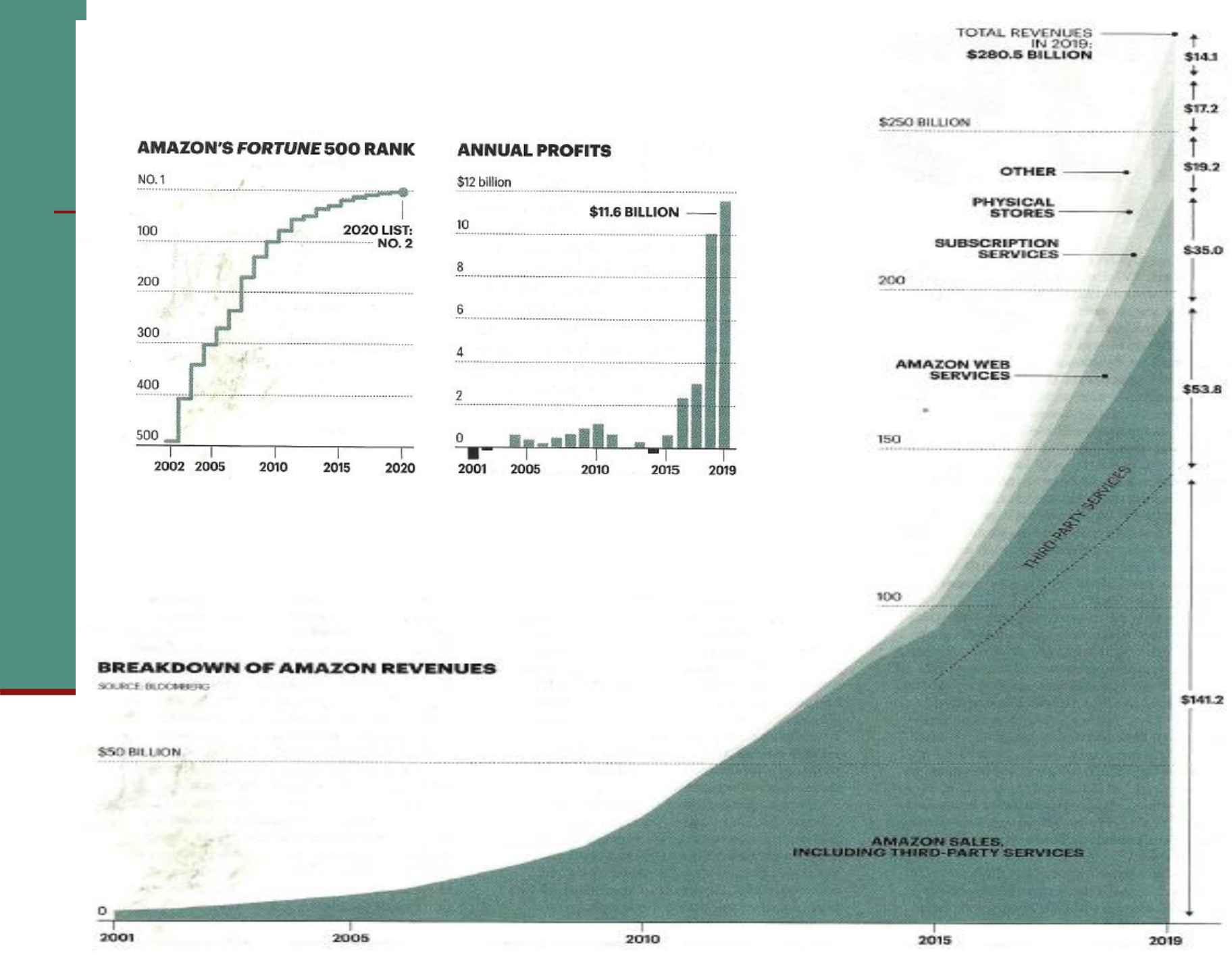
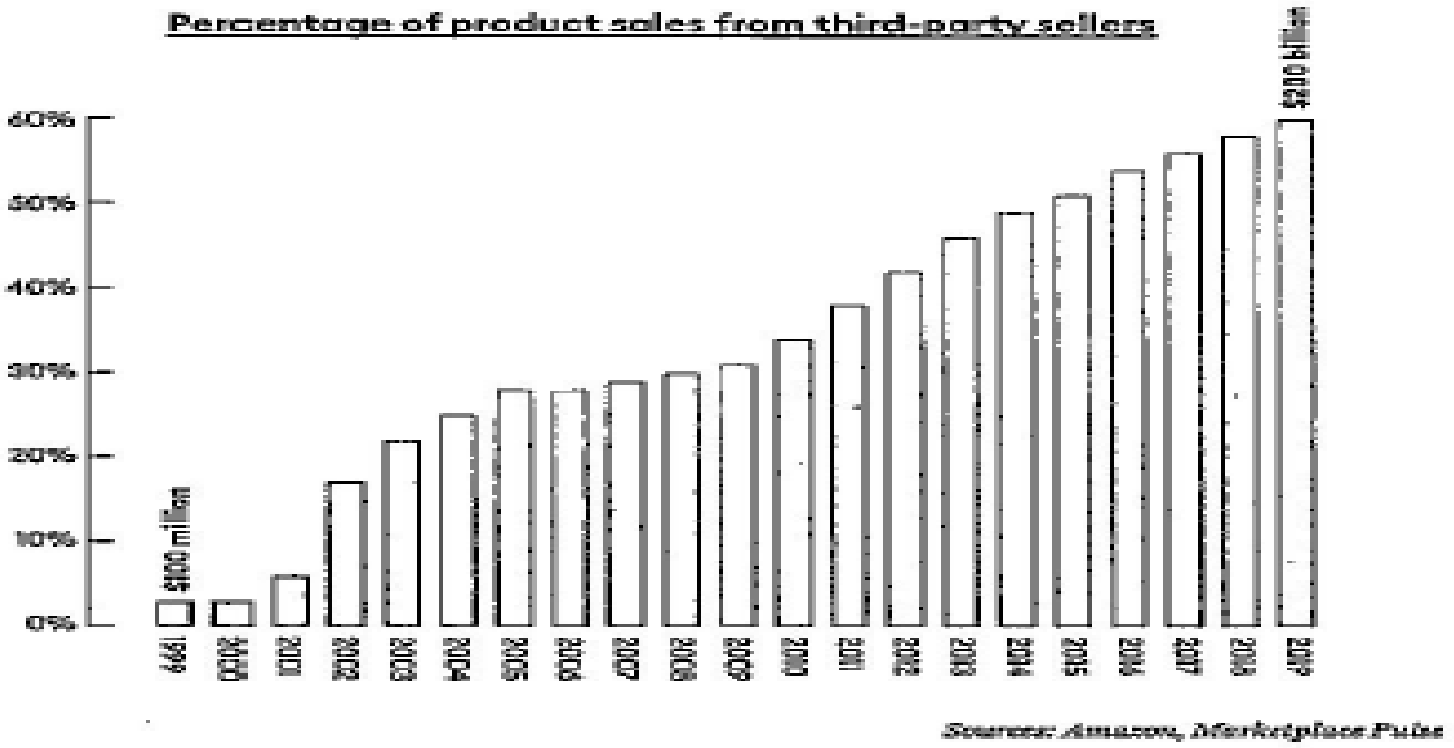


BREAKDOWN OF AMAZON REVENUES

SOURCE: BLOOMBERG

Third Party Sellers

- Third party sellers move billions of items via Amazon – about 60% of Amazon's business



Amazon's 14 Leadership Principles

- **Customer Obsession**
  Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.
- **Ownership**
  Leaders are owners. They think long term and don't sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say "that's not my job."
- **Invent and Simplify**
  Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by "not invented here". Because we do new things, we accept that we may be misunderstood for long periods of time.
- **Are Right, A Lot**
  Leaders are right a lot. They have strong judgement and good instincts. They seek diverse perspectives and work to disconfirm their beliefs.
- **Learn and Be Curious**
  Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.
- **Hire and Develop the Best**
  Leaders raise the performance bar with every hire and promotion. They recognize people with exceptional talent and willingly move them throughout the organization. Leaders develop leaders and are serious about their role in coaching others. We work on behalf of our people to invent mechanisms for development like Career Choice.
- **Insist on the Highest Standards**
  Leaders have relentlessly high standards – many people may think these standards are unreasonably high. Leaders are continually raising the bar and driving their teams to deliver high quality products, services and processes. Leaders ensure that defects do not get sent down the line and that problems are fixed so they stay fixed.

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14 Leadership Principles (con't)

- **Think Big**
  Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.
- **Bias for Action**
  Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking.
- **Frugality**
  Accomplish more with less. Constraints breed resourcefulness, self-sufficiency and invention. There are no extra points for growing headcount, budget size or fixed expense.
- **Earn Trust**
  Leaders listen attentively, speak candidly, and treat others respectfully. They are vocally self-critical, even when doing so is awkward or embarrassing. Leaders do not believe their or their team's body odour smells of perfume. They benchmark themselves and their teams against the best.
- **Dive Deep**
  Leaders operate at all levels, stay connected to the details, audit frequently, and are sceptical when metrics and anecdote differ. No task is beneath them.
- **Have Backbone; Disagree and Commit**
  Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.
- **Deliver Results**
  Leaders focus on the key inputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never compromise.

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Shopify

- This e-commerce platforms helps business set up and maintain their online stores
- Provides a free trial period
- Now it’s customers collectively make up the second largest e-commerce retailers in the US

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Shopify (con’t)

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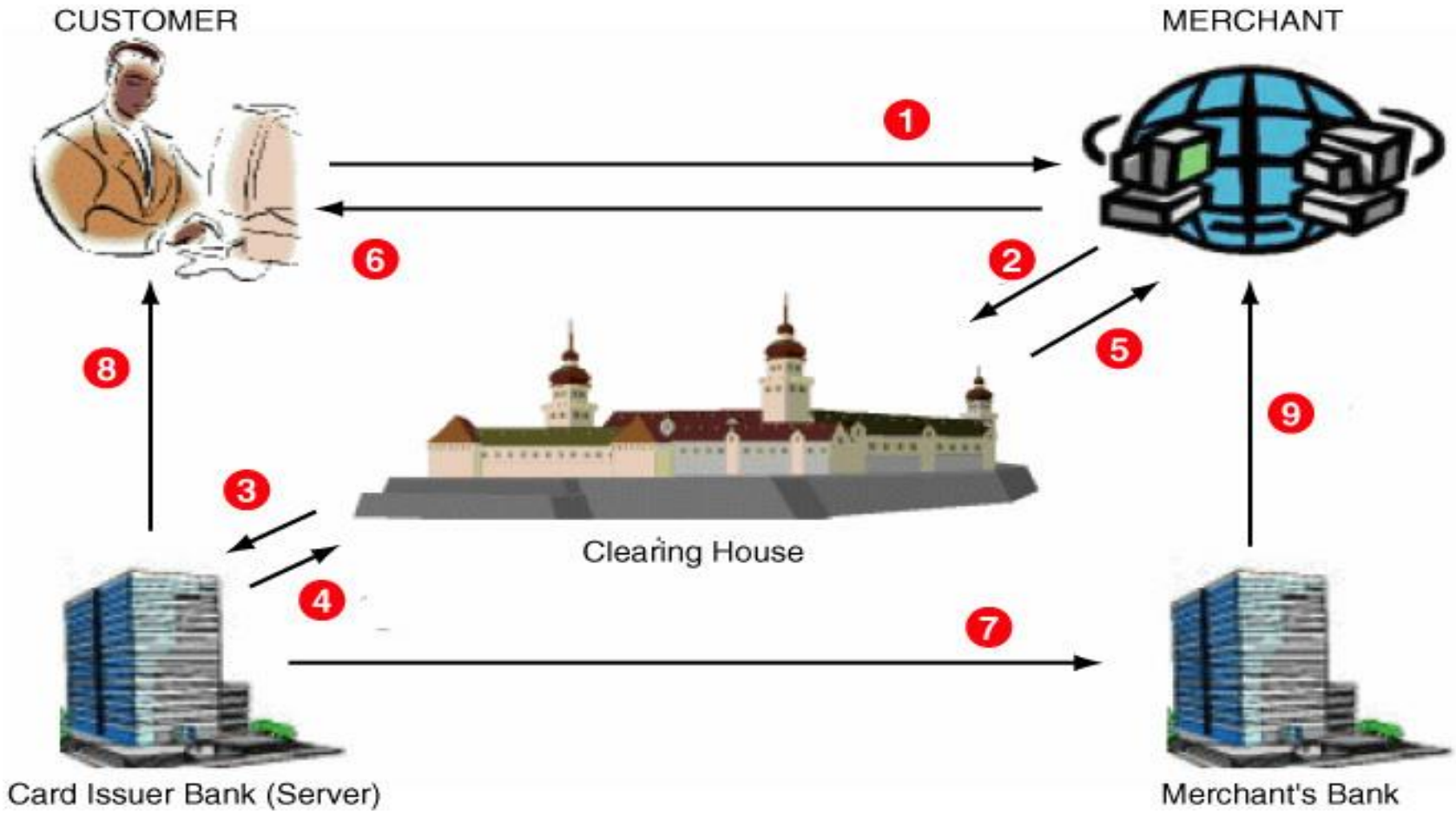
Social Issues in E-tailing

- **Channel conflict** with regular distributors is faced by click-and-mortar companies when they sell directly to customers online
  - **Multichanneling** is a process that integrates a companies online and offline channels
- **Order fulfillment** includes not only providing customers with what they ordered and doing it on time, but also providing all related customer service (including returns)
- Social Issues (disintermediation)
  - Storefront losses
  - State/Local sales tax loss
  - Job losses
  - If your job title has the words “agent”, “salesperson”, “representative”, “broker”, or similar in it, then you may be out of a job in a few years !

E-Commerce Processes

Order Processing	Pick, Pack	Shipping	User Experience	Returns Process
• Credit Card Authorization • Processing Speed • Inventory Availability • Supplier Connectivity • Security • Order Transmission	• Time to Ship - Velocity • Value-Added Services - Gift Wrap - Continuity Gifts/Card - Reminder Services • Inventory Turns • Inventory Levels	• Express • Deferred • Ground • International - Import, Export Mgmt.	• Intuitive User Interface • Online Information Availability • Community • Proactive Order, Shipment Notification • Tracking • On Time Delivery • Easy Access to Customer Service	• Seamless Returns Process • Speed • Return Visibility and Replacement • Shipment Account Security

Credit Card Purchasing



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Retail in the Future

[Kiplinger Letter 1/15/2021]

The COVID-19 pandemic will end eventually. Its effects on retail are here to stay, though.

The obvious change: The shift to e-commerce sparked by consumers buying from home... a trend already under way but turbocharged by COVID.

Note the trends within this trend. Shoppers aren't just buying more stuff online. What they buy and how they buy it and from whom are changing fast.

Popular brands are gaining more clout at the expense of individual retailers that sell them. Folks browsing online are often looking for a brand and don't care which store sells it. More and more, they are buying directly from that brand...no retailer in the middle. Nike now gets 30% of its sales this way.

Online advertising and buying are merging. Consumers who browse products on, say, Instagram are increasingly also buying via the Instagram app. Live-streamed ads are starting to resemble TV shows, except viewers can buy right from the program... an online take on old-fashioned TV infomercials. So-called shoppable videos are already big in China.

Retail in the Future (con't)

More sellers are aping Amazon's model of charging for premium service via Amazon Prime. Walmart+, a $98/year membership, provides free, fast shipping. Premium streaming TV channels are surging. Ditto, paid fitness apps...bad for gyms.

When it comes to online advertising, new juggernauts are emerging: Amazon, Instacart and Walmart. The established ad behemoths, Google and Facebook, aren't going away. But the three newcomers have a powerful edge: Lots of data about their customers' shopping habits, which advertisers covet.

Wherever they buy from, more shoppers are leaning on digital payments to make online transactions easier and more secure. PayPal is top dog in payments, with Square, Stripe and Klarna also big players. But services from Apple, Google, Samsung and Amazon are all growing in popularity, especially among young folks.

Still, physical retail isn't dead. There are ways to adapt to the new landscape.

Going online doesn't have to break the bank. Shopify offers small retailers the software and tools to run an online store for under $100 per month, for instance.

Also, physical stores have an edge: Proximity to customers. And increasingly, folks are willing to go to a store to pick up an online order...it's fast and more secure than packages left on doorsteps. (But it must be easy and quick to entice shoppers.) Handling returns of online orders from other retailers can also be a good business. Kohl's takes returns for Amazon, for example. Doing so brings in more foot traffic.

Some retailers are working on speeding up the in-store shopping experience with mobile apps that help folks find items fast and then skip the checkout line... a bid to make shopping in person nearly as convenient as online buying has become.

Future Physical Stores

- Shoppers generally will visit physical stores for:
  - Experience (i.e. try on) product
  - Pick up product ordered online
  - Return merchandise
- Stores will employ “minimum local inventory”
  - Only one item is kept in stock (for each size)
  - After finding “fit”, item is shipped from warehouse to your address

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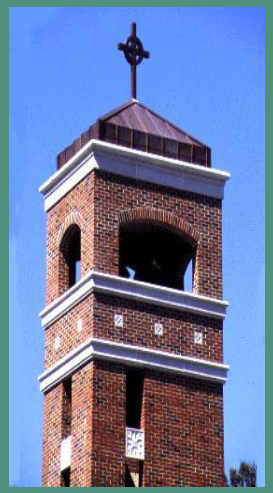

Introduction to MIS

Building a Business Website

Organizing a Business Website

- Just like building a house, it pays to take some time and carefully plan a website
- On the main web page have only:
  - Company name
  - Logo (“identity” & “brand”)
  - “Eye Catchers” (“New”, “Free”, “Win”, “Contest”, …)
  - Links to the rest of your site
  - “Sales Hooks” (“Discount”, “Sale”, ...
- Have the links logically arranged (like in a row or column):
  - Near the top middle or On either side

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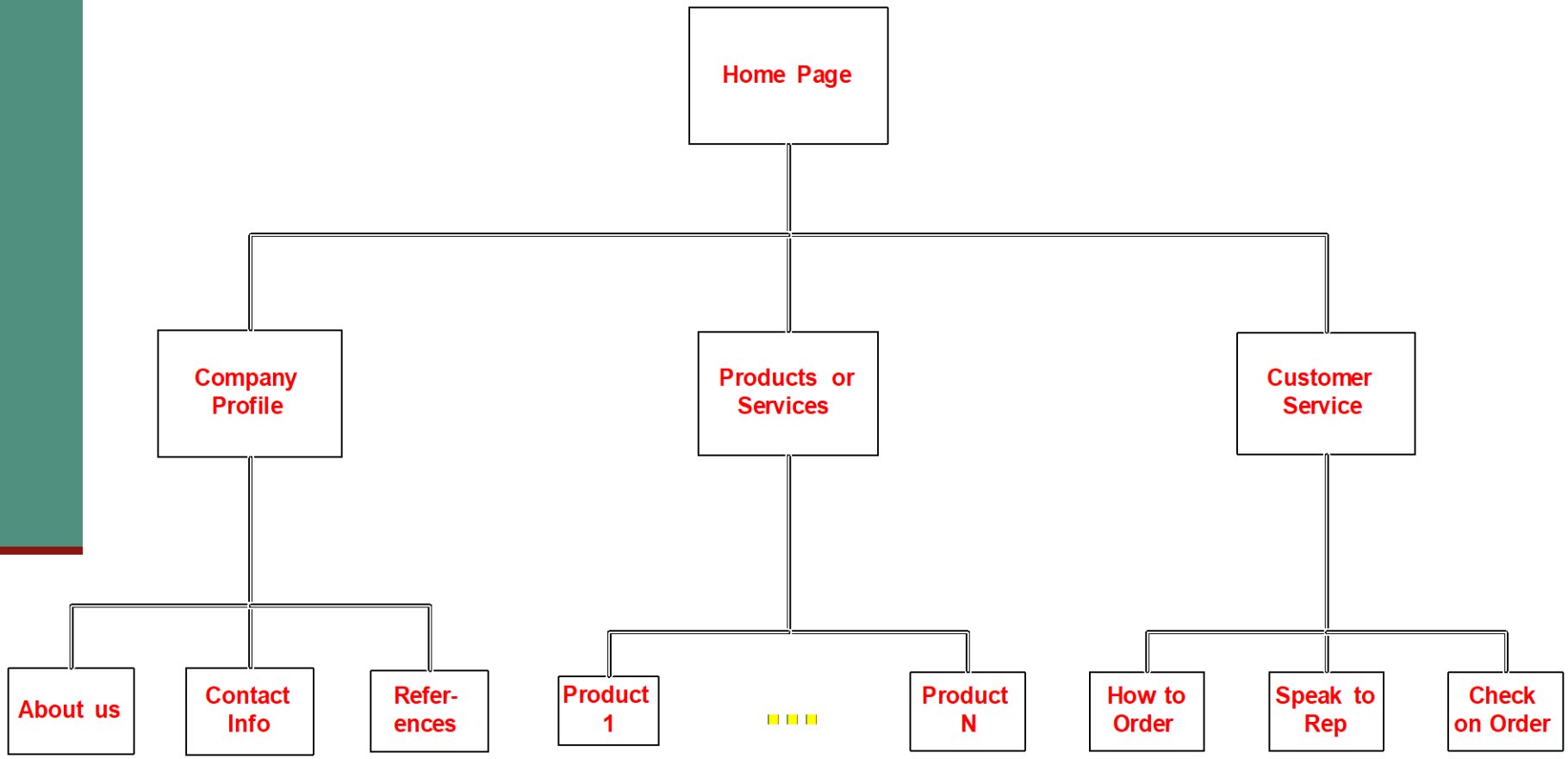
Typical Website Design Layout



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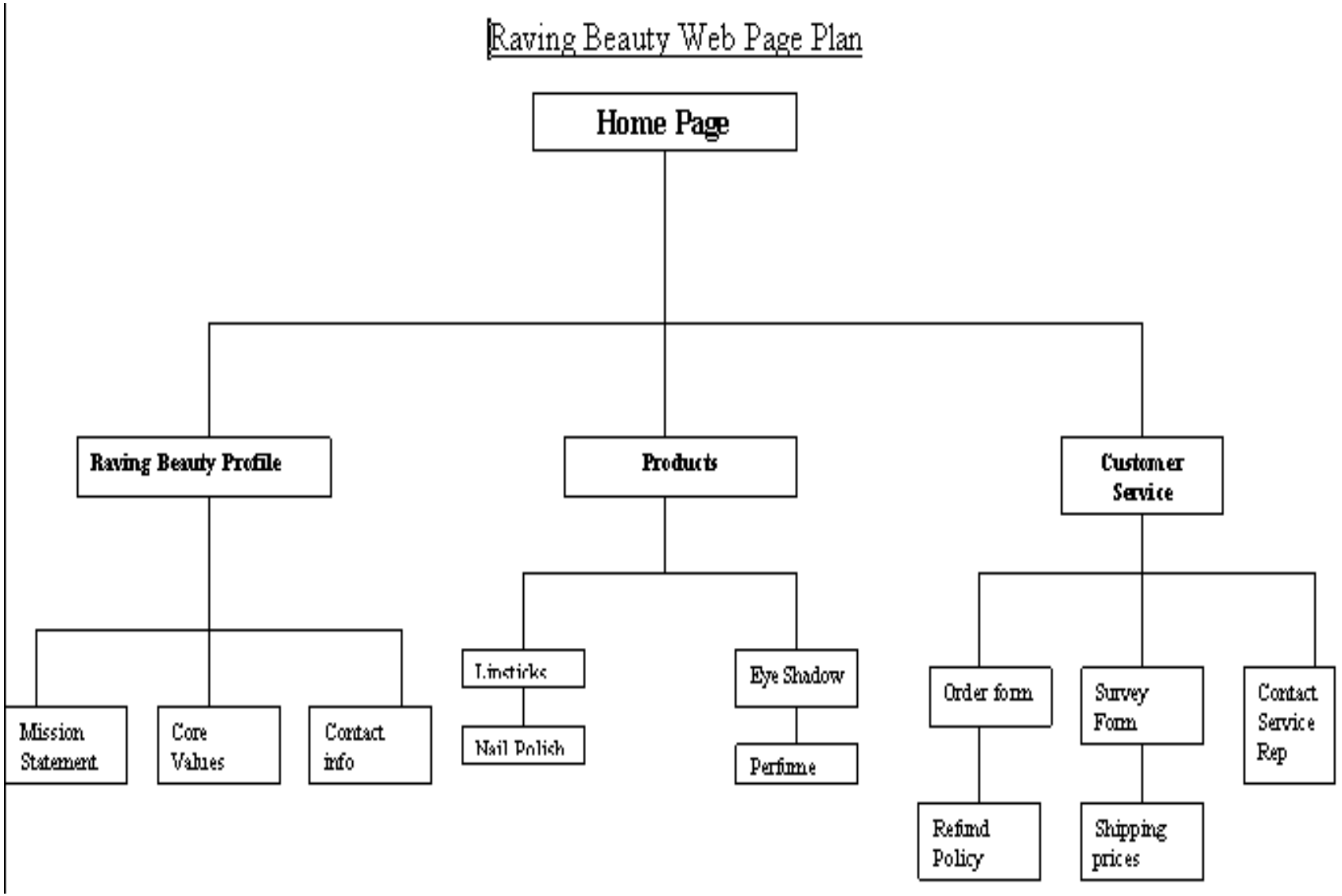
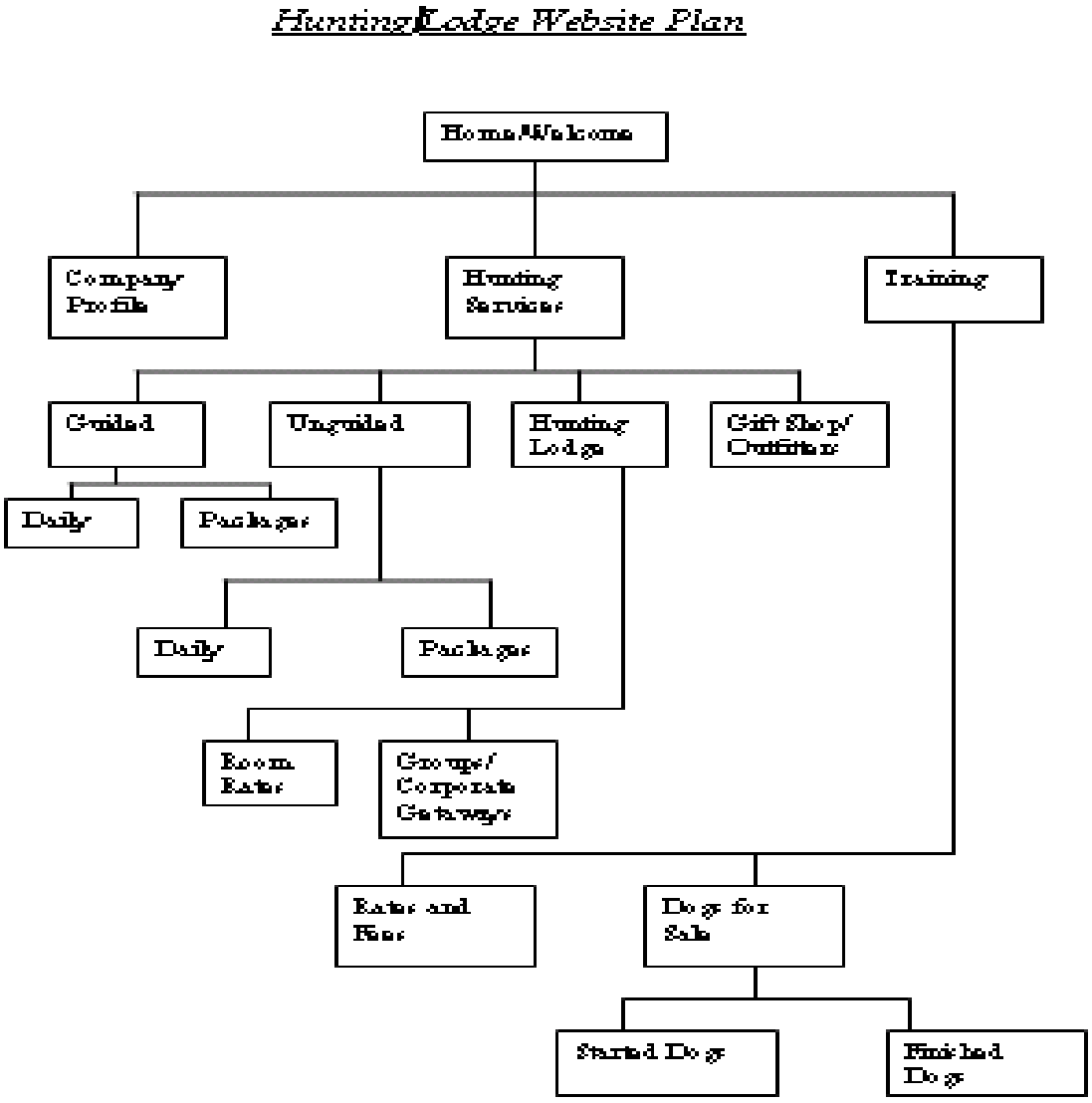
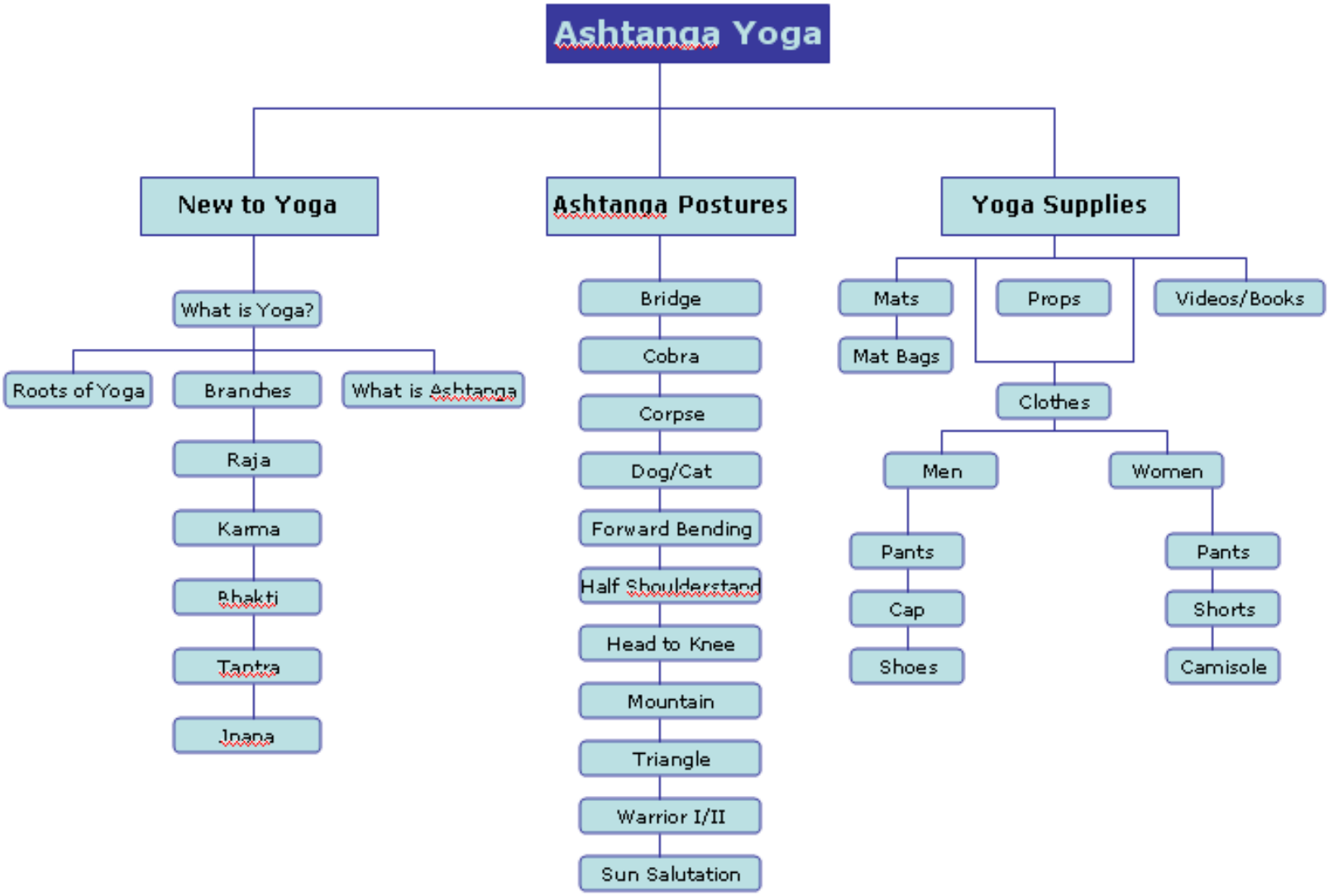
Website Design Example



Website Design Example



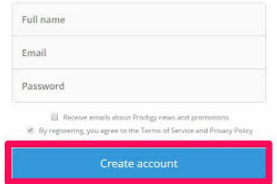
Website Design Example



WebSite Design

- Home Page

- Creating an Account



  - Contact

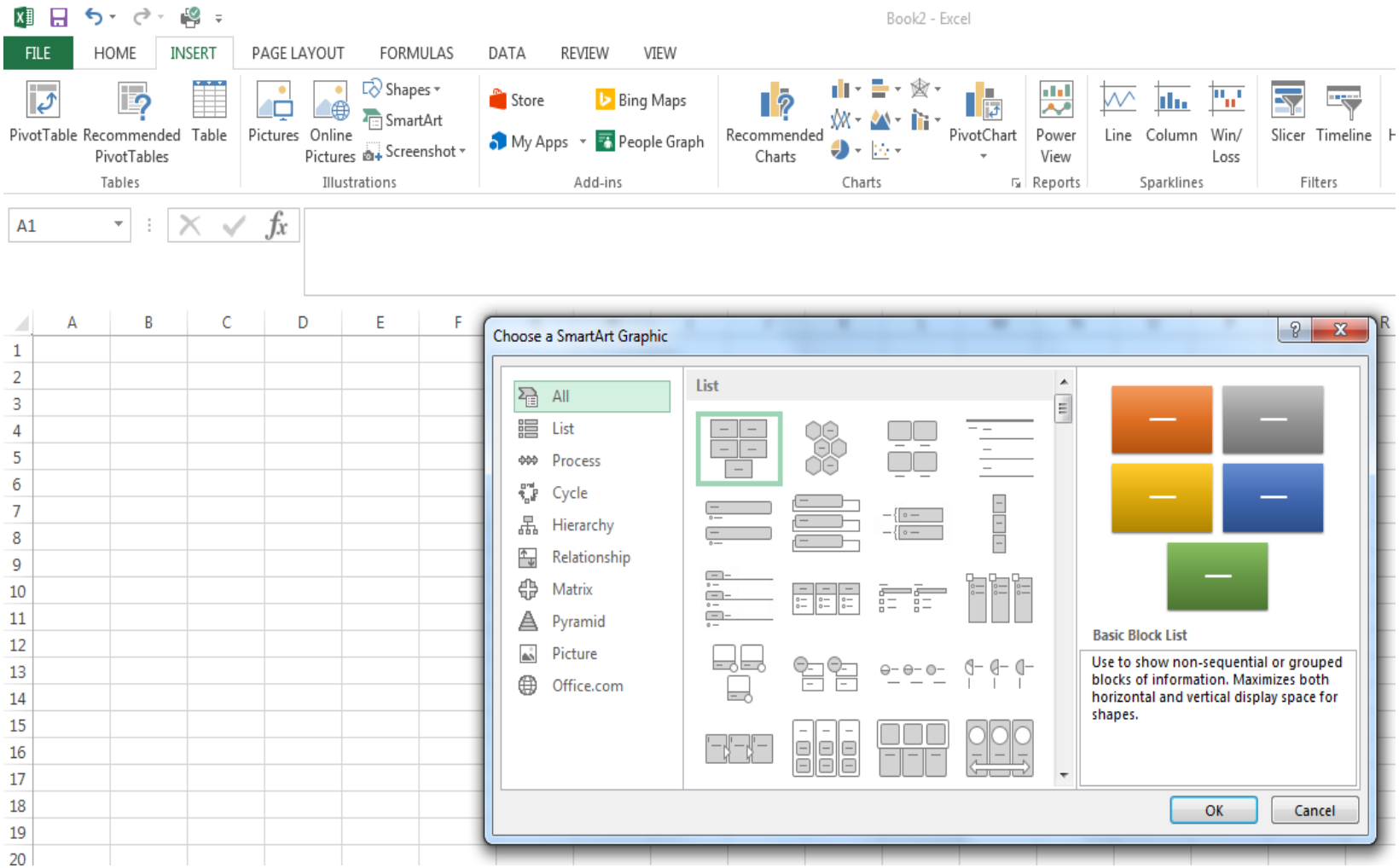
  - Mobile App

- Mission/Vision

  - News

  - Sources

SmartArt in Excel, Word, or PPT



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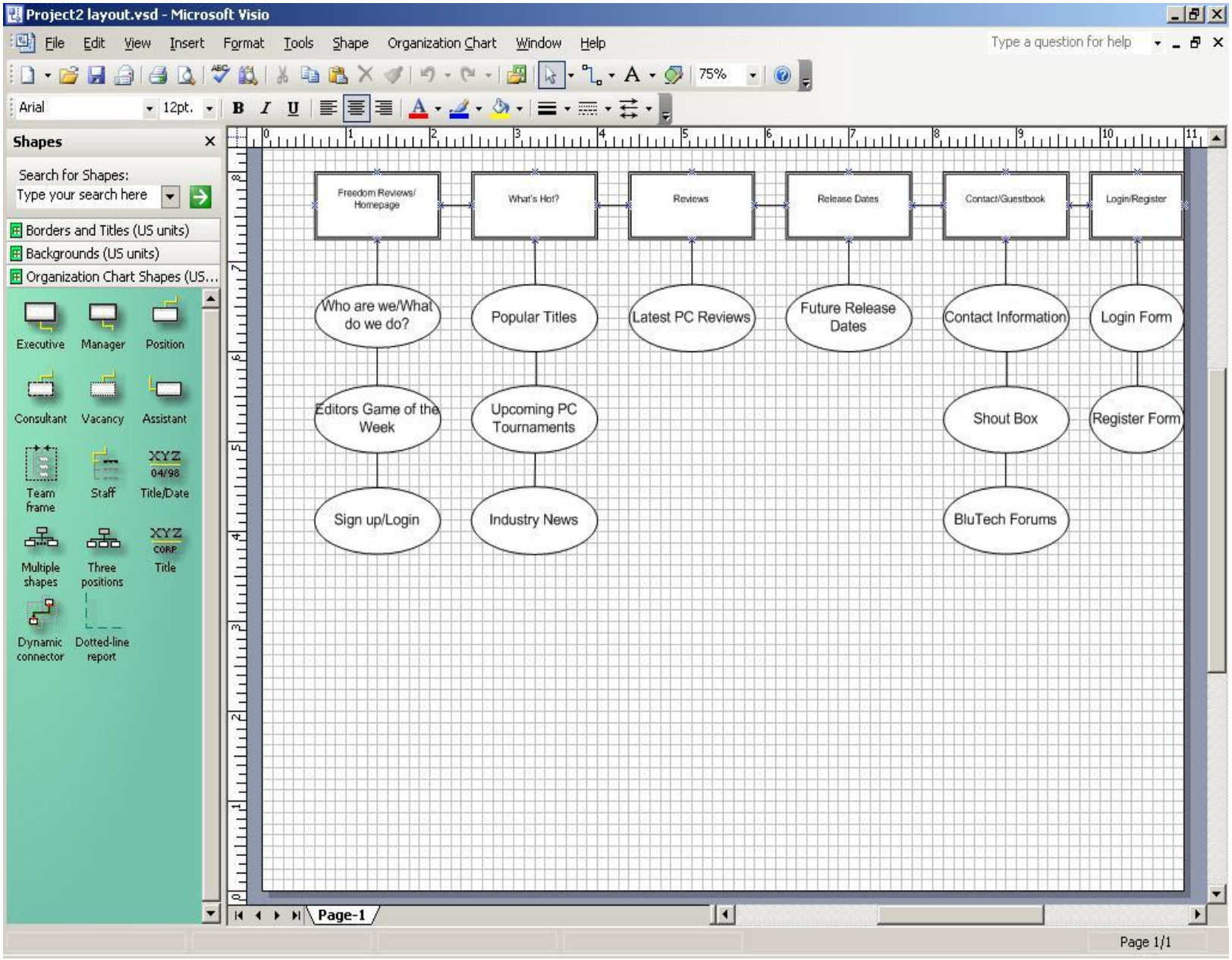
Web Design in Visio



Gliffy – Free Drawing Software [www.gliffy.com/]

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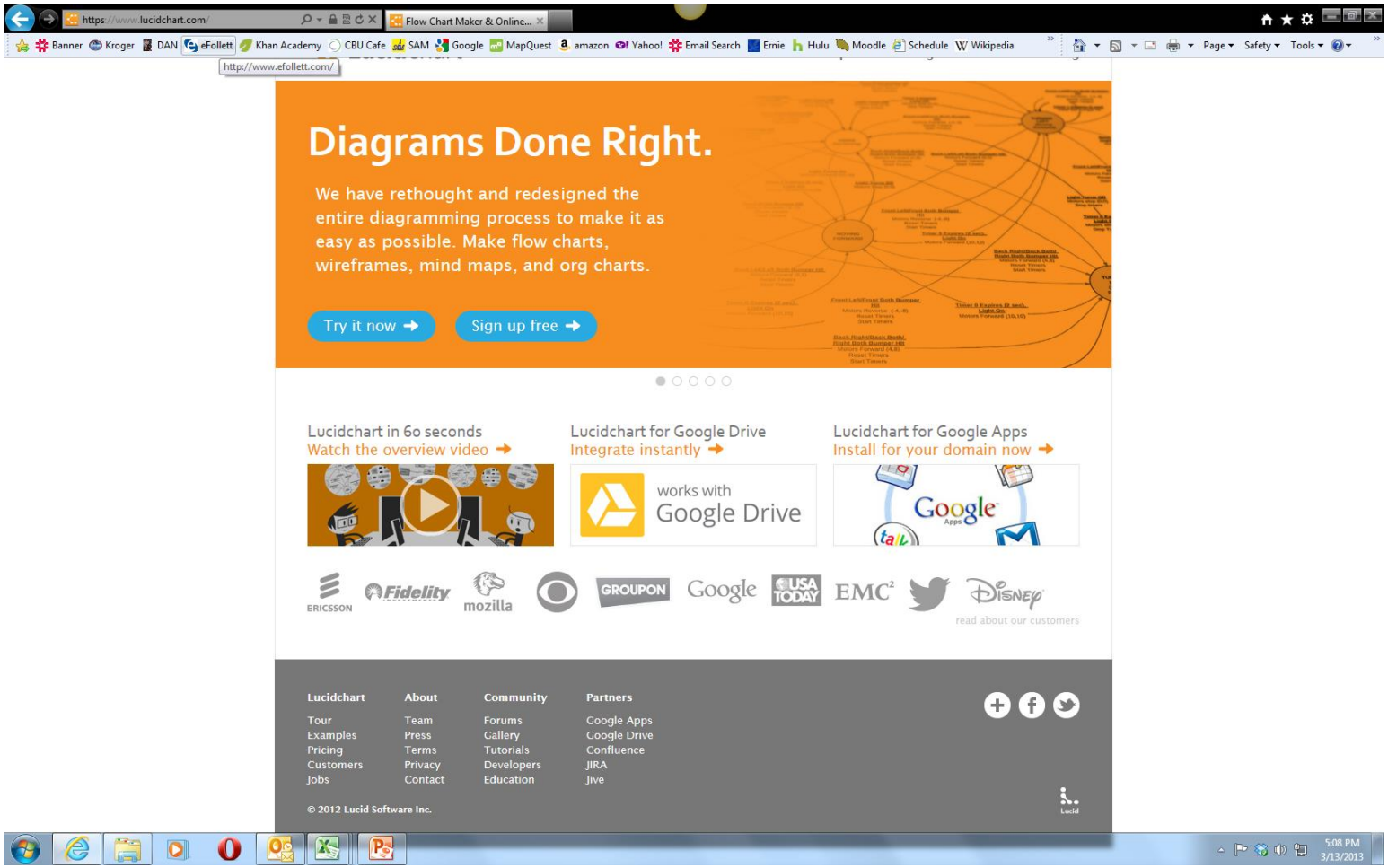
Lucid Chart – Free Drawing Software [https://www.lucidchart.com/]



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Website Design Issues

- Who are your main users ?
- What do they need to see/do ?
  - User scenarios
  - Content needed
  - Relative priority

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Who Will Be Your Customers ?

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Design Guidelines

- Design guidelines (consistent with vision/mission)
- Use graphics tuned to your audience persona(s)
  - If you are selling skateboards, bright and neon colors with flashy images are appropriate
  - If you are selling insurance to senior citizens, conservative colors and sophisticated fonts would be appropriate
- Conservative : www.ups.com
- Modern: www.fedex.com
- Bold: www.hothothot.com

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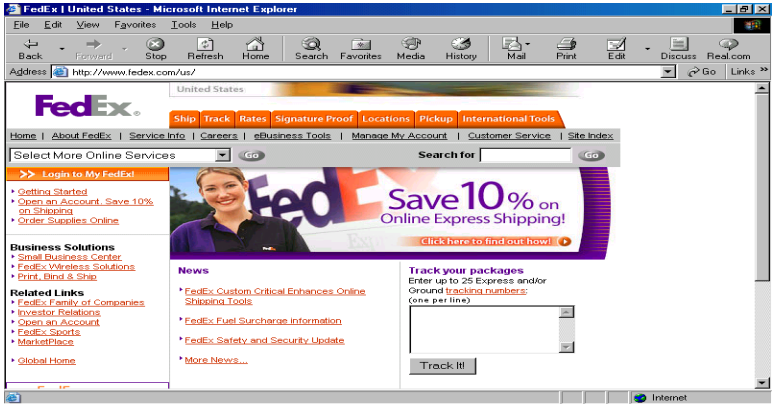
UPS Home Page - Microsoft Internet Explorer
http://www.ups.com/
Service Guide
E-Business
Customer Service
About UPS
Site Guide
LOG IN TO MY UPS.COM
Global Regions
NORTH AMERICA
ASIA PACIFIC
EUROPE
LATIN AMERICA/CARIBBEAN
MIDDLE EAST/AFRICA
Service Updates
Fuel Surcharge
Washington, DC Service
New York Service
Security and Safety Update
Pressroom & Latest News
Flight time: 3.2 seconds.
A personal record.
What you do with the time you save... is your business.
UPS CampusShip℠
LEARN MORE
When every minute counts.
UPS SonicAir BestFlight℠
Same-day delivery, every day.
LEARN MORE
Select a UPS web site
Track your UPS InfoNotice℠
Learn more


FedEx | United States - Microsoft Internet Explorer
http://www.fedex.com/us/
United States
Ship
Track
Rates
Signature Proof
Locations
Pickup
International Tools
Home | About FedEx | Service Info | Careers | eBusiness Tools | Manage My Account | Customer Service | Site Index
Select More Online Services
Search for
Login to My FedEx
Getting Started
Open an Account, Save 10% on Shipping
Order Supplies Online
Business Solutions
Small Business Center
FedEx Wireless Solutions
Print, Bind & Ship
Related Links
FedEx Family of Companies
Investor Relations
Open an Account
FedEx Sports
MarketPlace
Global Home
Save 10% on Online Express Shipping!
Click here to find out how!
News
FedEx Custom Critical Enhances Online Shipping Tools
FedEx Fuel Surcharge Information
FedEx Safety and Security Update
More News...
Track your packages
Enter up to 25 Express and/or Ground tracking numbers:
(one per line)
Track It!

Welcome to HotHotHot! The Internet's Coolest Shop Since 1994! - Microsoft Internet Explorer
http://www.hothothot.com/
HOTHOTHOT
The Net's Coolest Shop Since 1994!
Shopping Basket
Customer Care
Return Home
Home
How To Order
Wholesale
Recipes
Affiliate Program
Chili Info
Frequent Fire Club
Free Catalog
Hot Sauces
Gifts
Customer Survey
Order Tracking
Books
Music
Gourmet Foods
SH AND UNIQUE PRODUCT FROM CALIFORNIA TO THE W
Search By:
Category
Price Range
Keyword:
Heat Range
Medium
Hot
Extra Hot
Welcome to HotHotHot, the Net's Coolest Shop Since 1994!
We welcome you to the Internet's first "Culinary Headshop"! Here you'll find fiery foodstuff you never thought existed. Please come in and browse!
GET A FREE HOT SAUCE with all orders over $25.
Also FREE SHIPPING on all domestic orders (within
Product Special:
Rigor Mortis Hot Sauce

Web Site Planning & Design Questions

[to be answered for ABC & for your project]

- How will you communicate your brand? (if applicable)
- What content will make this site unique and attractive?
- Should the site include some form of entertainment to keep people interested?
- Should a “community” be built through message boards, memberships, chat areas, and special interest areas?
- Should the site include a help section that allows users to provide feedback and contact the organization?
- Should the site include product pictures and descriptions?
- Should the site include descriptions of services, fees, and related information?

Outlining & Prioritizing Content

- How important is this information or category?
- What are the objectives of this category of information?
- Is this content of general or special interest?
- How should this information or category be accessed?
- Should this information be on the home page, or buried deeper in the site?
- Will this information change or remain static?
- How will these categories be related? Where do they belong in the linking scheme?
- Does this information belong in a sub-category of another section?

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Content Evaluation Example

Priority 1	Priority 2	Priority 3
welcome statement	catalog pages	message board
logo/slogan	research tips	chat room
primary navigation links	membership form	famous quotes
daily content	membership information	suggestion "box"
dynamic content that's user-specific	information on upcoming features	
special promotions	information about the company/FAQ	
contact information	transaction policies	

“Compelling” Content

- Aesthetically appealing
- Imagery
- Credentials, awards, etc.
- Major references & testimonials
- Say what you can do for your customer, and why you are so good at it

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Usability

- **Learnability**: How easy is it for users to accomplish basic tasks the first time they visit the site?
- **Efficiency**: Once users have learned the site, how quickly can they perform tasks?
- **Memorability**: When users return to the site after a period of not using it, how easily can they reestablish proficiency?
- **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- **Satisfaction**: How pleasant is it to use the site?

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Aesthetics & Art

- Proper use of “elements of design”:
  - Lines, directions, shapes, size, texture, color
- Proper use of “design principles”:
  - Repetition, alternation, harmony, gradation, contrast, dominance, unity, balance
- Gestalt Principles [the human mind perceives things primarily by context]:
  - Figure, ground, similarity, proximity (contiguity), continuity, closure, area, symmetry
- Multimedia integration: graphics, still images, moving graphics (animation), moving images (video), sound

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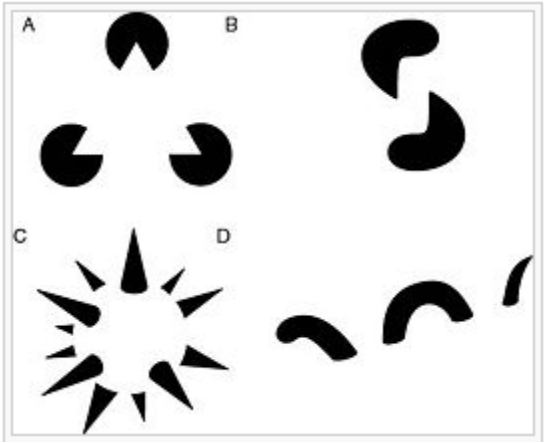
Visual Perception



For instance, a triangle is perceived in picture **A**, though no triangle is there
In pictures **B** and **D** the eye recognizes disparate shapes as "belonging" to a single shape
In **C** a complete three-dimensional shape is seen, where in actuality no such thing is drawn

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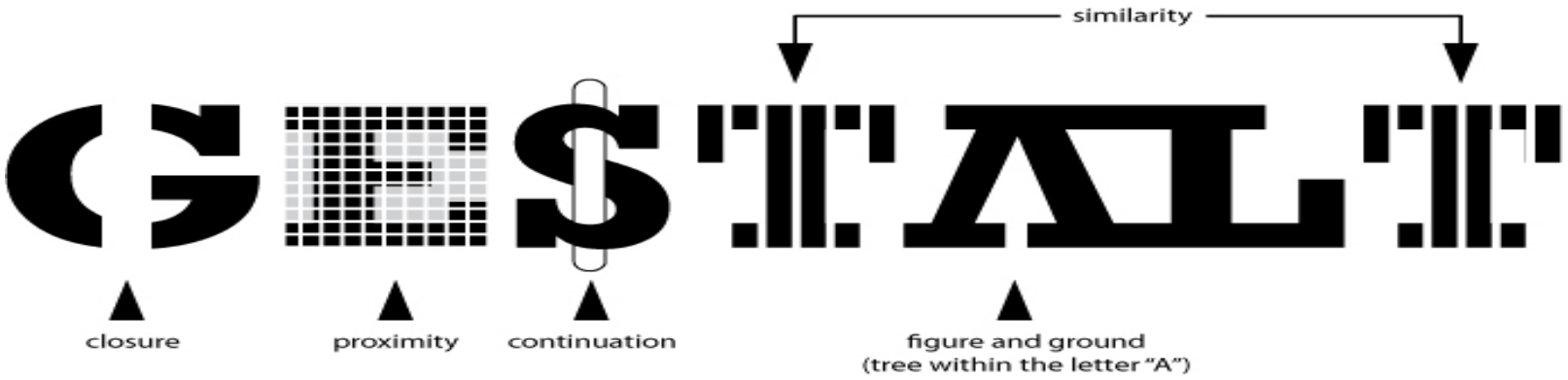
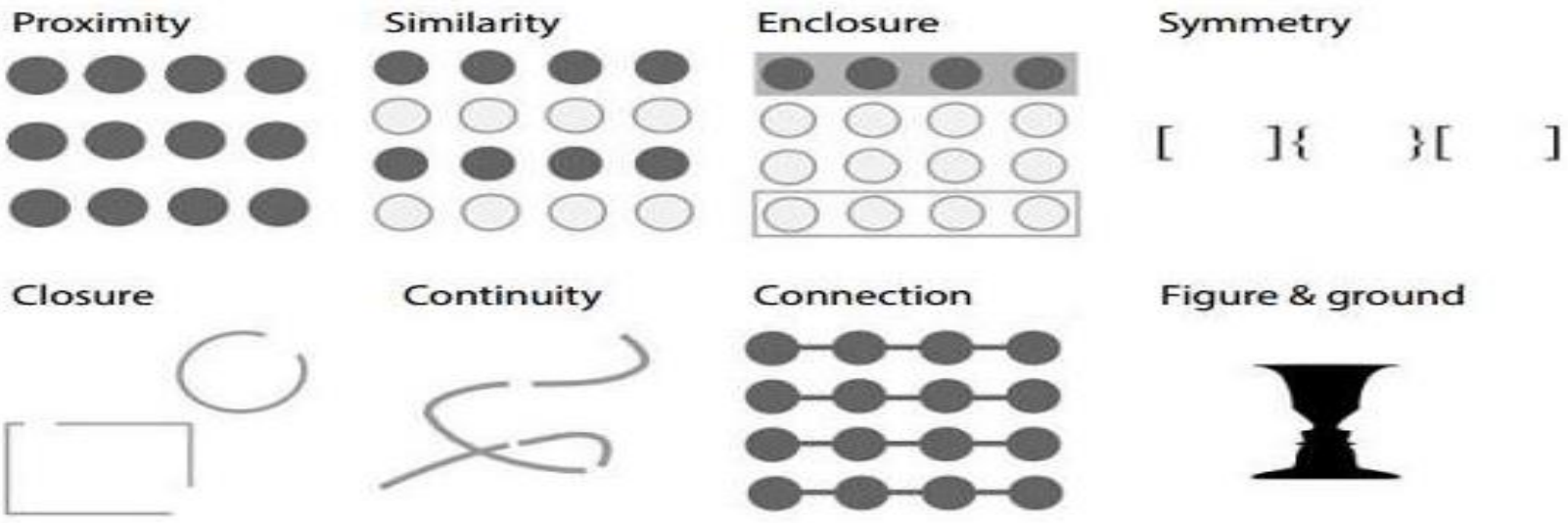
Gestalt Principles





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Gestalt Principles (con't)

- **Law of Proximity**—The law of proximity states that when an individual perceives an assortment of objects they perceive objects that are close to each other as forming a group. For example, in the figure that illustrates the Law of proximity, there are 72 circles, but we perceive the collection of circles in groups. Specifically, we perceive there is a group of 36 circles on the left side of the image, and three groups of 12 circles on the right side of the image. This law is often used in advertising logos to emphasize which aspects of events are associated.[14][15]
- **Law of Similarity**—The law of similarity states that elements within an assortment of objects are perceptually grouped together if they are similar to each other. This similarity can occur in the form of shape, colour, shading or other qualities. For example, the figure illustrating the law of similarity portrays 36 circles all equal distance apart from one another forming a square. In this depiction, 18 of the circles are shaded dark and 18 of the circles are shaded light. We perceive the dark circles as grouped together, and the light circles as grouped together forming six horizontal lines within the square of circles. This perception of lines is due to the law of similarity.[15]
- **Law of Closure**—The law of closure states that individuals perceive objects such as shapes, letters, pictures, etc., as being whole when they are not complete. Specifically, when parts of a whole picture are missing, our perception fills in the visual gap. Research shows that the reason the mind completes a regular figure that is not perceived through sensation is to increase the regularity of surrounding stimuli. For example, the figure that depicts the law of closure portrays what we perceive as a circle on the left side of the image and a rectangle on the right side of the image. However, gaps are present in the shapes. If the law of closure did not exist, the image would depict an assortment of different lines with different lengths, rotations, and curvatures—but with the law of closure, we perceptually combine the lines into whole shapes.[14][15][16]
- **Law of Symmetry**—The law of symmetry states that the mind perceives objects as being symmetrical and forming around a center point. It is perceptually pleasing to divide objects into an even number of symmetrical parts. Therefore, when two symmetrical elements are unconnected the mind perceptually connects them to form a coherent shape. Similarities between symmetrical objects increase the likelihood that objects are grouped to form a combined symmetrical object. For example, the figure depicting the law of symmetry shows a configuration of square and curled brackets. When the image is perceived, we tend to observe three pairs of symmetrical brackets rather than six individual brackets.[14][15]
- **Law of Common Fate**—The law of common fate states that objects are perceived as lines that move along the smoothest path. Experiments using the visual sensory modality found that movement of elements of an object produce paths that individuals perceive that the objects are on. We perceive elements of objects to have trends of motion, which indicate the path that the object is on. The law of continuity implies the grouping together of objects that have the same trend of motion and are therefore on the same path. For example, if there are an array of dots and half the dots are moving upward while the other half are moving downward, we would perceive the upward moving dots and the downward moving dots as two distinct units.[17]
- **Law of Continuity**—The law of continuity states that elements of objects tend to be grouped together, and therefore integrated into perceptual wholes if they are aligned within an object. In cases where there is an intersection between objects, individuals tend to perceive the two objects as two single uninterrupted entities. Stimuli remain distinct even with overlap. We are less likely to group elements with sharp abrupt directional changes as being one object.[14]
- **Law of Good Gestalt**—The law of good gestalt explains that elements of objects tend to be perceptually grouped together if they form a pattern that is regular, simple, and orderly. This law implies that as individuals perceive the world, they eliminate complexity and unfamiliarity so they can observe a reality in its most simplistic form. Eliminating extraneous stimuli helps the mind create meaning. This meaning created by perception implies a global regularity, which is often mentally prioritized over spatial relations. The law of good gestalt focuses on the idea of conciseness, which is what all of gestalt theory is based on. This law has also been called the **law of Prägnanz**.[14] Prägnanz is a German word that directly translates to mean "pithiness" and implies the ideas of salience, conciseness and orderliness.[17]
- **Law of Past Experience**—The law of past experience implies that under some circumstances visual stimuli are categorized according to past experience. If two objects tend to be observed within close proximity, or small temporal intervals, the objects are more likely to be perceived together. For example, the English language contains 26 letters that are grouped to form words using a set of rules. If an individual reads an English word they have never seen, they use the law of past experience to interpret the letters "L" and "I" as two letters beside each other, rather than using the law of closure to combine the letters and interpret the object as an uppercase U.[1

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Your Company Logo

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Website Design Process Simplified

- Overall design
- User personas
- User scenarios (from requirements & interviews)
- Prioritization
- Storyboards (and focus group review thereof)
- Common “look & feel”
  - Common navigation
  - Common background, images, color, fonts, etc.
- Detail page design
- Page implementation
- Focus group review

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Identifying User Personas

Persona 1: Suburban Moms
Name: Jennifer Spear
Age: 36
Status: Married with 3 kids

Jennifer is a busy, stay at home mom from San Bruno with three kids and a husband who is constantly on the road for work. She barely has enough time to get up, feed the kids, and get them off to school. The weekends are usually reserved for going to Costco to keep her brood well fed and supplied for school. Jennifer is active on Facebook, Pinterest, and Etsy. She likes to interact with her friends online and purchases items online from time to time when she knows exactly what she wants. She is familiar with Costco's and Sam's Club apps but thinks that their interfaces are hard to use. She wants a mobile solution that will deliver her great products and save her time along the way.

Persona 2: Young Couples
Names: Mary and Phillip Jones
Age: 27 and 29
Status: Married for 1 year

Mary and Phillip are a young and upcoming couple from Woodbridge, New Jersey. They both work in the biopharma industry and endure blistering long hours at the office. Both are avid app downloaders and are always curious to try out the latest and greatest. They are Boxed enthusiasts but have been disappointed by the lack of variety in product offerings. They also go to Costco to buy their household goods but are frustrated by the long lines and crowds. They tend to leave with a myriad of products that they really don't need or particularly want. Mary and Phillip want an app that can take the hassle out of bulk goods shopping, while allowing the service to be customized to their busy lifestyle.

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User Scenarios (Use Cases)

Case 1: In-Store Experience

This first use-case examines how the app will serve customers while they are in-store. This use-case presents an opportunity to help users make their in-store visists as quick and convenient as possible. By leveraging in-store maps, product finders, and gamification, the app makes the in-store experience as painless and enjoyable as ever before.

Case 2: Browse Online

This second use case examines how the app will help users who are browsing online and looking to make purchases on-the-go or in the comfort of their own home. Using seamless UX patterns and stunning visuals, this use case focuses on simplifying the transaction process. We will incorporate a personalized home screen filled with previously bought items and curated suggestions.

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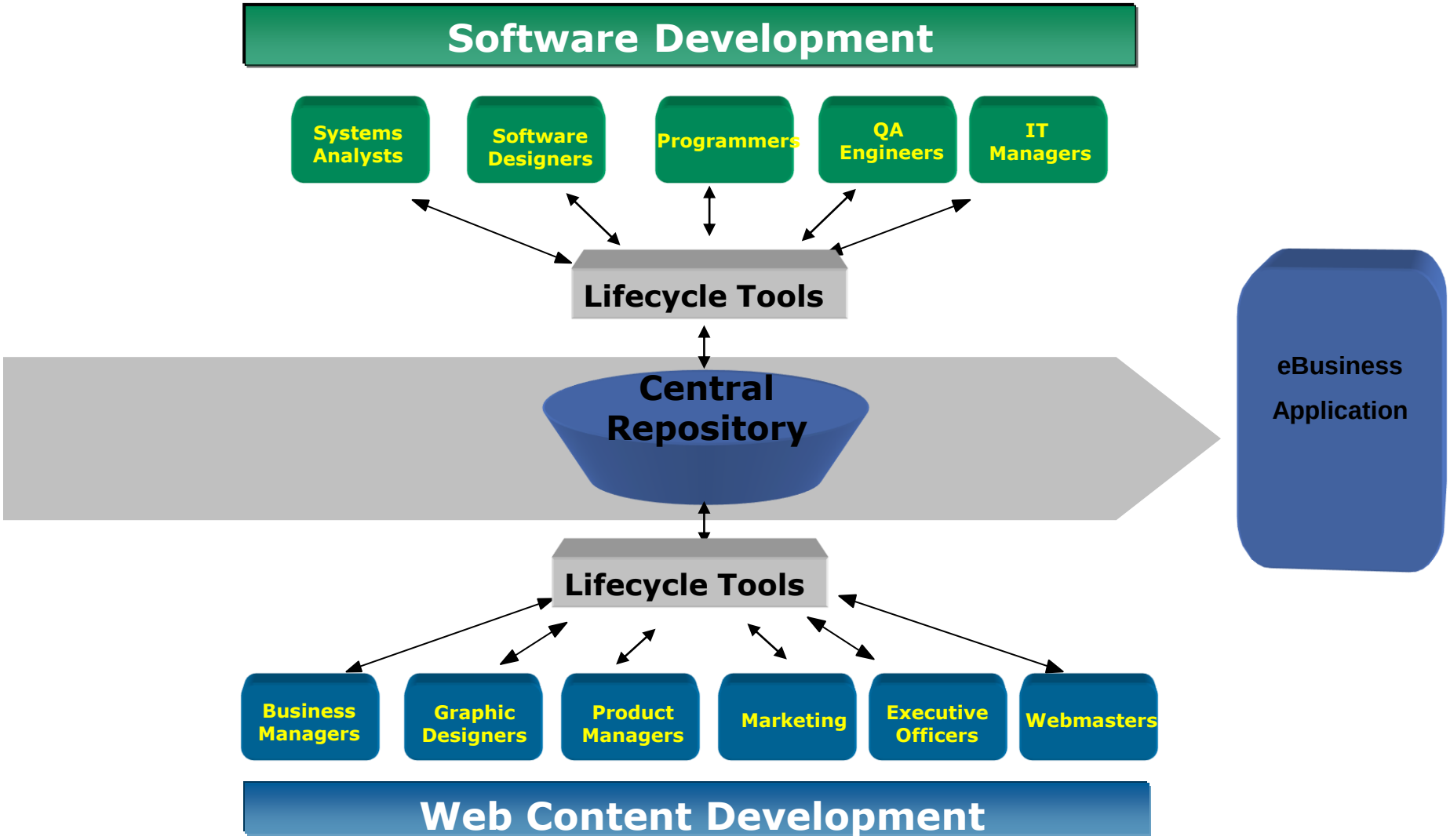
Modern Web Development Environment

[Program Design/Coding as well as Content Management]



Modern Web Development Environment

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Web Site "Prototypes"

[due for both ABC and your teams]

- Working
  - Direct HTML
  - WYSYWIG Editors (Dreamweaver, SharePoint, Publisher, etc.)
  - Content Managers (Google sites, etc.)
- Non-Functional
  - Paper
  - Drawings
  - Word Processors (i.e. MS Word)
  - PowerPoint

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Storyboarding

["paper prototypes"]

- "Storyboarding" is an expression born of the film and cartoon industry, where producers would draft out the sequence of scenes on separate boards (depicting a scene, the characters in the scene, their dialogue, and the scenery and sounds for that scene).
- Stepping back and looking at the storyboard provides a general sense of what the viewer will learn from frame to frame, and what the viewer might expect from the next frame.
- A storyboard doesn't have to be a work of art, it can simply be a series of sketches of pages as you envision them.
- A storyboard doesn't necessarily have to represent the eventual design of each page, but should include enough detail to allow you or your team to build from it.
- Typically, storyboarding helps reveal what resources will be required in the project, the content involved on each page, and the site's general navigational sequence and structure.

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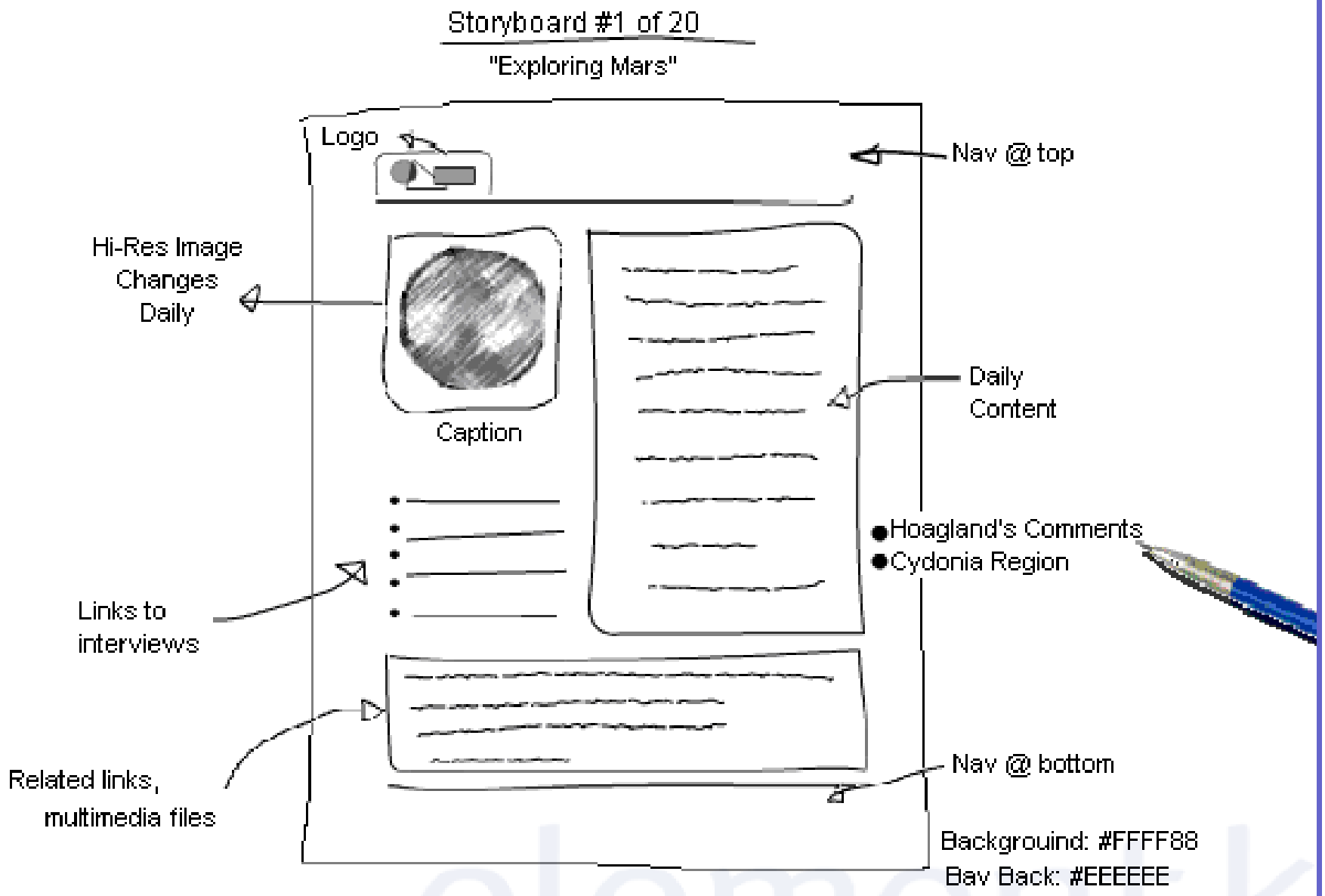
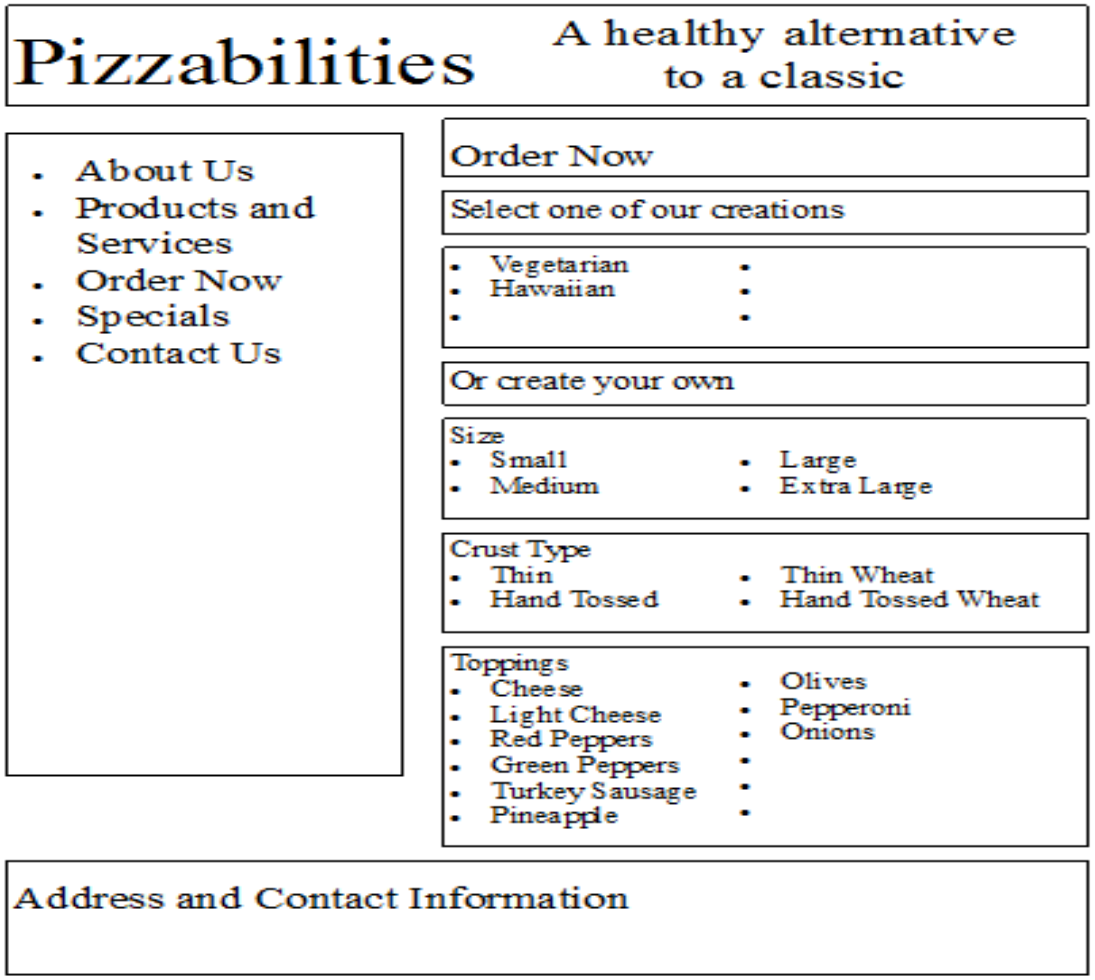
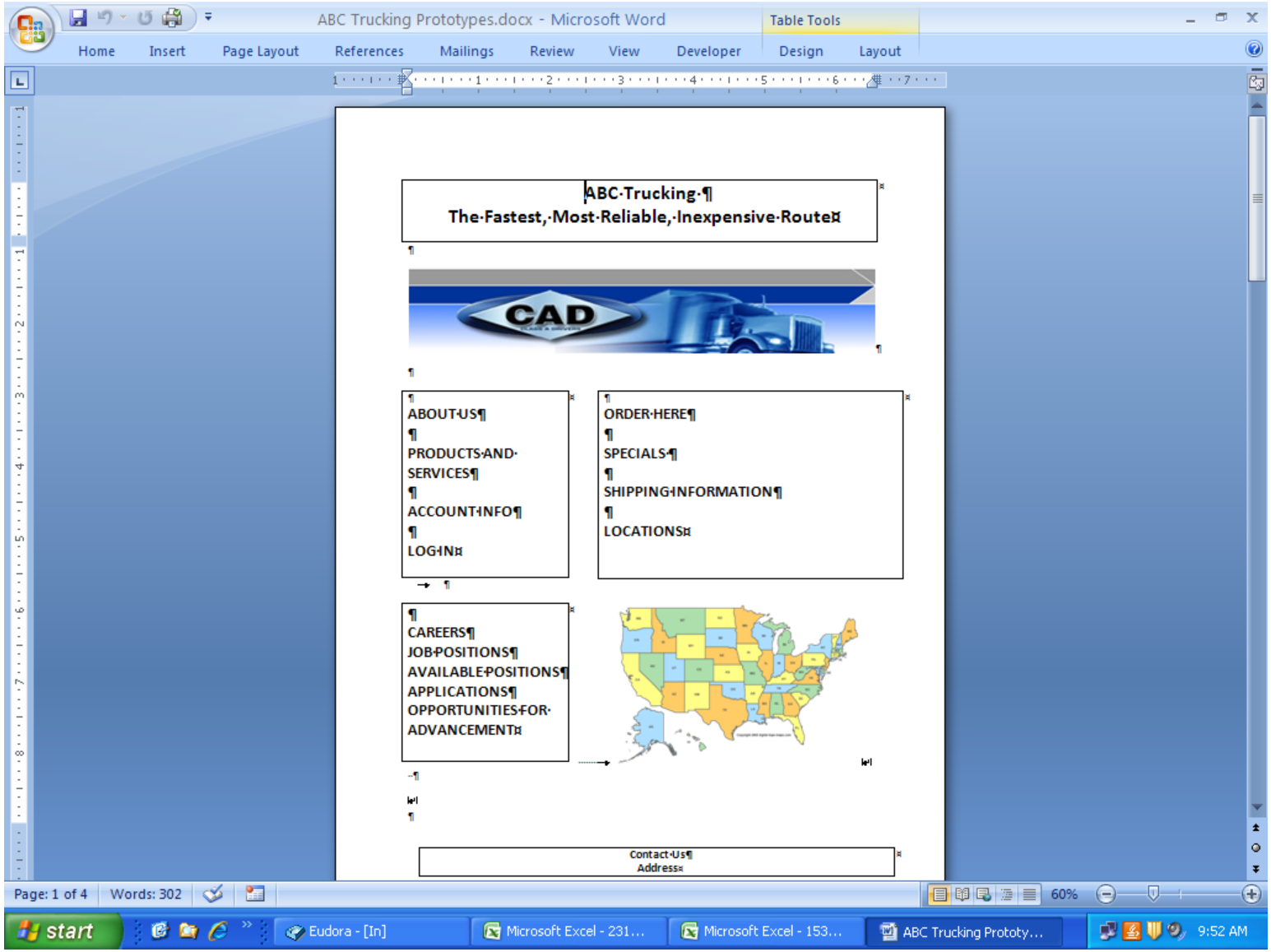
Storyboard Example



Using a Drawing Product



Prototype in Word



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Form in Word Drawing

ABC·TRUCKING¶

¶

Sign·Up·Form¶

Name¶	Name¶
Company·Name¶	Company·Name¶
Address¶	Address¶
City·¶	City¶
State¶	State¶
Zip¶	Zip¶
Phone¶	Phone¶
Alternate·Phone¶	Alt·Phone¶
Email¶	Email¶
¶	
Username¶	Username¶
Password¶	password¶

Submit¶ Exit¶ Return·to·Homepage¶

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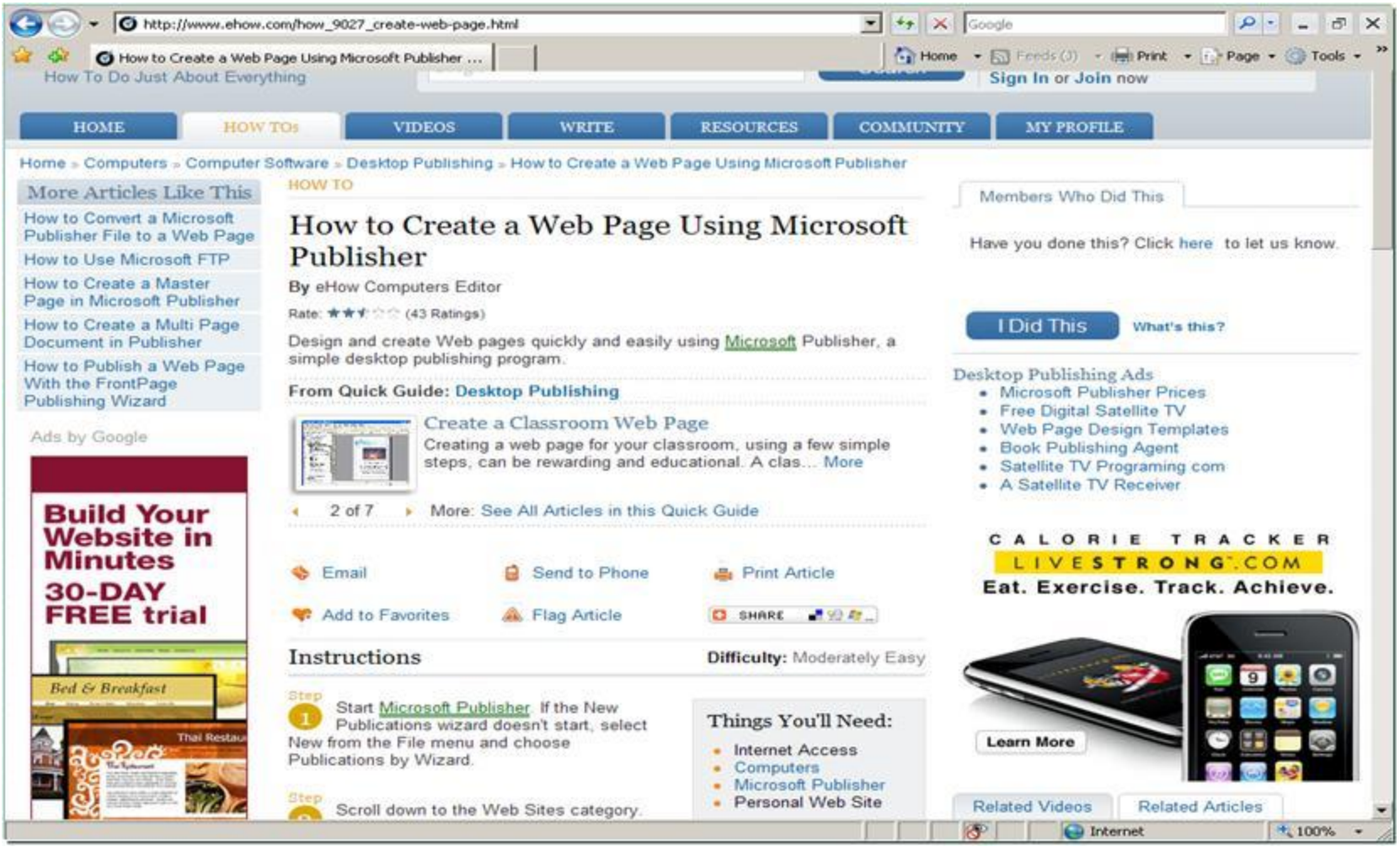
Using Microsoft Publisher



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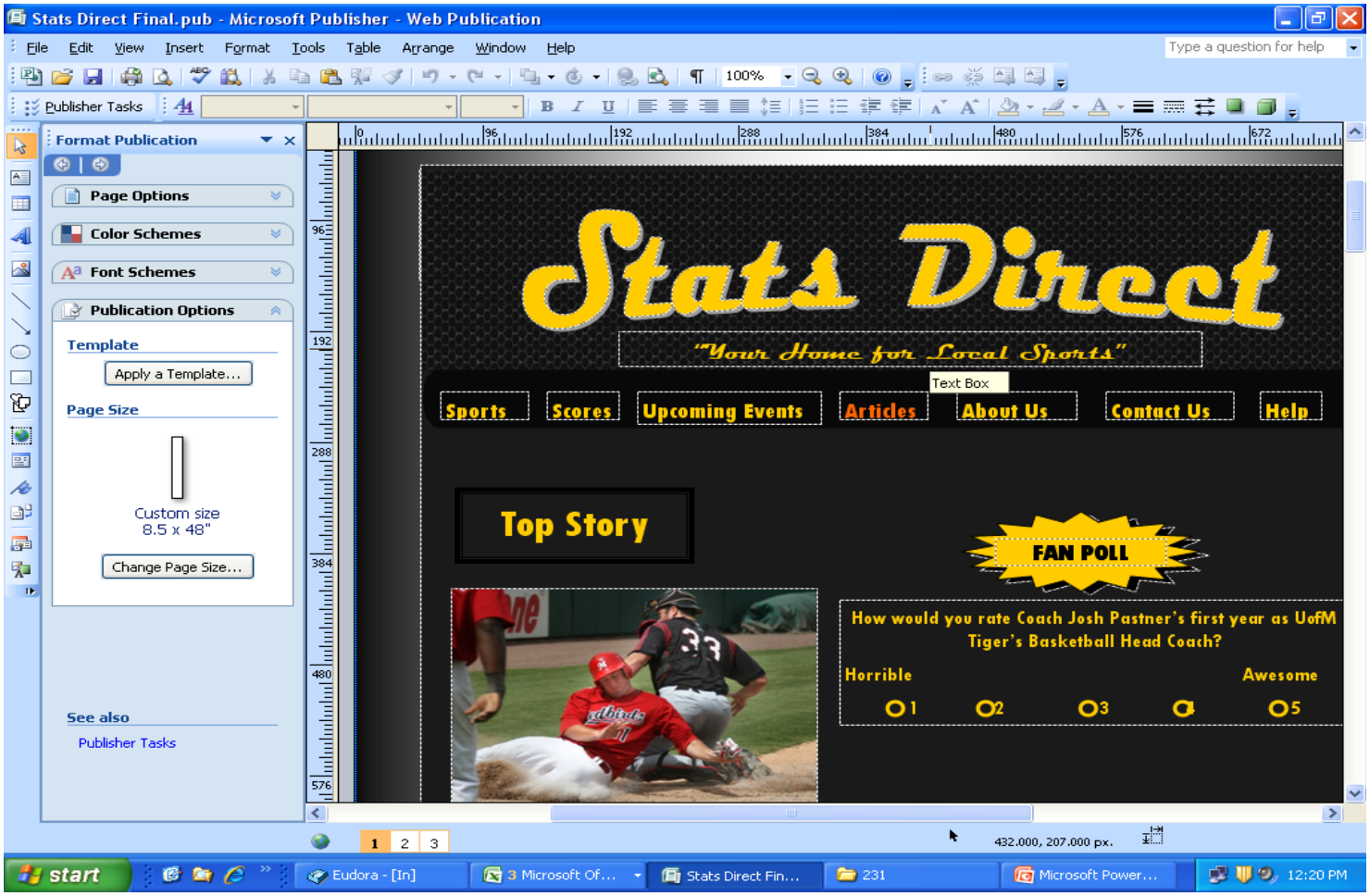
Student Web Site in Publisher



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http://build.tripod.lycos.com/trellix/sitebuilder/SiteBuilderServlet?Command=RenderPage&PageNum=1&Mode=0&Site=2168178071220264738&User=tru

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Saturday May 9, 2009 1:06PM

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About Us

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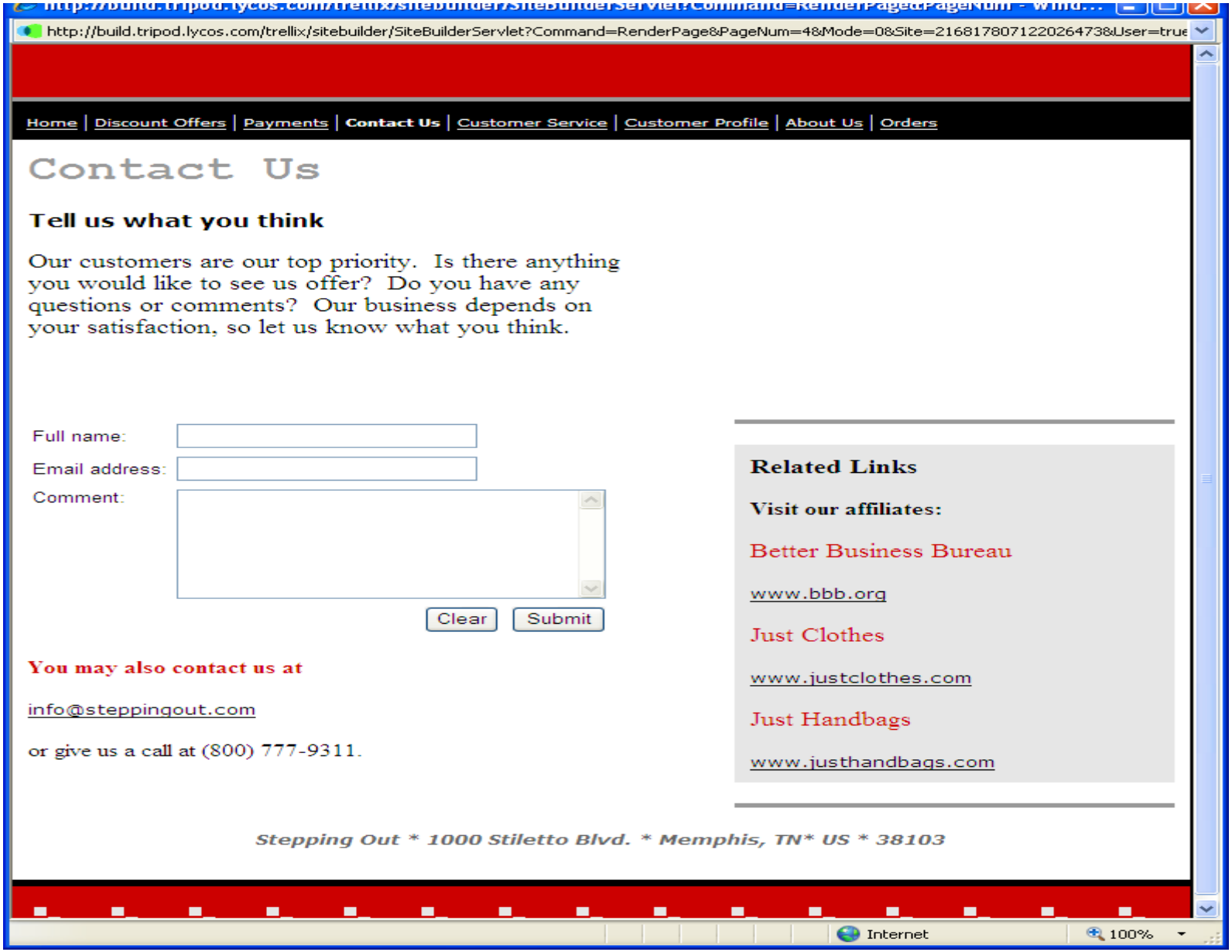

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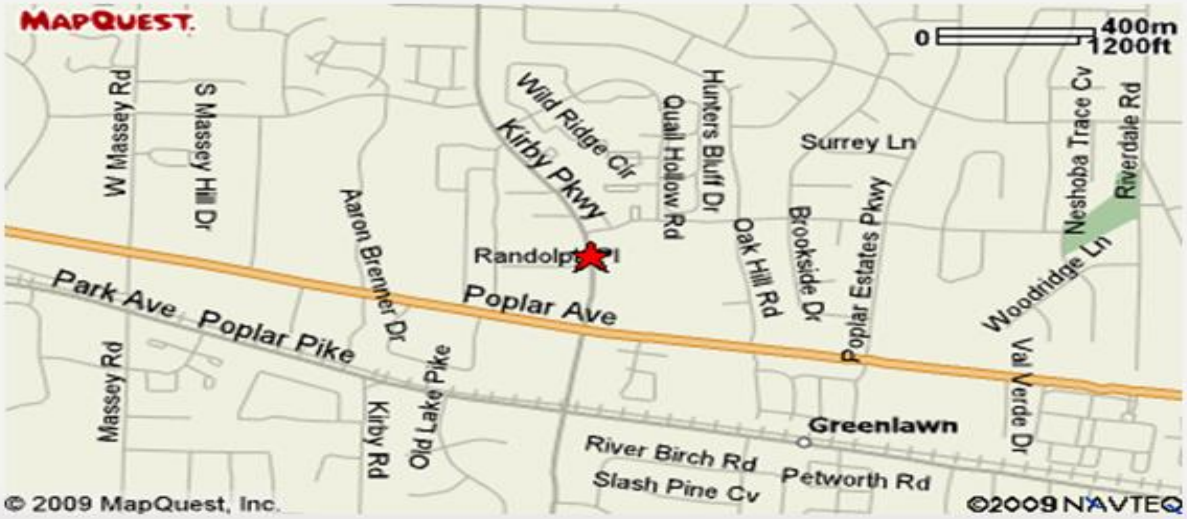

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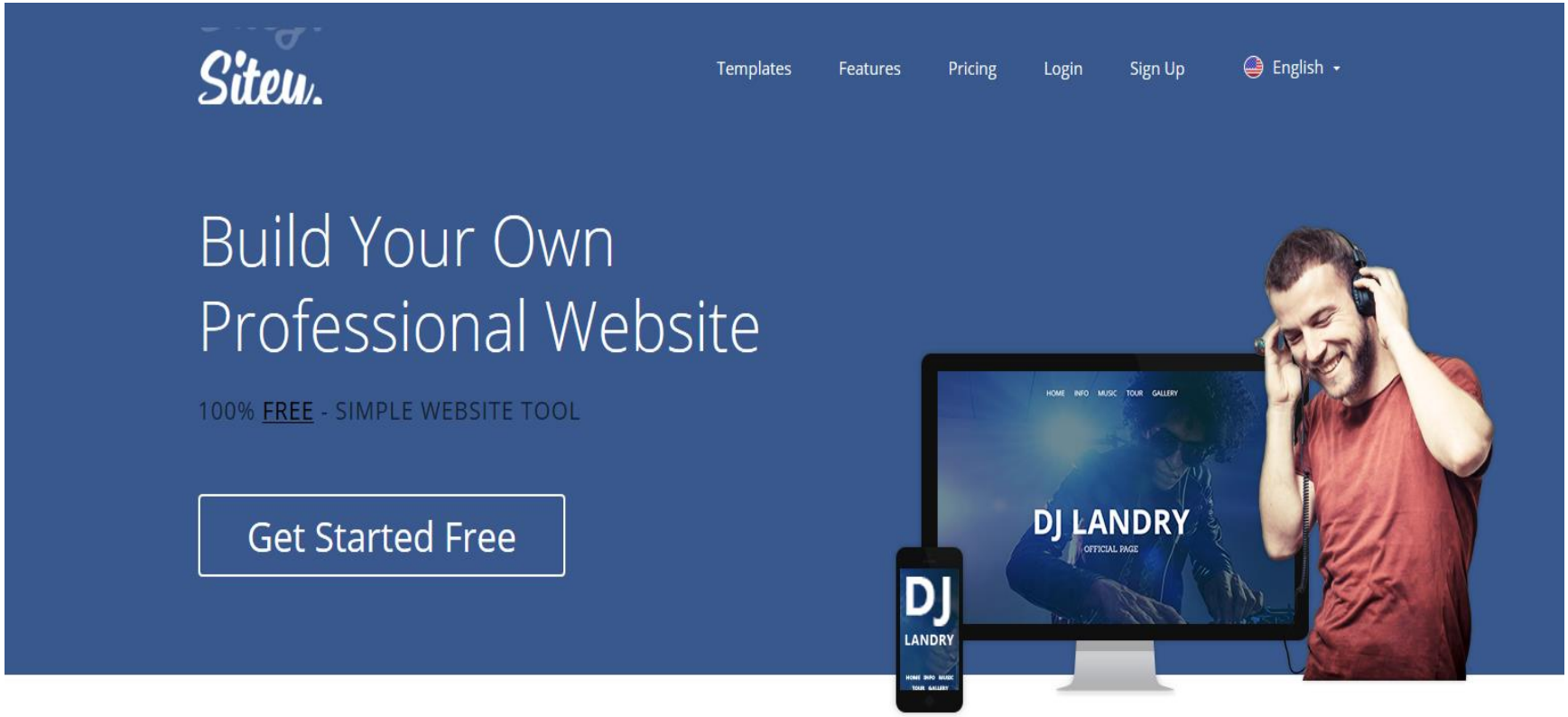

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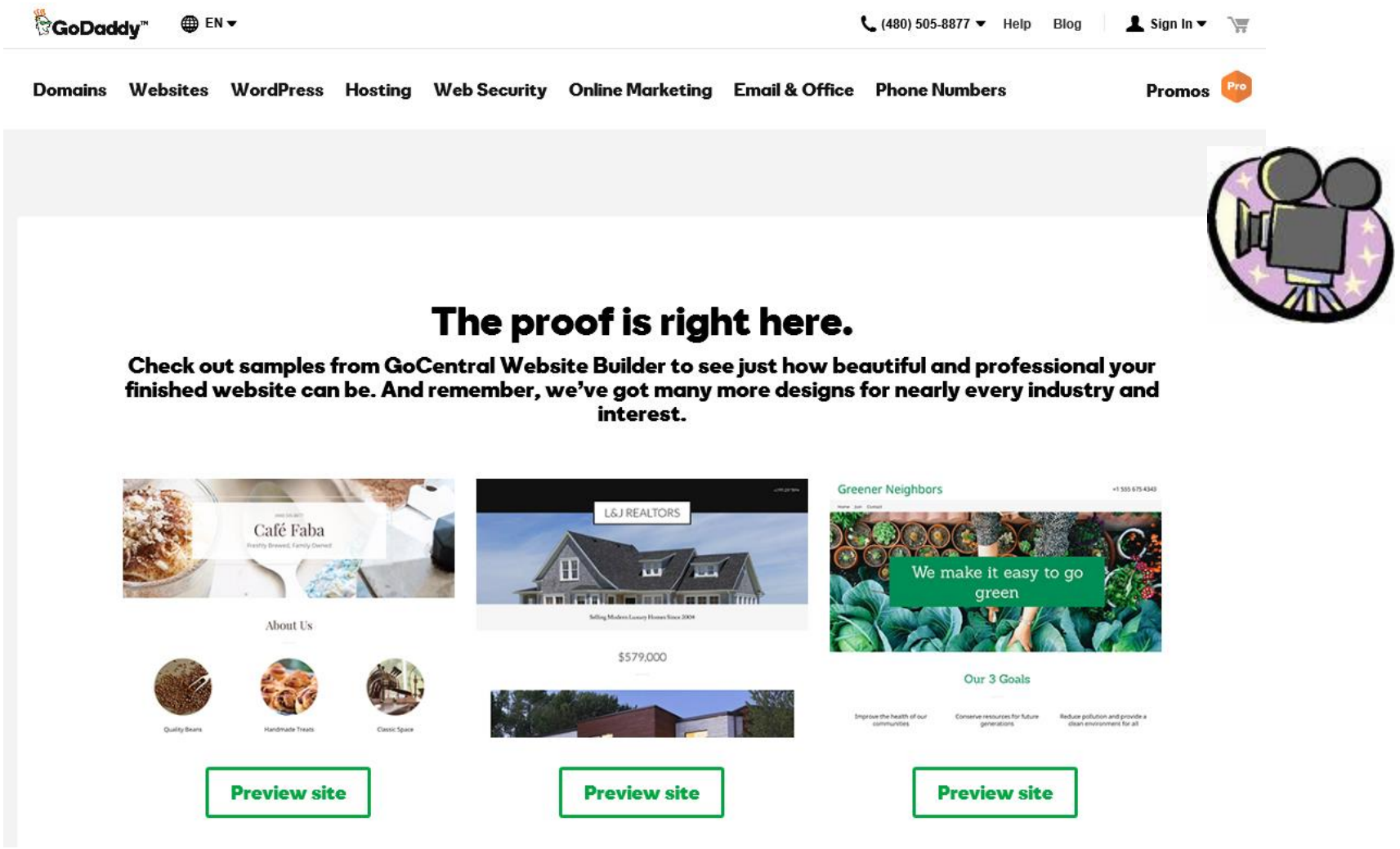

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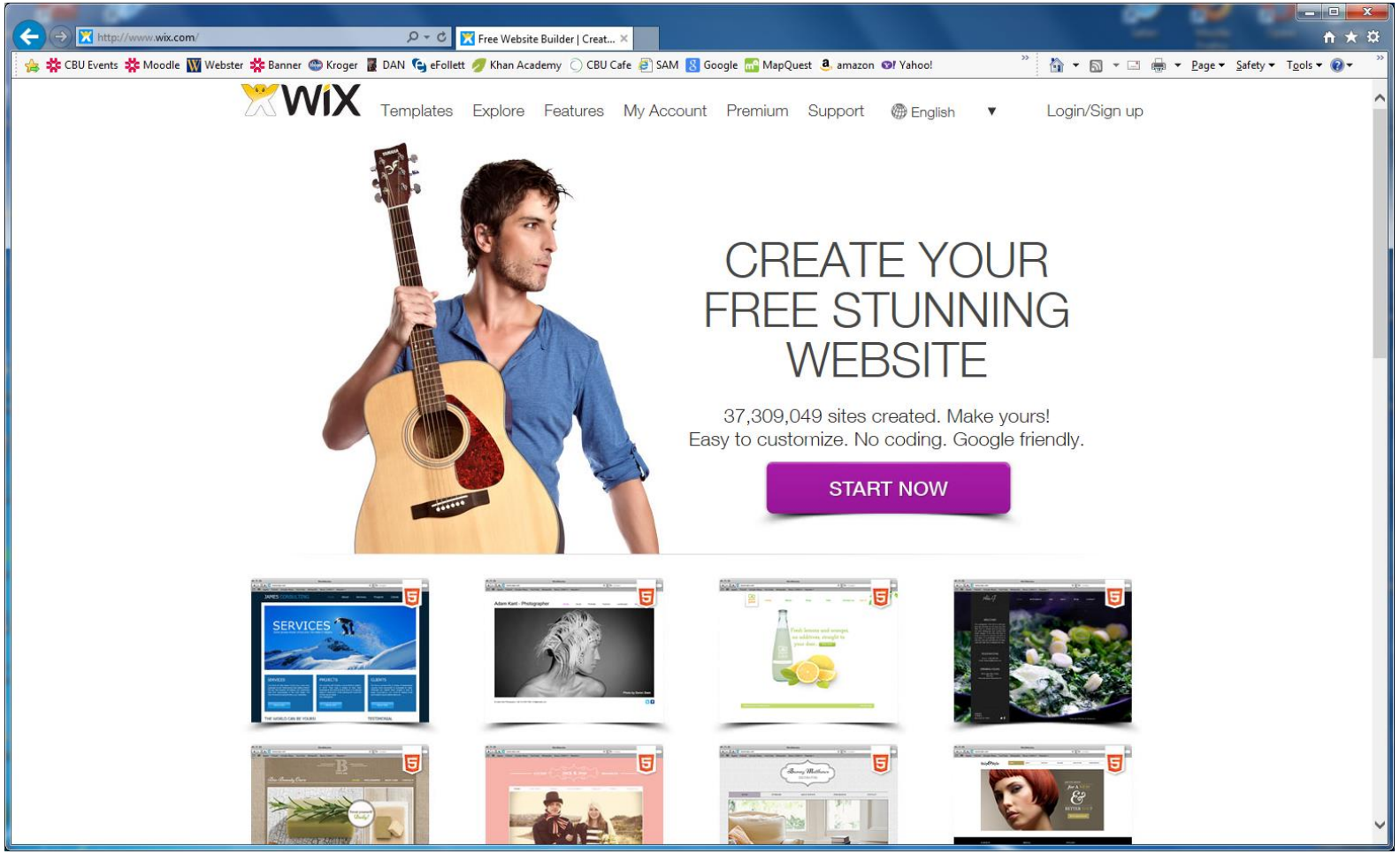

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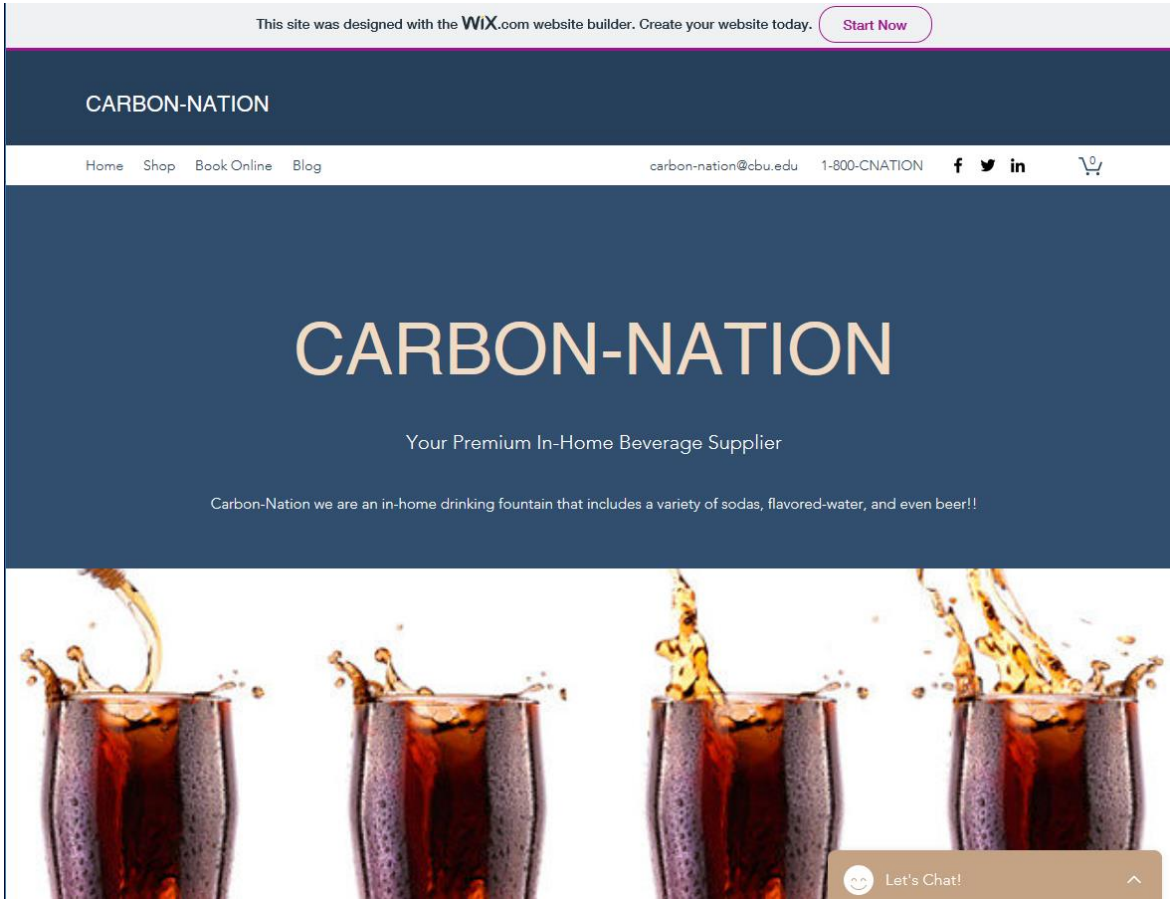
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WordPress

- **WordPress** is a free and open-source content management system (CMS) based on PHP and MySQL
- Supports creation of blogs, most types of web content including more traditional mailing lists and forums, media galleries, and online stores
- WordPress is a very popular website management system today used by more than 60 million websites
- To function, WordPress has to be installed on a web server, either part of an Internet hosting service like WordPress.com; a local computer may be used for single-user testing and learning purposes

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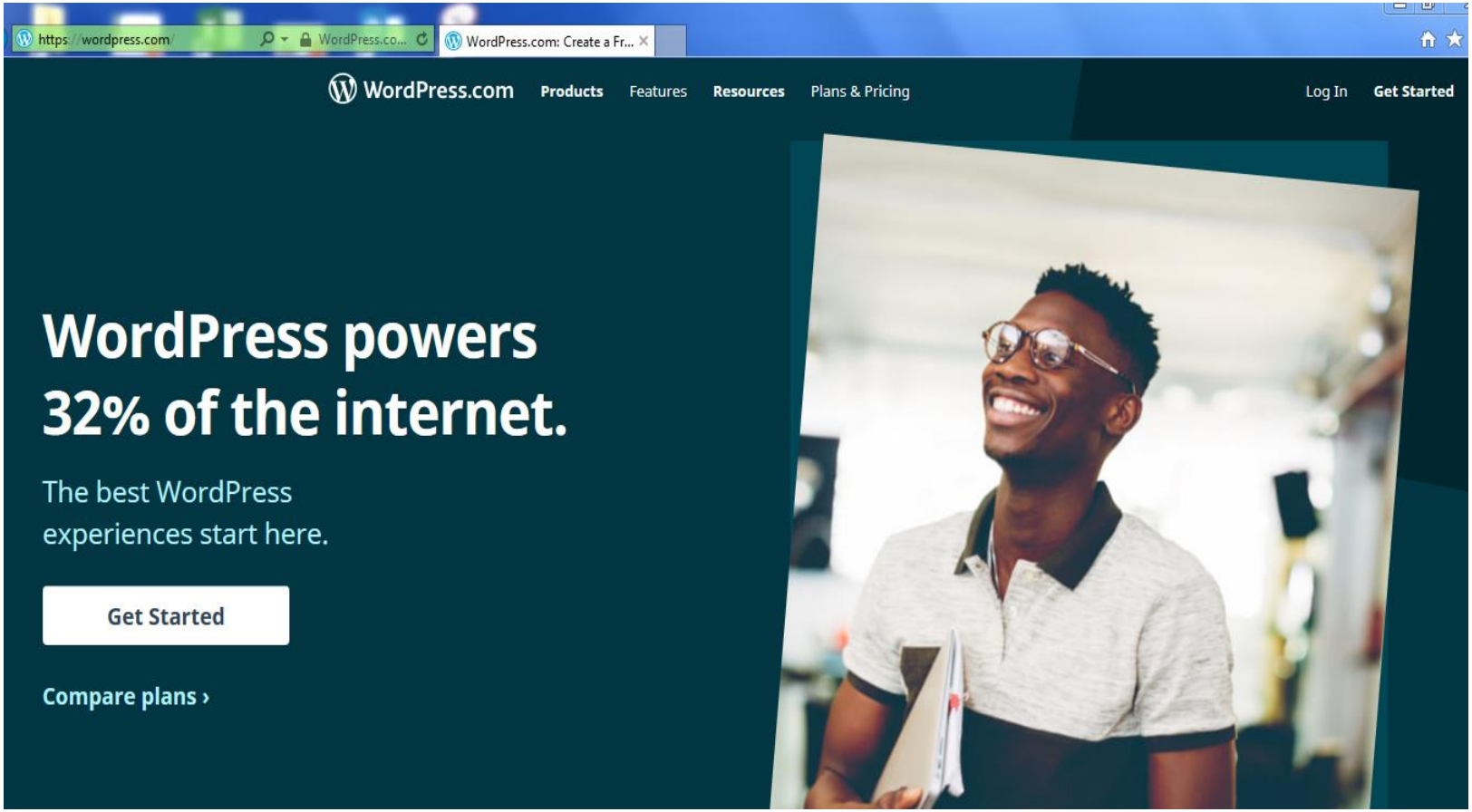
WordPress (con't)



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UX Certification

Typography

Learn the anatomy of typeface and gain key insights on how to select and pair fonts that match the aesthetic of your design.

Visual Design

Understand the different requirements of print and screen design. Explore the method of establishing brand colours, and keeping them consistent in all designs.

Sketch

Using Sketch, one of the most widely used tools in the industry, learn to design with layers, libraries, and grids. Plugins created to maximize workflow will be introduced to help you create beautiful interfaces.

Interaction Design

Using Flinto, add motion and microinteractions to design elements that bring your screens to life.

Prototyping

Create beautiful end-to-end experiences by linking screens together into a prototype. By the end of the course, you will mimic a real application or web page.

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UX Certification (con't)

- **Design Thinking Skills**
- **Identifying Customer Needs**
- **Product Specifications**
- **Applied Creativity**
- **Prototyping**
- **Design for Services**
- **Product Architecture**
- **Financial Analysis**
- **Design for Environment**
- **Product Development Processes**

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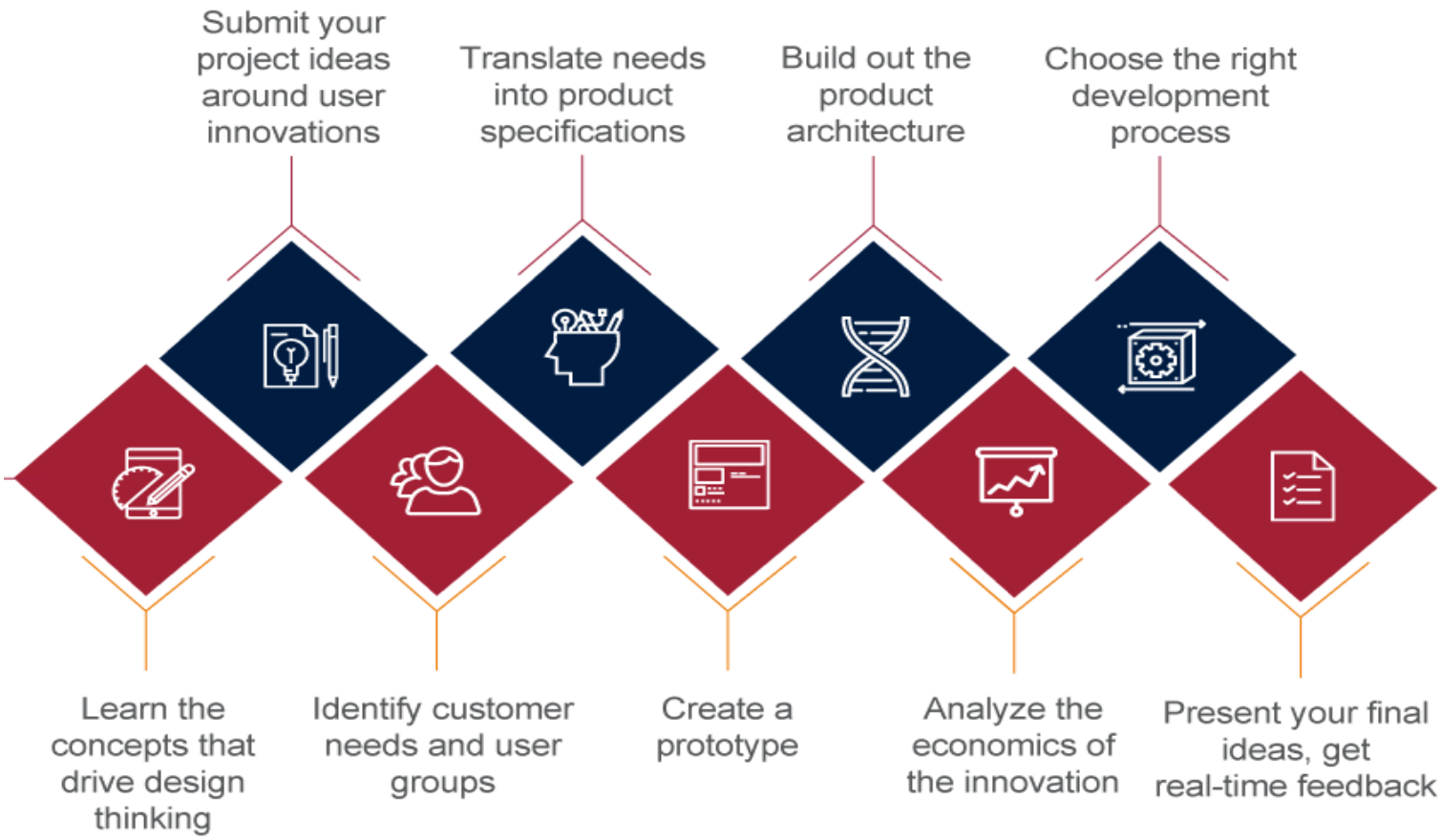
UX Certification (con’t)



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Standing Out from the Crowd

- Statement of purpose
  - Who are you (ie “About us” not “About IBM”)
  - Whom do you hope to reach
  - **How are you different from competitors**
- Offer something for free - surfers today expect that
  - “Giveaways” (T-shirts, pens, …)
  - Sample product
  - Contests
- Consider “niche” areas with higher markup instead of volume
- Booster your international acceptance

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Getting Attention

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11 Reasons Why Your Website Sucks And You Fail To Get Conversions

[Marshall Adler, LinkedIn Pulse]

- **1. No contact information** - Have you ever been on a website and you couldn't find out how to contact anyone? Like there's no Contact us page, no phone number and no email address listed? Instead there's just a contact form?
  - The reason why your website sucks is because you don't make it easy for people to contact you. Put your phone number front a center or make it bold enough at the top of your site that people can find it quickly.
- **2. Poor contrast** - People read 20% slower online than they do offline so why in the world would you ever have any other color of content other than black and dark blue against a white background?

  Same thing goes for those of you with black backgrounds, why would you ever have any other content color than white? Your website sucks because you don't have good contrast from background color to font color. Make your content easy to read for users who already read 20% slower online than they do offline.
- **3. Inconsistent link colors -** Did you know that Google can only read blue and underlined? That means if you have links on your website in your content that are red, orange, yellow, purple, grey, white or anything else that is not blue and underlined that the robot can't crawl it?
  - Your website sucks because you think it's "cute" to have multiple font colors and link shades throughout your content. You're not writing for Google and certainly not for humans because multi-link colors is confusing and misleading to readers.
- **4. No clear call to action -** How many times can you recall being on a website that had decent content but no clear call to action? A website that converts is one with content that presells or compels others to take action but if you get to the end of the content and there's no direct command to do something you've just wasted that person's time and lost that potential client or opportunity.
  - Your website sucks because you don't have any clear calls to action in your content and at the end of it. Get clear about what you want from those who come to your website and then directly command it in multiple places on-site.

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Fail To Get Conversions (con't)

- **5. Too much information -** This is subjective. "Too much information" is a personal belief that there's too much data. Like the guy who complains about my content being three times as long as it should be because "you could've said what you wanted to say in 1/3 of this total content piece".
  - Maybe I do repeat myself a bit too much at times so I'm guilty of this rule violation but on my website I don't repeat myself and I just tell it like it is. Your website (not LinkedIn Pulse article) sucks because you give people too much information. Your individual landing pages should have a maximum of 300 words or less with at least three calls to action and keyword use of about 2%. If you can't presell the benefits of what you're writing about in 300 words or less, you need to read a book, MYCPS (Make Your Content Pre-Sell - Free Ebook)
- **6. Blog not maintained** - I can't tell you how many times I go to view websites from prospects who are upset that their conversion rates suck or they aren't getting much traffic or they're spending too much money with another firm and aren't getting any results and then I find out that their last blog post was 2 years ago or even 1 year ago. If you aren't going to consistently blog then remove it.
  - Your website sucks because you haven't maintained your blog and that makes people feel like you don't maintain your best practices or maintain clients well and thus you end up losing clients before you even have them.
- **7. Horizontal scroll at any screen resolution -** This is not that common anymore since majority of website owners have template based websites where the content margins are hard coded and made to look good on all devices however, occasionally I still see the websites made in Dreamweaver where the designs and images are so big that you literally have to scroll left and right on the site to view all the content.
  - In this case, your website sucks because you kill the screen with over-sized images and designs. Go "template" unless you know what you're doing. Your content should always be readable on all devices. Find out what the readability level of your website is. Use this free online tool.
- **8. Your typography is not thought out -** Using the standard Web browser defaults for your type is not good enough. Each type of typography needs to be designed. The headers, paragraphs, links, bulleted lists, numbered lists, block quotes, etc. need to be addressed.
  - With the ability to use more fonts now than in the past, unless the standard fonts meet with your brand identity, you should plan on using a newer font and look at each type of text to make it pretty. This might seem contradictory since we tell you to stick with one color font however we are saying that consistency works great for landing pages but for your Home page, About page, Overview and Contact pages you can be a little bit more creative in font type as long as it reads OK and isn't robotic. **The fix:** Create a typography set that is fresh and appealing. Test it and test it again. Don't settle.

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Fail To Get Conversions (con't)

- **9. Ugly logo and graphics -** Look, I'm a color specialist in addition to a wild arrogant self-consumed SEO who runs around aimlessly ranking websites on page one faster than anyone else in the industry... (if you didn't laugh and are nodding right now, you're too uptight. Get loose and laugh at my expense!)
  - Your website sucks because your logo is wack and because your graphics suck. Have your graphics and logos made by professionals, don't be grabbing cheap stock from Fiverr.com and other places. Go for a real look and brand for growth.
  - ***Note:*** *The #1 color on websites that deter people from taking action and in most cases even sticking around more than 20 seconds to read what you have to say is "orange". Replace orange with blue and you'll see a 30% increase in conversions from existing traffic within the first 30 days.* According to color-wheel-pro.com, "**Dark orange** can mean deceit and distrust."
  - **More:** Yes I realize my logo in the "e" on the man's chest is orange so if you distrust it don't ever contact us. We might ruin your reputation quickly by driving so much traffic to your website that you can't handle it and you get bogged down with requests and forget to call people back and then one day bad BBB reviews start rolling in talking about how you suck at organization etc. It happens.
- **10. Lack of emotions -** Most websites are simply boring. They have no personality. They have no intrigue or interest. They are flat. Bloggers have an advantage here because their own personality can more easily shine through.
  - Helping people understand what you believe makes this much easier than showing them what you do. It's a fine line and is the hardest to overcome but it's probably the most critical.
  - **The fix:** Focus on your why. Focus on telling people what you believe and not what you do. Just be ready for some hate to come in from those who are insecure in their own abilities to communicate or grasp what you're saying.
- **11. You're not in the know -** It's not rocket science. It's not MIT grading. It's just time-consuming. Learn SEO (search engine optimization) and learn how to perform something called "keyword research". You see once you know where the money is in online search you simply "optimize" those terms into your back-end coding and add them strategically to your content on every page and then get other popular websites to link to you every day for years and you can have all the page-one placements you need and drive all the traffic you can't handle. :)
  - **It's a great problem to have** but in this case your website sucks because you don't have any SEO. You have no way of telling Google what to index your website for in online search. No guidance means you sit on the back burners.

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Summary

- E-commerce is buying and selling goods and services over the internet
  - E-commerce transactions occur among consumers, businesses, and government
- B2B e-commerce lowers production costs and improves accuracy by eliminating many labor-intensive tasks
- A number of technologies and applications support e-commerce activities
  - Social commerce is a subset of e-commerce that is influenced by social networks and other online media
  - Hyper-social organizations leverage the power of online communities
  - SMISs enable business activities such as sales and marketing for the sponsors

References

- E-Commerce: Business,Technology, Society (4th Edition) by Kenneth Laudon and Carol Traver
- Starting an Online Business for Dummies - 0-7645-0688-9
- The Complete Idiot's Guide to e-Commerce - 0-7897-2194-5
- The E-Commerce Book: Building the E-Empire - 0-12-421160-7
- How to Succeed in Internet Business by Employing Real-World Strategies - 0-9657617-6-2
- Cases in Electronic Commerce [0-07-237516-7]
- Customers.com [0-8129-3037-1]
- Digital Darwinism [0-767-0333-1]
- The Business of the Internet [0-7600-4957-2]
- The Internet [0-7600-7010-5]

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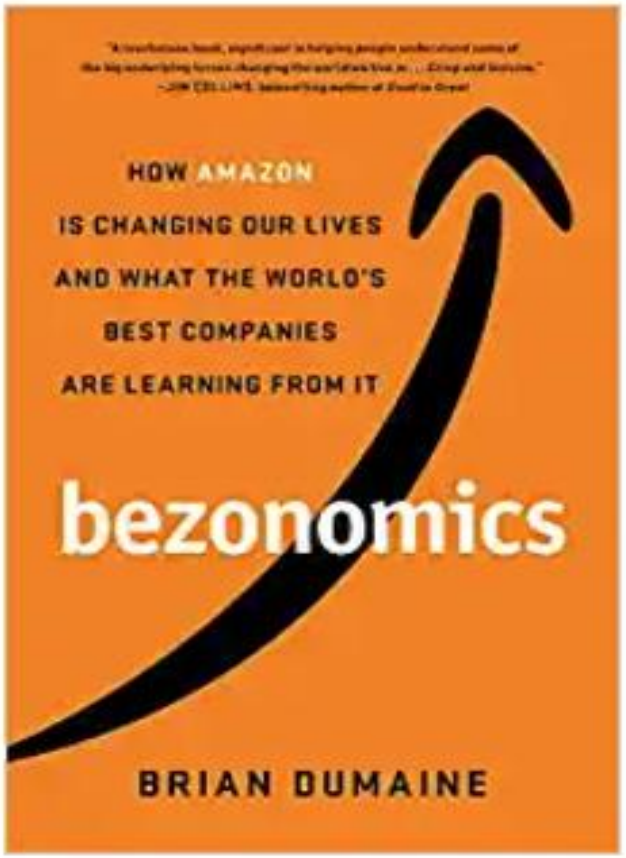
References (con't)

- Bezonomics: How Amazon is Changing Our Lives and What the World's Best Companies Are Learning From It
- Brian Dumaine



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Homework

- Textbook Chapter 8
- Quiz on this this lesson and that chapter
- ABC Pharmacy – E Commerce utilization and external website design (overall design diagram and web site planning & design questions)
  - Web prototype due later
  - See appendix for student team website **examples** (including web site prototypes)

Example Student Team E-Commerce & Website Design

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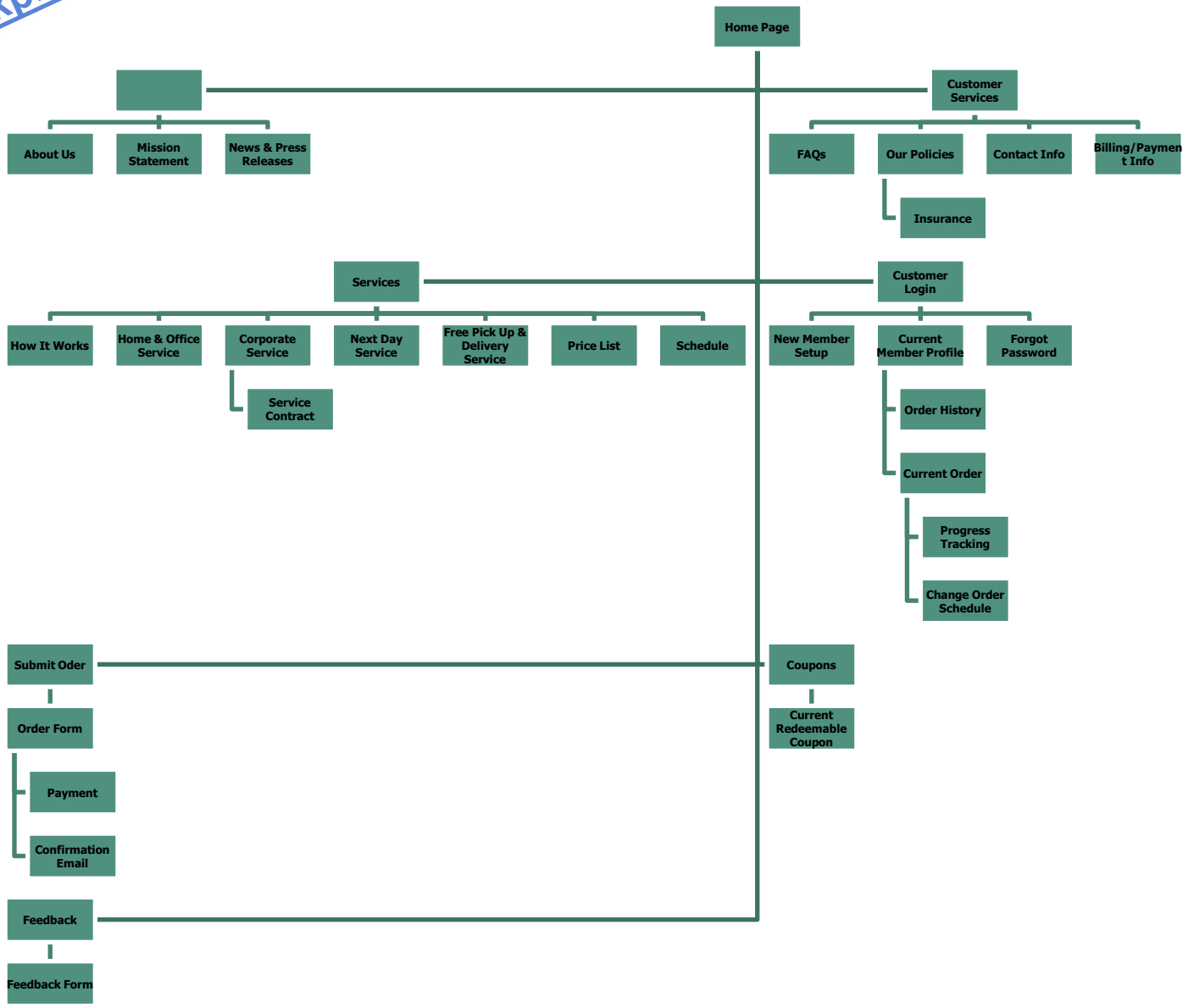
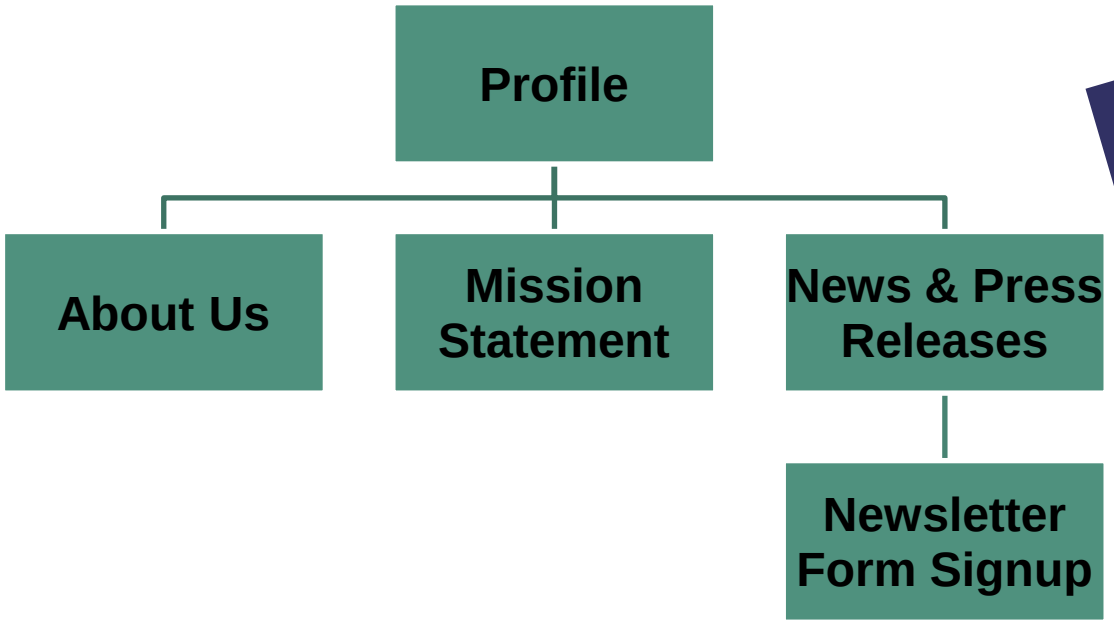
Christian Brothers University

Overall Design

www.quickpikndrop.com



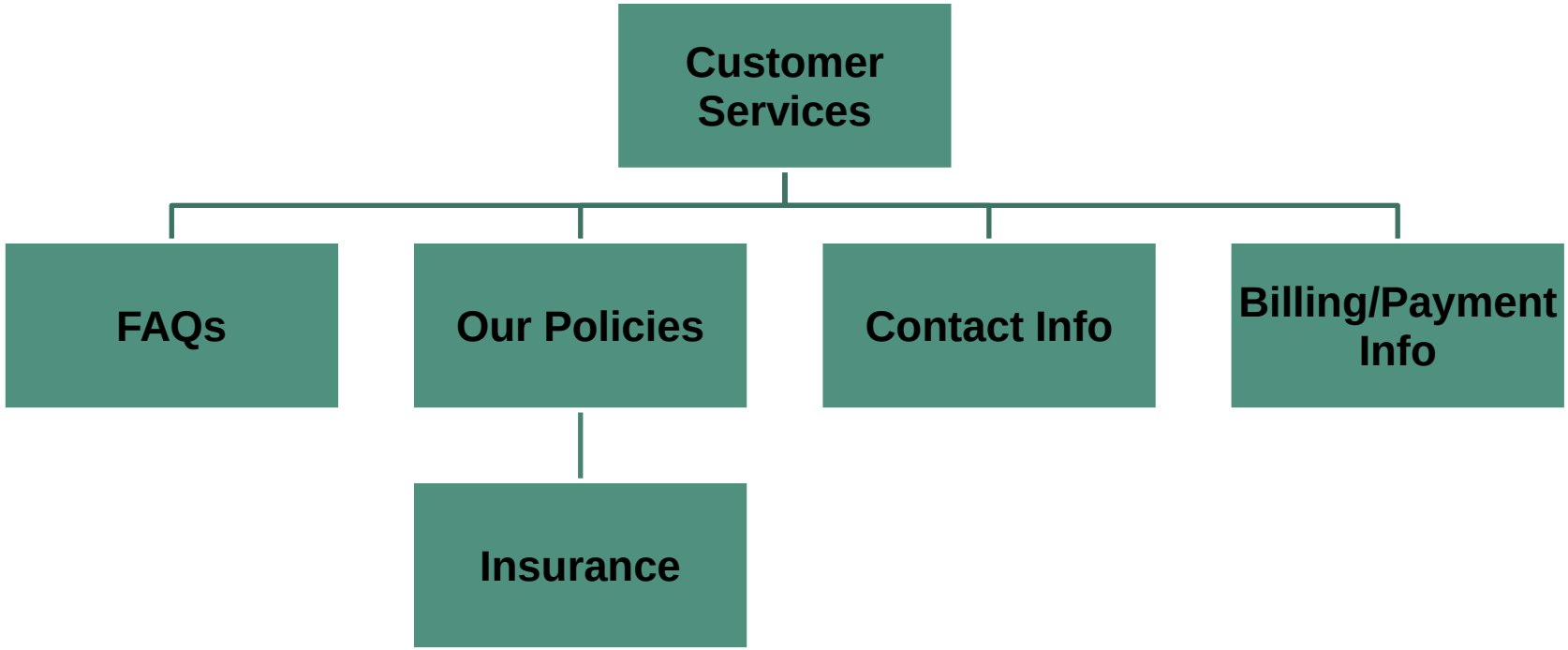
Profile


Profile
About Us
Mission Statement
News & Press Releases
Newsletter Form Signup

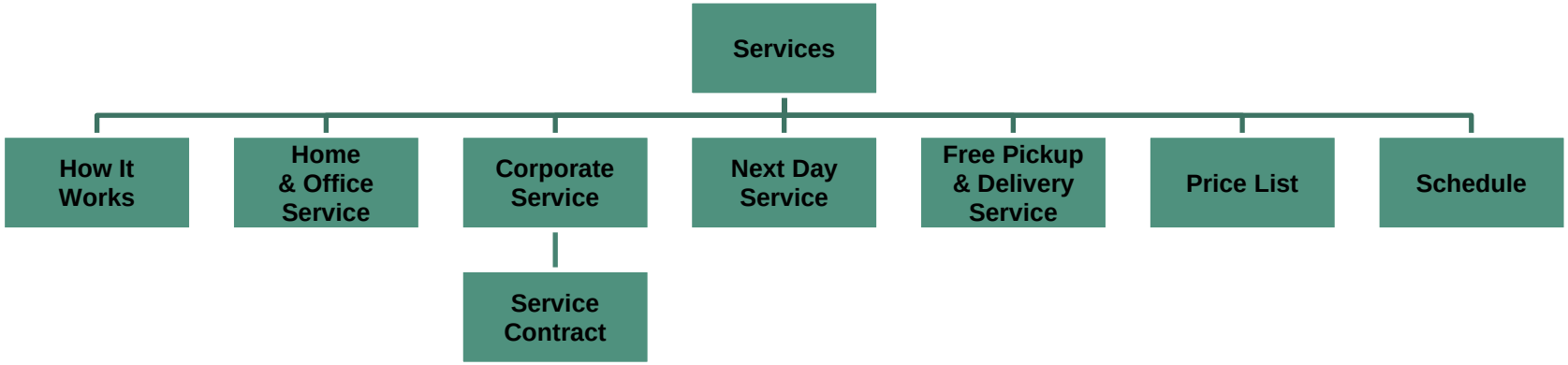
News

press releases

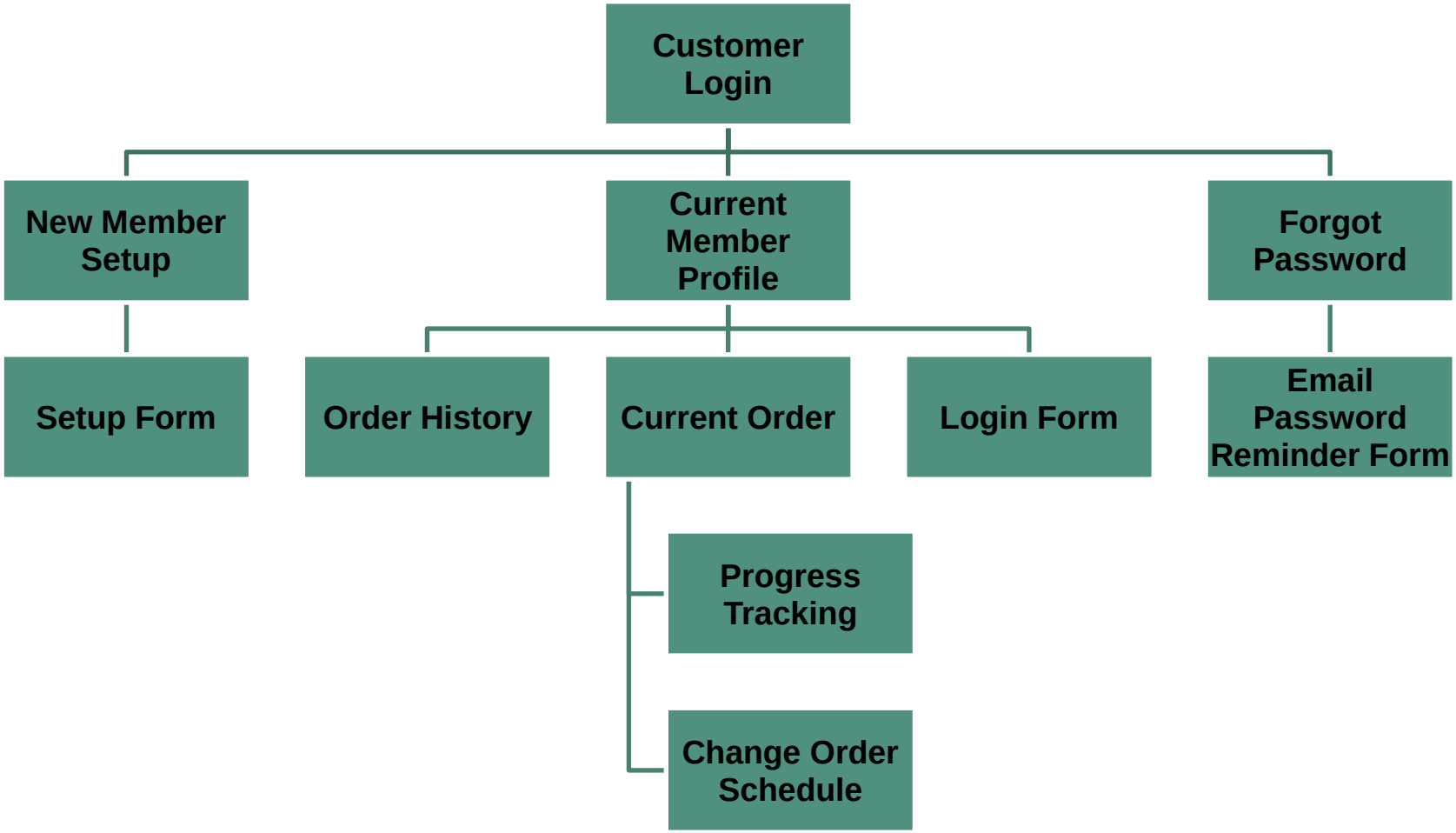
Customer Service



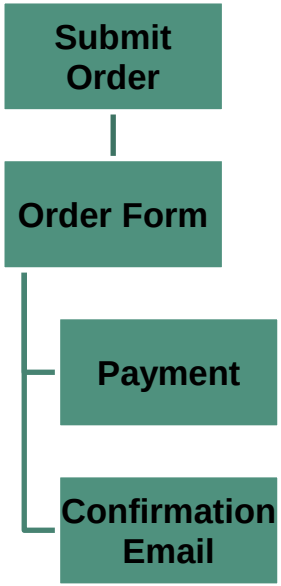
Services


Services
How It Works
Home & Office Service
Corporate Service
Service Contract
Next Day Service
Free Pickup & Delivery Service
Price List
Schedule

Customer Login



Submit Order



	Standard Rate	Merchant Rate (qualification required)		
Monthly Received Payment (USD)	$0.00 USD-$3,000.00 USD	$3,000.01 USD-$10,000.00 USD	$10,000.01 USD-$100,000.00 USD	> $100,000.00 USD
Fees per transaction (USD)	2.9% + $0.30 USD	2.5% + $0.30 USD	2.2% + $0.30 USD	1.9% + $0.30 USD

Coupons

Coupons

Current Redeemable Coupon

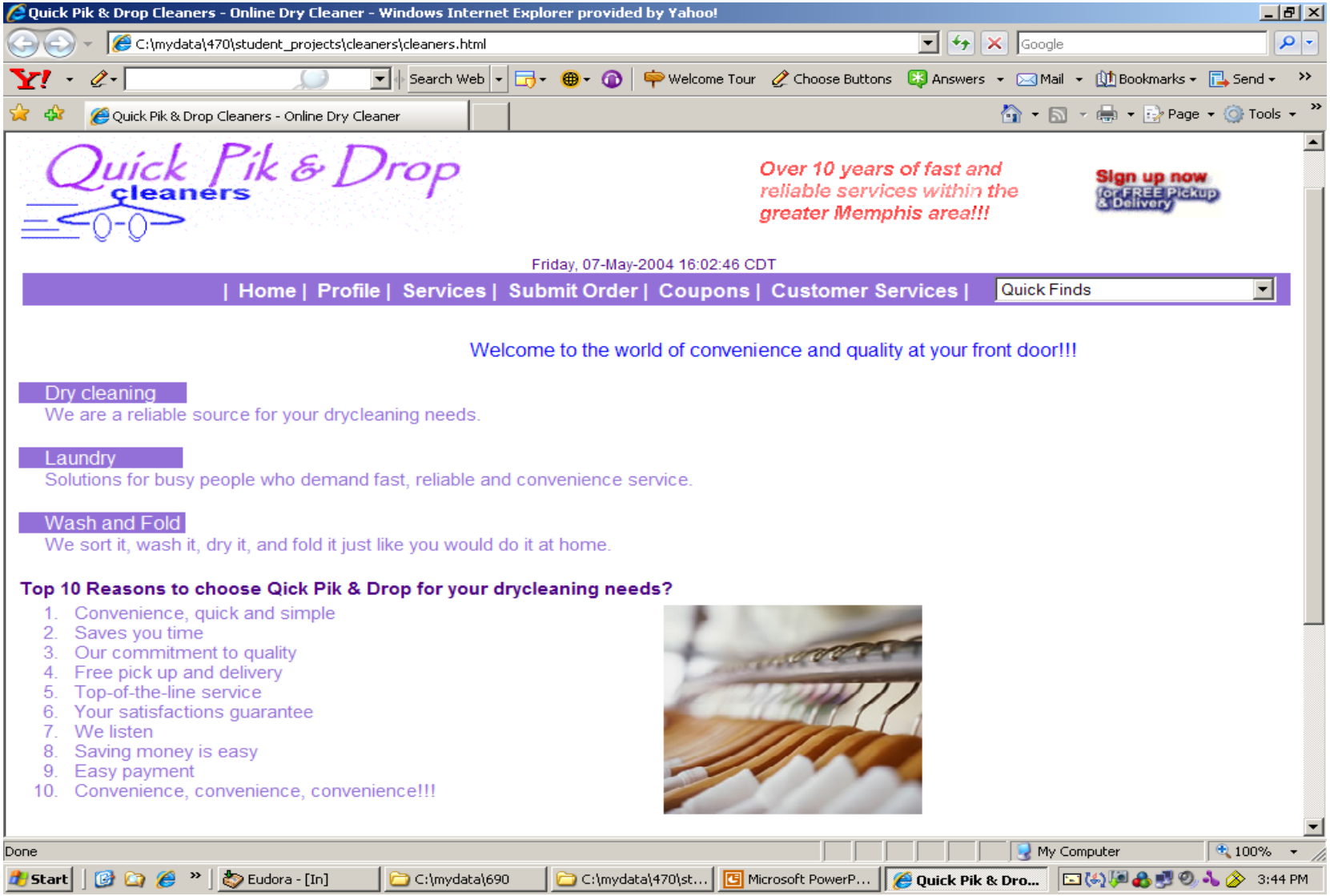
Feedback

Feedback

Feedback Form

We value your opinions!

Prototype


Quick Pik & Drop Cleaners - Online Dry Cleaner - Windows Internet Explorer provided by Yahoo!
C:\mydata\470\student_projects\cleaners\cleaners.html
Quick Pik & Drop Cleaners - Online Dry Cleaner
Quick Pik & Drop cleaners
Over 10 years of fast and reliable services within the greater Memphis area!!!
Sign up now for FREE Pickup & Delivery
Friday, 07-May-2004 16:02:46 CDT
| Home | Profile | Services | Submit Order | Coupons | Customer Services |
Quick Finds
Welcome to the world of convenience and quality at your front door!!!
Dry cleaning
We are a reliable source for your drycleaning needs.
Laundry
Solutions for busy people who demand fast, reliable and convenience service.
Wash and Fold
We sort it, wash it, dry it, and fold it just like you would do it at home.
Top 10 Reasons to choose Qick Pik & Drop for your drycleaning needs?
1. Convenience, quick and simple
2. Saves you time
3. Our commitment to quality
4. Free pick up and delivery
5. Top-of-the-line service
6. Your satisfactions guarantee
7. We listen
8. Saving money is easy
9. Easy payment
10. Convenience, convenience, convenience!!!
Done
My Computer
100%
Start
Eudora - [In]
C:\mydata\690
C:\mydata\470\st...
Microsoft PowerP...
Quick Pik & Dro...
3:44 PM

Planning & Designing Questions

- How will you communicate your brand?
  - Flyers, word of mouth, Internet searches, community mailing list
- What content will make this site unique and attractive?
  - Flexible schedule for FREE pickup & delivery
- What will keep visitors coming back?
  - Utmost convenience, flexible schedule, reliability, continuous discounts
- What sort of interactive content does the site need?
  - Email, forms
- Should the site include some form of entertainment to keep people interested?
  - No, maybe 2/3 great graphic and pictures to keep the site less boring
- Should a “community” be built through message boards, memberships, chat areas, and special interest areas?
  - Yes: a newsletter would be sent out monthly to keep customers update with the latest in machines or cleaning products, new changes in services, and upcoming discounts
  - Create a message board for consumers to submit their cleaning techniques for stains and other kind of fabric care

Planning & Designing Questions

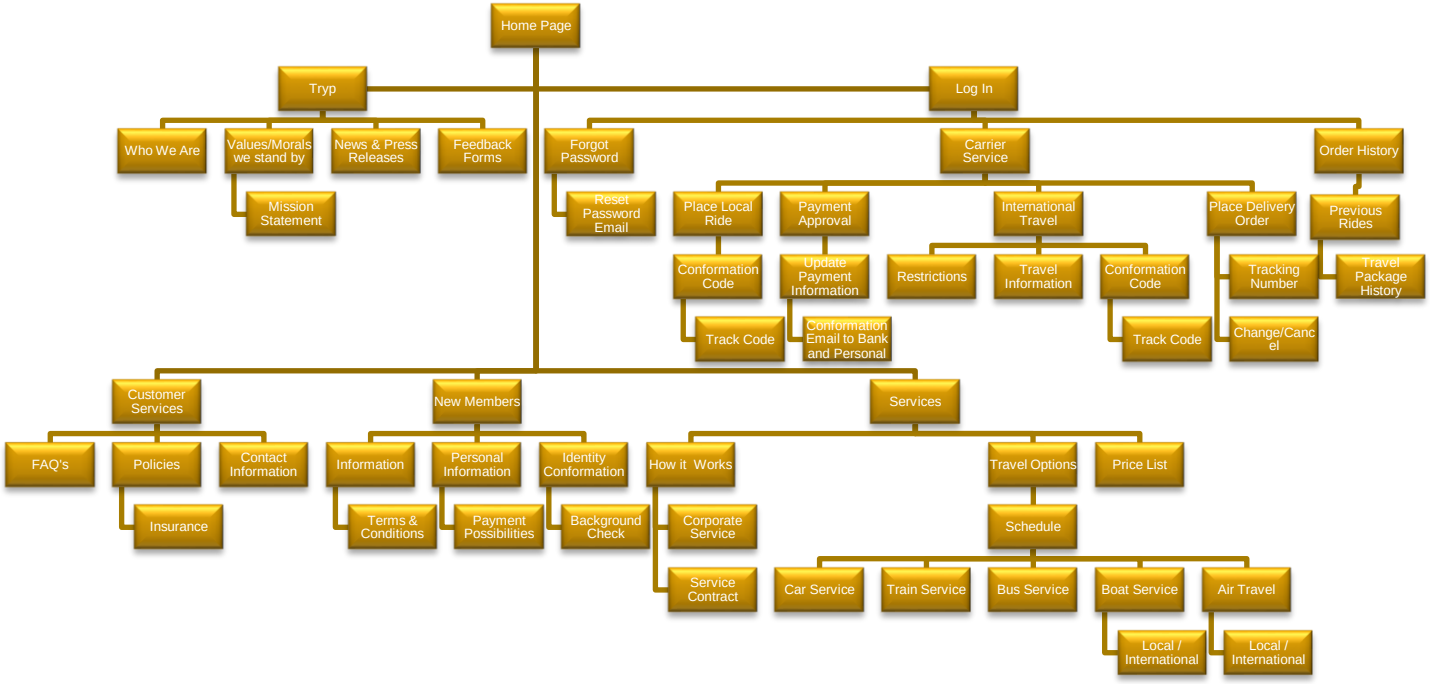
- What multimedia components might facilitate meeting our objectives?
  - MS Access for database, electronic payment, Email
- Should the site include a help section that allows users to provide feedback and contact the organization?
  - Yes: anonymous feedback form
- Should the site include product pictures and descriptions?
  - Mostly descriptions and some pictures
- Should the site include descriptions of services, fees, and related information?
  - Yes
- Will the site require the use of forms?
  - Yes: order form, feedback form, new member setup form, forgot password form, member login form, newsletter form
- Will the site need to be tied to a database?
  - Yes: customers' signed up profiles for different kind of services, customer's order history, current order progress tracking, customer's requested pickup and delivery schedule
- Should external links be included? To what sites?
  - Yes: link to IFI [International Fabricare Institute], link to different fabric consumers' tips site [clothingdoctor.com]

Tryp

Tryp Transportation

Whether it’s a quick trip or a road trip,
you can count on us.

Webpage Design



Design Questions

- How will you communicate your brand?
  - Buying advertisements on social media, Google searches, Billboards, etc.
- What content will make this site unique and attractive?
  - It would be a simple and modern design that has a user-friendly interface for customers of all ages.
- What will keep visitors coming back?
  - A dependable website that does not crash (reliability), a user-friendly app that works with voice assistant (Ok Google, Siri, Alexa), and efficient service.
- What sort of interactive content does the site need?
  - The ability to schedule a pick up time earlier in the day/week. As well as the ability to get in contact and speak/message with your driver/pilot. There will be GPS tracking so that you are able to know when your ride is ready.
- Should the site contain some form of entertainment to keep people interested?
  - No, it should be aesthetically pleasing, but it should be a one stop shop where the customer knows what they are getting.
- Should a “community” be built through message boards, memberships, chat areas, and special interest areas?
  - A newsletter could be considered so that customers are up to date with savings offered by Tryp. A forum should not be available in order to prevent false spread of member/employee behavior. A membership could be offered to customers who wish to have their have priority in saving or wait time, like Amazon Prime.

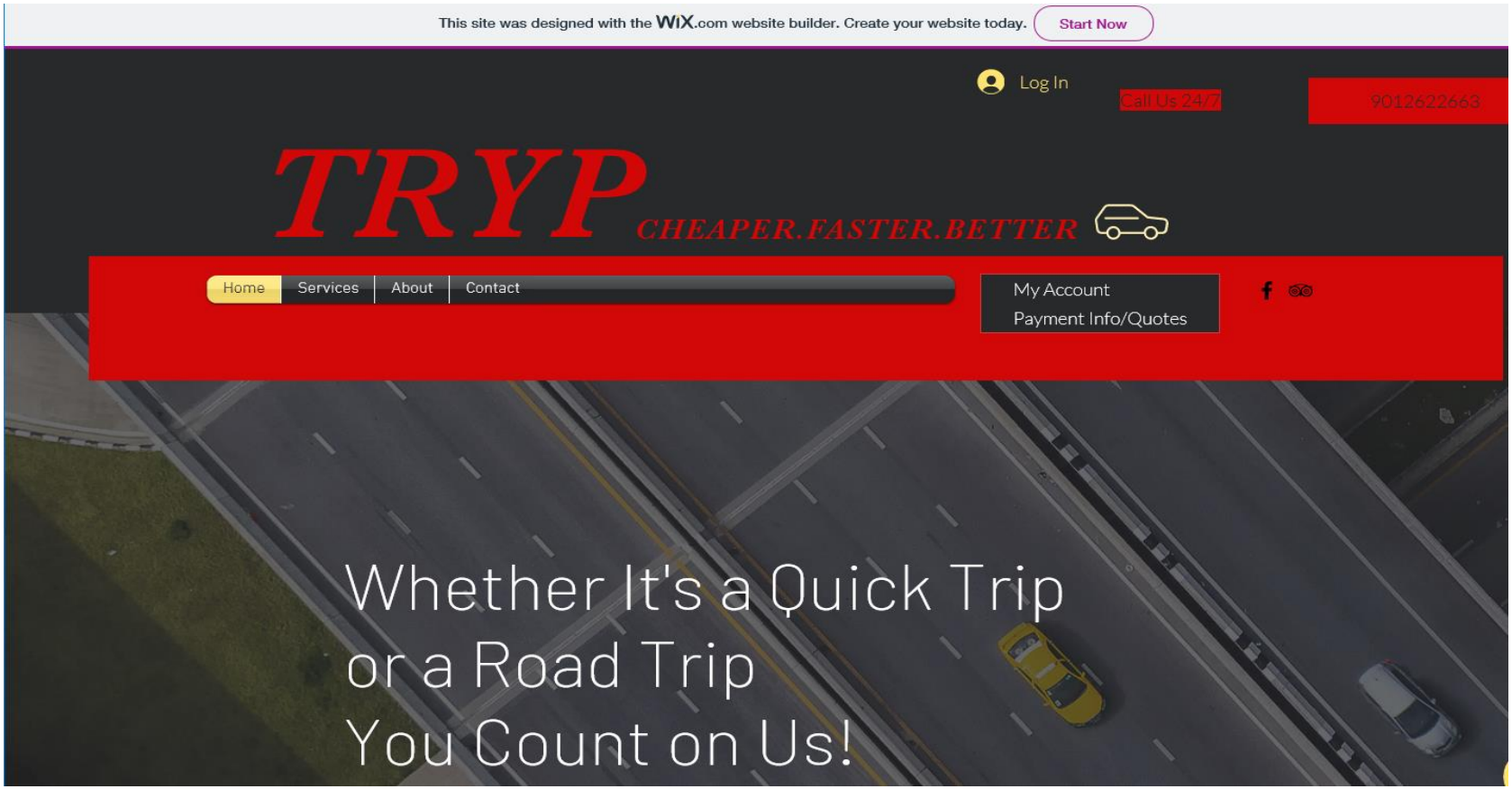
Design Questions (con't)

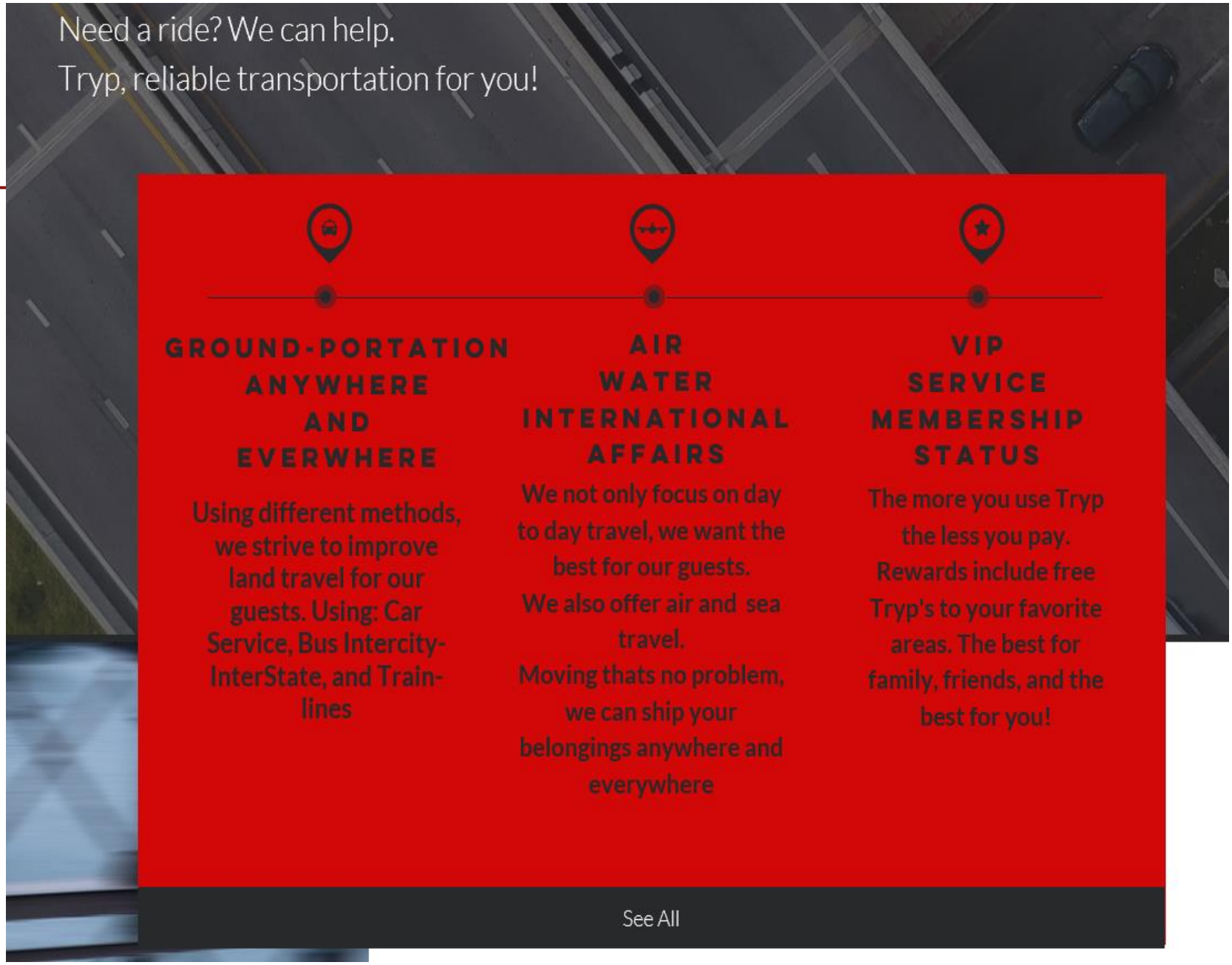
- What multimedia components might facilitate meeting our objectives?
  - We will be using a MS Access Database to keep track of our membership and their trips. We also will allow electronic payment, and email/text to keep customers up to date on their rides.
- Should the site include a help section that allows users to provide feedback and contact the organization?
  - Yes, there needs to be a way for the customer to be in contact with a help and support team, given that there was a problem with their transportation. There should also be a feedback form so that the company can gauge how the customers feel about their services and can work to improve.
- Should the site include product pictures and descriptions?
  - There should be descriptions of the services provided and images highlighting the contents of the description.
- Should the site include descriptions of services, fees, and related information?
  - Yes, it is important that the customer has insight into what payments they will have to make, as we look to be transparent in our services.

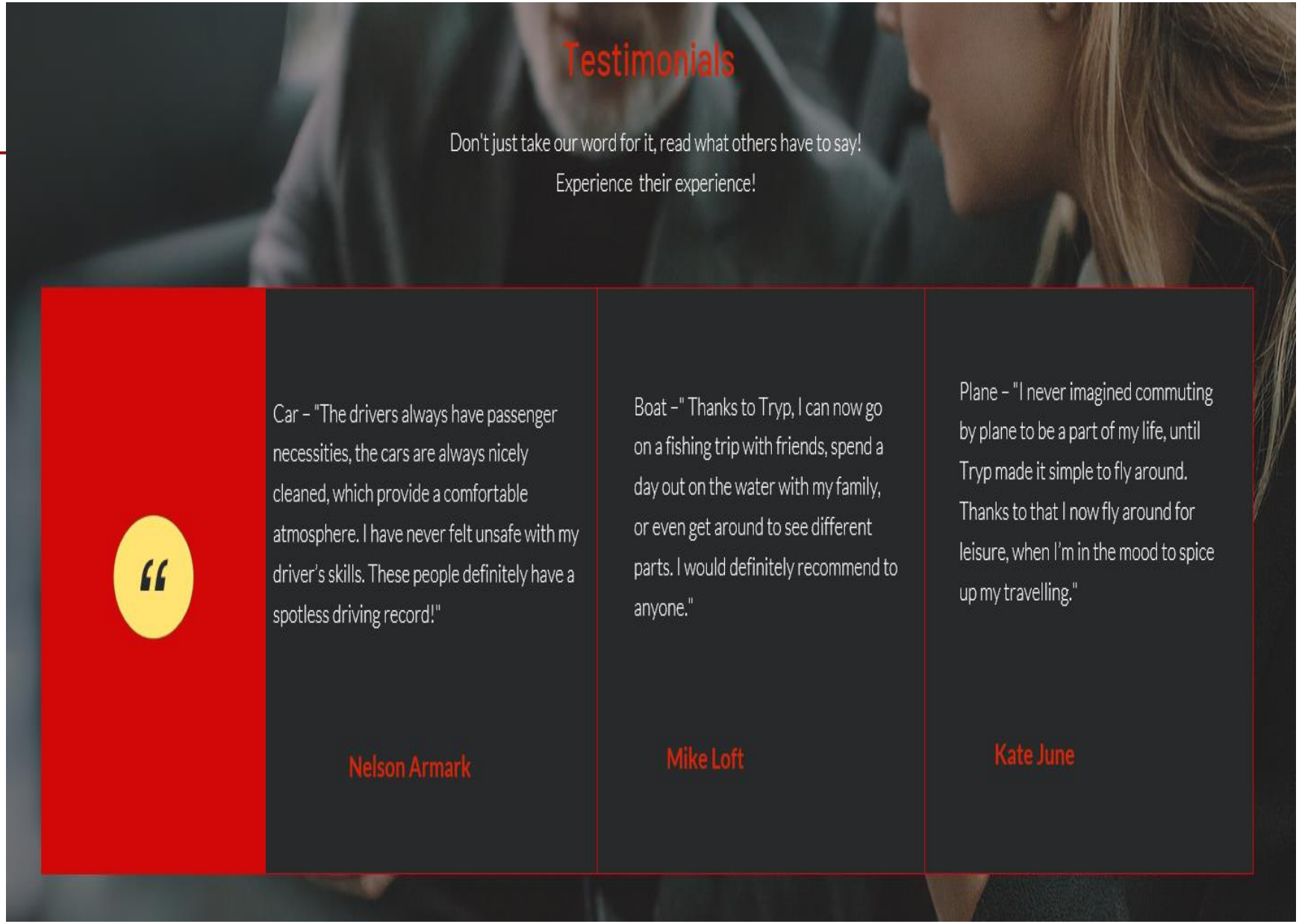
Design Questions (con't)

- Will the site require the use of forms?
  - Yes, it is important that the customer finds an ease in using the site. Some of the forms used will be: Account creation, Forgot password, Feedback, Member login, etc.
- Will the site need to be tied to a database?
  - Yes, in order to remain organized and keep track of customer information, whether that be order placement or tracking, it is important to be tied to a database.
- Should external links be included? To what sites?
  - Yes, we should attach links to our company partners, as well as to a health and safety certification page.

https://eescob019.wixsite.com/tryp




Need a ride? We can help.
Tryp, reliable transportation for you!
GROUND-PORTATION ANYWHERE AND EVERWHERE
Using different methods, we strive to improve land travel for our guests. Using: Car Service, Bus Intercity-InterState, and Train-lines
AIR WATER INTERNATIONAL AFFAIRS
We not only focus on day to day travel, we want the best for our guests.
We also offer air and sea travel.
Moving thats no problem, we can ship your belongings anywhere and everywhere
VIP SERVICE MEMBERSHIP STATUS
The more you use Tryp the less you pay. Rewards include free Tryp's to your favorite areas. The best for family, friends, and the best for you!
See All



Testimonials

Don't just take our word for it, read what others have to say!

Experience their experience!

"

Car – "The drivers always have passenger necessities, the cars are always nicely cleaned, which provide a comfortable atmosphere. I have never felt unsafe with my driver's skills. These people definitely have a spotless driving record!"

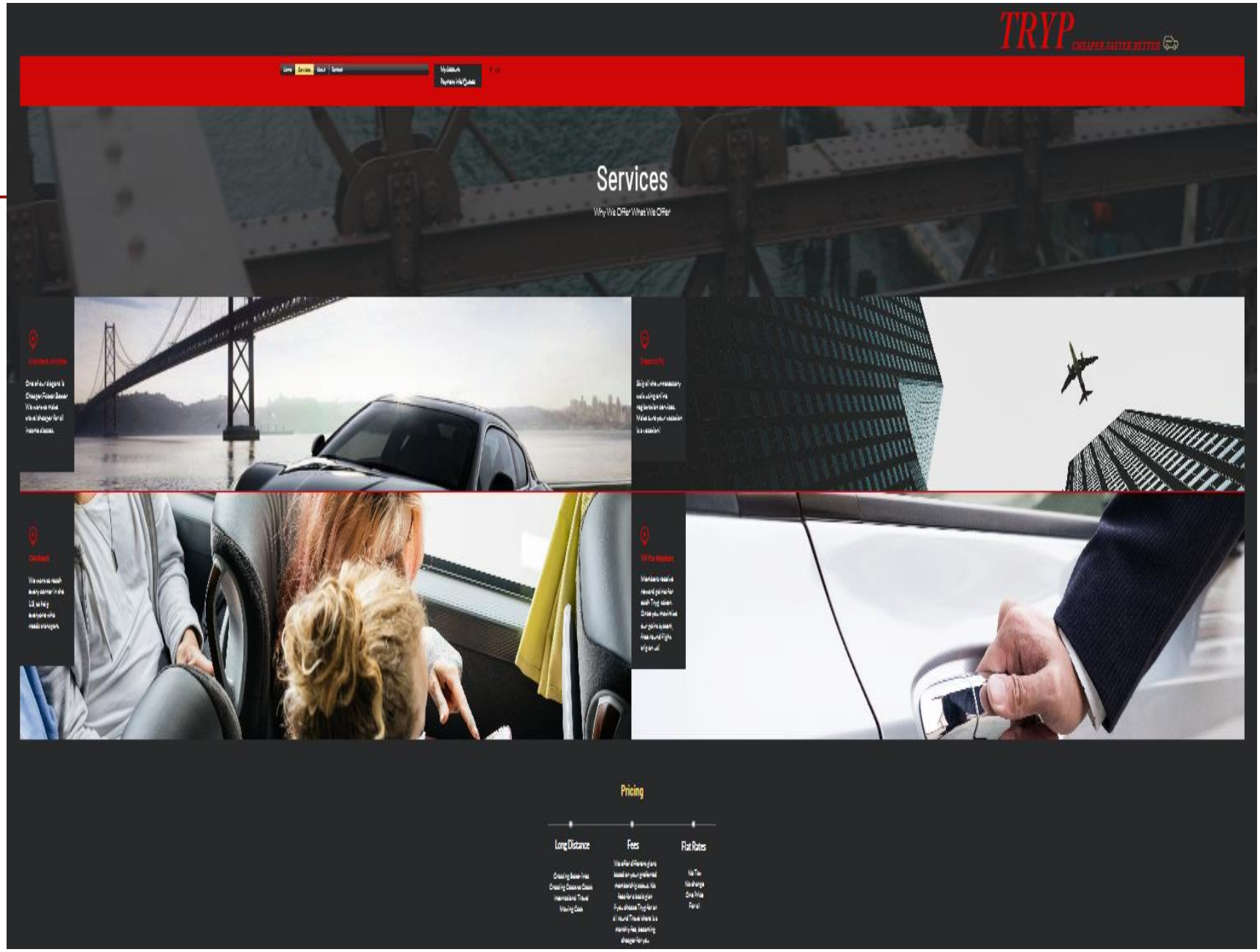
Nelson Armark

Boat –" Thanks to Tryp, I can now go on a fishing trip with friends, spend a day out on the water with my family, or even get around to see different parts. I would definitely recommend to anyone."

Mike Loft

Plane – "I never imagined commuting by plane to be a part of my life, until Tryp made it simple to fly around. Thanks to that I now fly around for leisure, when I'm in the mood to spice up my travelling."

Kate June


TRYP
CHEAPER. FASTER. BETTER.
Services
Why We Offer What We Offer
Pricing
Long Distance
Fees
Flat Rates

Take a Tryp Now!

Give us a call at 901-262-2663

Or, leave a message if you have a question:

FIRST NAME

EMAIL

TYPE YOUR MESSAGE HERE...

Submit

MIS 231 Project

Virtual Reality

MARX , Inc.

E-Commerce: Planning and design questions

1. **How will you communicate your brand?** Through official website, internet searches, social media, TV and internet commercials.
2. **What content will make this site unique and attractive?** The website will be user friendly, interactive, and technology oriented.
3. **What will keep visitors coming back?** The updates and resources offered by the website.
4. **What type of interactive component does the site need?** The website will include a site search engine, pictures and videos of the company and detail descriptions of our services.

Planning and Design Questions continue...

5. **Should the site include some type of entertainment to keep people interested?** No, the goal of the website is to inform and update customers or future customers about the company and our services. We hope to bring the customer's attention and to entertainment them when subscribing to VR.
6. **Should a " company" be built through message boards, memberships, chat areas, and specific interest areas?**Yes, It is always important for a company to stay updated on interests, taste, priorities, and trends of customers. Therefore, the website will offer a question and answer forum where customers can ask questions or concerns and at the same time share their opinions and experience with other users.
7. **What multimedia components could facilitate meeting an objective?**Yes, multimedia components would be effective when providing information about the company, explaining how our services and VR in general work, as well as when gathering information such as surveys.

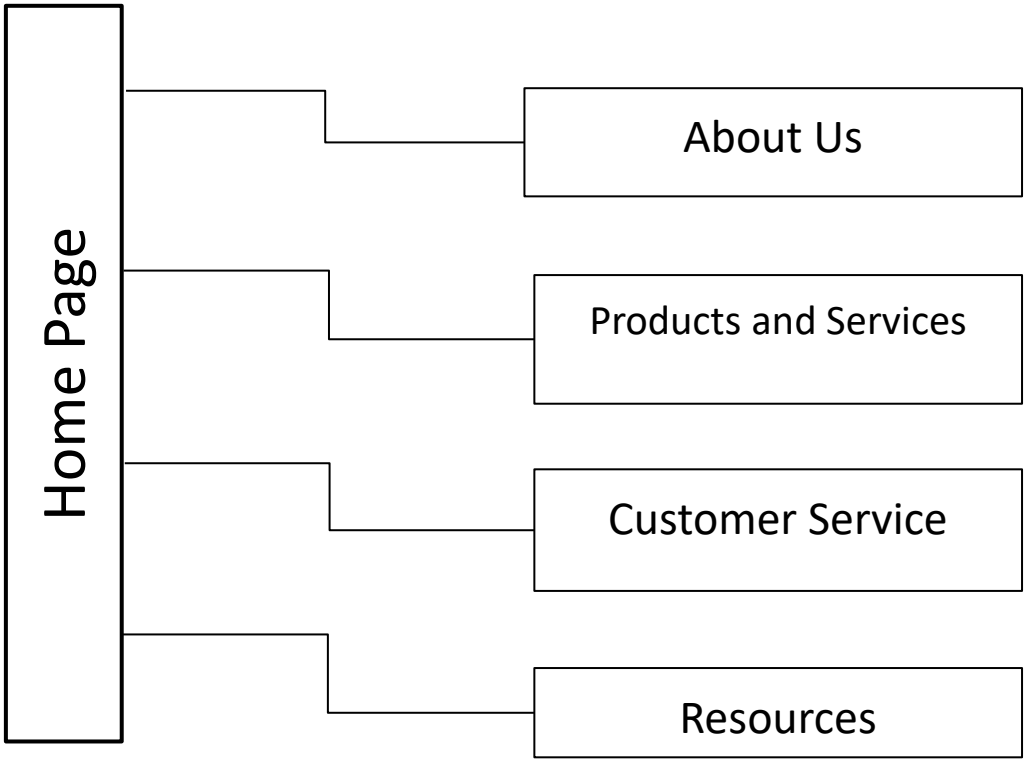
More planning and design questions

8. **Should the site include a help section that allows users to provide feedback and contact the organization?** Yes, customers are encouraged to provide feedback in a feedback section. The website will also incorporate a Question and Answer section.
9. **Should the site include product pictures and descriptions?**Yes, it is important for customers to be aware of what the company offers, price ranges, and offers using product pictures and descriptions.
10. **Should the company include descriptions of services, fees, and related information?** Yes, the website will include a description of how virtual reality works, a description of our services, and payment methods.

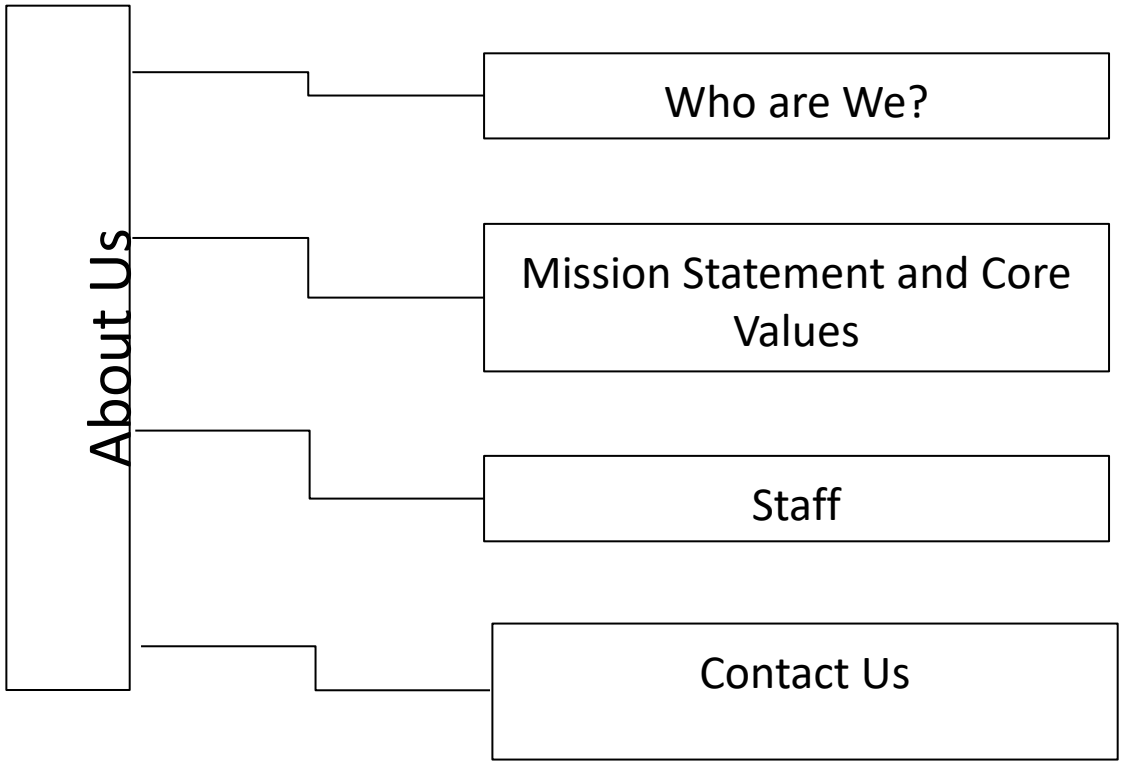
More planning and design questions

11. **Will the site require use of forms?** No, in order to protect customer's privacy forms in the website will be limited to voluntary surveys. Subscriptions to the company's services and payments will be conducted directly with the company.
12. **Will the site need to be tied to a database?** Yes, the website will be tied to a database since the website gathers data.
13. **Should external links be included? To what sites?** There will be a news section with links directing customers to the company's or general technology related articles, in specific related to Virtual reality.

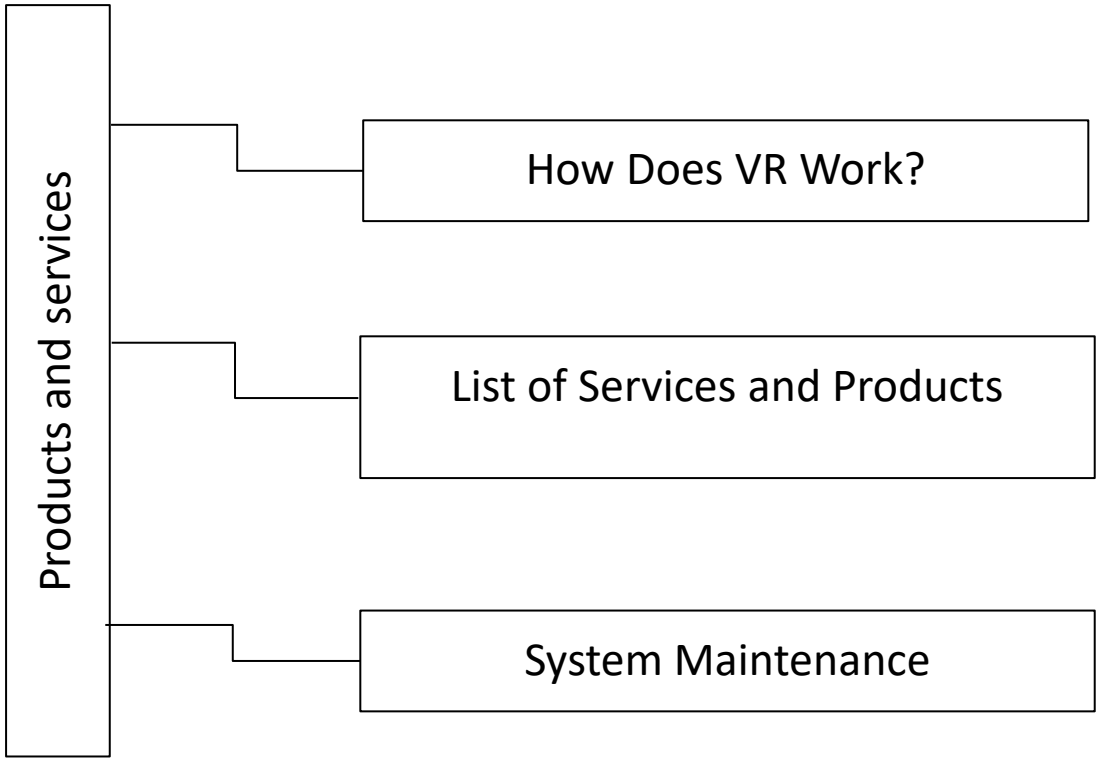
Design Diagram



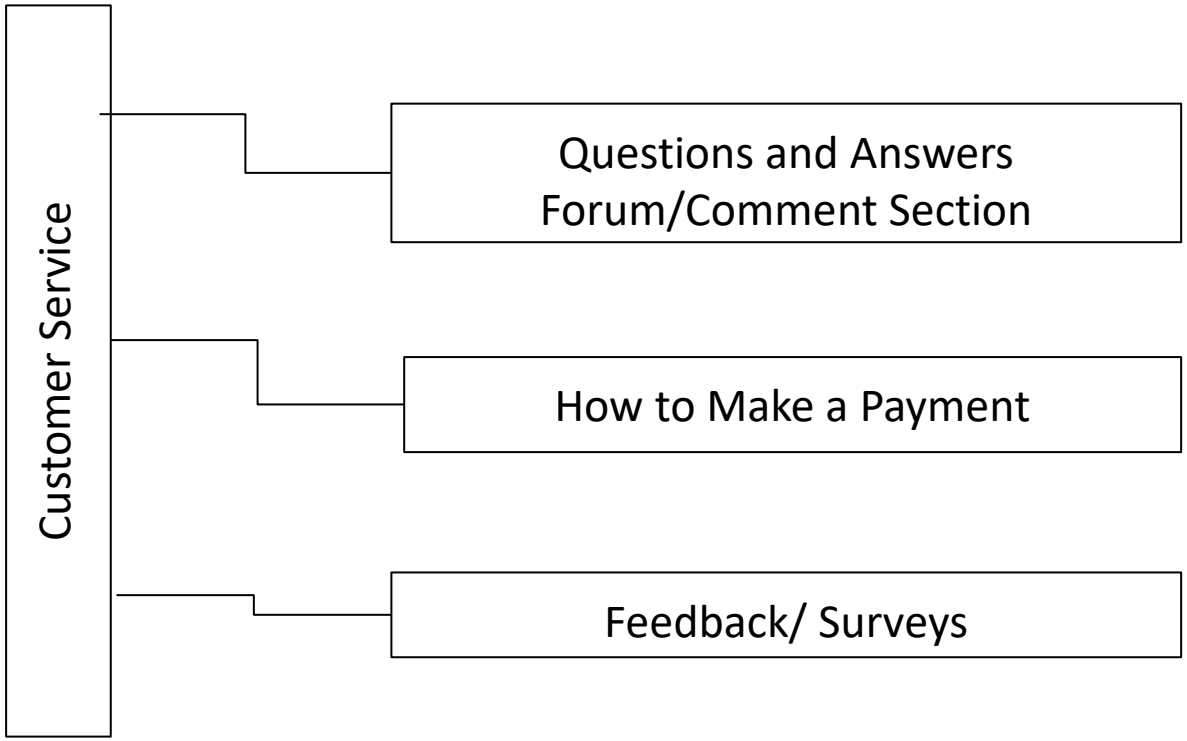
About Us


About Us
Who are We?
Mission Statement and Core Values
Staff
Contact Us

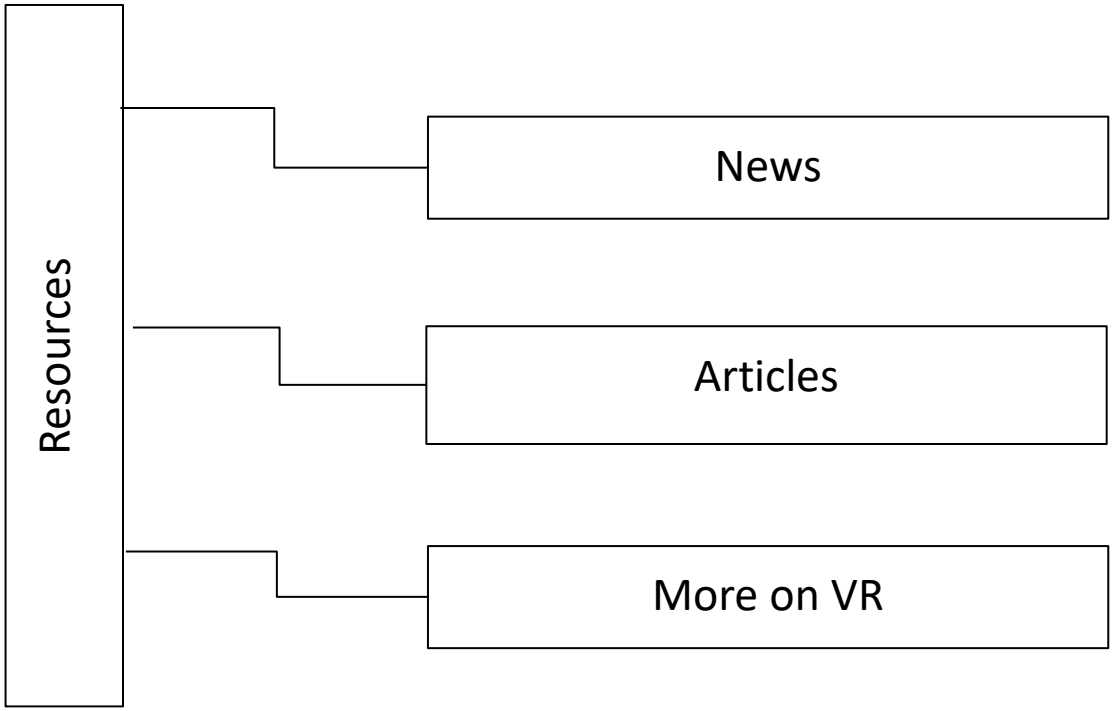
Products and Services



Customer Service



Resources



Web Prototype

Create a WiX site!

MARX, Inc

Mission and Vision

Mission…

"Entertainment that Excites"

We are a leading entertainment company in virtual reality (VR). combining technology and entertainment. Instead of you attending sports or music events, we bring the entertainment to you from the comfort of your home. Our team consists of a variety of experts including our talented group of software engineers who work hard in our innovating cutting edge facility system to bring you the best virtual entertainment.

Vision…

To provide the most exciting entertainment of 21st century with futuristic technology.

Create a WiX site!

Products and Services

Only compatible with our software

VR Head Gear

Only compatible with iOS 9+
and Lollipop+

App Software

Limited free content with an in-app subscription option

App

Create a WiX site!

Contact

Memphis, TN, USA

Marxservicevrservice@gmail.com

888-777-6660

123-456-7890

Opening Hours

Mon - Fri: 7am - 10pm
Saturday: 8am - 10pm
Sunday: Closed

VR One

$29.99

VR 2.0

$89.99

VR 3.0

$149.99

Banking

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Web Diagram and Planning Questions

- How will you communicate your brand?
- Viral advertisement, pop-ups, banner ads, and permission marketing
- What content will make this site unique and attractive?
- The site will offer 24/7 availability for all transactions and 24 hour personal assistance
- Incentives for client referral
- What will keep visitors coming back?
- Website will be user friendly with special offers
- What sort of interactive content does the site need?
- Interactive individual transaction tracking, new client forms, loan application, investment forms, and transaction confirmations

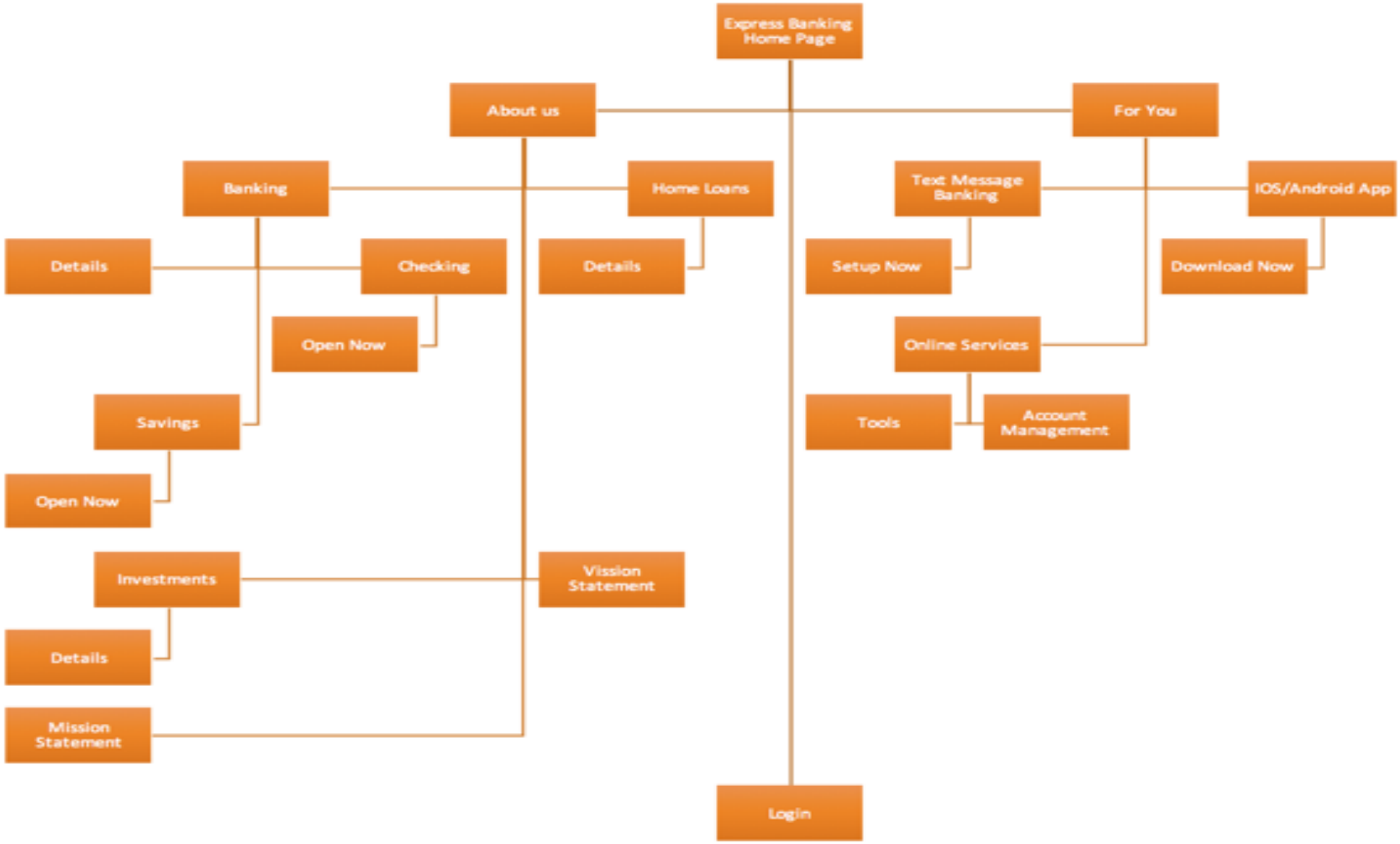
Planning Questions (Con't)

- Should the site include some form of entertainment to keep people interested?
  - Site will include live streaming of TV financial news such as MSNBC, and Fox as well as a music streaming option
- Should a "community" be built through message boards, memberships, chat areas, and special interest areas?
  - Indeed message boards and chat areas will permit information exchange about loans, stocks, mutual funds, and other investment tools
- What multimedia components might facilitate meeting our objectives?
  - Interactive chat rooms and message boards permit clients and financial advisors to share intellectual content
- Should the site include a help section that allows users to provide feedback and contact the organization?
  - A 24 hour help desk will be available for all clients to contact a personal financial advisor
  -

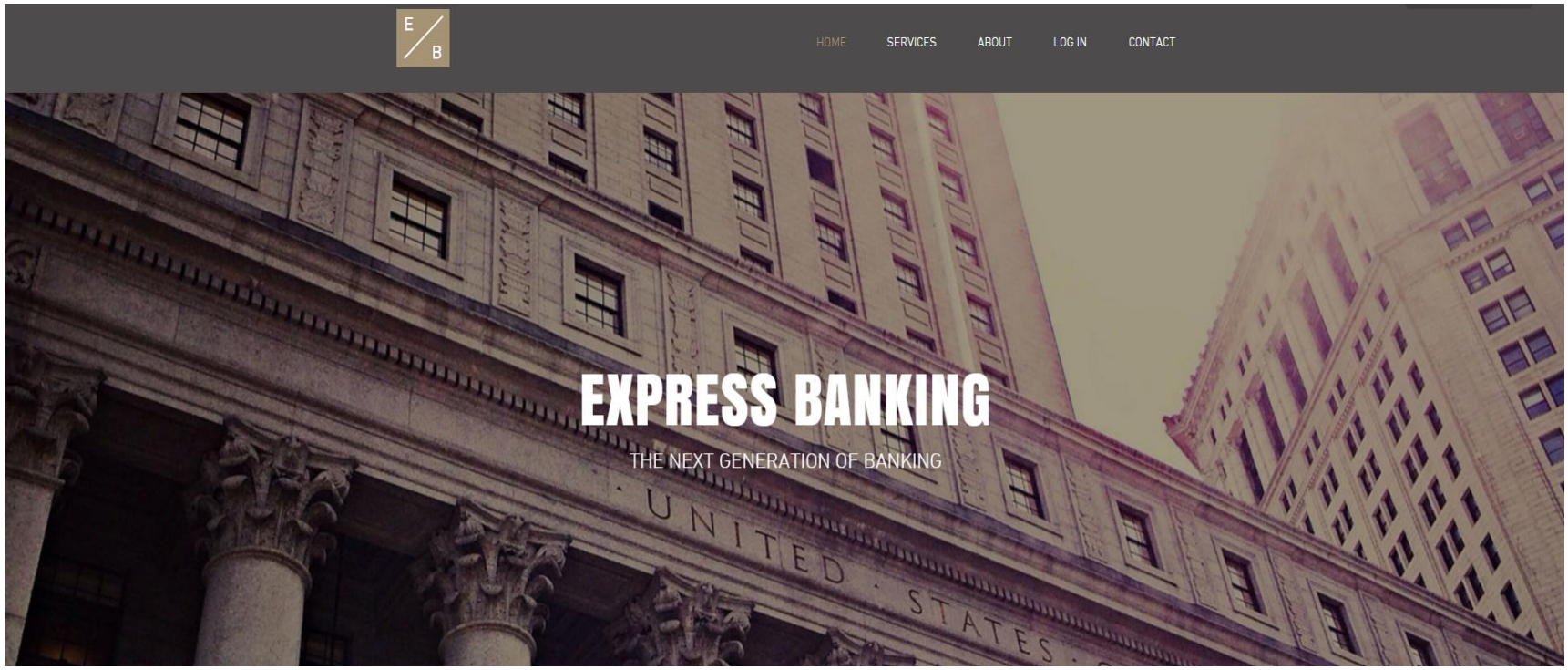
Planning Questions (Con't)

- Should the site include product pictures and descriptions?
  - Icons will represent savings accounts, checking accounts, loans, investment accounts, and account summary reviews
- Should the site include descriptions of services, fees, and related information?
  - Yes, and clients will need to signature their understanding of all this
- Will the site require the use of forms?
  - For new members, for existing clients adding or deleting various accounts, and as agreement to general policy disclaimers and enclosures
- Will the site need to be tied to a database?
  - Yes, a very large and protected one
- Should external links be included and if so, to what sites?
  - No, due to client and organization privacy policies

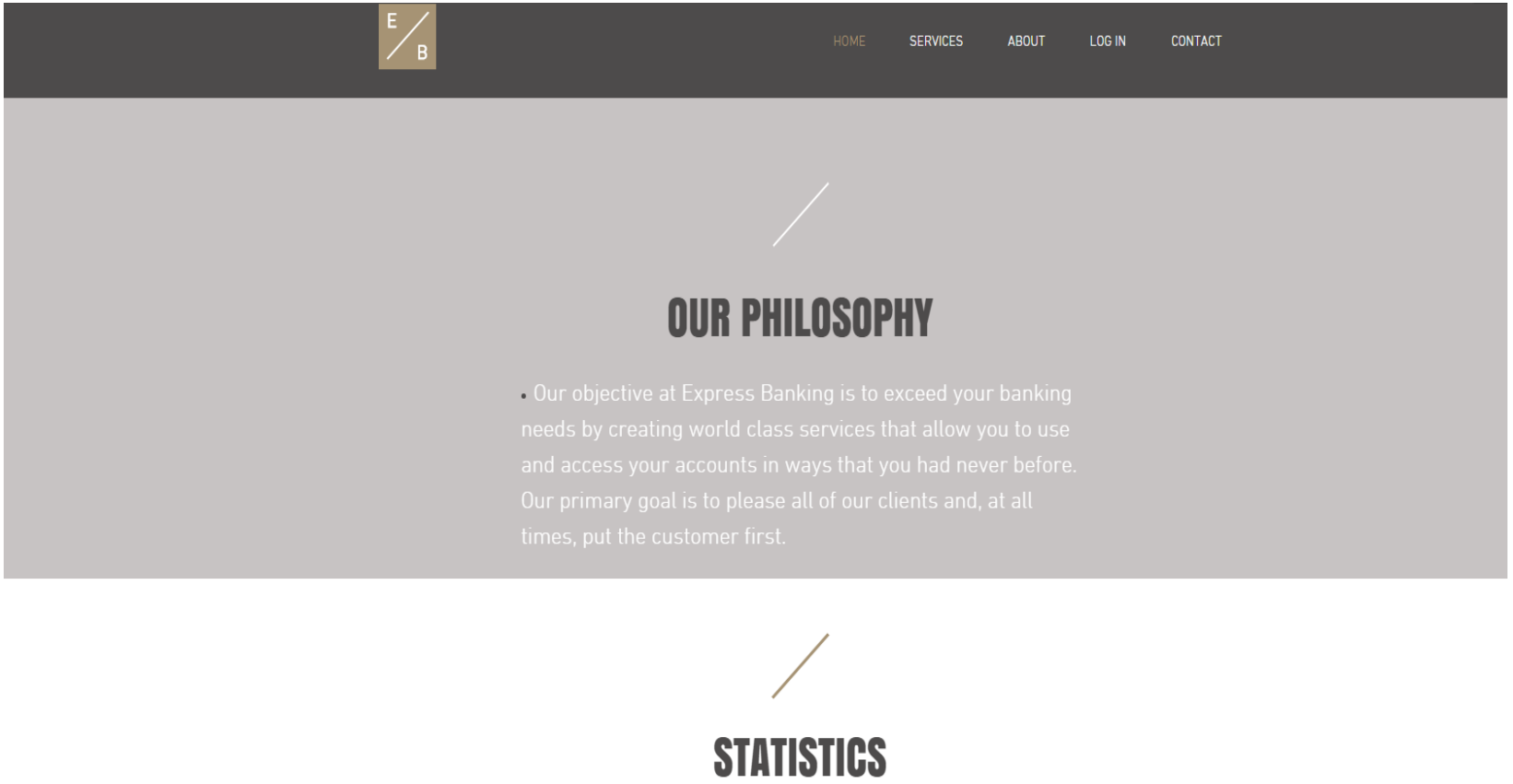
Website Design



Web Page Prototypes

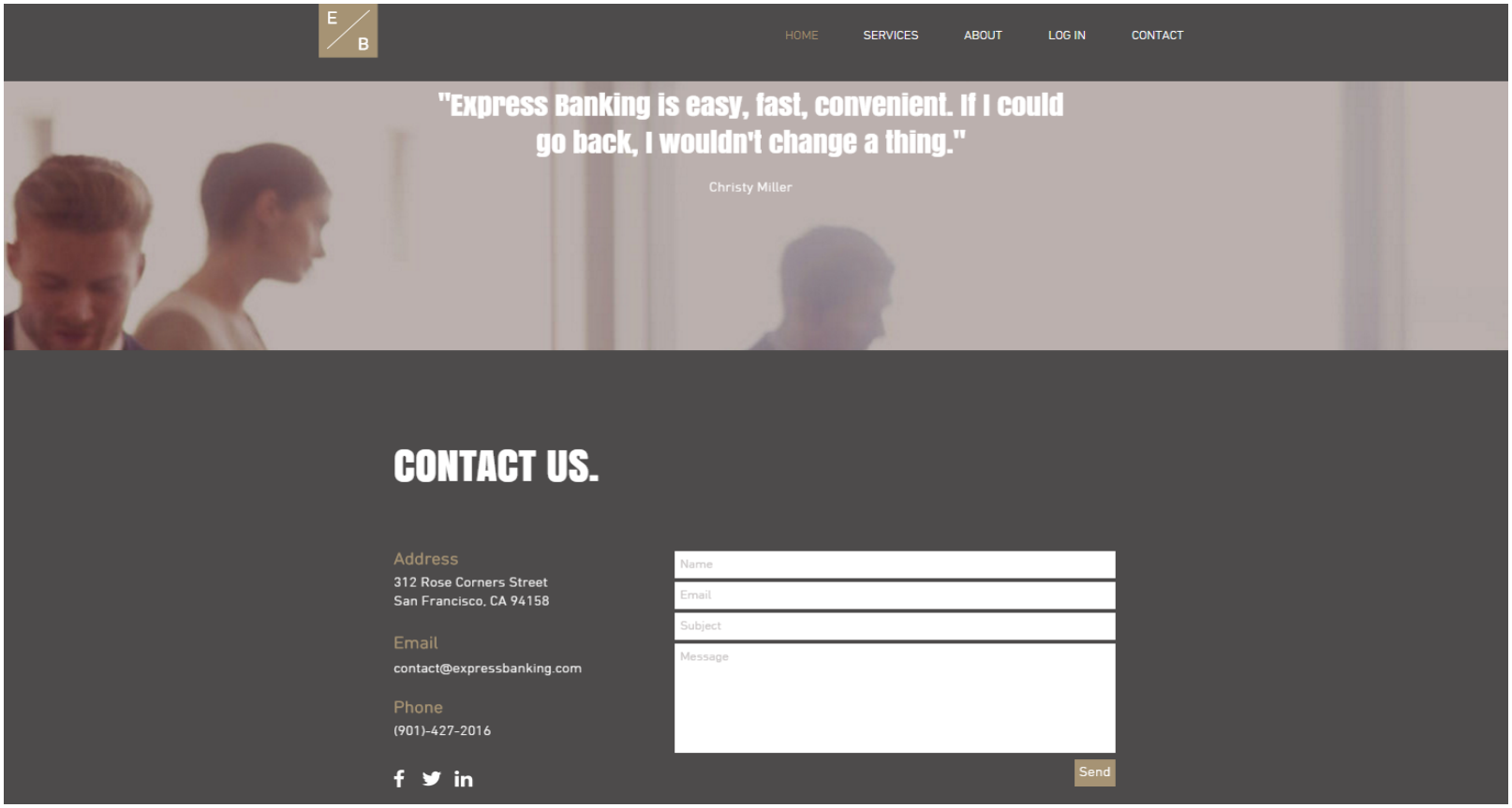


Web Page Prototypes Con’t

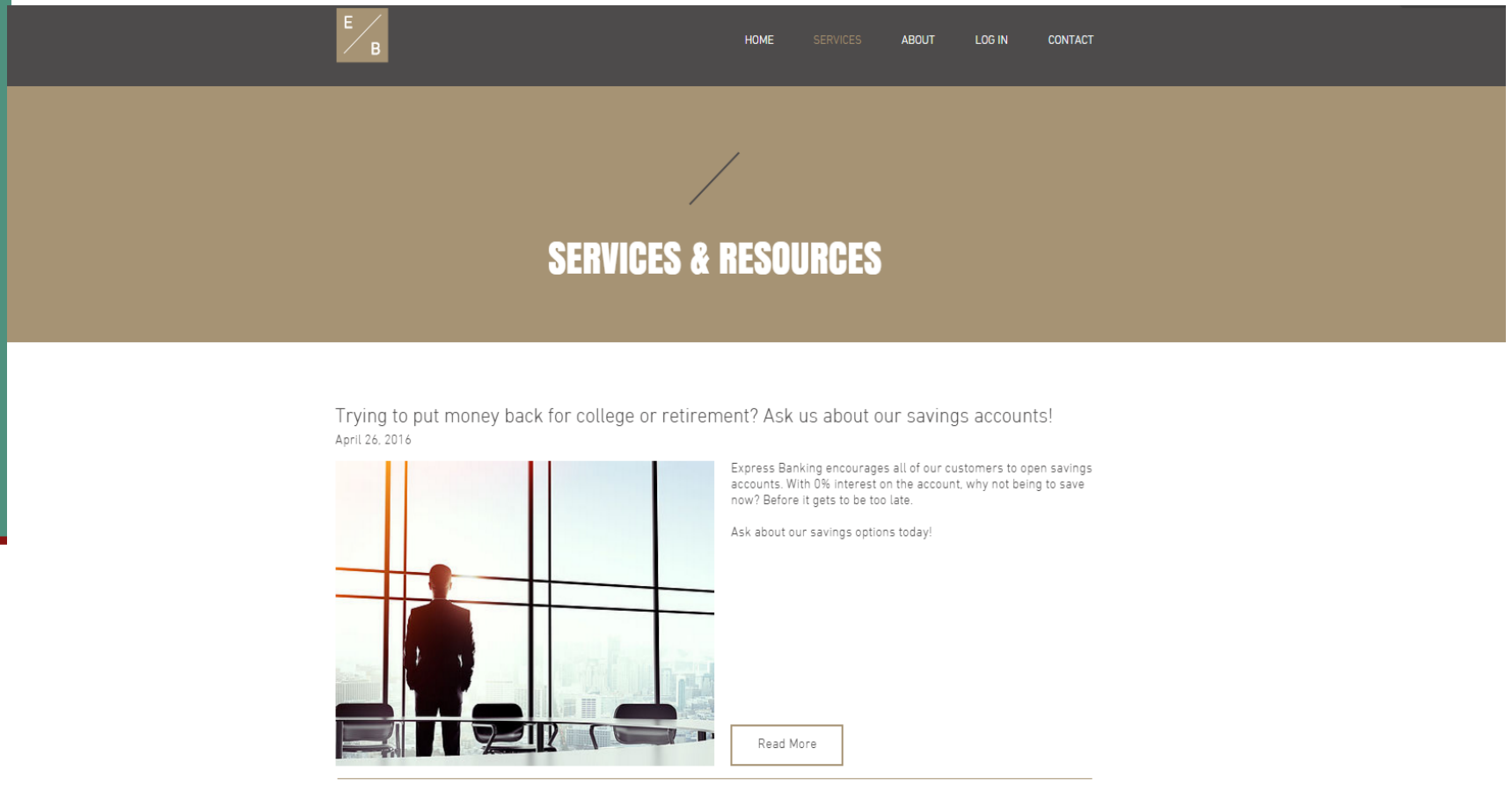


Web Page Prototypes Con’t

Web Page Prototypes Con’t



Web Page Prototypes Con’t



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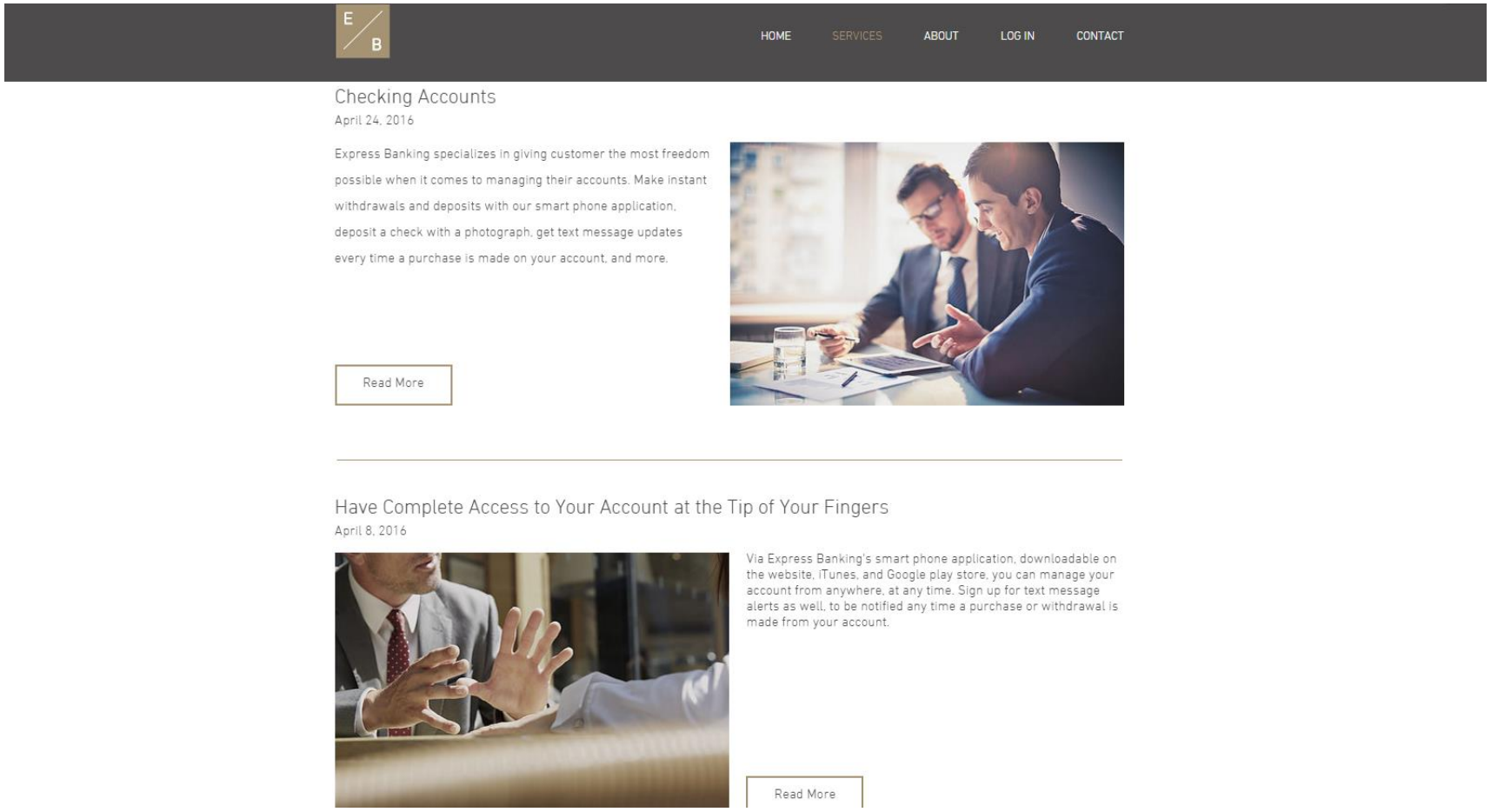

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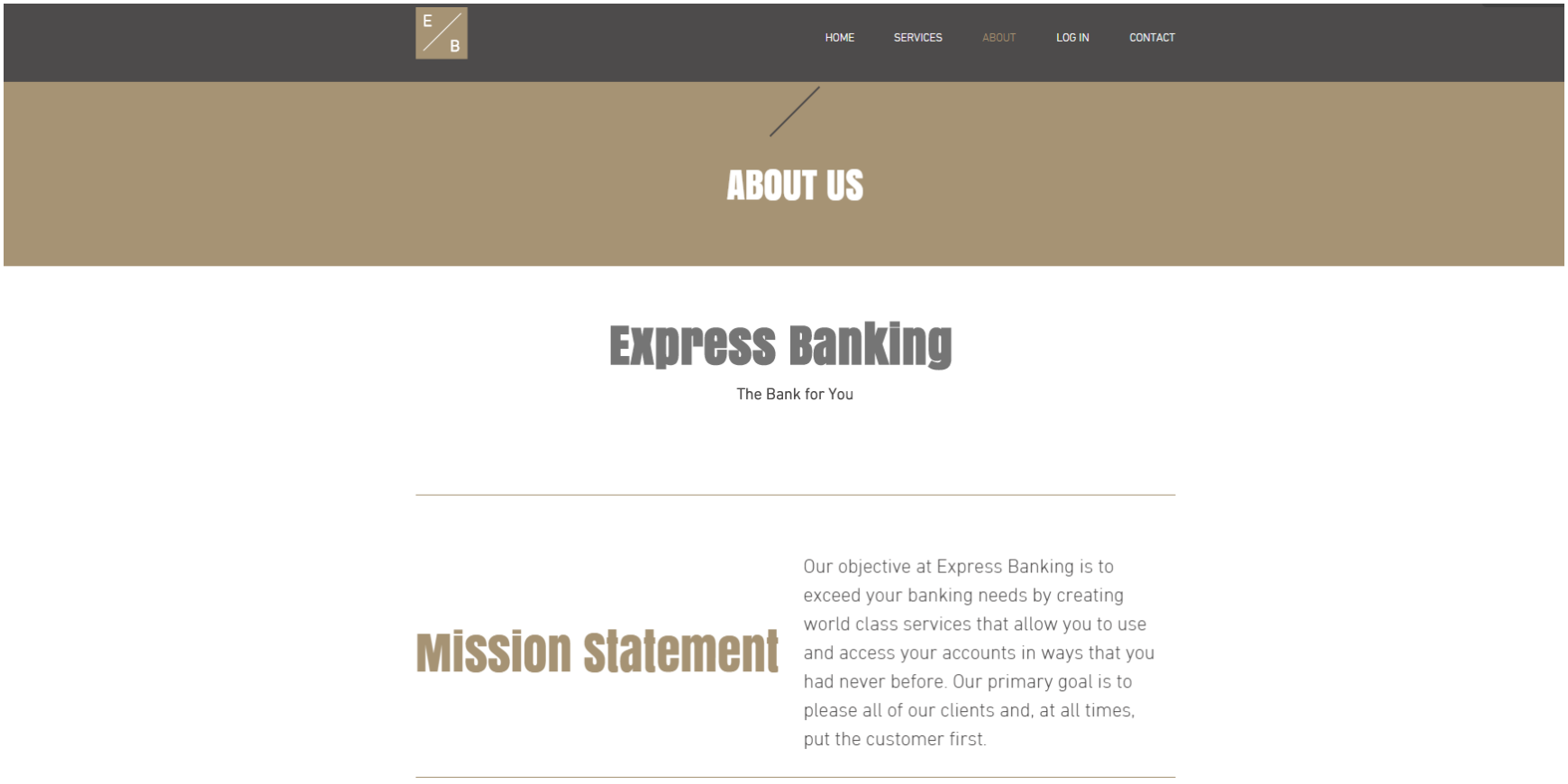
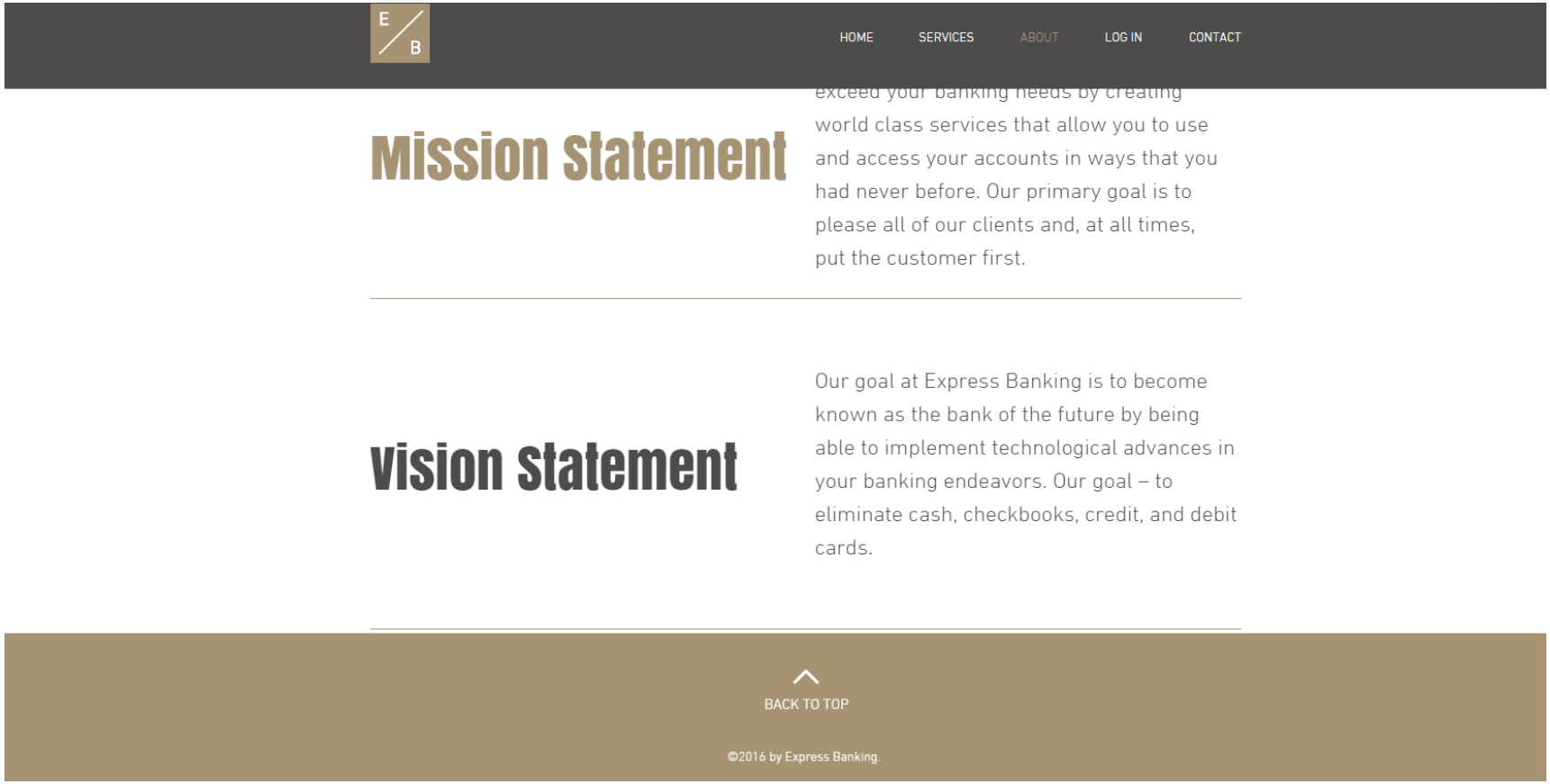
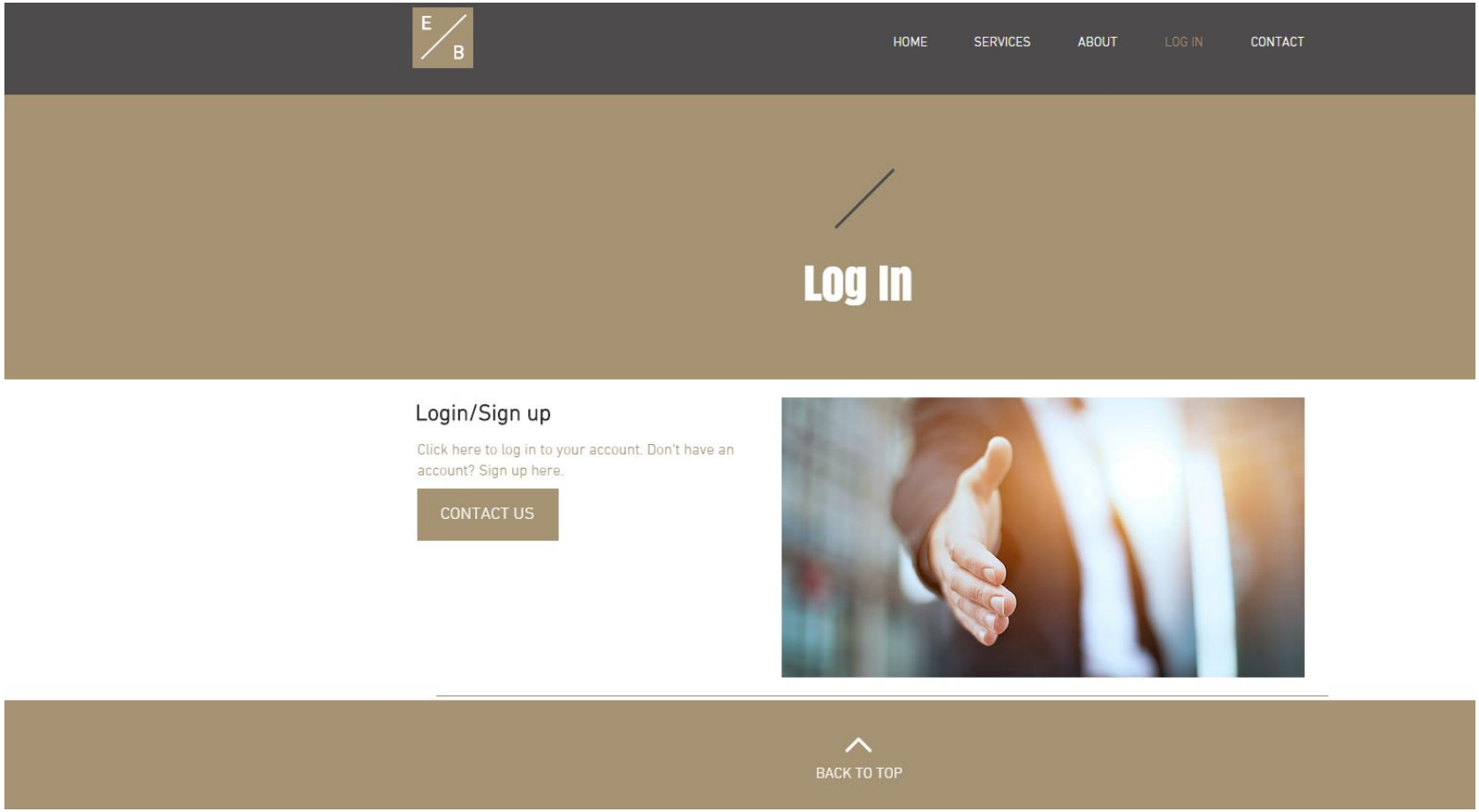


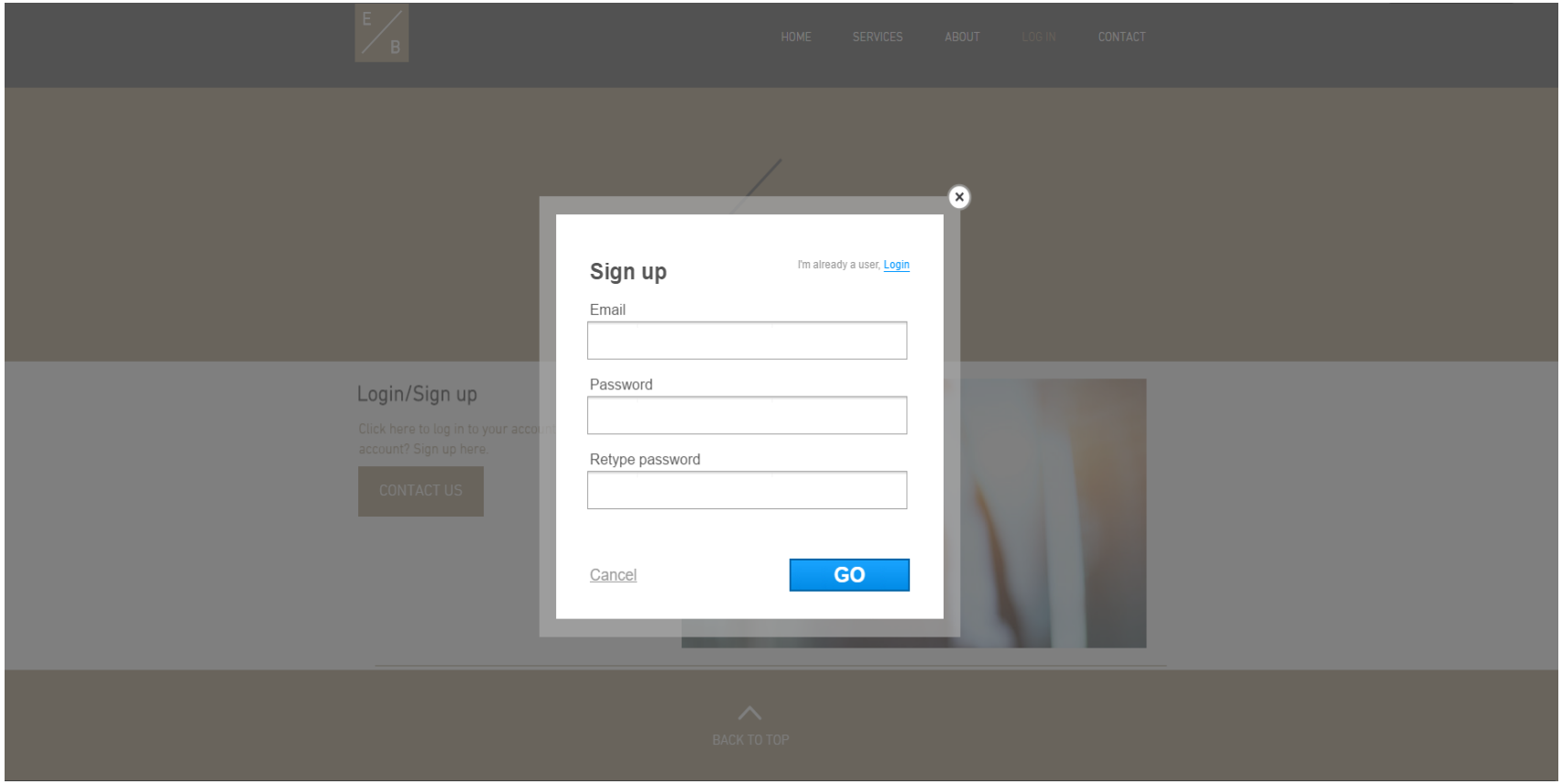
Web Page Prototypes Con’t



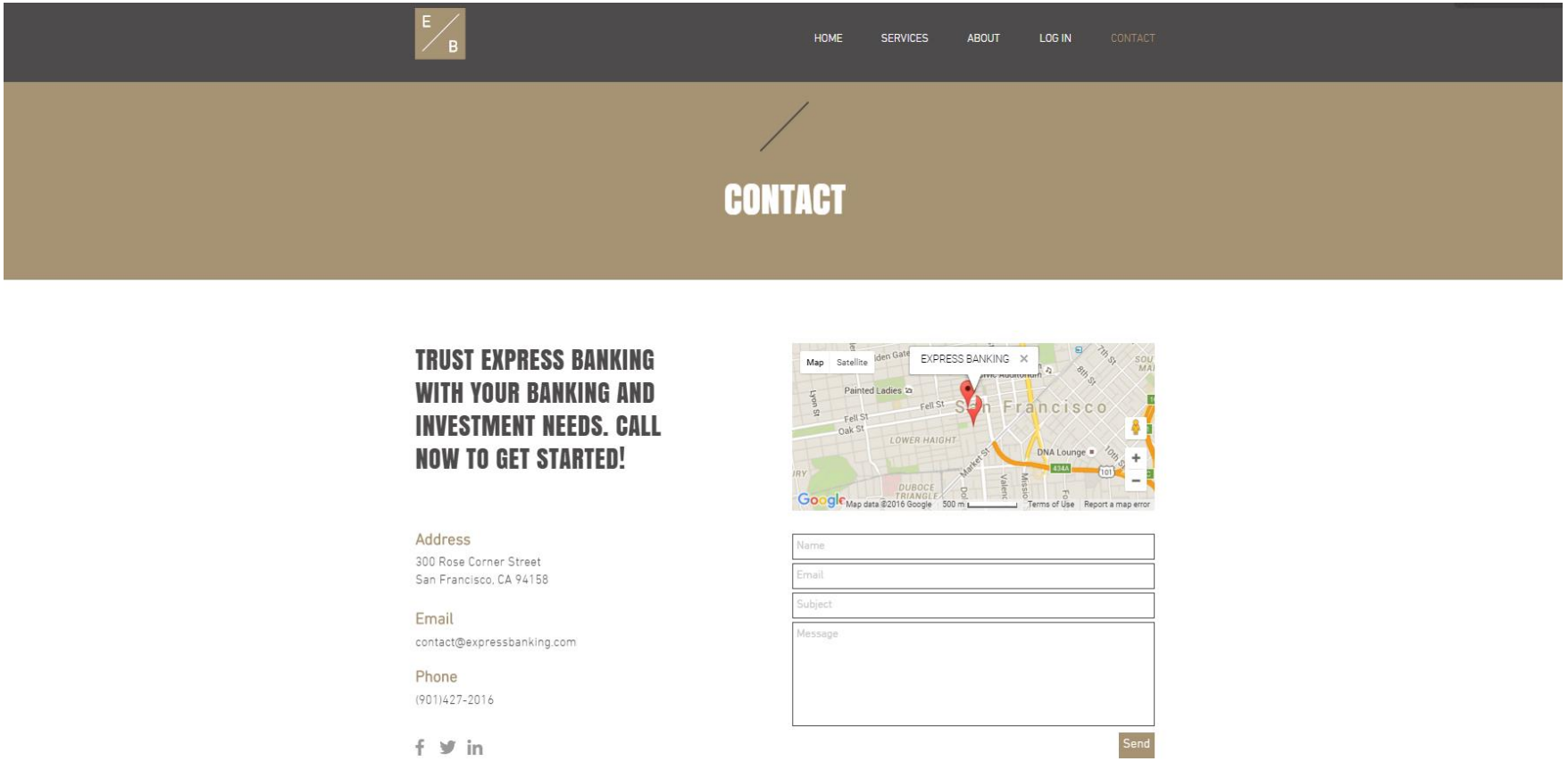
Web Page Prototypes Con’t



Web Page Prototypes Con’t



Web Page Prototypes Con’t



Steakhouse

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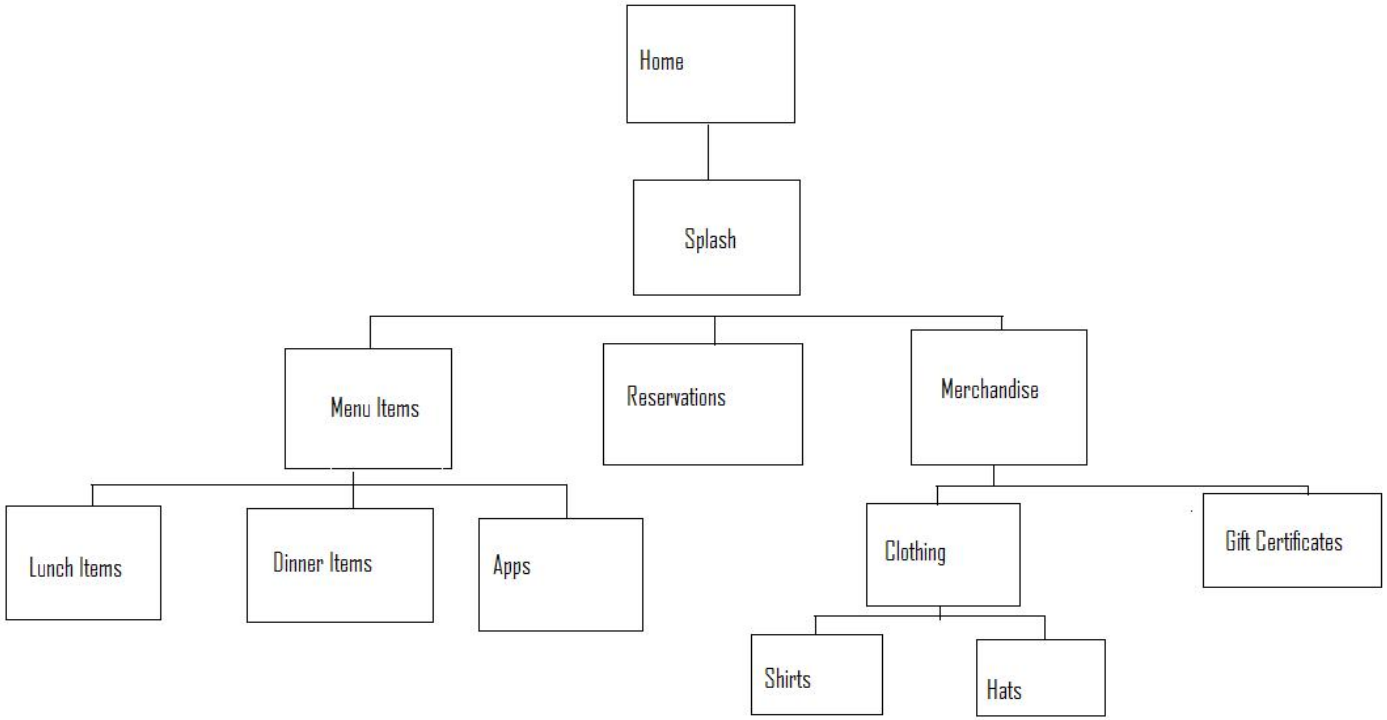
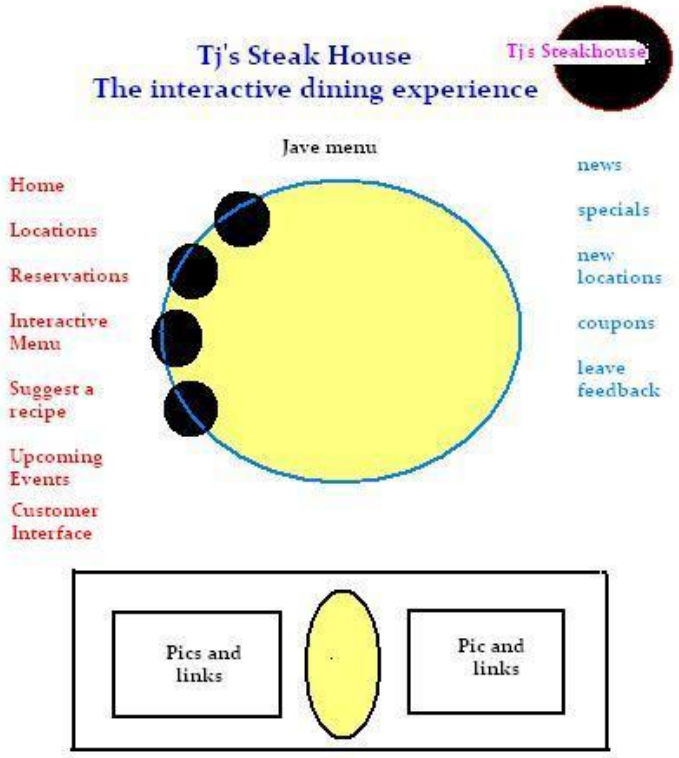
Website Design



Welcome to TJ's Steakhouse

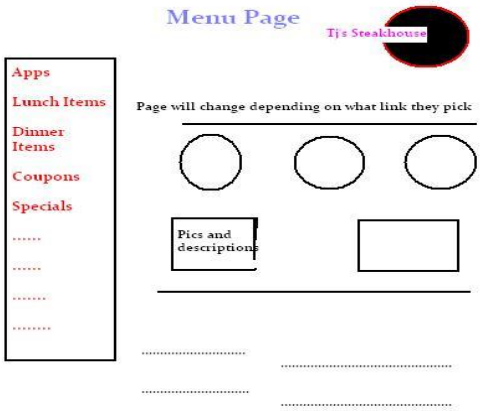


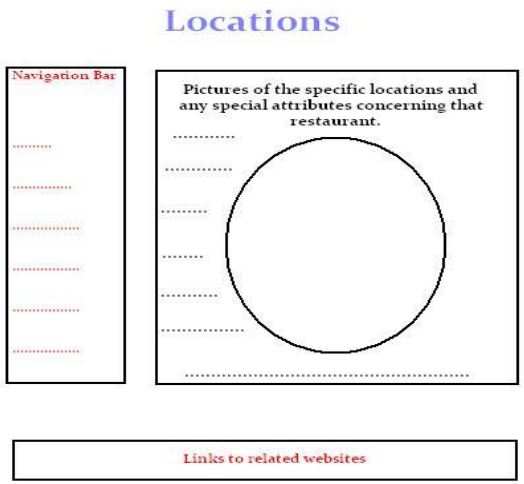
- Our main page will give our visitors the chance to check out locations, make reservations and check out our interactive menus.

- A Java menu will be set to incorporate flash and video multimedia so that we can give the customer the sense that we are different

- Picture will be changed periodically so that we can keep our website fresh.

Website Cont

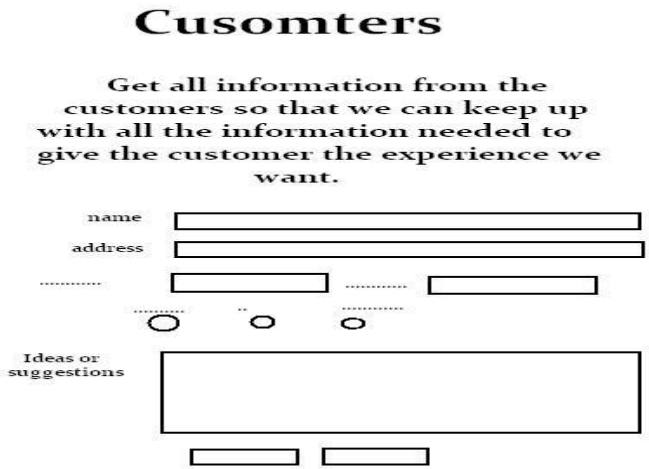


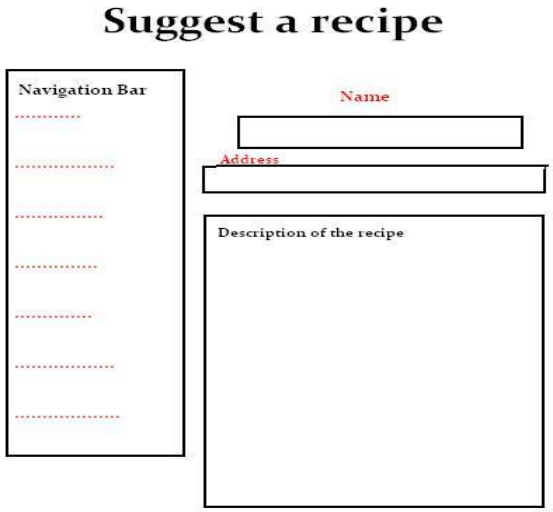


- The menu page will allow the visitors to see every aspect of our food. Everything from ingredients to Calorie content.

- The Location page allow the visitors to see the other locations and access to that stores website.

Website Cont





- Our customer page is set up so that we can gather all the information before the customer actually gets there. So the customer can have more of the interactive experience we strive to create.

- Suggesting a recipe is at the very heart of or restaurant so we need a page that will allow the customers to be more a part of the restaurant.

On-Line Music Store

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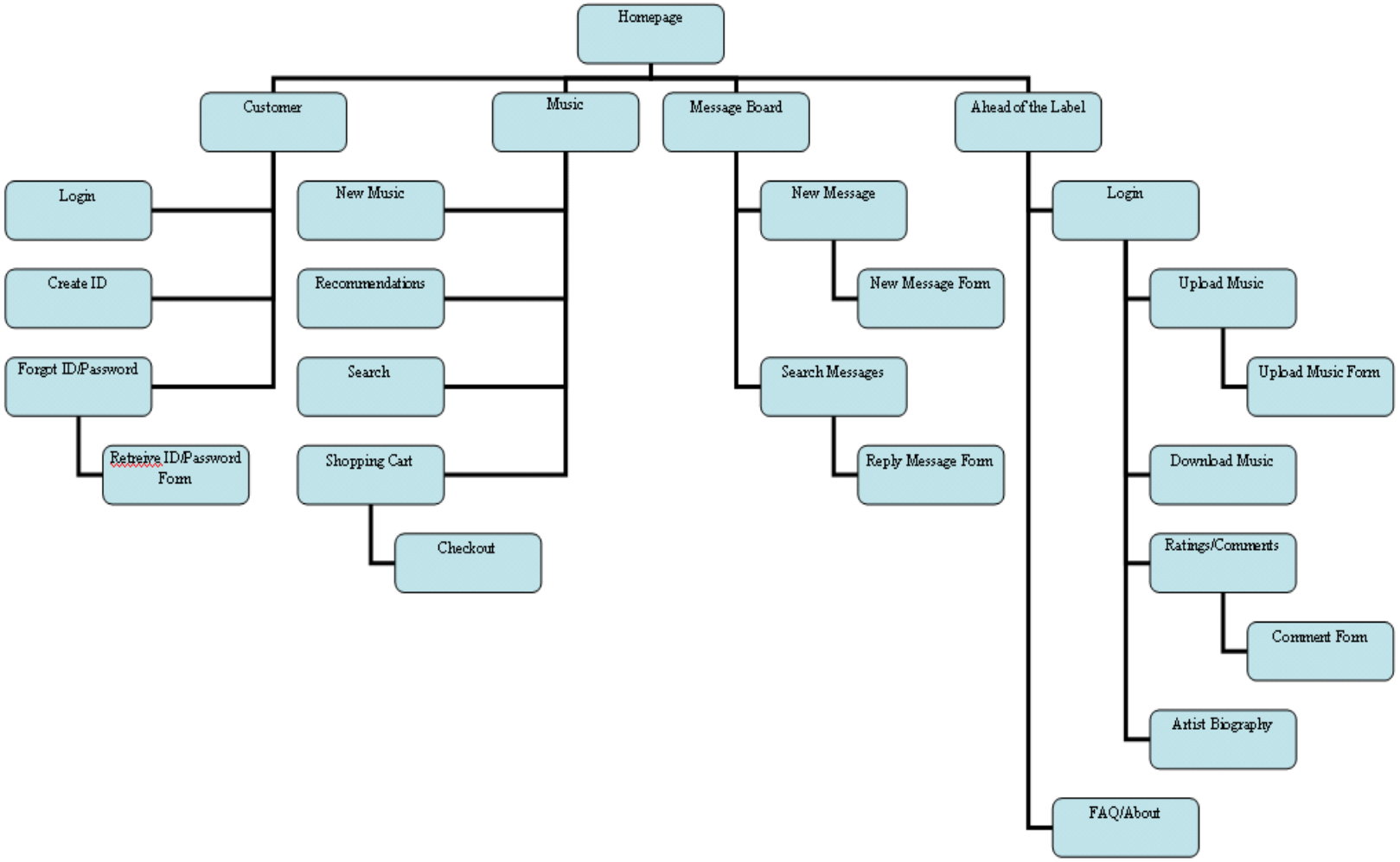
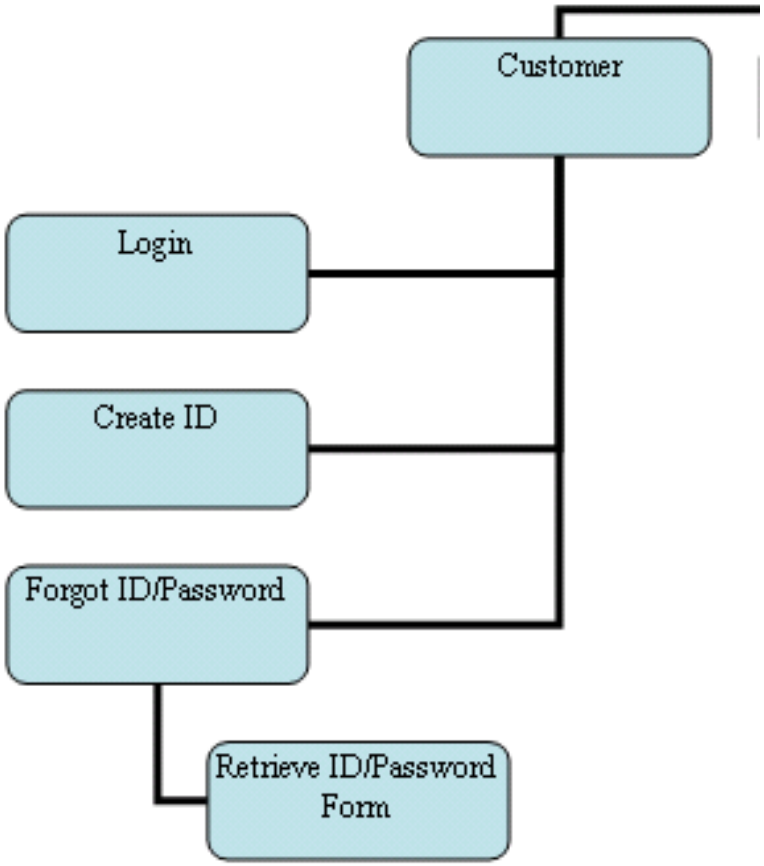
Web Design Diagram



Web Diagram (Continued)



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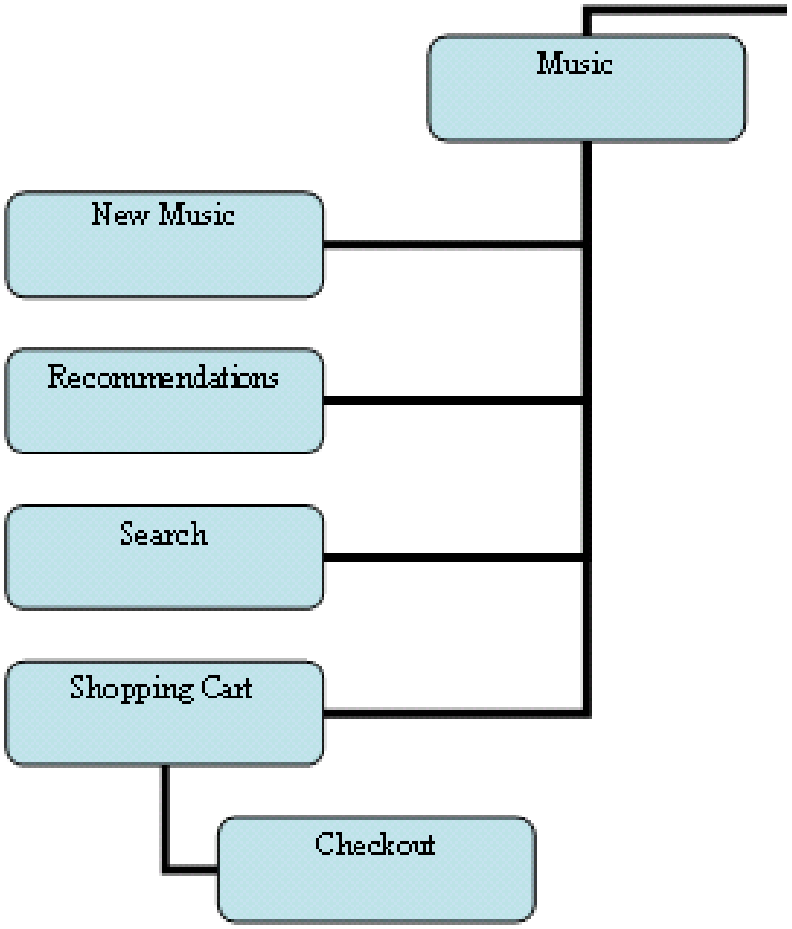
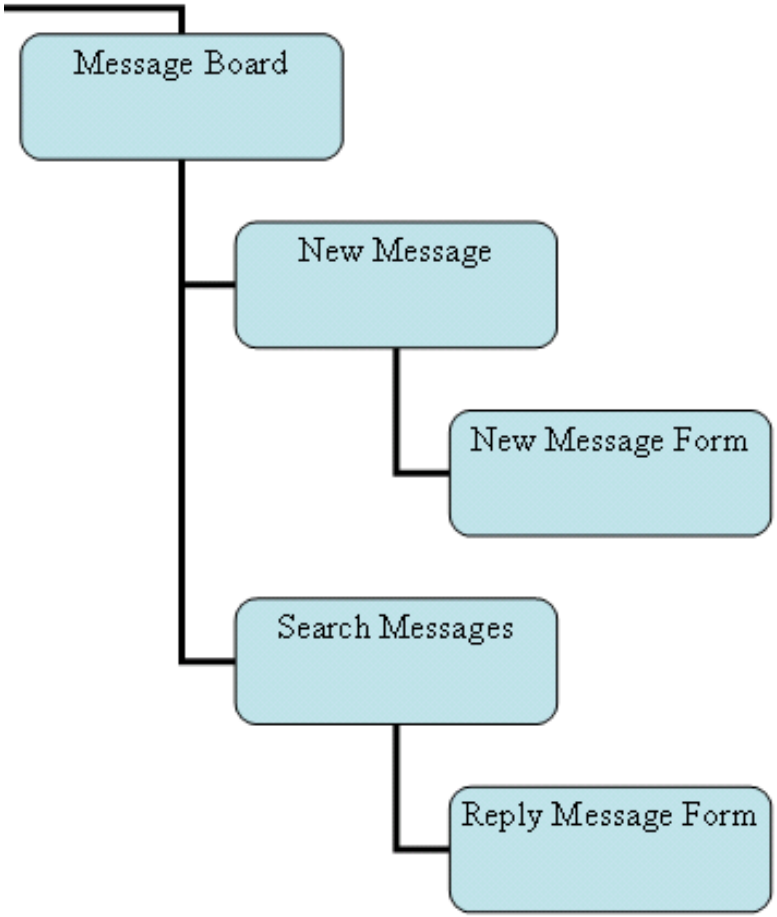
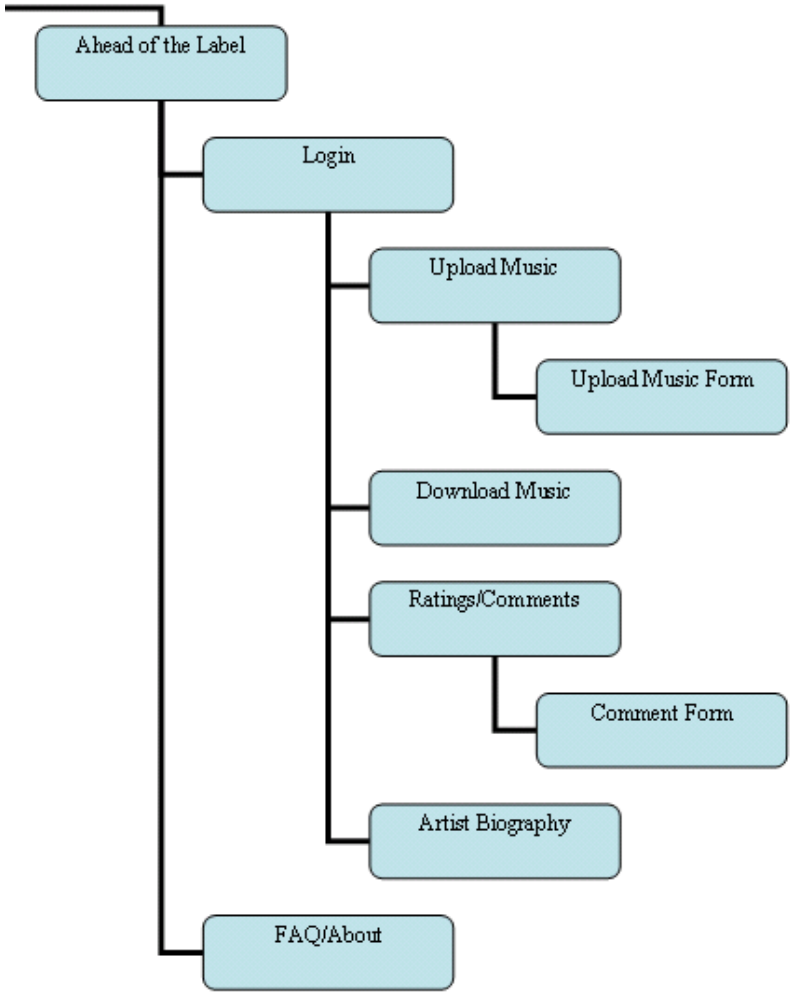


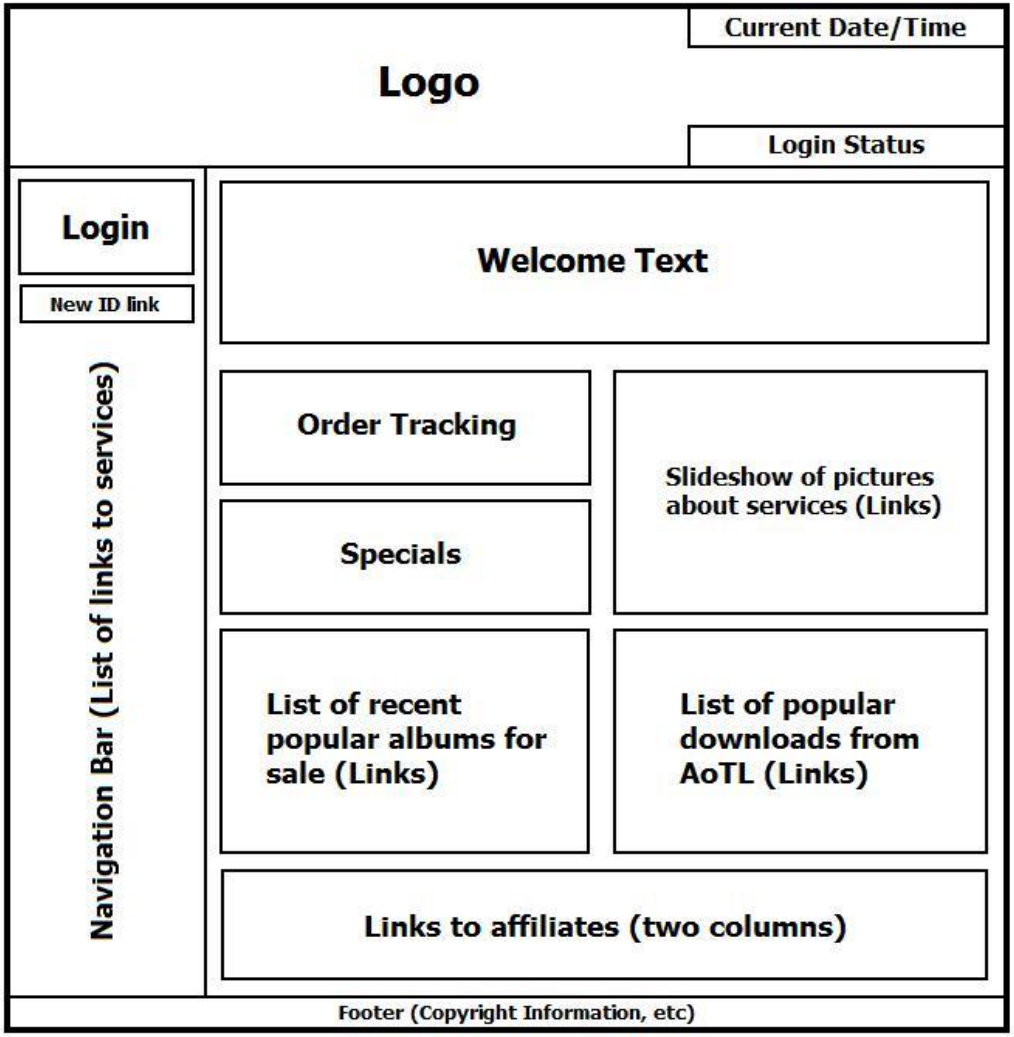
Web Diagram (Continued)



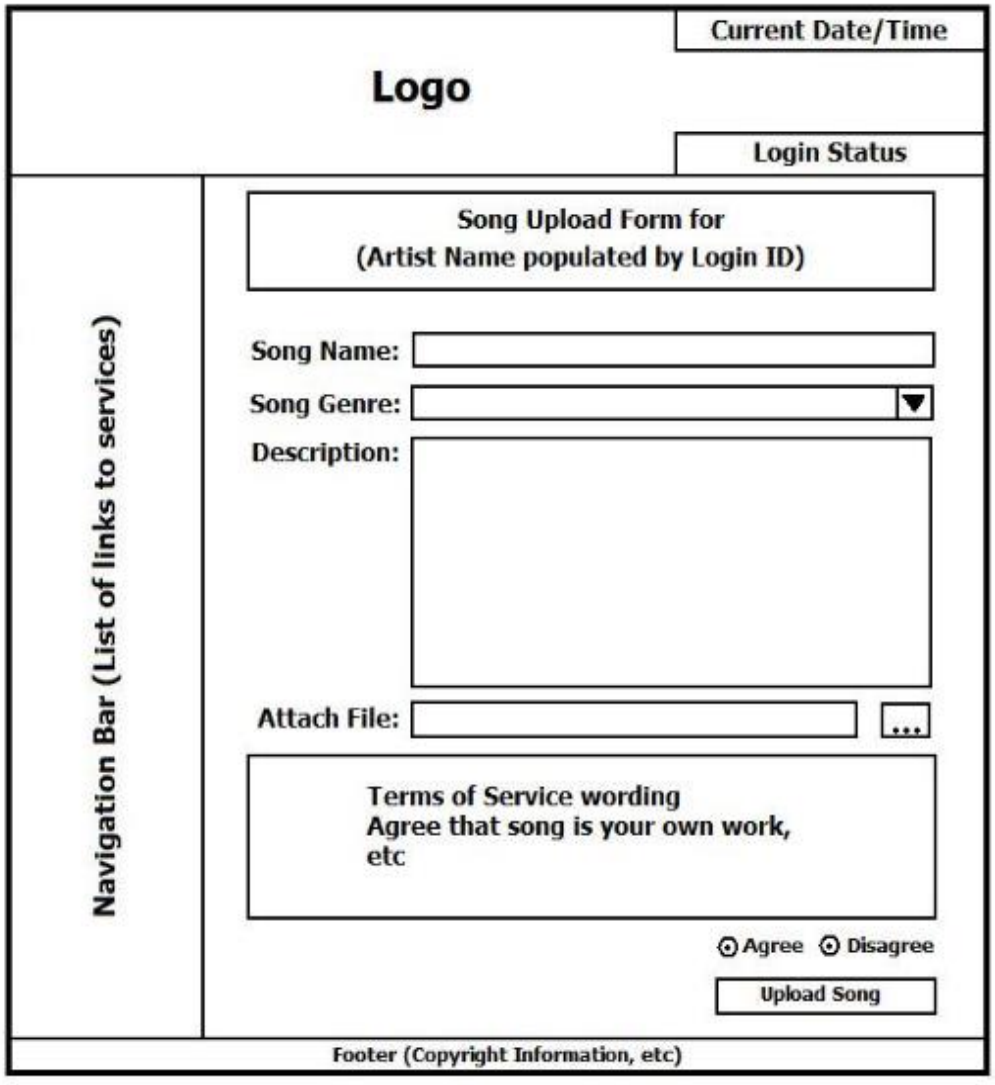
Web Diagram (Continued)



Web Prototype



Web Prototype (Upload form)



Travel

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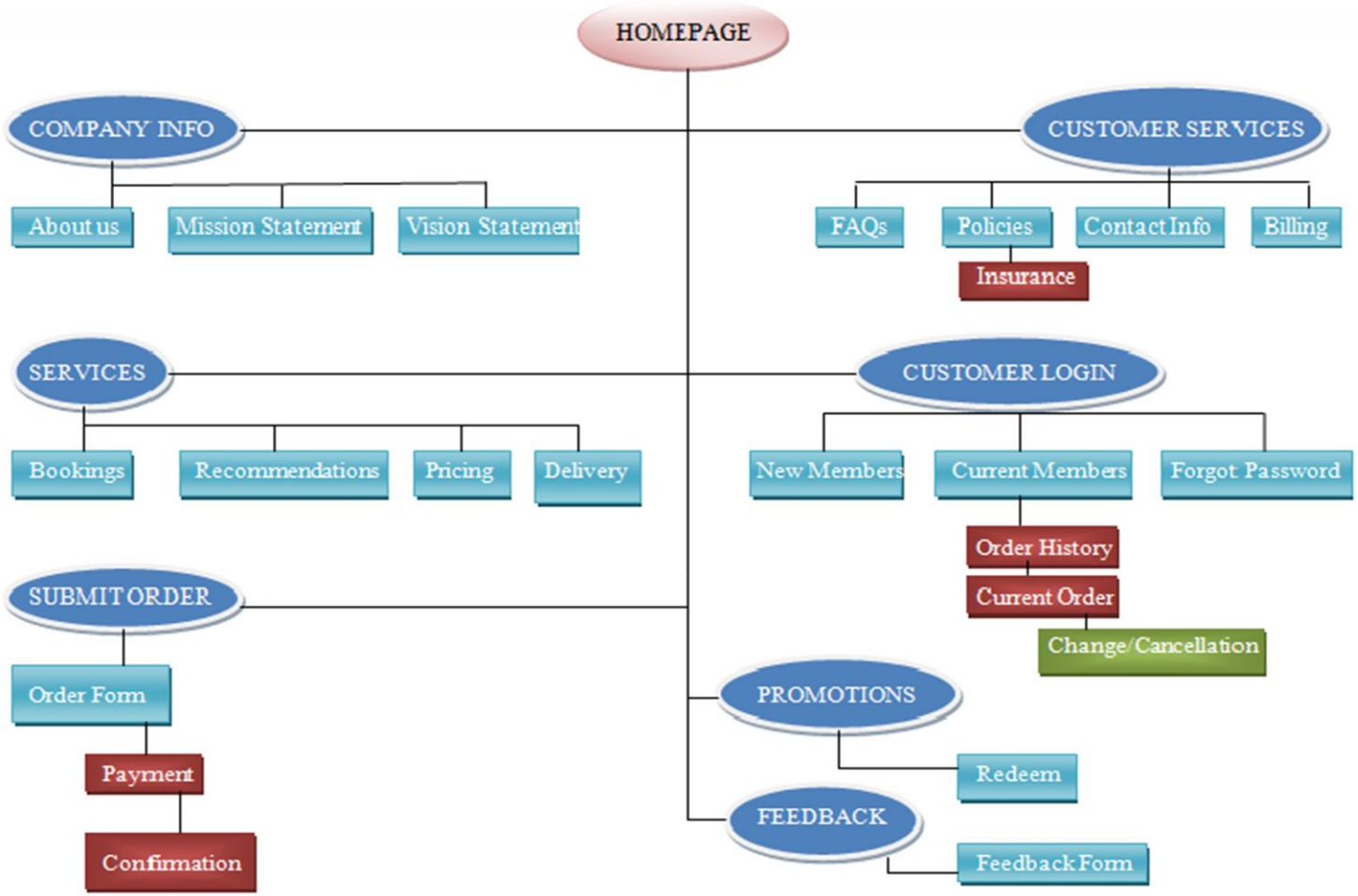
Dream Vacations

The time is now!

Website Design Tree:



Planning Questions:

- **How will you communicate your brand?**
  - *Dreams vacations will promote and advertise its services through the official website of the agency in which our clients will be able to access information about our travel packages and promotions. We will promote our services by sharing the travel stories of satisfied customers through TV and internet commercials. Through their mobile devices, our customers will have fast and easy access to what we offer by downloading the Dream Vacations application. We will also communicate through direct mailing of special offers & personal selling.*
- **What content will make this site unique and attractive?**
  - *Our website will be based on expert searching and pricing (ESP) system, which allows our customers to combine multiple flights, hotel booking, car rentals and local activities. From the website, a potential customer can access the weather information (only of destinations offered), flights' information, maps, customer service and a rating option (Over all experience only).*

Dream Vacations
The time is now!

Planning Questions:

- **What will keep visitors coming back?**
  - *Our main goal is to ensure customer satisfaction, which will ensure customers to come back. Dream Vacations also has a loyalty programs which rewards customers that use our services often. Our agents will be trained to provide a solution to any possible situation. Our agency is committed to providing low rates that is why Dream Vacation has a price match policy. We will also ensure that our agents are trustworthy & personable.*
- **What sort of interactive content does the site need?**
  - *Our website will provide a list full of recommendations and safety information for travelers. These lists will vary according to the destination. Emergency numbers, maps, what to take to the trip, suggested budget and more.*

Dream Vacations
The time is now!

Planning Questions:

- **Should the site include some form of entertainment to keep people interested?**
  - *Our website will have access to Interactive Google maps*

- **Should a "community" be built through message boards, memberships, chat areas, and special interest areas?**
  - *Yes, Our customers will be able to rate and give feedback which will boost our reputation as well as credibility*

- **Should the site include descriptions of services, fees, and related information?**
  - *The website will include a detail description of all traveling packages, extra fees and all the information related to the trip such as hotel, flight, transportation, and entertainment.*

Dream Vacations
The time is now!

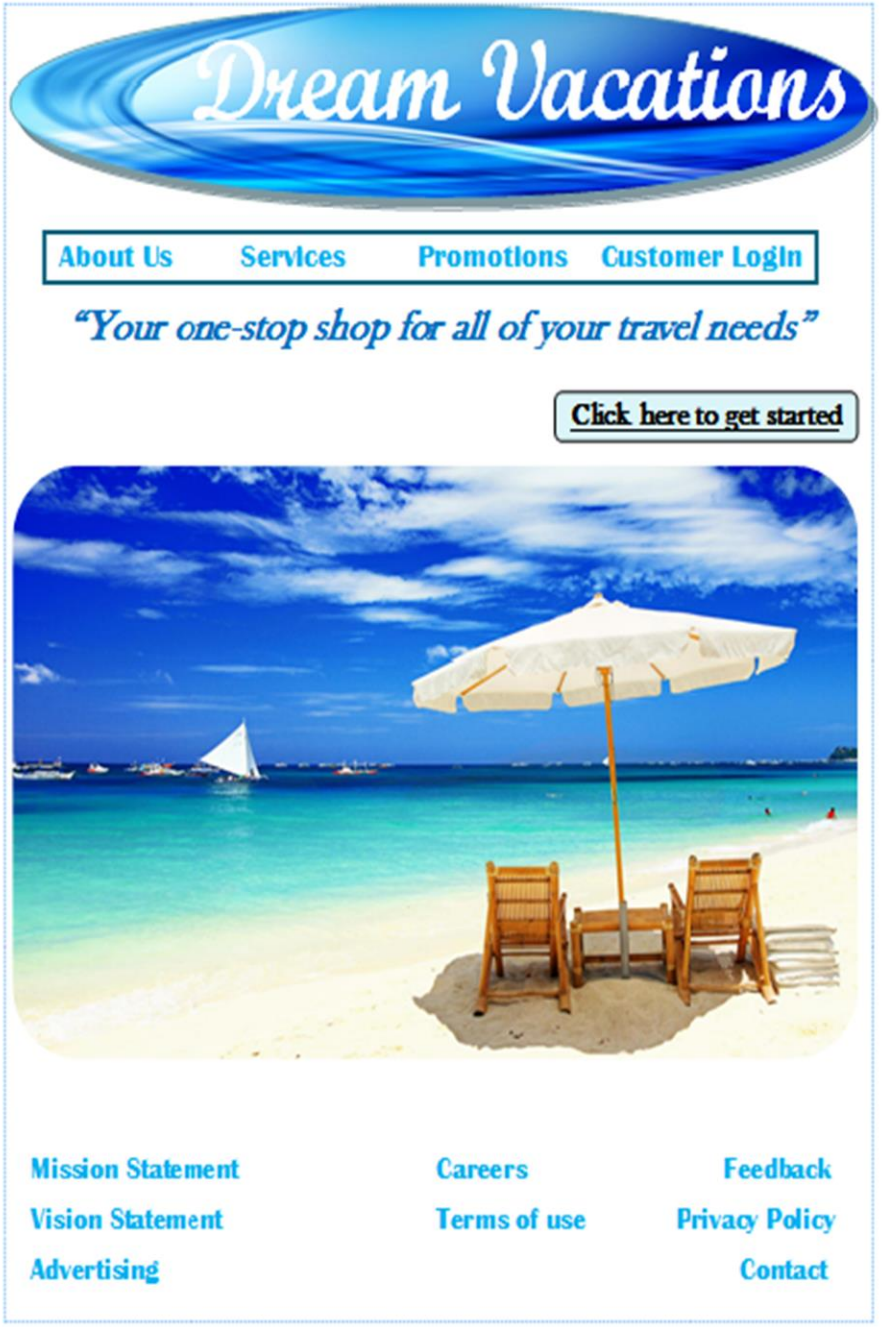
Planning Questions:

- **Should the site include a help section that allows users to provide feedback and contact the organization?**
- *Yes, Our website provides customers help through a website chat, email, or by phone. Our customers will be able to rate their experience (one star to five stars)*
- **Will the site need to be tied to a database?**
- *It won't be for use of customer so we won't be including it on the website*
- **Should external links be included? To what sites?**
- *Yes, our website will include external links to:*
- **Google maps*
- **Governments official websites US*
- **World weather forecast website*
- **www.tsa.gov*
- **Department of State website*
- **Official destinations' website*

Dream Vacations

The time is now!

Website Prototype: Home Page



Dream Vacations

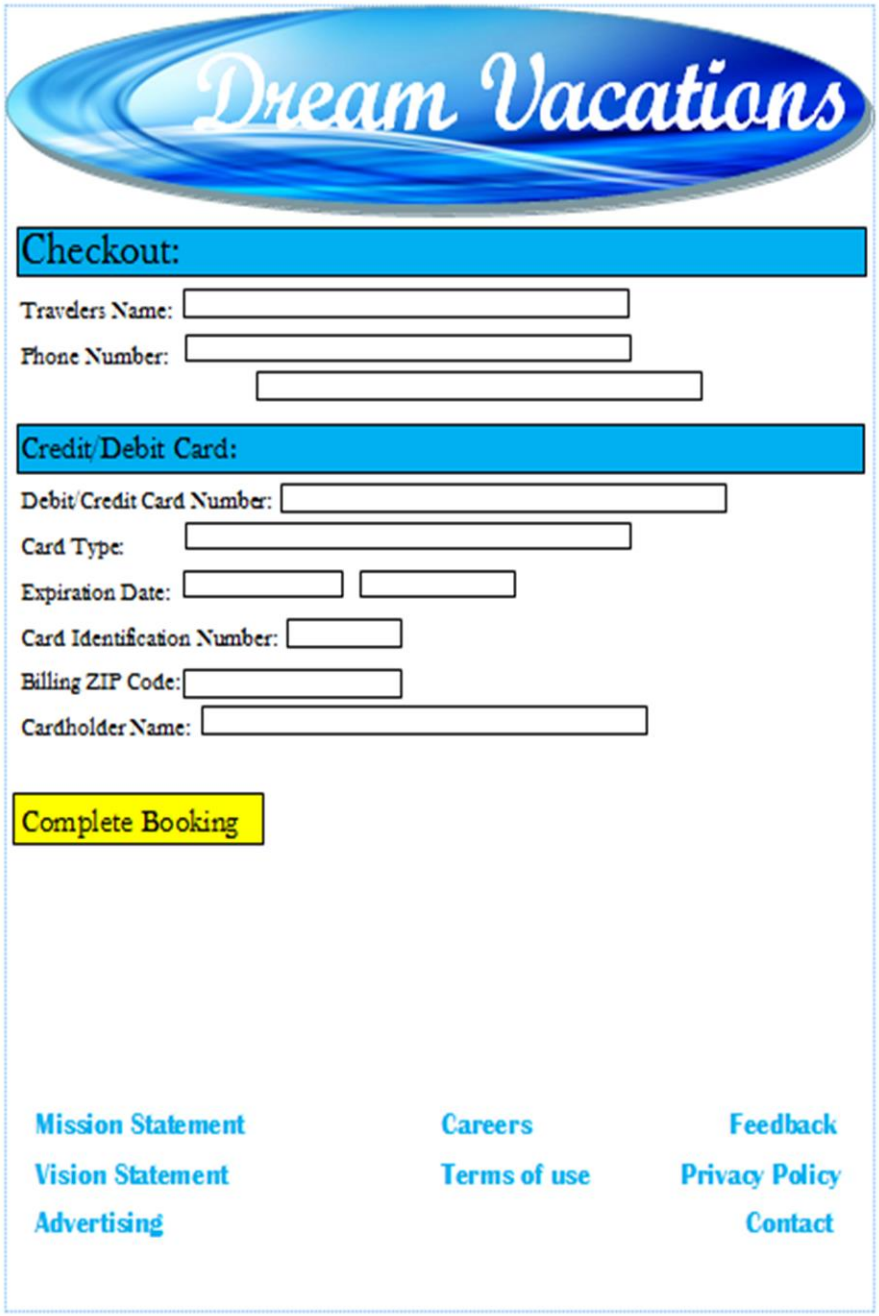
The time is now!

Website Prototype: Booking

Dream Vacations

The time is now!

Website Prototype: Payment



Travel

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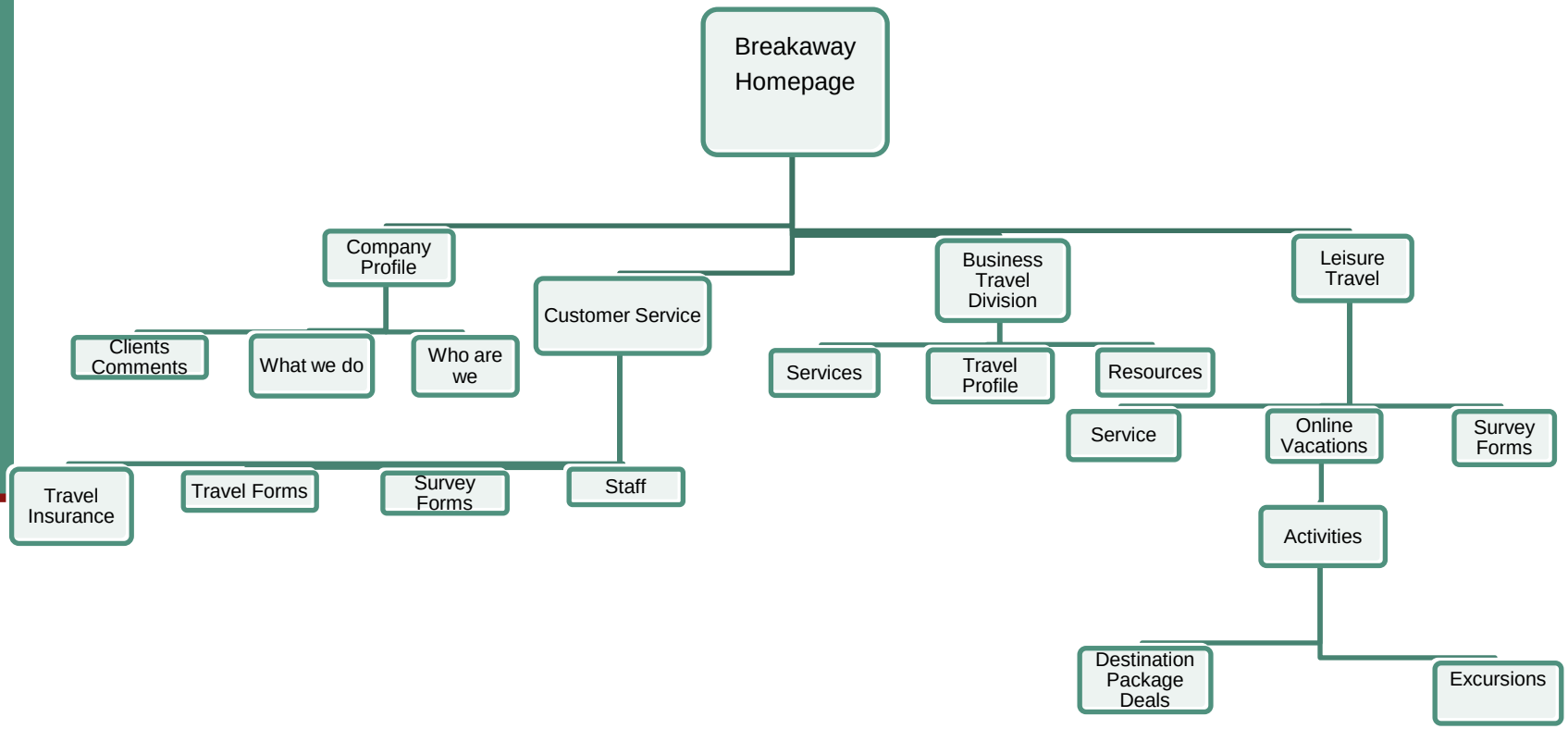
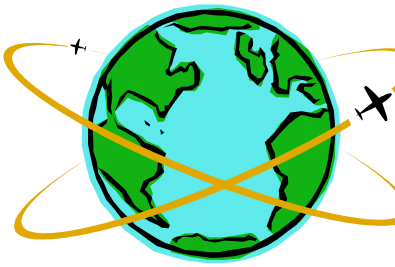
Design Diagram

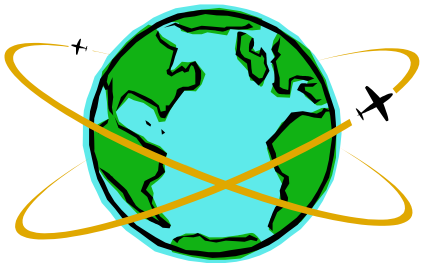


Planning Questions



- How will you communicate your brand?
  - Advertisements, promotions, Internet Marketing, Direct mail, Personal selling.
- What content will make this site unique and attractive?
  - Videos, pictures posted by Breakaway as well as customers' photos, Interactive Maps
  - 24 hour online assistance, up-to-date information hotel, excursion and destination ratings.
- What will keep visitors coming back?
  - Exceptional customer service, functional website, best rates, reliable sources, and trustworthy and personable agents.
- What sort of interactive content does the site need?
  - Maps, health forms and 24-hour customer service instant messenger, travel advice.
- Should the site include some form of entertainment to keep people interested?
  - Interactive map
- Should a "community" be built through message boards, memberships, chat areas, and special interest areas?
  - Yes, this will increase our credibility and reputation.

Questions Continued…

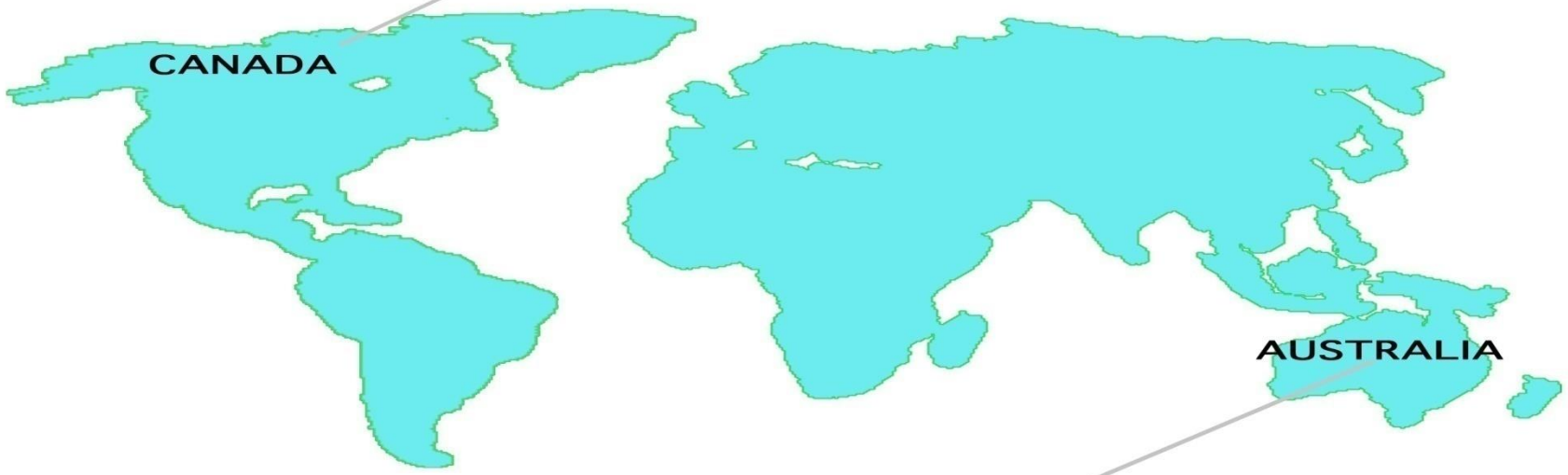


- Should the site include descriptions of services, fees, and related information?
  - Description of services will be provided as well as fees, however fares and rates vary.
- Should the site include a help section that allows users to provide feedback and contact the organization?
  - This will be addressed under “Contact Us” section
- Will the site need to be tied to a database?
  - Not for customer use, therefore not needed on website.
- Should external links be included? To what sites?
  - *http://travel.state.gov/travel/cis_pa_tw/cis_pa_tw_1168.html*
  - *www.**tsa**.gov*

BreakAway Travel Agency, LLC.

Company Profile | Customer Service | Business Travel | Leisure Travel

Second largest country
Population: 3.7 million
Language(s): English & French



Sixth largest nation
Population: 21.9 million
Language(s): English

BreakAway Partners:
Hotels.com | TripAdvisor | Venere | Hotwire | ClassicVacations.com | Bloglines | CarRentals.com | CitySearch |

BreakAway Travel Agency, LLC.

Company Profile

About Us

Mission Statement

Vision Statement

Customer Comments

BreakAway Travel strives for exceptional service for our cutsomers. This is possible due to our dedication to improving the way we conduct business. Our employees are consistently learning new ways to better serve our customers by traveling and experiencing first-hand or educating themselves on the travel industry. We promise our customers efficiency & excellence now and in the future. We will work with and for our customers to ensure that they have the experience of a life time.

BreakAway Partners:
Hotels.com | TripAdvisor | Venere | Hotwire | ClassicVacations.com | Bloglines | CarRentals.com | CitySearch |

BreakAway Travel Agency, LLC.

Customer Service

Travel Insurance

Travel Forms

Survey Forms

Staff

Provides you with peace of mind for your vacation.

Includes: trip cancellation & delay coverage, lost baggage, medical emergency, & inclement weather

BreakAway Partners:
Hotels.com | TripAdvisor | Venere | Hotwire | ClassicVacations.com | Bloglines | CarRentals.com | CitySearch |

BreakAway Travel Agency, LLC.

Business Travel

Travel Profile

Resources

Services

We have an array of services available for our business travelers. These services range from car rentals to travel assistants and travel protection plans. Click here to explore your service options.

BreakAway Partners:
Hotels.com | TripAdvisor | Venere | Hotwire | ClassicVacations.com | Bloglines | CarRentals.com | CitySearch |

BreakAway Travel Agency, LLC.

Leisure Travel

Services

Vacations

Survey Forms

Activities: Click here to browse the many different activity options, destination packages, & excursions.

BreakAway Partners:
Hotels.com | TripAdvisor | Venere | Hotwire | ClassicVacations.com | Bloglines | CarRentals.com | CitySearch |