

E-commerce Design and User Experience (UX) 03. software agent can be used in e-commerce to support tasks such as comparing prices, monitoring activities and working as an assistant. (consist of a product database, directory & search capabilities & a presentation function). the backbone of most e-selling sites. E-Marketspace Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts Classification of electronic catalogs 1- The dynamics of the information presentation: o Static catalogs; information is presented in text & static picture o dynamic catalogs; information is presented in motion pictures. 2- The degree of customization o standard catalog; merchants offer the same catalog to any customer. o customized catalog; content, pricing, & display are tailored to the characteristics of specific customers. 3- Integration with business processes E-Marketspace Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts 2. Search engine A computer program that can access a database of Internet resources, search for specific information or keywords, and report the results (e.g., requests for product information or pricing). (amazon.com, choicemall.com, shop4.vcomshop.com, spree.com) Public portals (yahoo.com, msn.com) – Specialized e-stores/e-malls: These sell only one or a few types of products. (1800flowers.com, fashionmall.com) – Regional versus global e-stores: some stores, such as e-grocers or sellers of heavy furniture, serve customers that live nearby. Lo-fi Wireframe E-commerce Design and User Experience (UX) E-commerce Design and User Experience (UX) E-commerce Website Development E-Marketspace: DIGITAL MARKETS E-Marketplaces: is a virtual marketplace in which sellers and buyers meet and conduct different types of transactions. A single point of access through a Web browser to critical business information located inside and/or outside an organization E-Marketspace Customer Interaction Mechanisms: Storefronts, Malls, & Portals Major types of portals o Commercial (public) portals: (ex: yahoo.com, AOL.com) o Corporate portals: provide organized access to rich content within relatively narrow corporate & partner's communities) o Publishing portal: these portals are intended for communities with specific interests. o Online marketplaces are platforms that facilitate e-commerce transactions between buyers and sellers, enabling buyers to showcase their products and reach a larger audience. E-Marketspace Customer Interaction Mechanisms: Storefronts, Malls, & Portals Web (Information) portal: A portal is a mechanism that is used in e-marketplaces, & other types of EC. With the growing use of intranets, & internet, many org. Blog o Blogs are essentially groupings of articles or posts on a variety of topics that are all related to business. E-Marketspace E-Marketplaces: Mechanisms, Tools, and Impacts of E-commerce o Electronic storefronts A single company's Web site where products and services are sold. Sidebar o Often websites will use a sidebar, or a horizontal bar typically on the right side of screens that contain more links or information. o Typically, sidebars contain links to other content on site, a way to sign up to newsletter, and advertisements. While blogs can stand on their own, they also can be added as an additional part of an existing website, functioning as a marketing asset for company. E-Marketspace Customer Interaction Mechanisms: Storefronts, Malls, & Portals Types of e-stores and e-malls – General e-stores/e-malls: Sell all types of products. E-Marketspace Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts 3. The software program of an electronic shopping cart o allows customers to select items, o review what has been selected, o make changes and then finalize the list. o Often website footers also contain basic

contact information, enabling users to reach out or find physical storefront. Typically logos can be found in the top left hand corner of the website header and are usually clickable to help visitors return to the site's homepage. Footers also might include a social bar that contains small but recognizable icons that lead users to social media pages.

### E-commerce Design and User Experience (UX) Advanced parts of a website:

1. CTAs are typically displayed on buttons and contain actionable words like "Start now" or "Buy yours". A sidebar is meant to act as another navigation facet of site, enabling visitors to find information that is important, but less critical than the information in header. By covering a variety of topics in depth, blogs can provide the answers to many questions that people search for on Google. These platforms are popular among customers because of their wide selection of products and services from different sellers and providers all around the globe.

### Website content

- o All sites contain content.

### Logo

2. Sidebar

### 4.3.