

# **BUILDING AN E-COMMERCE PERSPECTIVE**

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Chapter - 03

# Imagine Your E-Commerce Presence

1. What's the idea?(The visioning process)
2. Where's the money: Business & revenue model
3. Who & where is the target audience
4. What is the field? Characterize the market place
5. Know yourself: Conduct a SWOT analysis
6. Where's the content coming from?
7. Develop an E-commerce presence map
8. Develop a timeline : Milestone
9. How much will this cost

# Building an E-commerce Presence: A Systematic Approach

- Developing a clear understanding of your business objectives
- Knowing how choose the technology to achieve those objectives

# Planning: The Systems Development Life Cycle(SDLC)

- ❖ System analysis/planning
- ❖ Systems design
  - a) Logical design
  - b) Physical design
- ❖ Building the system
  - a) Build your own versus outsourcing
  - b) Host your own versus outsourcing
- ❖ Testing
- ❖ Implementation & maintenance

# E-Commerce Software

E-commerce software is a tool that derives all online store process, helping owners manage inventory, add or remove products, process payments, compute taxes & fulfill orders, among many others. It offers all things needed to run a retail site, effectively simplifying online store management.

E-commerce software is the engine behind the scenes of an online store, making it possible to easily manage inventory, add or remove products, calculate taxes, & everything else required to manage a website & fulfill orders.

# Types of E-Commerce Software

- On-Premise
- Software as a Service

# Functions of E-Commerce Software

- Manage customers & Orders
- Manage products & inventory
- Simplify marketing
- Automates shipping & taxation
- Enhance customer experience

# Choosing Software

- ❖ Web Servers
- ❖ Browsers
- ❖ Server Software
- ❖ Database Systems
- ❖ Web tools
- ❖ Networking
- ❖ Browser Compatibility
- ❖ Site management tool

# Choosing Software

- ❖ Dynamic Page Generation Tools
- ❖ E-Commerce Merchant Server Software
- ✓ Online Catalog
- ✓ Shopping Cart
- ✓ Credit Card Processing Software

# Choosing Hardware

- Computer
- Internet
- External Hard Drive or DVDs for Backup
- Camera
- Server
- Mobile Devices
- Stateless

# Tools for Search Engine / Website Optimization

- Metatags, titles, page contents
- Identify market niches
- Offer expertise
- Get linked up
- Buy ads
- Local e-commerce

# Steps to create a successful mobile app

Step 1: A great imagination leads to a great app

Step 2: Identify

- Application target user
- Mobile platforms & devices to be supported
- Revenue model
- Direct revenue model

Step 3: Design your app

Step 4: Identify approach to develop the app – native , web or hybrid

# Steps to create a successful mobile app

Step 5: Develop a prototype

Step 6: Integrate an appropriate analytics tool

Step 7: Identify beta –testers. Listen to their feedback & integrate relevant ones

Step 8: Release

Step 9: Capture the metrics

Step 10: Upgrade your app with improvements & new features

Step 11: Market your app right

# Mobile Presence: Design Consideration

- Responsive Web Design(RWD)
- With Adaptable Web Design(AWD)

# List Five Goals That Business Should Meet When Constructing A Website

- Increase relevant traffic
- Provide visitors a personalized experience
- Make your website responsive
- Partner with influencers
- Increase sales

# Guidelines for Web Designers

- ❖ Simplicity
- ❖ Visual Hierarchy
- ❖ Navigability
- ❖ Consistency
- ❖ Accessibility
- ❖ Conventinality
- ❖ Credibility