

# E-COMMERCE WEB DESIGN GUIDELINES FOR TEEN SHOPPERS

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# **E-COMMERCE WEB DESIGN GUIDELINES FOR TEEN SHOPPERS**

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To my beloved parents, supportive husband and brothers  
and  
my lovely sons

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## **ABSTRACT**

Nowadays E-Commerce has become a hot topic. Previously the field of e-commerce was only interested in doing business by organizations, companies, and adult people. But recently online business owners, started to focus on teenagers because they spent much more time using the World Wide Web than the adults and the numbers of teenagers goes online increases. Thus, the websites designers focus on designing e-commerce websites for teenagers, putting in their consideration the teenagers' drifts and tendency and how the harmony of the teenagers with the portal will be attained. The lack of existing studies of designing guidelines for developing e-commerce portals for teen shopper become a crucial factor that should be considered. Therefore, the need for standard guidelines arises, and should be followed in order to increase the effectiveness of the portals. Such guidelines as animation, audio, and celebrity's news. This research focuses on the main issues in designing e-commerce portals for teen shoppers and tries to solve the main question "how to develop and design an e-commerce website for teen?". This research aims to study and understand the concept of e-commerce portals and design guidelines for teenagers. The author hopes that the designed portal will be more suitable with the context and the targeted group of it.

## ABSTRAK

Masakini, E-perdagangan adalah satu isu yang hangat diperkatakan. Sebelum ini bidang e-perdagangan hanya diminati oleh organisasi perniagaan, syarikat-syarikat dan di kalangan orang dewasa. Tetapi sejak kebelakangan ini, pemilik perniagaan online menjadi fokus di kalangan belasan tahun kerana mereka lebih banyak meluangkan masa menggunakan Web Antarabangsa berbanding orang dewasa dan jumlah mereka semakin meningkat. Dengan sebab itu, pereka laman web lebih fokus mereka cipta laman web e-perdagangan untuk pengguna belasan tahun dengan mengambil kira cara penggunaan dan kepantasan mereka serta bagaimana keharmonian penggunaannya dapat dicapai. Kekurangan panduan bagi pereka laman web untuk mereka cipta portal e-perdagangan bagi pengguna belasan tahun adalah satu faktor penting yang harus diambil kira. Dengan itu, timbul keperluan bagi satu garis panduan yang harus diikuti bagi memastikan portal-portal berkenaan memberi kesan kepada pengguna. Contohnya seperti garis panduan bagi animasi, audio dan berita selebriti. Fokus penyelidikan ini adalah tentang isu-isu asas mereka cipta portal e-perdagangan bagi pengguna belasan tahun dan cuba untuk menyelesaikan persoalan "bagaimana untuk membentuk dan mereka cipta laman web bagi pengguna belasan tahun?" Mercu penyelidikan ini ialah untuk mengkaji dan memahami konsep portal e-perdagangan dan garis panduan bagi mereka cipta portal untuk penggunaan belasan tahun. Pengarang berharap portal yang direka cipta adalah lebih sesuai dengan konteks dan kumpulan yang disasarkan.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

Over the past 12 years, the Internet has changed the way we buy and sell goods and services. The exponential growth of the Internet and the evolution of the multimedia technology has grown and introduced electronic commerce (E-commerce) which offered a new business models. The introduction of E-Commerce has impacted on the traditional means of online exchanges. It is creating a new market place and opportunities for the reorganization of economic processes, in a more efficient way. The open structure of the Internet and the low cost of using it, permits the interconnection of new and existing information and communication technologies. It offers businesses and consumers an innovative and powerful information system and another form of communication. This changes the way they search and consume products, with these products increasingly customized, distributed and exchanged differently.



E-commerce is commonly defined as transactions between two or more parties through an electronic medium (Kalacota and Whinston 1997). The volume of the e-commerce market is predicted to grow at a rapid speed (Rebello *et al.* 1996), and it is expected to play an important role as the major transaction medium in the digital economy (Margherio *et al.* 1998).

A good-quality information system is essential for achieving success in this rapidly growing e-commerce market (Margherio *et al.* 1998). The construction of an e-commerce system depends on the selection of various system design factors. The system design factors are for any technical (e.g. search mechanism) or managerial (e.g. the amount of product related information) items that can be used selectively in the design of e-commerce systems (Lohse and Spiller 1998).

These days, web is closely becoming an indispensable part of everyone specially teenagers. A survey, done by ComScore, claimed that 80% of online teens (in the age group of 12-17) visit online stores to satiate their shopping needs.

## **1.2 Problem Background**

A study titled “Don't Rationalize Bad Site Design” by Harley Manning (June, 2006), released by Forrester Research, of Cambridge, Mass, discovered that many commercial Web sites fail to pass even basic tests for usefulness and usability largely because their architects use faulty reasoning to justify defective decisions. Therefore, there are some faulty assumptions must be avoided while designing commercial websites and certain studies must be taken to understand the targeted group and their interesting.

Since, online shopping for teenagers is becoming a huge business. In the designing process more attention should be given to understand teen psychology. Hence, the teenagers differ from both adults and kids, certain factors are to be considered during the designing phase, such as: what type of fashion they are interested in, how they behaves online, and what attract them in a website (colors, music, animation, games, stars news) (Jakob Nielsen's Alertbox 2005).

### **1.3 Problem Statement**

The main problem of this project is “How to design and develop an e-commerce website for teens?”.

### **1.4 Project Objectives**

- i. To study three of the existing e-commerce portals for teens, such as the interface, upload speed, payment system.
- ii. To develop a model of e-commerce portal for sixteen years old Yemeni teen girls.
- iii. To develop a prototype based on proposed model.

## **1.5 Project Scope**

- i. This study focuses on the user interface for e-commerce portal for sixteen years old Yemeni teen girls.
- ii. This study focuses on determining the design model for designing e-commerce portals for sixteen years old Yemeni teen girls.

## **1.6 Project Importance**

Design guidelines in developing commercial website portal for teens are very important to investigate the portal's ability to achieve the planned objectives in delivering the best services to the consumers. The portal will deploy the best design assumptions to gain the satisfaction of its consumers. The project will focus on the guidelines in designing user interface for commercial websites for teens. At the end of this project a commercial portal based on the proposed design guidelines model will be developed. Hopefully, that design guidelines model will help designers in designing commercial portal for teens and will increase attracting teenagers to purchase the products.

## **1.7 Summary**

This chapter focuses on brief introduction of e-commerce portal for teens and design issues. The problem background addresses the problems that arise during this study and it helps in finding the problem statement that is needed to be solved through this project. A prototype for the interface of the commercial portal for teens will be developed at the final phase of the project.