

CIW v5 E-Commerce Designer

Mega Guide

Prepare With Confidence

This PrepLogic Mega Guide was written by certified subject matter experts and published authors to provide you accurate, in-depth exam coverage. All exam objectives are covered in detail, giving you the knowledge and confidence you need to pass your exam.



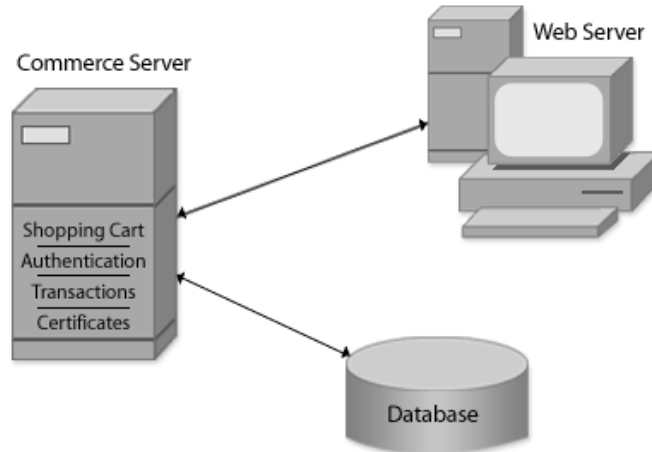
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Domain 1.0 – E-Commerce Site Development - 35%



1.1 Evaluate an e-commerce site to maximize audience usability.

Usability

The goal of usability is to determine the extent that the site is effective, efficient and trouble-free for a user. This is accomplished through careful planning and strategic design.

Four Goals for Effective Usability

- **Goal 1: Get the user to the site.**
 - ▶ Promote the site or product through online advertising, referrals, offline marketing, etc,
- **Goal 2: Provide search features for locating products or services.**
 - ▶ Locate product or services through a hierarchy of hyperlinks
 - ▶ Use a search engine
- **Goal 3: Meet the user's purchasing needs.**
 - ▶ Provide detailed product or service options
 - ▶ Define links to information clearly
 - ▶ Limit the amount of information
- **Goal 4: Close the sale.**
 - ▶ Convert the shopper into a buyer
 - ▶ Provide a shopping cart or other payment system
 - ▶ Offer anonymous purchasing

Usability Testing Methods

Usability testing should be performed at the design, development and maintenance stages. The methods chosen are determined by the site's content, potential customers and the amount of money budgeted for this type of testing. Five methods exist: paper-based walkthroughs; personas and role playing; live usability testing; field testing; and click patterns.

Testing Methods:

Usability Testing Method	Description
Paper-based walkthroughs	An initial design test that sketches the site's hierarchy and layout.
Personas and role playing	Create target users and role-play each user's use of the site. Each user should meet the site's audience expectations.
Live usability testing	Requires two participants. One participant acts as the live user, while the second participant tracks the user's activities in achieving a specific goal. This method helps designers determine problem areas and assess the computer literacy required by the user to achieve the goal.
Field testing	Requires evaluation of users in their native environment. Most expensive method.
Click patterns	Paths traveled by users are determined by the links the user clicks. These clicks can be divided into navigational patterns or random patterns. Pattern analysis can yield information on the navigability of the site, the user's ability to readily find the product or service and where a user leaves the site when a purchase is not made.

Analyzing Click Patterns

Click patterns come in two forms: random-click and controlled-click. Each pattern provides information on the user's interaction with the site. Analyzing these patterns helps the designer work through site navigation issues and helps ensure that the user finds the product or service sought.

Random-click Pattern

- Find the most commonly traveled paths
- Identify the links users prefer to click
- Identify paths that result in the user exiting the site (broken links, page not found, etc.)

Controlled-click Pattern

- Directs the user down a certain path or in a specific pattern
- The site's design controls the click pattern by limiting options
- Identifies navigational issues
- Differentiates between returning and new customer patterns

Click Pattern Analysis Sample

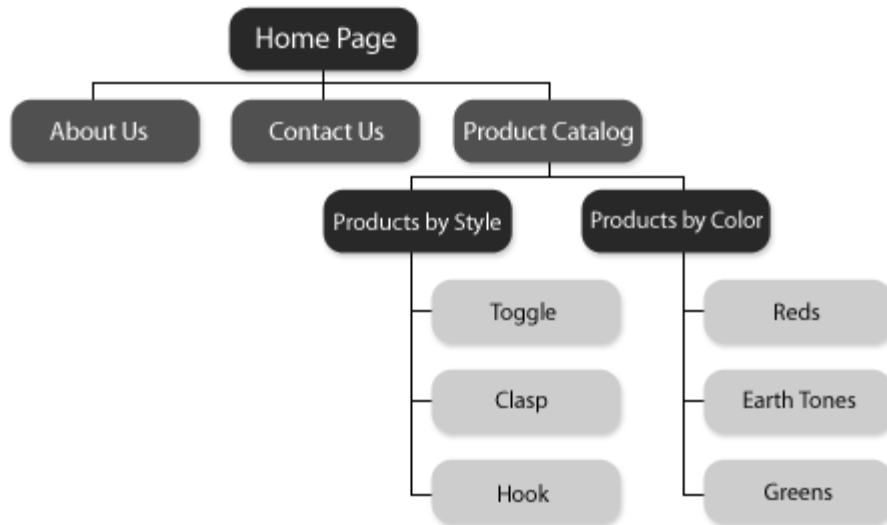
VISITOR ANALYSIS	
Referring Link	http://www.chromezebra.com/pages/harassmenttraining.htm
Host Name	gatekeeper.athenahealth.com
IP Address	209.202.183.250
Country	United States
Region	Massachusetts
City	Waltham
ISP	Savvis
Returning Visits	0
Visit Length	41 seconds
VISITOR SYSTEM SPECS	
Browser	MSIE 6.0
Operating System	Windows XP
Resolution	1024x768
Javascript	Enabled

Navigation Path

Date	Time	WebPage
1st June 2006	08:20:15	chromezebra.com/pages/catalog.htm www.chromezebra.com/pages/harassmenttraining.htm
1st June 2006	08:20:41	chromezebra.com/pages/certifications.htm chromezebra.com/pages/catalog.htm
1st June 2006	08:20:56	www.chromezebra.com/pages/catalog.htm chromezebra.com/pages/certifications.htm

Web Site Hierarchy

This refers to the organization of information on a web site. It defines the relationship between pages and customer navigation.



1.2 Develop and host an e-commerce site using instant storefront services and stand-alone e-commerce software.

Commerce servers: Selection considerations

The following features should be considered when choosing commerce software:

- Target audience/application
 - Ask: Is the server software designed to support B2C, B2B or both?
- Site design tools and language compatibility
 - Ask: How flexible is this product? What skills are required to implement this software?
- Available Web components
 - Ask: What components does this commerce server support?
- Automated transaction processing
 - Ask: Does this software support automated transaction processing? What type of payment processing, currency conversion and tax calculations does it perform?
- Workflow design and automation
 - Ask: Does this software support process automation, or is a separate server required?

- Prerequisites
 - Ask: What are the hardware and operating system requirements for installation? Will a database server be required?
- Analysis capabilities
 - Ask: What type of reports and data are generated? Can the data be exported in its raw form?
- Security modules
 - Ask: Does this server software have a good security track record? What security features are built in?
- Server Performance
 - Ask: How should this server software be implemented to insure high performance?

E-Commerce Solutions

There are two choices for implementing an online business: in-house solutions and instant storefronts.

In-House Solution

This solution requires considerable expense and depth of hardware, software, and network implementation knowledge. The online business is controlled and maintained by the business itself.

Instant Storefront Solution

Storefront software packages provided by a vendor can create an instant storefront. This type of solution requires minimal technical knowledge and is much less expensive than an in-house solution. Two types of instant storefronts are online and offline (hybrid):

- **Online** – the entire package resides on the vendor or service provider's server.
- **Offline (hybrid)** – the software resides on the business' computer system where the site is created and maintained, and then uploaded to the web server.

Storefront Creation Packages

E-Commerce site creation packages can be broken down into the following three categories:

- Online Instant Storefront: Entry level
- Mid-level Offline Instant Storefront
- High-level Instant Storefront