Solihull College

Assignment 2

Unit 08

George Hotten

Task 1

Reviewing the Regulations Governing E-Commerce

There are many laws and regulations that e-commerce platforms must abide by whilst operating. I will go through the laws that they must follow.

The Data Protection Act 1998/2000

This act governs how companies must store and protect sensitive data. This applies to paper and electronically stored data. The 8 acts are:

- Fair and lawful
- Purposes
- Adequacy
- Accuracy
- Retention
- Rights
- Security
- International transfers

The Computer Misuse Act 1990

This act ensures that if your services are hacked, you can take legal action on the people responsible. It covers the unauthorized access of:

- Computer programs or data
- Services with the intent to commit further offences
- Modifications of computer material

The Consumer Credit Act 1974

This act protects you if you pay someone for a job and they do not provide, the bank will give you your money back. This only applies for payments done on your credit card and between £100 and £25,000.

Trading Standards

This act ensures that legislation such as the following is enforced:

- Trade Descriptions Act 1968
- Consumer Protection Act 1987
- Price Marketing Order 2004

This also stops people from selling counterfeit goods, selling alcohol and tobacco to under 18s and the exploitation of consumers.

The Freedom of Information Act 2000

This act allows the public to request information about public bodies. For example, they could request their medical records or information about the government.

The Copyright, Design and Patents Act 1988

This act protects the work you have created. For example, work such as code, music, writing, and arts are all protected under this law. The content of websites is also protected under copyright.

E-Commerce Regulations 2002

This act ensures that businesses have provided correct and up-to-date information about themselves, for example their name, location and contact details. It also ensures that businesses send receipts of orders by e-mail, and it allows for customers to correct any errors they made during checkout (for example ordering 100 items instead of 10).

Task 2

Implications of E-Commerce on Society

Customer Perspective

Customers are often sceptical when shopping on e-commerce sites in the fear of fraud and scams, especially if it is a new site. This is because the customer has no way of checking the product before they buy it. To combat this, e-commerce sites must do as much as they can to change this perspective. I will outline some of the ways sites can change the customer's perspective

Added Value

E-Commerce websites can make their products cheaper online than in-store to add extra value. This would make people more compelled to buy online as they would be getting a better deal for the product they're buying.

Providing Service

The websites can provide objectively better service compared to being in-store. This be through easy access to a live chat or giving the customers the ability to have 24-hour delivery time for a small fee. They could also allow the customer to choose what day their items get delivered.

Ease & Security

The platforms also remove any restrictions of in-store opening hours and location as customers will be able to shop whenever they want from wherever they want.

The sites can also easily implement basic security such as using an SSL certificate and ensure that their backend databases are properly protected, and all data stored on them is properly encrypted or hashed.

Economic and Social Impact

Impact due to Speed of Changes

As stores are rapidly moving to e-commerce, and a lot of new stores only have an online present, it is creating a social divide between people with and without internet access. People who don't have access to a computer or cannot afford to pay for broadband are being left behind as they have no way to access these new platforms. In some rural locations too, there is no access to internet which is further creating a social divide.

Bricks and Clicks

With the introduction of e-commerce, people no longer need to use the traditional means of shopping: going out to a store. Now, people can go onto the store's website, order what they need and have it delivered to their door. Many shops such as Asda, Tesco and Sainsburys allow you to order online and have your shopping delivered to you the next working day.

Benefits for Customers

Remote Shopping

Customers no longer need to leave their home to do their daily shopping as they can simply do it all online and have it delivered to their door.

Services for the Housebound

E-Commerce allows for people who are unable to leave their house or who cannot move around easily to shop online with ease and have everything delivered to their house without needing to leave their home.

Anytime Access

The platforms are online 24/7 and allow for you to buy at any time you want. It also doesn't matter where you are in the world if you have an internet connection. This means people who work later shifts can still do their shopping without needing to worry about opening hours.

Internet Discounts

A lot of e-commerce platforms run special online discounts, especially over events such as Christmas or Black Friday. Platforms can also give people money off when spending online if they are a regular online shopper.

Drawbacks

Payment Security

Some users may be worried about being scammed on a fake website or if their information could be hacked by hackers.

Assessing Quality/Fit without Actual Product

When buying online, customers can't try on the items to ensure they are comfortable and fit correctly. Customers also won't know if the item will suit them. This means buying online can be a risk, especially as some platforms charge you for the return.

Reliance on Delivery Services

Delivery services can often be delayed and sometimes won't arrive when they are meant to. In some cases, the packages could get lost, or the delivery driver was unable to deliver the package. This could be devastating for people buying food who are homebound who may be running slow on food

Impact on Employment

As there are fewer physical stores open, there won't be a need to pay for cashiers, cleaners, store maintainers, etc. This means there will be less jobs available, however other jobs such as IT may increase.

Increased Social Divide

E-Commerce can create a massive social divide between people who have internet access and those who don't. This could be because people are unable to afford to pay for broadband or don't own a device to access the platforms on. These people will get left behind and may struggle because as more physical stores close, they will have less ways to buy what they need.

Task 3

Comparison of the Different Payment Methods used in E-Commerce

Introduction

On the internet, there are many ways you can pay for the items you want to buy. These different payment methods have all kinds of pros and cons, different levels of security and many more. I will go over several different payment methods and see which ones are the most ideal and easy to use for the consumer, whilst factoring in the maintenance needed for the company using it.

Payment Methods

PayPal

PayPal is an online service that allows users to easily send money to businesses, as all it requires is entering your username and password. This is considered securer as the business cannot see your banking information, nor can you see theirs. This works by when you agree to send money through PayPal, they take the money from the bank account you added to your account and then puts that money into the account of the recipient (which in this case is the business). If the consumer doesn't have a PayPal account, they are able to enter their banking information and complete the transaction through that.

Advantages

- More secure – neither party can see each other's banking details
- More convenient – you don't have to remember your bank details every time you want to pay
- Widely accessible – PayPal is integrated by millions of businesses worldwide
- Buyer protection – you can make a claim against a purchase if you didn't get what was described
- No account required – you can check out as a guest by entering your bank details

Disadvantages

- Businesses have a transaction fee – PayPal takes 5-10% off the transaction as a service fee, however this is only for businesses. this can add up overtime especially if you are selling on sites that also take cuts of each transaction
- You don't always get your money instantly – PayPal sometimes holds onto the money a user has paid with for up to 21 days in case of issues with the transaction
- PayPal is vulnerable to fraud – users can dispute chargeback claims to PayPal who ultimately decide if the consumer gets their money back and if this is abused, they could get a chargeback when the item has already been shipped which could be disastrous

Apple Pay

Apple Pay is a primarily a form of contactless payment, however it can be used on apps and websites too. This is limited to iOS / macOS apps only and requires the Safari web browser. Apple Pay works by getting a device-specific Device Account Number (DAN) from your bank and stores that only on your local device – not on Apple's serves. Your actual card number is not stored anywhere by Apple. Your DAN can only be accessed via touch id or face id. The cashier / website will never know any of your personal details, nor your card number. However, when paying online you can authorise some personal information to be given, such as name, e-mail, and address, so that the merchant can fulfil

your order. Once you have authenticated the transaction with touch id or face id, your device sends your DAN and a dynamically generated transaction-specific security code (TSSC) to the shops' POS or merchant's servers. With this data, the POS or merchant servers can send these details to the correct bank who will verify if the DAN and the TSSC are valid and if appropriate, approve the transaction.

Advantages

- Very secure – the merchants won't get your actual card number, it is more secure than regular contactless
- Privacy focused – Apple does not store your actual card details anywhere, nor your transaction history
- More convenient – it is quicker than inserting your card and you don't need to remember a pin
- It's free – Apple Pay doesn't charge you any extra to use

Disadvantages

- Apple ecosystem – It can only be used online on Apple devices (e.g., a MacBook or iPhone)
- Not all retailers accept it – whilst Apple Pay is widespread, not every shop will accept it
- Contactless failure – if a store's contactless machines are broken, you won't be able to use Apple Pay

Google Pay

Google Pay works very similarly to Apple Pay. When you pay, your device sends a unique encrypted number to the merchant. In simpler terms, your device creates a virtual account number for each transaction. Overall, Google Pay is mostly secure, however Google does store your information on their servers using 'strong encryption' which could be a security concern if hacked. This differs to Apple Pay as only stores your device-specific Device Account Number (DAN) on your local device, not the cloud. This is not your actual card number.

Advantages

- Mostly secure – the merchants won't get your actual card number
- More convenient – it is quicker than inserting your card and you don't need to remember a pin
- It's free – Google Pay doesn't charge you any extra to use
- App freedom – Google Pay isn't locked to Pixel phones, every compatible Android device can use it

Disadvantages

- Privacy concerns – Google stores your Google Pay information on their servers, and your transaction history
- Not all retailers accept it – whilst Google Pay is widespread, not every shop will accept it
- Contactless failure – if a store's contactless machines are broken, you won't be able to use Google Pay

Cryptocurrency

Cryptocurrency is virtual currency that is secured with blockchains that use cryptography. Blockchain is a digital ledger of transactions that are digitally stored on millions of machines around the world. Each machine has a near identical copy of the ledger making cryptocurrency very secure and protected from fraud. When you want to make a transaction with a cryptocurrency, your balance is checked on all the machines that have the blockchain on them. Your balance is defined by what

most machines say, so if one blockchain is tampered with it wouldn't change your balance as the majority say otherwise. If you have enough, the transaction is sent to all the machines who log it in their blockchain.

Each block contains the data for each transaction, for example your public key, the recipients public key, the amount sent, and the hash of the previous block (this means if the hash is changed by data being edited, it will be flagged).

As adding transaction to the block chain takes time as they use complicated algorithms which means it can take longer for the transaction to go through.

Advantages

- Simplicity – transactions are straight forward for the end user to do
- Secure – thanks to the block chain, it is near to impossible to commit fraud on the currency
- Free – no transaction fees
- Wider use – cryptocurrencies are being adopted by more companies each day

Disadvantages

- Value – the value of cryptocurrencies can change drastically overnight
- Not regulated – there is no protection in-place to protect businesses
- Vulnerable to scams – some scammers use cryptocurrencies payments to make it harder for the authorities to trace them

Cash on Delivery

Cash on Delivery works by physically giving the cash for the product at the time of delivery. This gives customers opportunities to see the product before they pay for it. If the customer doesn't make the payment at the time of delivery, the product is returned to the merchant. This is most popular in India due to the sometimes lack of access to digital methods and due to fear of fraud.

Advantages

- Trust – if customers don't trust online sellers, they can see the product before they pay for it. this also helps prevent fraud
- Hands on – allows the customer to review the product before its paid for in-case of poor product quality or damages
- Digital divide – allows for customers who can't pay digitally to still use e-commerce sites

Disadvantages

- Vulnerable to losses – you can lose money by paying for delivery if the customer doesn't buy the product
- Fake money – customers may give you fraudulent money

Conclusion

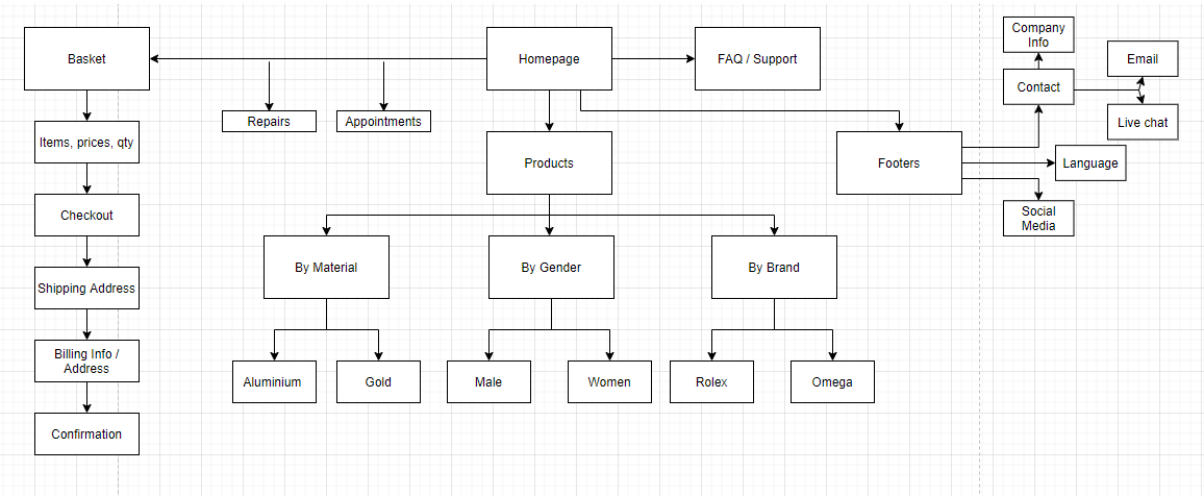
To conclude, customers are more likely to use payment systems such as PayPal or Google Pay as they can be implemented the easiest with very little restrictions. Apart from the cut PayPal takes, it is widely used by millions of people around the world. Other methods such as Apple Pay, and Cryptocurrency aren't as widely used for e-commerce platforms because of some restrictions they have. Apple Pay can only be on devices inside the Apple Ecosystem (such as iPhones and Macs on the Safari browser) and there are many different types of cryptocurrencies so the HWE would need to decide which ones they're going to support, and they will need to keep on top of it as the worth of the chosen cryptocurrency can drastically change overnight. Cash on Delivery, whilst is useful for people who can't pay through online means, would require the HWE to have their own couriers to

deliver the package and collect the money. They would also need to be specially trained for cashing handling. Overall, the best payment system for consumers would be PayPal as they support transactions through PayPal themselves and bank transfers. Despite this, the HWE would consider supporting as many payment methods as possible, so it gives consumers the freedom to pay the way they want to.

Task 4

Planning an E-Commerce Strategy

Site Structure



Which ISP should be used?

Here I have done a comparison of the different ISPs and concluded on which one would be best for the HWE.

Internet Service Provider	Broadband Speed	Package features	Monthly Price
Virgin Media	Download 108 Mb Upload 10 Mb	Unlimited Fibre, free setup, 18 month contract	£24.00
Vodafone	Download 63 Mb Upload 20 Mb	Unlimited Superfast, free setup, 24 month contract	£20.49
TalkTalk	Download 67 Mb Upload 17 Mb	Unlimited Fibre, free setup, 18 month contract	£22.00
Sky	Download 59 Mb Upload 16 Mb	Unlimited Superfast, free setup, 18 month contract	£26.00

I believe the best ISP for the HWE would be Virgin Media. This is because it has fast download speeds to access all the content they need, and the upload speed is sufficient but may need upgrading in the future. As for its price point, it's about in the middle in our comparison, leaving room for upgradeability.

Which domain should be used?

Here I have done a comparison of the different domain names and concluded on which one would be best for the HWE.

Domain name registration company	Price (per month or year)
"Hockley.watch" – Namecheap	$5.58 / year
"Hockley.watch" – Google	$25 / year
"hockleywatch.com" – Namcheap	$8.98 / year
"hockleywatch.co.uk" – Namecheap	$2.98 / year

I believe the best domain name for the HWE is "hockley.watch". This domain is $5.58/year from Namecheap. As it is short and catchy it will be much easier for people to remember and use later, especially if it's heard on an advertisement such as radio.

Which web host should be used?

Here I have done a comparison of the different web hosts and concluded on which one would be best for the HWE.

Web Hosting company	**Web space**	**Package features**	**Price (per month or year)**
SiteGround	10 GB	1 website, ~10,000 montly visits, unlimited, unlimited sub domains	2.99 / month
Scala Hosting	20 GB	1 website, x1 cpu, free domain, free ssl, unlimited emails and databases	3.95 / month
Go Daddy	25 GB	1 website, standard performance, 10 databases, unmetered bandwidth	3.99 / month
A2 Hosting	100 GB	1 website, free SSL, perpetual security, premium hardware	2.99 / month (3 year contract)

I believe the best web host for the HWE is Scala Hosting. The HWE will get 20 GB of storage (whilst this may be a bit small for now, there is plenty of upgradeability in the future). For now, it should be more than enough to store the website and everything we need for it (e.g., images, promotional video, etc.). We also get a free SSL certificate which will encrypt all the customer's information when completing a sale, meaning their information is safe and secure. The HWE will also get unlimited databases to store different data in, such as products, user account data, transaction logs, and more.

Maintenance

Once the HWE's e-commerce platform is up and running, they will need to hire a System Administrator to maintain the platform's backend, ensure uptime, perform optimizations, and bug fixes and ensure the website is backed up and secure. Their average salary is £51.88 / hour. The HWE would also need a web developer to maintain the platform's front end to ensure the users have a good experience and that the website flows well and is modern. Their average salary is £36.92 / hour. Neither of the two staff will need to be trained as the HWE will hire people who already know how to perform their job to a high standard.

Security

There are many concerns to security when running an e-commerce platform. In my previous document I mentioned what the risks are, here is how they can be prevented.

Hacking Prevention

To mitigate the risk of hacking, it is recommended that the HWE hires a penetration tester to attempt to break into their network. If successful, the pen tester will generate a report and from that report the HWE can implement the fixes the pen tester suggests. This can often involve using a firewall (see below) to close ports and to keep all their software up to date, so they have the latest security patches.

The average hourly salary to hire a pen tester is £69.88 / hour. Hiring multiple pen testers may also be a good solution as they could pick up on things the others missed.

Virus Prevention

To mitigate the risk of infecting their network with a virus, the HWE should install proper anti-virus software on all their servers and machines. To stay up to date with the latest malware, this software should be regularly updated. It is also recommended to give the employees training on being safe on the internet to further lower the risk of a malware attack happening.

Identity Theft Protection

To mitigate the risk of a customer of the HWE getting their identity stolen, they should make sure their website is secured with HTTPS and SSL. This ensures that all data sent to and from the customers machine is encrypted meaning hackers cannot read sensitive data such as their credit card information or address.

What is a Secure Socket Layer? (SSL)

An SSL is a cryptographic protocol that secures packets sent over the internet. This means both the client and server must be authenticated before they can read any data sent. This is often done through RSA certificates.

SSLs are usually cheap to buy. For the HWE I'd recommend an SSL from Comodo SSL for £5.67 / year. However, if they wanted wildcards in their domain (for example to have pictures.hockley.watch) to be covered by the SSL, they should get an SSL from DigiCert for £171 / year.

Customers will know their data is encrypted with an SSL as next to the "https" in their browser there is a padlock, which reassures customers that their information is secure.

RSA Certificates

An RSA certificate is a public key certificate that encrypts data using a cryptographic algorithm. This protects data being sent to and from the server and client. These can only be decrypted using a private key.

Social Engineering Prevention

To mitigate the risk of an employee getting socially engineered, all employees should be trained on the warning signs of social engineering, so they know not to fall for the scam.

Use a Firewall / DoS Prevention

Using a firewall allows you to filter the requests that enter your network, meaning that any malicious requests can be blocked. This also applies to stopping DoS attacks as the firewall can filter large number of requests sent from the same person within a short amount of time. However, using a firewall can also hinder performance as it must scan every request that enters the network to check

for threats. This may slow the server's response time down; however, in the long run it would be worth it as it prevents attacks, and the performance margin will only be minor.

Brute Force / Strong Passwords

To mitigate the risk of a user's account getting hacked via brute force, the HWE should implement a strong password policy. For example: contain both upper case and lowercase, letters and numbers, symbols and use more than 8 characters. They should also implement an attempt limit. If there are too many failed attempts, the account should be locked, and the user should be sent an email advising them about the attack.

Hardware: Lease or Buy?

When deciding whether to lease or buy equipment needed for the HWE, the overall cost and how long you're going to be using the equipment should be considered. As the HWE's aim should be to run for at least 3 years, I will base my findings off that.

Example: MacBook Pro 13"

Typically, MacBook Pros are used for productivity, which would be perfect for creating the website, advertisements and editing images for the website.

This model comes with the Apple M1 processor, 8GB unified memory and 512GB of storage.

For this comparison, we will be using the prices from HardSoft Computers and Apple as of 12/11/2021. HardSoft Computers have a 3-year contract when leasing their devices. Here are the prices:

- HardSoft Computers: £10.36 per week
- Apple: £1,499 up-front

To get how much you would pay HardSoft Computers for a year of lease, we must do:

```
10.36 * 4 = 41.44 (per month)
41.44 * 12 = 497.28 (per year)
```

This means the HWE would pay HardSoft Computers £487.28 per year for this device. To get the total after 3 years, all we must do is:

```
497.28 * 3 = 1491.84 (per 3 years)
```

This puts us in at a total of £1491.84 after 3 years, which is only £7.16 cheaper than buying up front. As this is such a small difference, it would be more beneficial to buy the MacBook Pro up-front rather than leasing as in the long term it would be cheaper. If the company didn't survive, however, it would be a loss for them. However, if the devices are well looked after the HWE could sell the devices for around £514.25-£393.23 depending on its condition* which has the potential to be more than half the money spent on the device back.

*From the website macback.co.uk. If the condition is perfect (considered 'out of the box' quality) HWE could get back up to £605.

Pros and Cons of Leasing

Pros

- Allows you to use the equipment without owning it
- No maintenance costs as it is usually covered by the lender

- More flexible and easier to upgrade the equipment
- More cost effective in the short term

Cons

- May be more expensive in the long term
- You don't own the equipment and can only use it to the lender's conditions (e.g., you won't be able to alter it)

Pros and Cons of Buying outright

Pros

- You have full ownership of the equipment
- You can use it without any restrictions and can alter it to your liking
- More cost effective in the long term

Cons

- You must pay upfront, which may require a loan
- Subject to maintenance costs as you must do it yourself
- Equipment loses value over time and becomes obsolete, makes it harder to sell in the future

Answering the Question

In my opinion, the HWE must look at their data and predict if they are going to be successful in their business by looking at community interest in their brand. If they truly believe they're going to succeed and have statistical evidence that suggests they will, the HWE should go with buying upfront for their equipment.

Buying the Equipment

If the HWE choses to buy the equipment outright, they should ensure that it is within budget and futureproofing. They must be confident the equipment will be able to support for them for at least 3 years. If they are still running after that time and are in a good financial position, they can consider upgrading the equipment to their liking as there is no contract bound to what they can do with the equipment

Leasing the Equipment

If the HWE isn't sure that they will be successful, leasing is the way to go. In the short term it is often cheaper, and damages are often covered by the lender making this ideal for them. In the MacBook Pro example, I mentioned going with HardSoft Computers meant they had a 3-year contract. However, if they decide to pay about £2 extra per month, they will be able to cancel the lease whenever they want which would be beneficial if the company shut down.

Promote the E-Commerce Platform

If the HWE want to be found on the web, they need to promote their e-commerce platform. Here are different ways they can be done:

Pay-per-click Advertising

The HWE can use Pay-per-click (PPC) advertising to get cheap advertising for their new e-commerce system as they will only have to pay for the clicks they receive, making it very affordable. Unlike typical advertising on platforms such as YouTube, PPC has the potential to be exposed on more websites as PPC is not bound to a specific website. Any site can integrate it meaning their advert can be exposed to more people giving them a higher chance of it being clicked, and therefore getting more customers.

Summary of Pros:

- Cheaper than social media adverts as you only pay for the clicks you get
- Not bound to specific websites

Summary of Cons:

- These are the types of ads that you see around web pages, which may be annoying to users and might ignore them or not click in fear of getting malware
- People may use ad blockers and the ad might not show up

Social Media Advertising

Social media adverts are the short videos you see at the start of YouTube videos and the promoted posts you see whilst scrolling sites like Instagram and Twitter. The HWE can create short promotional videos that will be seen by thousands of people a day. Whilst this is more expensive than PPC as you will have to pay, even if you don't get any clicks, the advert will be harder to miss because on YouTube users would need to wait at least 5 seconds before skipping the advert. This means viewers must watch it. With sites like Instagram and Twitter it will appear in their feeds making customers more likely to see the advert as they would read everything in their feed. This makes it arguably better than PCC as the user is forced to view it, with PPC there is every chance they might not see it.

Summary of Pros:

- User is often forced to see it at the start of / during videos on platforms such as YouTube
- The ads are embedded into the user's feeds making them more likely to see it

Summary of Cons:

- More expensive than PPC as the ads are shown before videos and in feeds. You are charged even if you don't get clicks
- People may use ad blockers and the ad might not show up

Direct Marketing

With both PPC and social media advertising, direct marketing can be used to personalise who the adverts are seen by, there is no point showing watch adverts to someone who has no interest in them. Direct marketing is only showing adverts to people who might be interested in the product. This is often done through buying 'big data' from tech giants such as Google. From this, the HWE can find people who might be interested in buying their watches and show them their adverts. This makes it more likely for people to click the advert as it is something they are interested in. This in turn will help expose the HWE to the correct audience who will be interested in their products.

Summary of Pros:

- Ads are targeted at users who are more likely to want to buy a watch

Summary of Cons:

- It will cost money to buy the 'big data' mentioned from the tech giants

Search Engine Optimisation

Search Engine Optimisation (SEO) is a method used to get your website higher up on the list of results from a search engine such as Google or Bing. For example, when searching for 'premium watches', the HWE would want their site to be at the top of the results, or at least high up on the first page of results. This can be done in many ways, such as including keywords and to-the-point title tags in your website's content or create a sitemap of your website so that search engines know what to include in the search results.

Summary of Pros:

- Gets your website listed high in search engines
- More people are likely to click the website and explore
- It's free

Summary of Cons:

- If you're high on rankings, you'll be a target for competitors
- SEO changes all the time, you can be the top one day and towards the bottom the next
- SEO can take time, its not a fast-moving process
- SEO doesn't always work

Delivery

People need to be able to receive the products they buy in a timely fashion, so choosing a good courier is key for the HWE. Here I will compare 4 different services and choose which one is the most appropriate for the HWE. I will be looking for the price for a small parcel and next day delivery.

Royal Mail

The best option from Royal Mail for the HWE would be their 'Royal Mail Tracked 24' service. This would cost £4.02, have a maximum of 20kg and a delivery aim of 24 hours once received.

Parcel Force

The best option from Parcel Force for the HWE would be their 'express24' service. This would cost £16.68, have a maximum of 30kg and a delivery aim of 24 hours once received.

DHL

The best option from DHL for the HWE would be their 'Next Day Depot to Door' service. This would cost £4.89, have a maximum of 15kg and a delivery aim of next day once received.

DPD

The best option from DPD for the HWE would be their 'Door 2 Door – Next Day' service. This would cost £9.59, have a maximum of 5kg and a delivery aim for 1 working day.

Which courier should be used?

Personally, I'd recommend the HWE to use the Royal Mail's 'Tracked 24' service. Not only is it the cheapest, but it is also one of the most reliable as it is the UK's official postal service. They have a good maximum weight for their parcels if the customer is buying many items and they will receive their items within 24 hours, making it next day delivery.

Task 5

Designing an Interface

I have been asked to design an example website interface for the HWE. Whilst no text is included in any of the designs, I shall annotate each page and describe what type of text should be where. As some elements (such as headers and footers) are the same across multiple pages, they won't be re-annotated.

Please see the PowerPoint attached on Moodle.

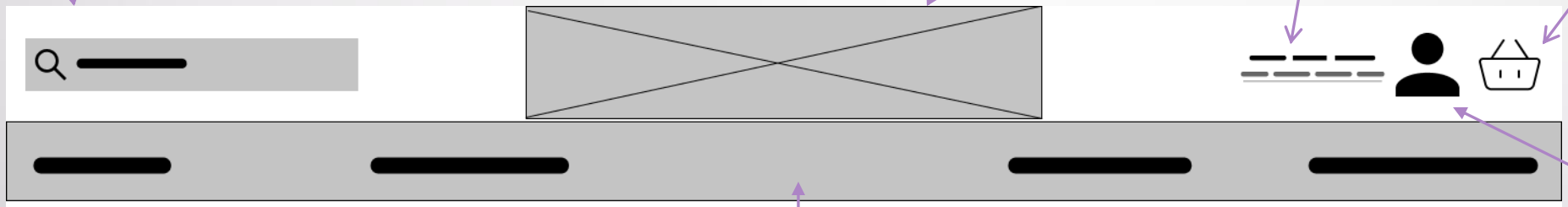
Assignment 2 – Task 5

by George Hotten

Designing an Interface

I have been asked to design an example website interface for the HWE. Whilst no text is included in any of the designs, I shall annotate each page and describe what type of text should be where. As some elements (such as headers and footers) are the same across multiple pages, they won't be re-annotated.

Header



Search the site for items

HWE Logo

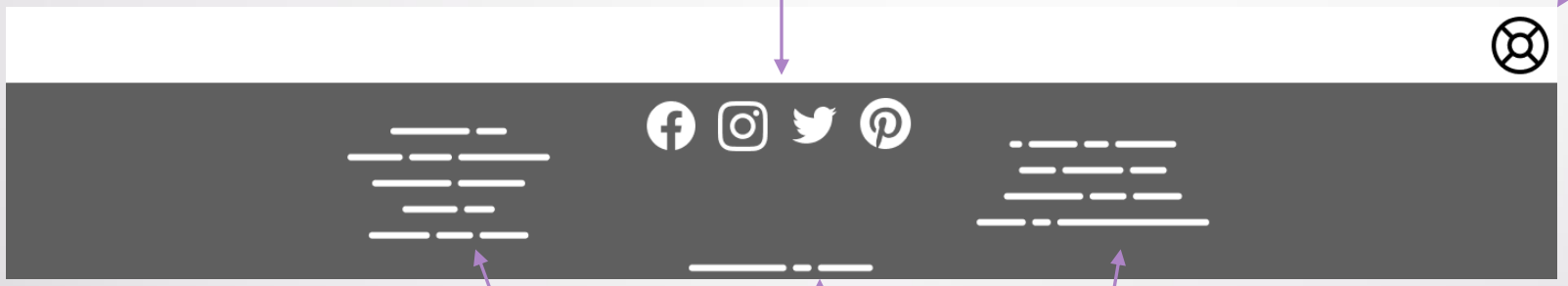
'Welcome, name!'
'Not you? Sign out here'

Basket access

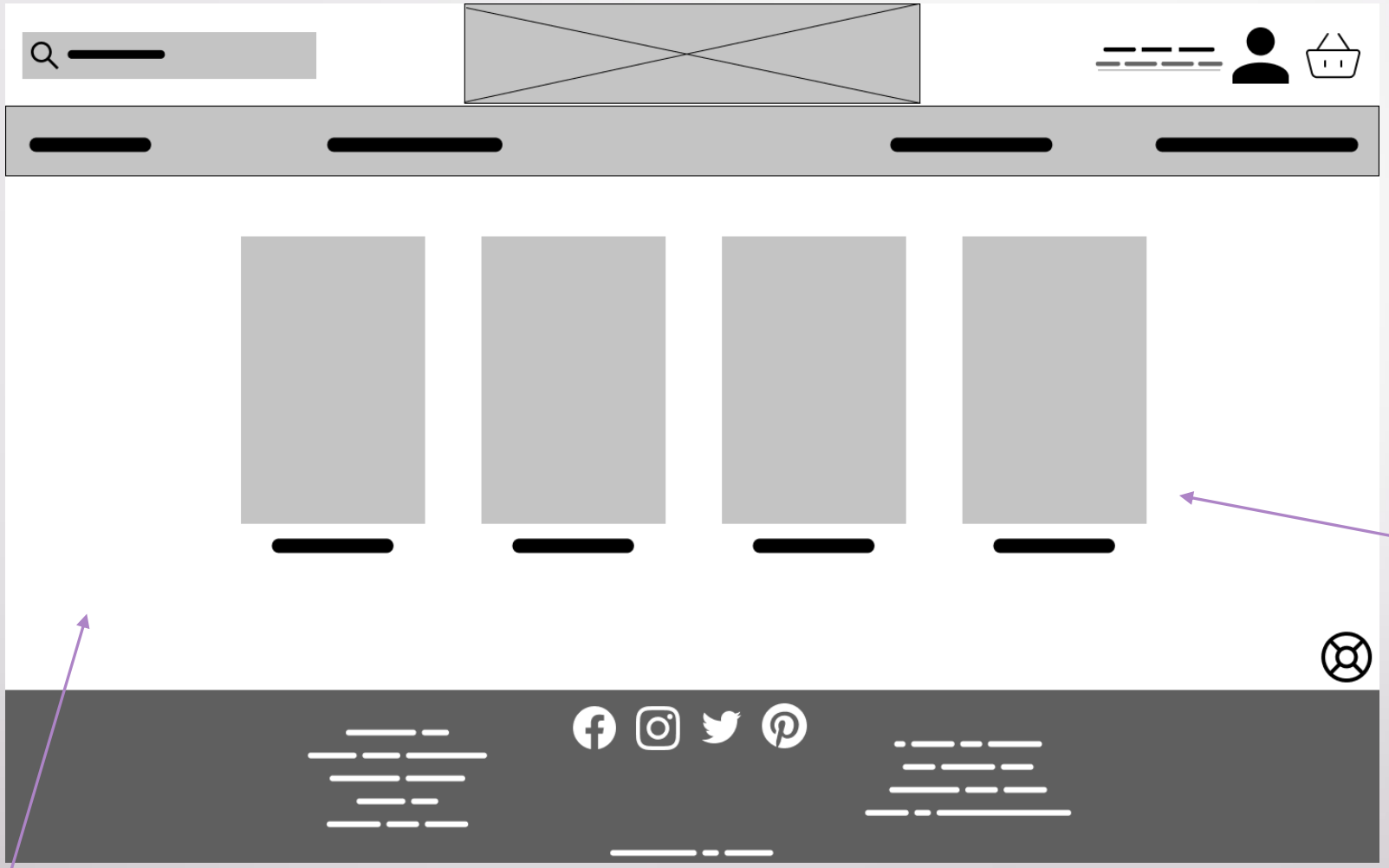
Button to access user account

Department list – e.g. Men's, Women's, Big Brands, etc
You can have as many as you can fit here

Footer


Buttons to take you to the HWE's different socials
Button to open live help chat
Copyright statement
Company information

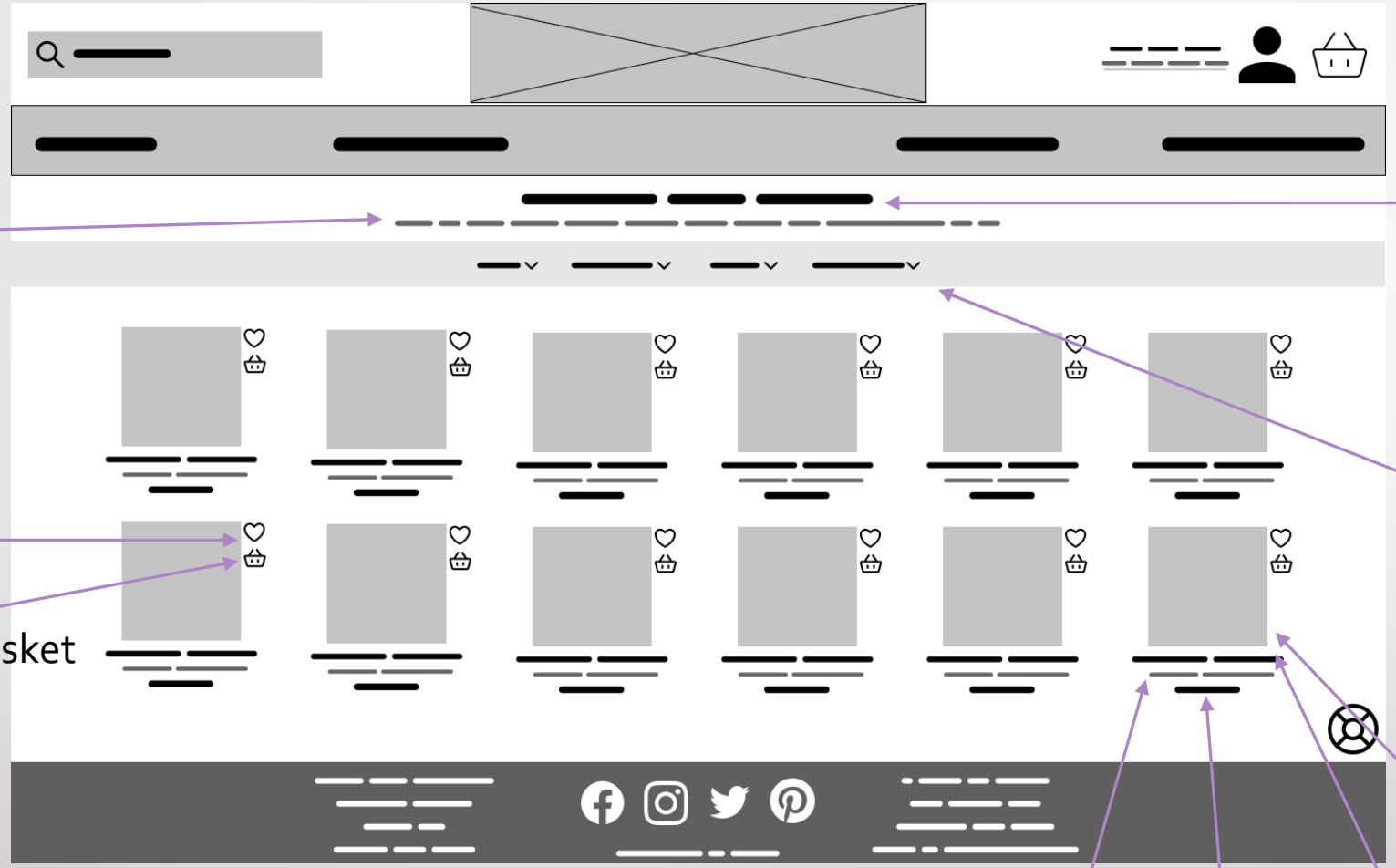
Home Page



Promotions / quick access to specific areas of the site (e.g. where the sale is)

Background can contain a scrolling slideshow of images showing the HWE's different new / best selling watches

Department Listings



Department information

Department title
e.g. 'Women's Watches'

Add to wish list

Quick add to basket

Search refines,
e.g. select different
sizes, prices, etc

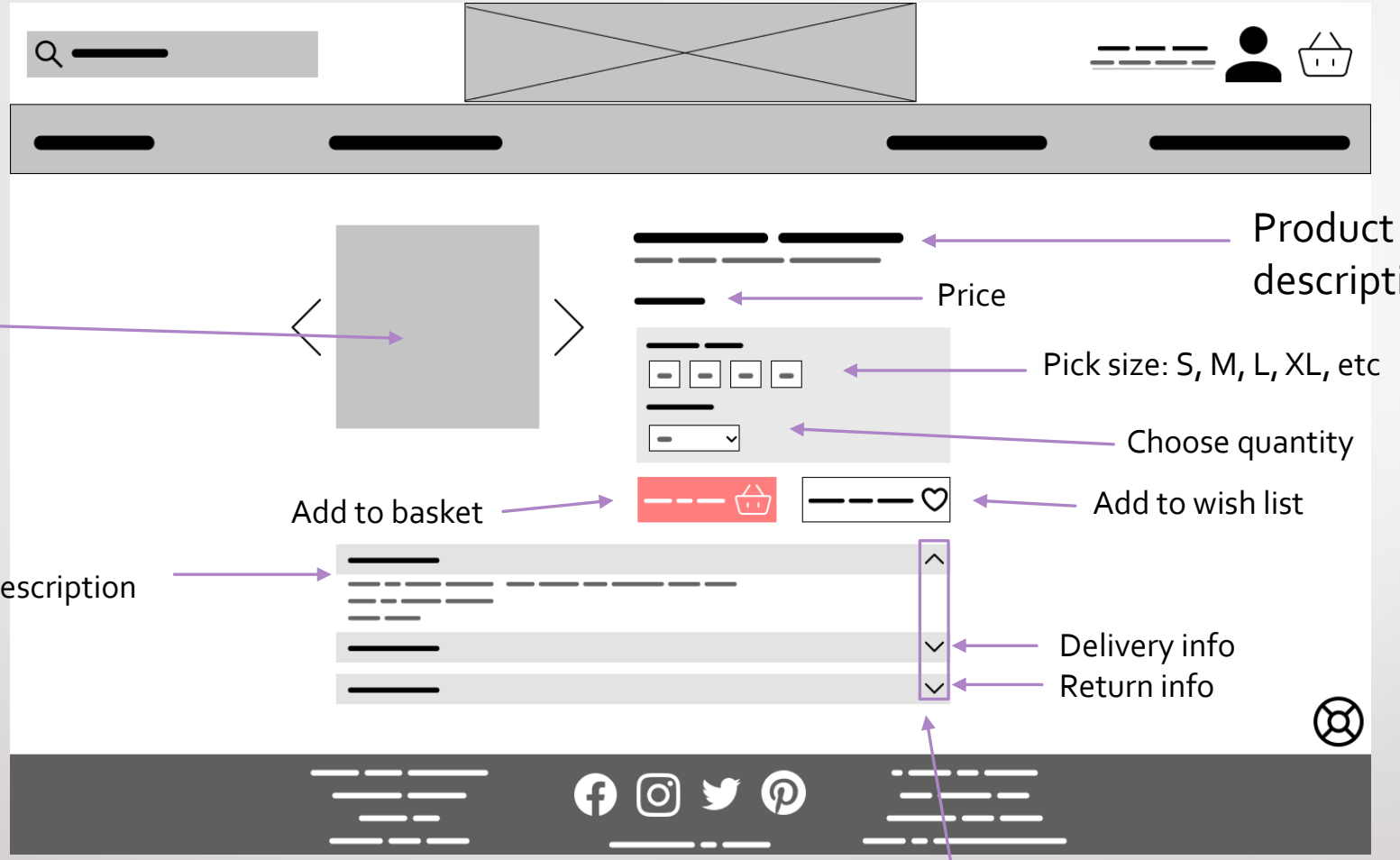
Short description

Price

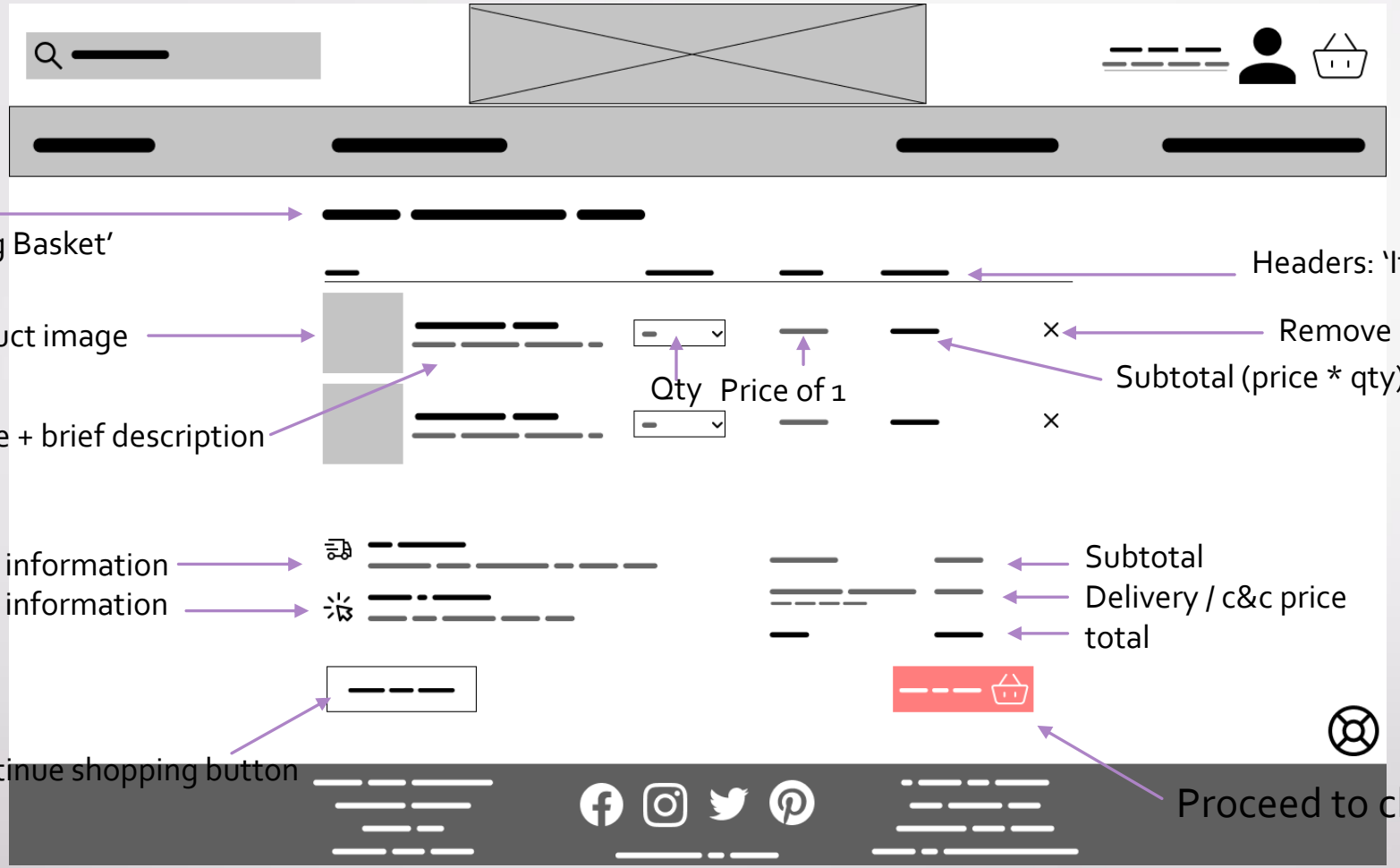
Product name

Product picture

Product Page

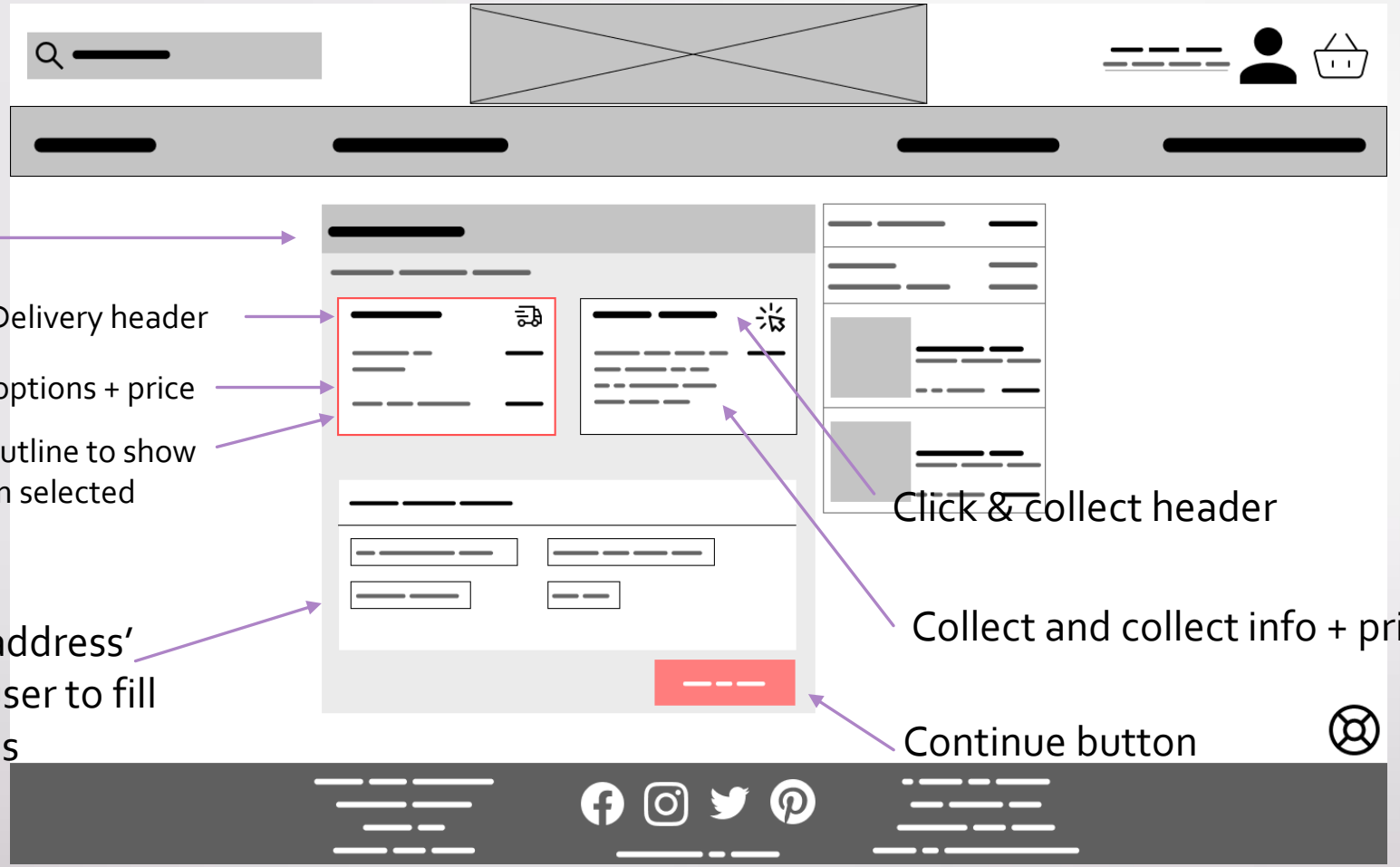


Basket

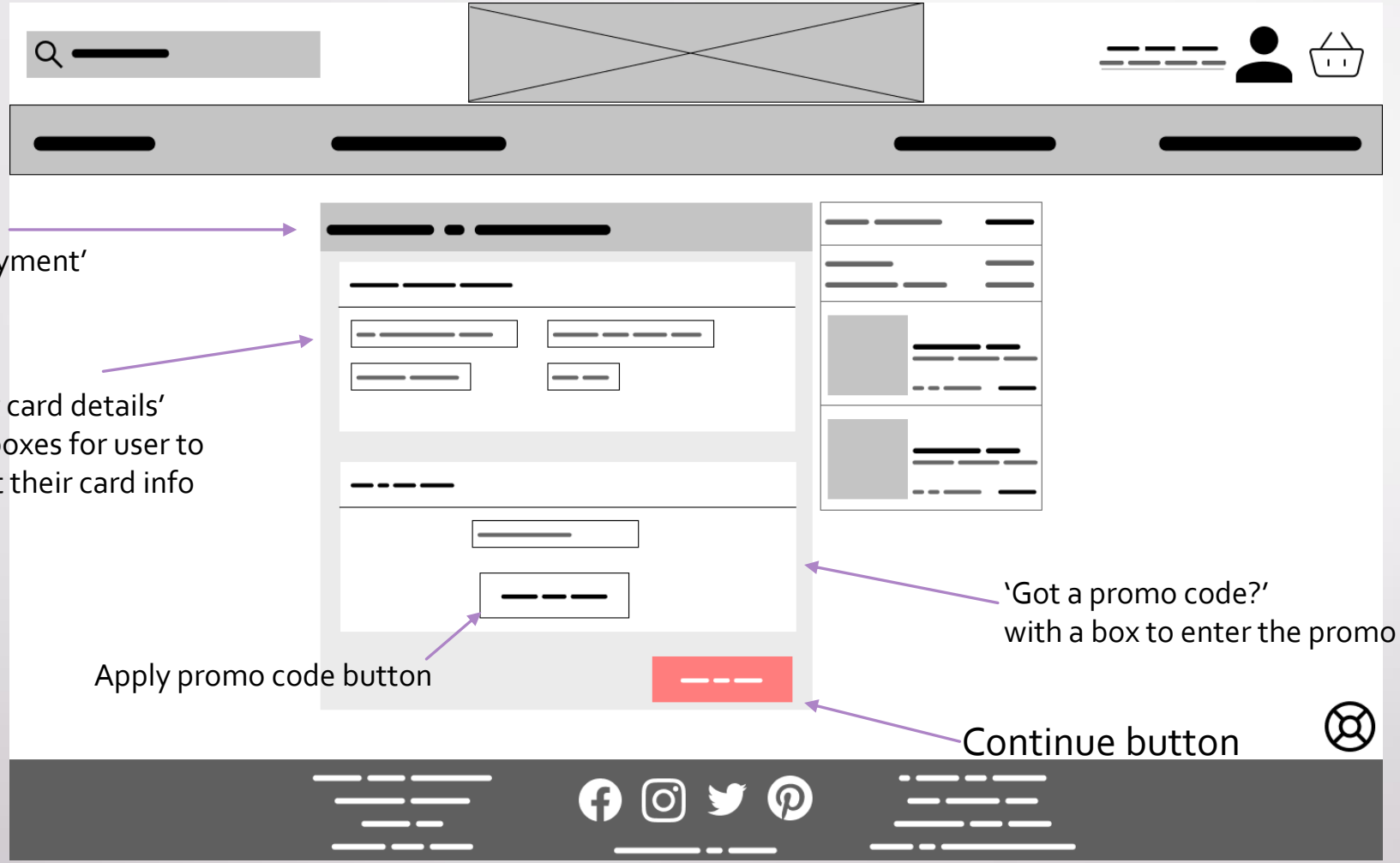

'Your Shopping Basket' header
Headers: 'Item', 'Qty', 'Price', 'Sub total'
Product image
Remove item from basket
Qty
Price of 1
Subtotal (price * qty)
Name + brief description
Delivery information
Click + collect information
Subtotal
Delivery / c&c price
total
Continue shopping button
Proceed to checkout button

Checkout Summary

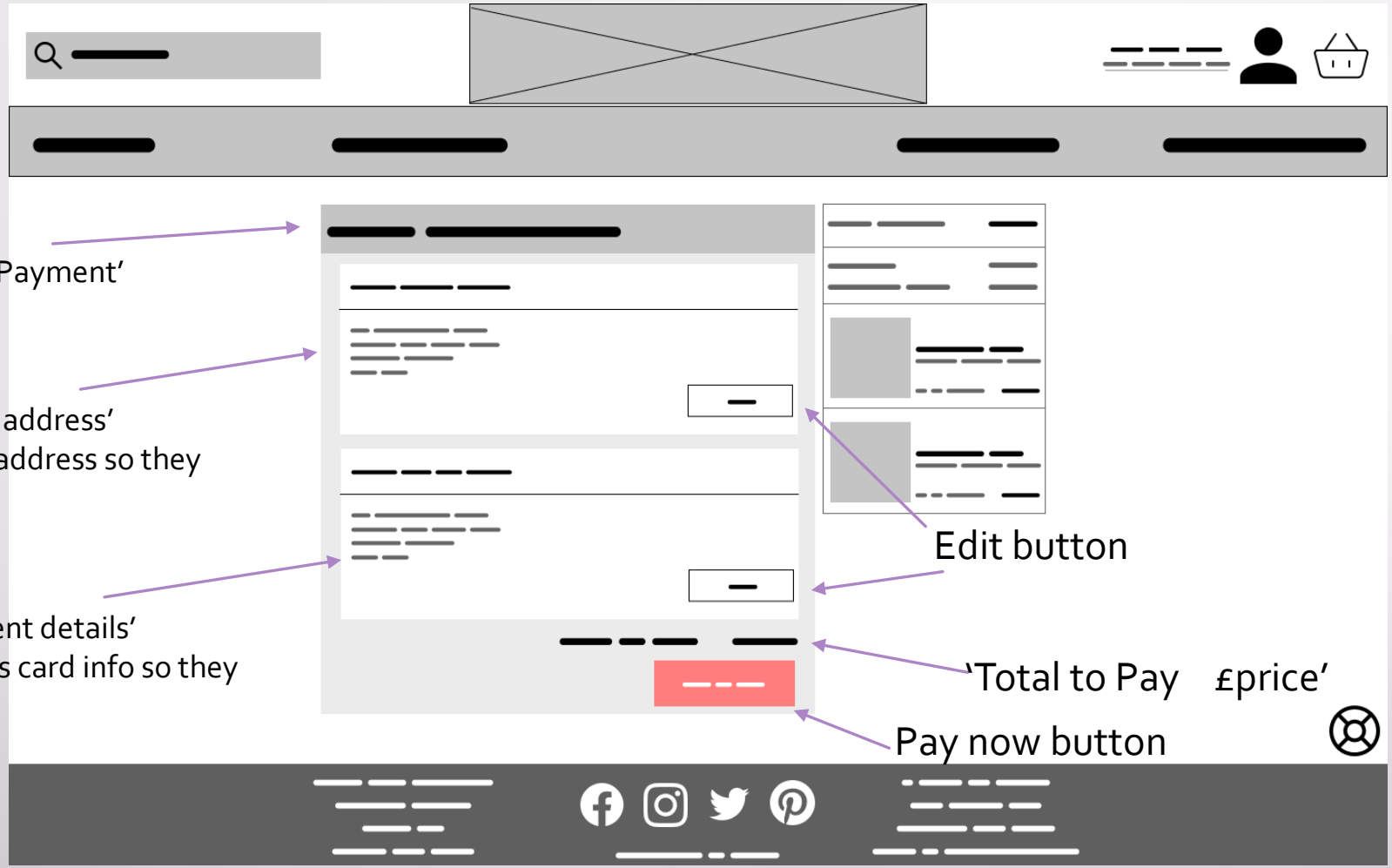
Checkout Stage 1: Delivery



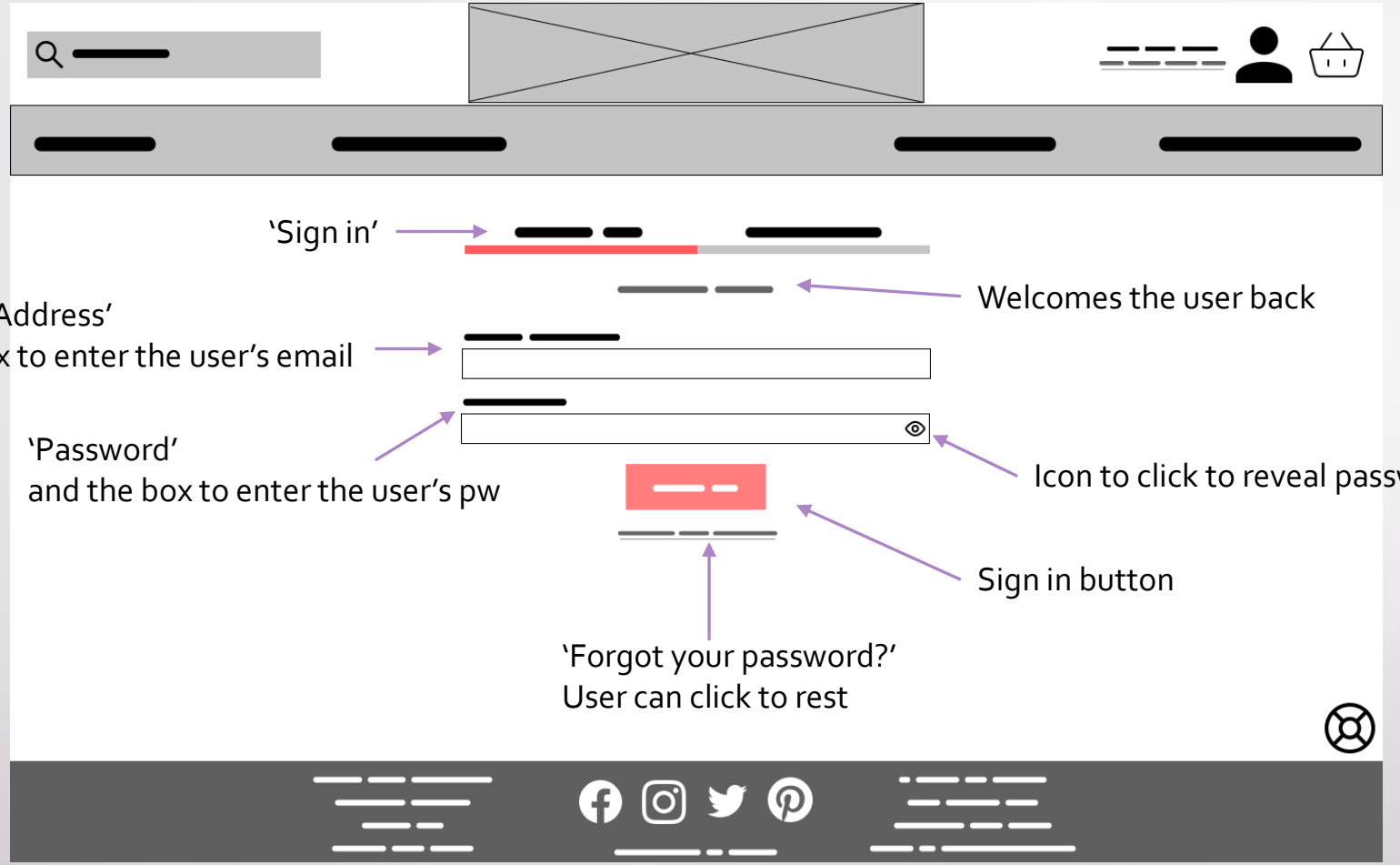
Checkout Stage 2: Payment



Checkout Stage 3: Confirm



Login Form


'Sign in'
Welcomes the user back
'Email Address'
and box to enter the user's email
'Password'
and the box to enter the user's pw
Icon to click to reveal password
Sign in button
'Forgot your password?'
User can click to rest

Register Form