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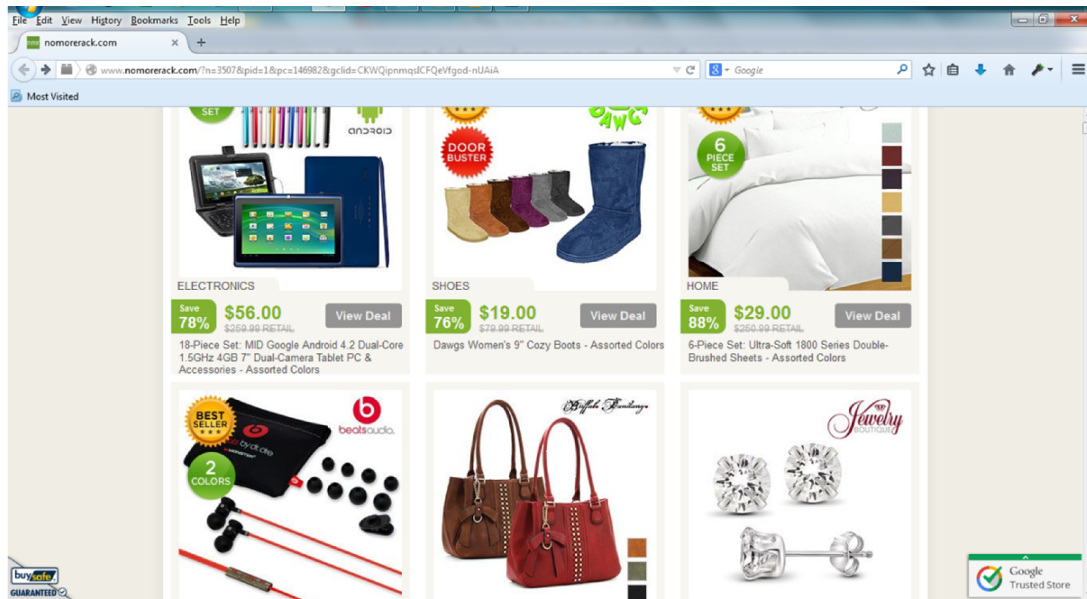
Proposal

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Online Shopping

The internet invention has changed many life aspects from paperwork, computer system management, communication and online shopping. Many shoppers feel that a shopping in the physical store is not interesting to them anymore and they also has the personal relating issues. And the online shopping makes the shoppers having a new option to shop. Year by year, amount of the shoppers change from shopping the physical stores to the online store has dramatically increased. However the online shoppers just visit and leave cart abandonment because the shoppers still dissatisfy about web content, security and checkout complex process.

The online shopping websites has appeared much more than before. Every online shopping store is designed the different features and the appearance. Some online stores have new features and good design but they make complexity for the shoppers to find out. Some online stores are the poor content. An ecommerce website want to attract the shoppers buying the products and hope the shopper will return, the online stores' builders have to see them as shoppers to solve problems about the website's content and design.



As the picture above, I photographed from Nomorerack website. The homepage shows many the products. This makes the customers who are dizzy with so many the pictures. Every the product also will have the different color so when the shopper enters the website, the homepage will firstly face with the shopper. If there are many pictures plus with different colors which can make them feel frustrating. The homepage is really important. So the homepage should just makes lists a few the new items. Then the shoppers will use a navigation feature to look what they need to find. The picture is not too large. The contrast is between a product and color which also makes the shopper who are difficult to see.

Some online shopping websites do not show the clear picture and describe detail information about the product. According to Cameron Chapman, he said “A Lack of detailed product information” is not good. Many the shopper looks at the product picture and they believe that they will get what as they see on the web. In addition, the product information also does not describe in a detail. Until they get the product, they feel disappointed because the product is damaged or has different color. The shoppers also have experienced that the product pictures are

edited and fixed much more than the product that they receive. The shoppers will think that they are treated unequal. And this action is not ethical business. To solve this problem, the store web owner should not change excessive from the original picture. The web builder should also photograph and upload the product picture in many different positions. So the shopper will be able to see clear about the product and the shopper can choose what they expect. If the product was crashed or damaged, it must be photographed at a damaged or crashed point, so the shopper will decide buy or refuse to buy. Like Amazon, eBay allows many people which can become the sellers. Some new sellers do not have many experiences or don't read carefully the instruction. They copy the product picture from the different sources and put it as their product. So the website administrator should check the pictures or content before allowing the seller who can upload on the web.

Many shoppers do not like to go checkout process because it takes many steps and they get unexpected costs. When the shoppers finish choosing the products they like, they will want to make payment quickly but unfortunately they cannot make payment on the next step because they have to do some several other steps according to Cameron Chapman "The more steps you put between them placing an item in their cart actually paying for it, the more opportunities you give them to leave your site without completing their purchase". The shoppers can also be required to register the account. For instance as Amazon website, the shoppers do want to go to checkout process, another site will appear to ask them who enter a username and password. However, Amazon is a big electronic commerce which allows buyer and seller can exchange the goods. The shopper will be willing to register and shop many times. But with small online retail should not do that because their products are not diversity and there are not many other services. The shopper just wants to purchase and leave. If the shopper were not patient, they will abandon

their cart immediately. The small online shopping builders can create a final message window to ask the shoppers who want to register the account or they can close the message if they do not want after they finish checkout process. The online shopping builder also should have PayPal option for a payment. So if the customer has PayPal account, they can make payment with PayPal and they don't need to use credit card and the process is also faster. For example, I buy the phone card to call international in Callv247 web, when I click on "Nap Tien" button, and another website is on the next tap which lets me pay with PayPal account. I just need to enter PayPal user name and password and the process is done.

The shoppers are worry about the information security when they use the credit cards and the privacy information. The hackers can target the shoppers anytime and anywhere when they visit the online store. A hacker's purpose will steal shopper's credit card or debit card and privacy information. They can use customer's information to shop and send the product to an international address which is hard to manage and take much time to figure out because the hacker can use the address which does not belong to them. Many hackers hack the online store web and create links or ads on website that the shoppers think that links and ads are developed by the owner. For example, some online stores appear pop-up ads. "Pop-ups often don't take you to a website at all, but rather to a phony operation designed to steal your personal information." said Mary Foley. To help the shopper feel safety when they visit the electronic store, the electronic store builders should install a security service which can ensure the customer's information such as SSL certificate which is a Secure Socket Layer. Ediz Moustafa said "A Secure Socket Layer helps to keep your customer's data secure as it travels from their computer to yours." The online shopping builder install SSL certificate and also should put a logo in checkout process part. "They know that that style of symbol usually means that there are security measures in place on the site." said Neil Patel. So the shoppers

will feel confident to enter their information in the information form. In addition, an advice should use a credit card instead of debit card because “If your credit card number is stolen, your liability for unauthorized purchase is minimized, whereas a stolen debit card number can drain your bank account if you don’t notice or report the theft quickly enough” said Molly Wood. The hacker can also take the customer’s information and sell for other online stores and these online stores will send bunch of advertisement email to advertise their website product. Certainly, the shopper does not want to see lots of advertisement email in the inbox. However, the online shopping builders point out than the responsibility is both between the retailer and consumer because the hacker can steal the customer’s information on their electronic devices. So the shoppers also should protect their devices with the security software.

Our life becomes busy. We want to save time in every work. The shopper also wants to shop quick and convenient. The online shopping can adapt busy people who don’t have time to shop in the physical store. In addition, the online shopping also has many other advantages. For instance, the shoppers can see many the stores in the same time and the shoppers can get better prices every day. However, the online shopping cannot avoid mistakes about web technical issues and content that the shopper can abandon cart. There are many solutions given. Some solutions are applied. Hopefully, the shopper will see many the electric stores better in the future.

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