

Web technologies

E-Business evaluation

Rutendo Gore

P150317

James Williams

Part 1

E commerce creation grid comparison

Requirements	Volusion	Big Commerce	Wix Stores	Shopify
Professional layout	This e commerce creation site is professional	Professional	Easy to Use and professional	Professional online store platform
Responsive to mobiles	Yes	Yes	Yes	Yes
Ease of use	Not easy to use	Not easy to use	Simple and straightforward	Simplistic
Product catalogue	Yes	Yes	Yes	Yes
Shopping cart	Shopping cart is available	Shopping cart is available	Shopping cart is available	Shopping cart is available
Payment options	PayPal/card payment	Payment options available	Payment options available	Payment options available
Allows updates via GUI	Upgrade	Upgrade	Upgrade	Upgrade
No hosting maintenance	Upgrade required	Review settings ,may require payment	Upgrade is required for the e payment	Review settings ,may require payment
Rating	3	2	5	3

The e commerce store which has been decided is Wix Stores , prior to choosing Wix as the final choice for the e-commerce site , other e commerce site creators were also tested for ease of use and other features that will make it a suitable e commerce creator, Volusion,shopify and big commerce were listed as considerations , but most of the factors highlighted made an impact on choosing Wix as the final option. This option was the best option as the cloud based platform has been used before previously and the results were great for a website building platform. Wix has an e-payment option which makes it suitable to meet the requirements of having a shopping cart and the other features that Wix has.

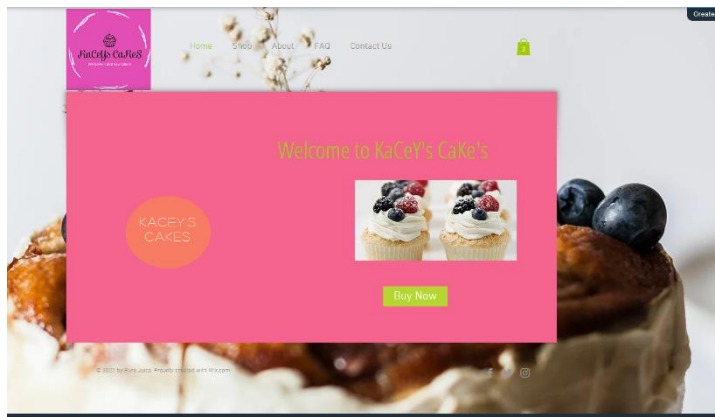
Part 2

Testing the other consideration was not possible as the e commerce creation site is not easy to use and they require payment before you start using the other features within the site. Screenshots of the other possible options used are below this paragraph.

Wix cloud based creator using e commerce features.

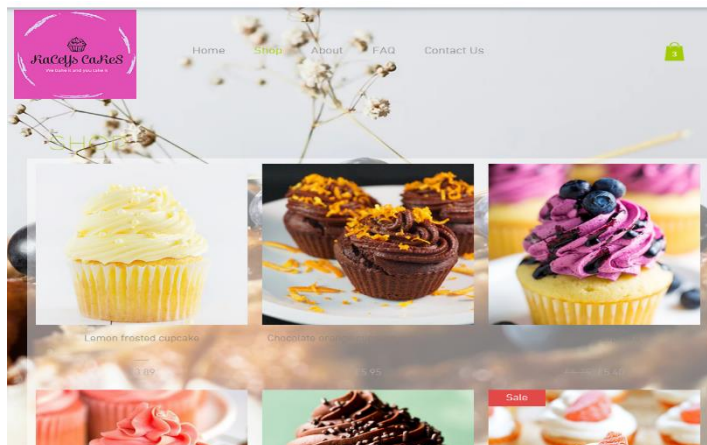
Below is a series of screenshots for the business chosen , the business that was chosen was for a cupcake business. The business has 4 pages within its pages , under each screenshot an explanation will be provided.

Screenshots of Kacey's Cakes

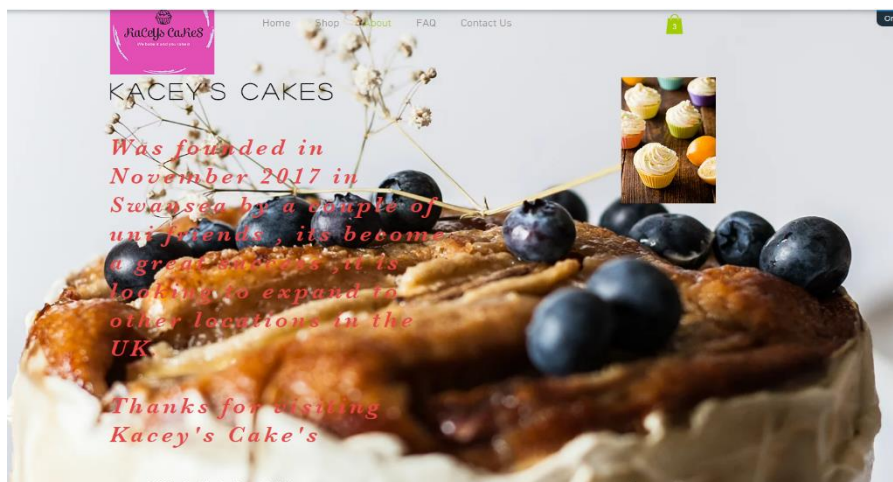


Homepage for Kacey's Cakes

This screenshot shows the homepage, the homepage is a very simple page throughout the whole website there is consistency which is very important in web design.



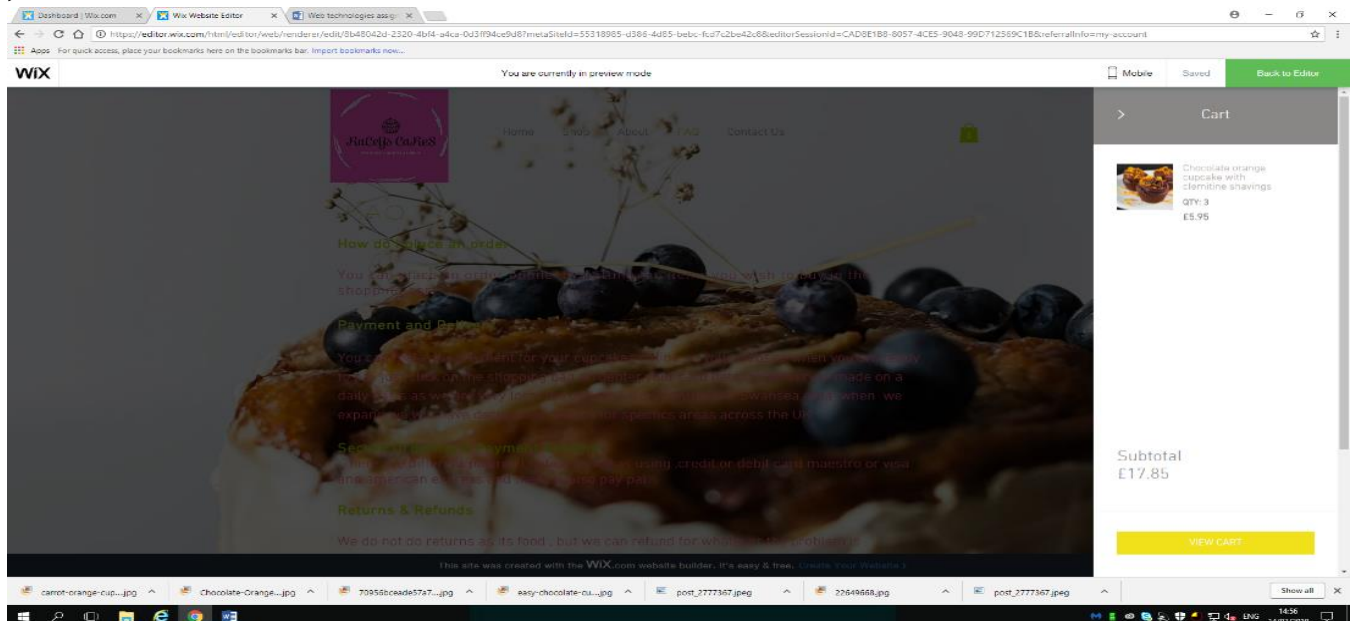
This screenshot shows the shop in Wix store creator, there are different flavours of cupcakes to choose from. All our cupcakes are made fresh everyday but we require 2 days notice to prepare.



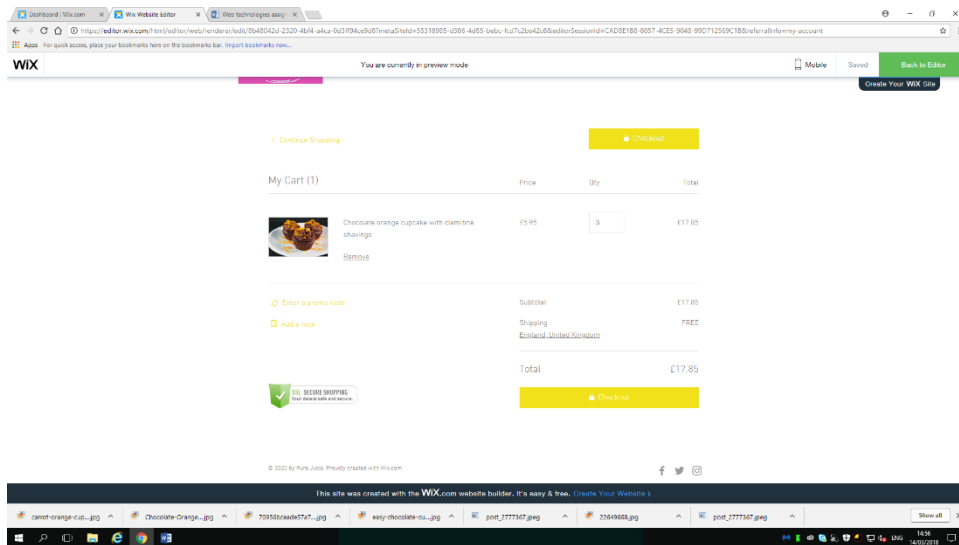
This screenshot has a little information about the business and how it came about. The website is very simple and easy to navigate around.



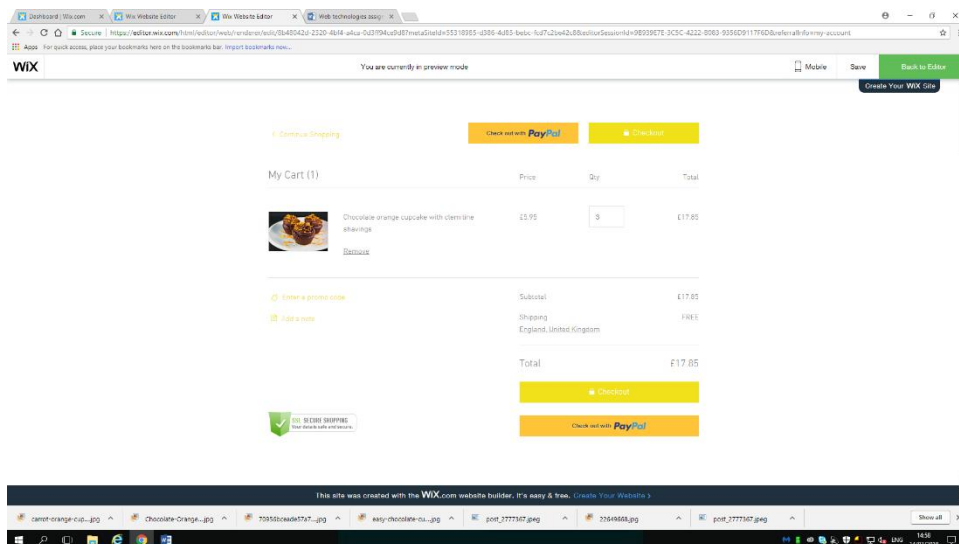
This screenshot has the frequently asked questions by our customers, this page answers the questions that they may have regarding the delivery of cupcake's, refunds and other information.



This screen shot shows shopping cart with just one item in the cart.



This screenshot shows the customer a review of the items they wish to buy.



This screenshot shows the final payment page where they can make a payment using PayPal or entering their card details.

Final conclusion was to use Wix stores as the features that are already integrated into the site like the payment options.

Web guidelines in the ecommerce site

The ecommerce site follows consistency on a very page as the logo is in the same place on all the pages and the colour is consistent also the background picture is consistent which shows professionalism.

The website has a good usability system for customers , the navigation panel is horizontal on every page and it is easy to move from one page to another smoothly.

The e commerce site follows a simplicity outlook on the site which is one the website guidelines , because it follows a simplicity look therefore it has usability linked into it.

The e commerce site can be accessed on any device , Wix has different resolutions for the site using a desktop pc or a mobile phone or tablet.

Bespoke Graphics

A logo was created for the e commerce site , this logo was created using logo joy , however no bespoke graphics other than Logo were included in the design of the e-commerce site. The design of the logo is very simple and direct , it doesn't have a lot of colour which makes it simplistic , this logo represents the business that has been chosen for the e commerce site.



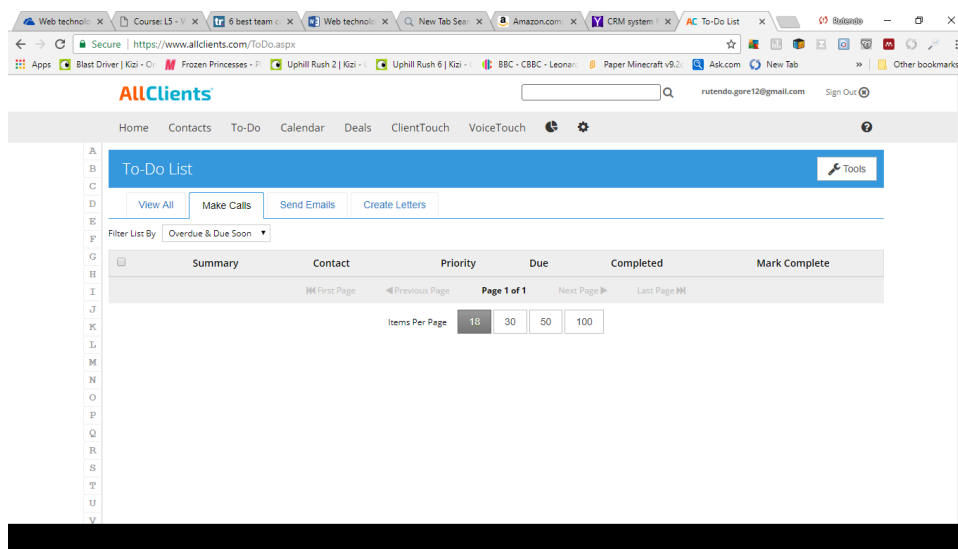
Part 3

ERP system

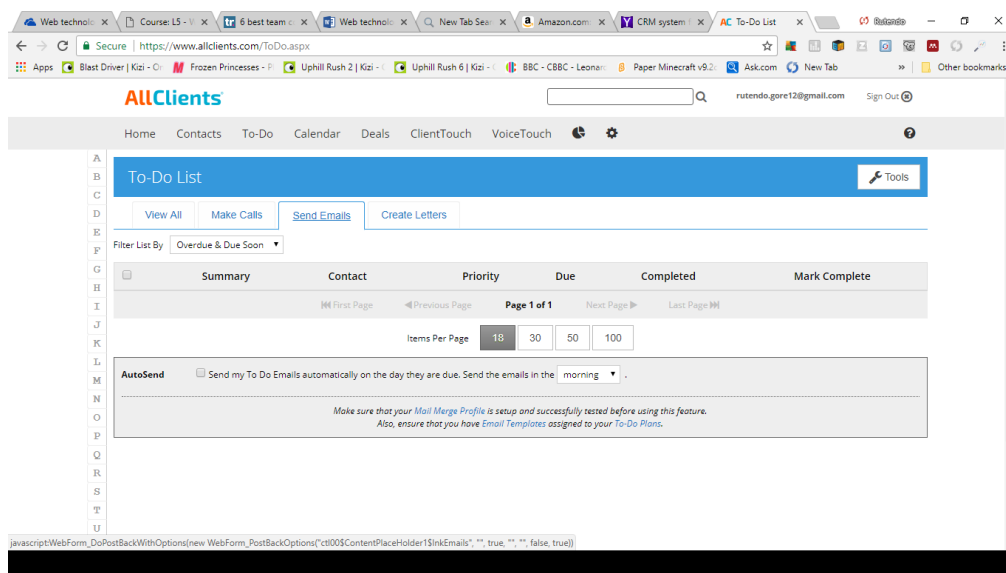
The term ERP stands for Enterprise Resource Planning , this system can be used by organisations to manage their resources that they have online , the ERP system could be made up of other areas or one which just focuses on one area such as accounts. Have an ERP system is the best solution as it is in a central location , however the more people that have access to it information could be deleted accidentally or misplaced.

For the organisation for Kacey's Cakes an ERP system would be very beneficial as the business is only a small business with only 3 members of staff , once the business decides to expand individual software will be needed for each functional area of the business such as ,Financial , HR ,Management and the other functional areas of the business.

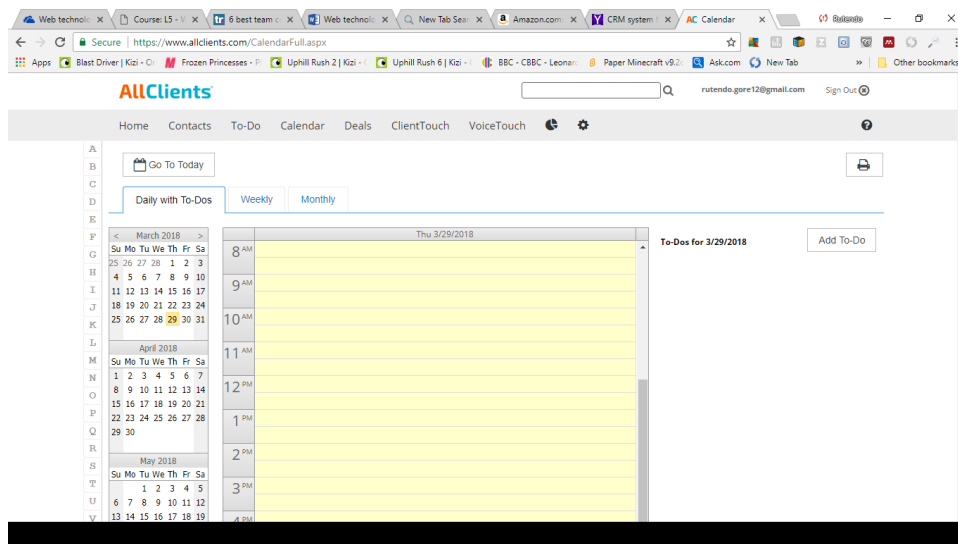
Screenshot of CRM system



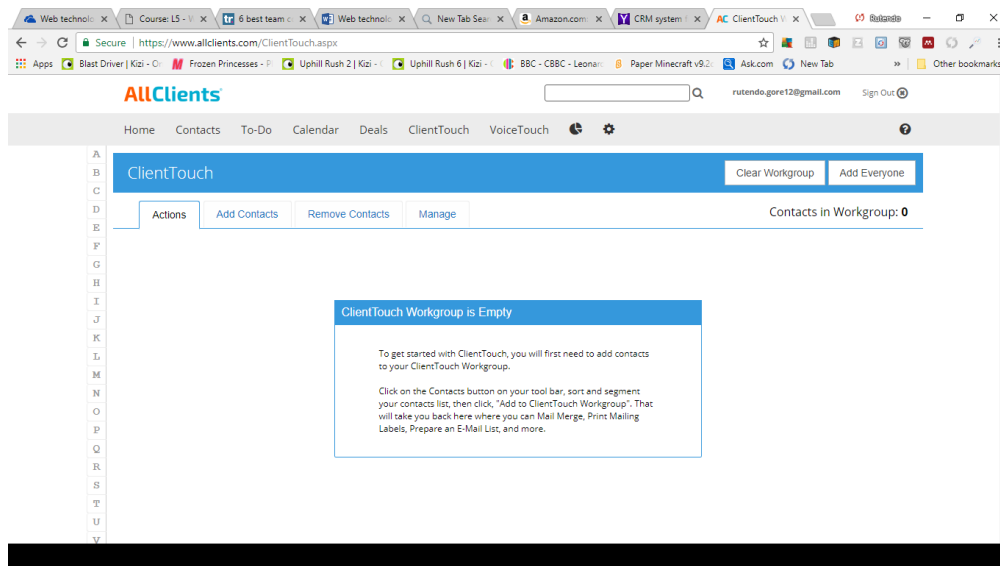
This screenshot shows a to do list within the CRM system , a list will be generated of things that need to be done as a to do list.



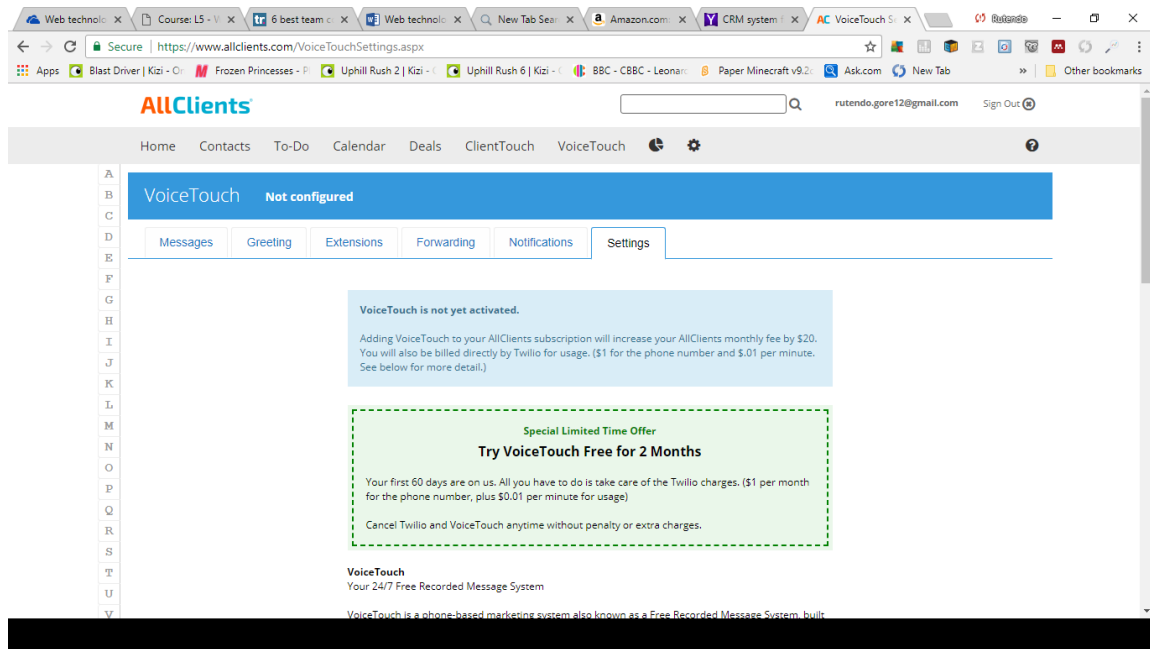
This screenshot shows how emails can be sent from the CRM system.



The calendar within the CRM system is very useful as events and meetings can be noted in the calendar.



The client touch in the CRM system is to add contacts which could be the employees in the SME or external suppliers and other visitors that may visit the business like environmental inspectors.



This screenshot shows that settings can be adjusted for better use of the CRM system to use all the features that come with the CRM System.

Recommend an erp system for an small medium enterprise

<https://thefeedfeed.com/cozyoven/lemon-blueberry-cupcakes-with-blueberry-frosting>

https://data.thefeedfeed.com/recommended/post_2777367.jpeg

<https://blog.hubspot.com/blog/tabid/6307/bid/30557/6-Guidelines-for-Exceptional-Website-Design-and-Usability.aspx> 29th March 2018

<https://www.webopedia.com/TERM/E/ERP.html> 29th March 2018

<https://www.allclients.com/VoiceTouchSettings.aspx> Crm System screenshots 29th March 2018