

# E-commerce website

Student Example

\*Please note higher marks  
annotation is missing.\*

# Describe

- **Identify** at least one e-commerce website
- **Identify** the purpose and audience of the website
- Use **annotated screenshots** to describe the key features of an e-commerce website.
- **For higher marks** give an accurate description of the website such as: use of filters, search bars, menu bars, investigate and explain the order system and customer notification system, how returns work.

# E-commerce website

The E-commerce website I will be writing about is.....

**Amazon**

# Purpose and audience

The purpose of this website is to sell products to its audience. It has the purpose to attract people to the website and to get them to see that Amazon is the best website to buy products and items off, and that they should purchase there items of this website. They show this by their prices and the conditions of these products. The audience for this website can be for anyone, as even if you are not old enough to have an account on Amazon you can still look and then you can tell your parents so they can order it for you.

# Annotated screenshots to describe the key features of an e-commerce website

## Key Features

- Images
- Buttons
- Menu (placement)
- Language used
- Colours
- Font (size and type)
- Shopping basket
- Security features
- Customer service features



**Buttons:** The buttons on the Amazon website are located down the side and along the top of the screen. The buttons allow you to hover over the button and then another page will be given to you. This splits up the names in the button so it basically gives you the separate websites that are named on the button. This makes it more easy and efficient to use, as it gets right to what category you are looking under, this save time and it stops you from getting frustrated. The buttons on the Amazon website use front which is followed by orange arrows to show you the following choices.



**Images:** The images on Amazon are shown because it shows you the item/product you are purchasing, so you know exactly what you are buying and you can make sure it is the correct item in which you are searching for. The images also make the website more exciting, because if there was just all text and no pictures you would get bored searching and you would want to use different sites.

# Rest of the annotated Screenshots

**Menu (placement):** The menu placement for Amazon is located down the side of the page. The menu gives you different options which varies from books to electronics. Because of the location of this menu as soon as you go onto the website everyone can see the menu, as it is surrounded by a box with a thin orange background at the top with shop all departments written on it. This shows you where you may find what you are looking for. If you do not find what you are looking for there you can just search it at the top in the search tool bar.

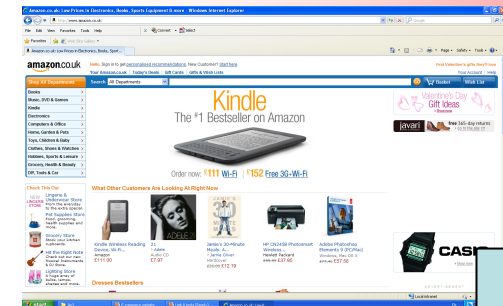


**Colours:** The colours chosen here are used through all out. As if you take notice they have used a lot of orange and blue. This could represent their website, so every time you come on Amazon you would know your on the right site because of the colours. They are also bright so it catches your attention and you want to come back to the site because of its presentation and how well it works.

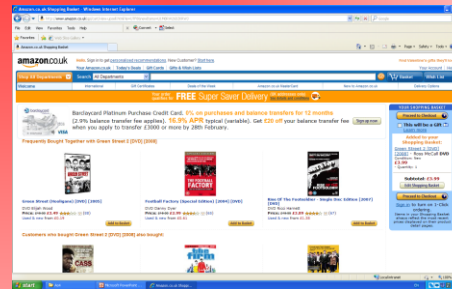
**Font:** The font used on Amazon is well set out, as for the headings they have used big and bold font so it stands out. They have used simple font so it is easy to read. They have also used little text, they have not used too much to bore you but they have used just enough to include all the information you need to consider the product your buying. The colours they have used for the text is to make certain parts stand out, so some text is in black where as others are in orange.

**Shopping basket:** Amazon's shopping basket is located in the top right hand corner, it has a picture of a basket with the text basket next to it. When you click on the basket without buying anything or being logged in, if you have an account it tells you- that your shopping basket is empty- so if you had brought something it would tell you what you have in your basket. It also asks you if you are a customer and it gives you an option to sign in. It also gives you an option to continue shopping, this allows you to still shop if you have forgotten something without **losing** the products which are already in your basket.

# Security Features- screenshots



This is the beginning page of Amazon which comes up as soon as you go on the Amazon website. If you buy a product and want to go to checkout you do this.



Once you have chosen the item you wish to buy if you look at the left hand side it would say 'add to basket'. Once you have clicked on that it will load you to a new screen where you have the option to 'proceed to checkout' or you can continue your shopping.

Address bar turning green means this site's security is recognised as being safe by your web browser



https means  
This part of the  
Site is secure

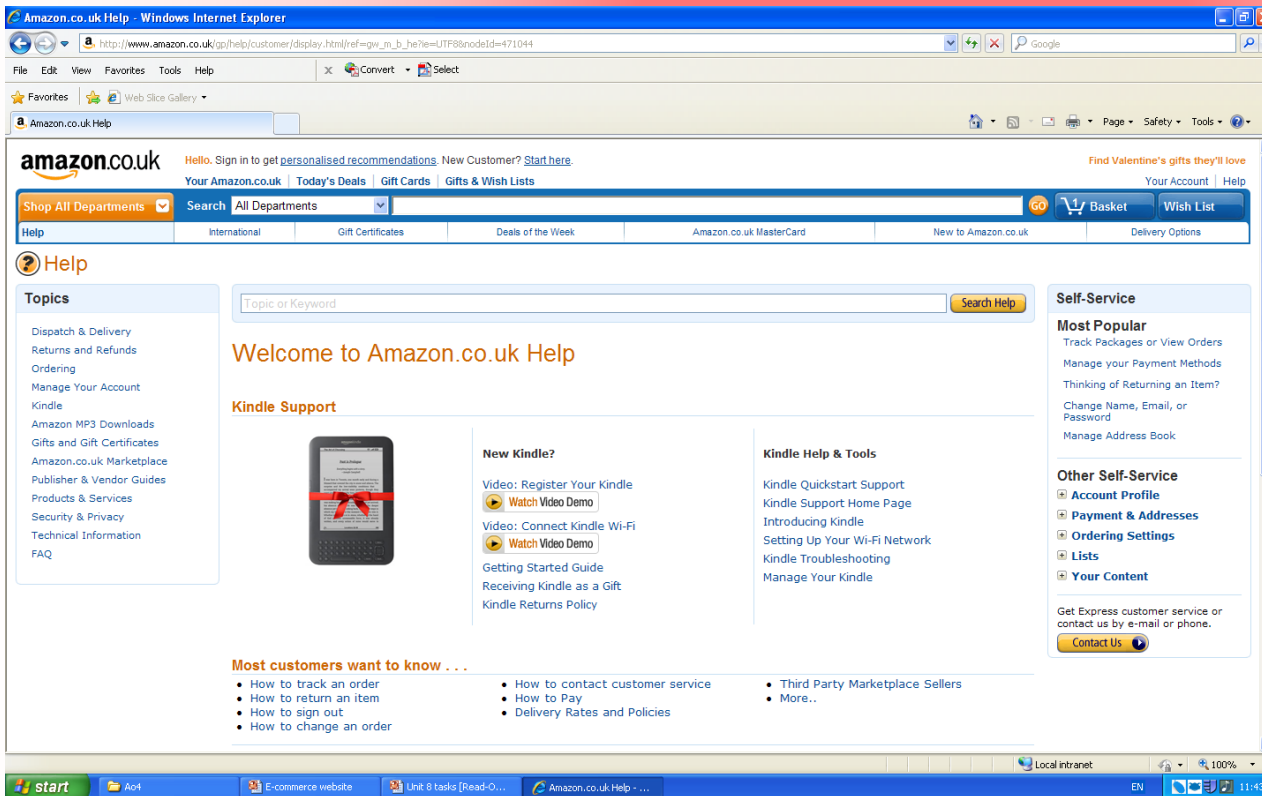
This padlock  
Symbol means  
This site has a  
security  
certificate

If you choose the option proceed to checkout then it will come up with this. It is asking you for your email address, if you are a customer or not and it asks you for your password. As I am not a member I can not go any further but from the information along the top, I can see what details it is going to be asking me. It will be asking me my, address, tell me the item I am buying, then it says, wrap, dispatch, pay and confirm. All of these details will be confidential, so the website are the only ones who are able to see your details, and no one else.



# End of key features

## Customer service features:



On the Amazon website if you scroll right down the bottom there will be a various of options and under the heading 'let us help you' at the bottom is help. If you click on that then it gives you options down the side which can help you with your problem. This is the customer services. So for example is gives you the options of, ordering, refunds and returns and managing your account. Down the right hand side it also gives you an option to contact them. Weather that is through email or telephone. There are also options along the bottom offering help in different areas.



# Aim

The aim of Amazon may be to increase the amount of products they can sell online, so a much bigger range of products. It may also be to stretch there website around the world, so they are not only selling there products to people in England but to people all around the world as well. Another aim could be to reach a certain amount of regular customers, so there products are selling well and they are not receiving any complaints, so there customers are happy with the way they deal with purchases and problems with **delivery**.