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Designing E-commerce User Interfaces

Laveenraj J. Najjar

Introduction

E-commerce is growing rapidly. In the United States (US) from 2002 to 2007 online sales increased at a rate of over 25% each year (US Census Bureau 2009) and annual e-commerce sales are now about \$284 billion (Nielsen 2008a). The percentage of US retail sales that are made online also increased from 2.8% to 3.2% (US Census Bureau 2009). By 2012, US e-commerce annual sales are expected to be \$228 billion (Puggi 2009).

Worldwide, 85% of people with internet connections have made an online purchase, representing a 40% increase in the past two years (Nielsen 2008a). More than half of internet users make purchase from an e-commerce site at least once a month (Nielsen 2008a). In 2012, almost \$1 trillion may be spent annually worldwide on e-commerce purchases (BaiduComet 2008).

By providing quick, convenient access to products, product information, and prices, the Web is turning products into commodities. The ease of use of e-commerce sites is a way to increase customer satisfaction, differentiate a site, increase market share, and enhance a brand (Manning, McCarthy, and Sousa 1998; Tsal 2008a). Seventy-nine percent of users named easy navigation as the most important characteristic of an e-commerce site (Lowe 2008). Poor navigation and a long and confusing checkout process were some of the reasons people gave for abandoning their shopping carts (Global Millieu Marketing 2007).

Often an e-commerce site is easy to use, sales can increase. For example, after improving usability, a major retailer got a US\$30,080,800 improvement in annual revenue (Spool 2009), eBay got a 4800% increase in sales on eBay.com (Bainey 1998). Tesco's, 1999), and Digital Equipment Corporation reported an 88% increase in revenue (Wilson and Jones 1997). By making the products easier to access, ensuring consistency graphics, and making

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Table of Contents Acquiring New Ls Guided Answers

1. Understanding the eBook Acquiring New Ls Guided Answers
 - The Rise of Digital Reading Acquiring New Ls Guided Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying Acquiring New Ls Guided Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Acquiring New Ls Guided Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Acquiring New Ls Guided Answers

- Personalized Recommendations
- Acquiring New Ls Guided Answers User Reviews and Ratings
- Acquiring New Ls Guided Answers and Bestseller Lists
- 5. Accessing Acquiring New Ls Guided Answers Free and Paid eBooks
 - Acquiring New Ls Guided Answers Public Domain eBooks
 - Acquiring New Ls Guided Answers eBook Subscription Services
 - Acquiring New Ls Guided Answers Budget-Friendly Options
- 6. Navigating Acquiring New Ls Guided Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - Acquiring New Ls Guided Answers Compatibility with Devices
 - Acquiring New Ls Guided Answers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Acquiring New Ls Guided Answers
 - Highlighting and Note-Taking Acquiring New Ls Guided Answers
 - Interactive Elements Acquiring New Ls Guided Answers
- 8. Staying Engaged with Acquiring New Ls Guided Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Acquiring New Ls Guided Answers
- 9. Balancing eBooks and Physical Books Acquiring New Ls Guided Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Acquiring New Ls Guided Answers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Acquiring New Ls Guided Answers
 - Setting Reading Goals Acquiring New Ls Guided Answers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Acquiring New Ls Guided Answers

- Fact-Checking eBook Content of Acquiring New Ls Guided Answers
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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