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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 \$328 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\$33,080,800 improvement in annual revenue (Spool 2009), eBay got a 4800% increase in sales on eBay.com (Bainey 1998). Tesco's, 2009), 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 Section Guided Acquiring New Ls Answer**

1. Understanding the eBook Section Guided Acquiring New Ls Answer
  - The Rise of Digital Reading Section Guided Acquiring New Ls Answer
  - Advantages of eBooks Over Traditional Books
2. Identifying Section Guided Acquiring New Ls Answer
  - 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 Section Guided Acquiring New Ls Answer
  - User-Friendly Interface
4. Exploring eBook Recommendations from Section Guided Acquiring New Ls Answer
  - Personalized Recommendations
  - Section Guided Acquiring New Ls Answer User Reviews and Ratings
  - Section Guided Acquiring New Ls Answer and Bestseller Lists

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