

Developing an Electronic Store for Toys

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Abstract:

This paper identifies the current use of e-business to build and develop a reliable website. This website will online sale products of toys including (Babytoys and Toddler toys). To implement ToyStore website, it should setting up online ecommerce store with easy-to-use. Then improve the customer experience, and lastly implement the Direct Online Sale between business to consumer (B2C) by implementing electronic payment methods. This proposal aims to provide mechanisms to positively influence each stage of the buying cycle and hence the customers will buy from ToyStore on-line again and again. Online purchase will increase online shoppers and eventually sales. The new ToyStore website will have blogs, simple and straight forward words, high quality pictures, and video about real store.

Key words: Online purchase, B2C, Ecommerce, Customer awareness, Storyboard

1. INTRODUCTION

The proposed website will approve businesses which will meet knowledge and toys, exchange information, it means anything and everything relating to toys experience [1]. It has a big

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number of businesses on its database involving Baby store and Toddler store. Additionally, this website capable to approve those toys products. In spite of this website has an internet presence and but its search engine needs improve line selling service. Our mission is to build and develop up full reliable website with IT solutions to provide the advertising and selling toys online by using Electronic Trading/Commerce System which helps to maintain the internet communication among the company and its major clients. Many stages will apply on ToysStore.com including: setting up online Ecommerce store, understand the customer experience, and implement the Direct Online Sale between business to consumer (B2C). ToyStore website should be able to track down visitors, who navigate, from which cities they come from, which search engines & phrases they use, how much time they spent and sections most visited. As well as, in this website, advertising campaigns and online shopping should be done in a more customer focused view.

1.1 Expected Benefits

The most interesting features which will bring considerable profits to Toys Store is turning to E-commerce. Some expected benefits that could be derived from it are [2]:

1. Customers will be able to purchase any product online within a single click.
2. The online transactions performed will limit errors often made by human and thus provide a faster service to its customer.
3. It is a very cheap method of conducting business.
4. Easier to control pressures of competitors and manage costs effectively.
5. Some advantages to the buyer are:-
 - ✓ Reduced sorting out time.
 - ✓ Easy to make decisions.
 - ✓ Invoice and payment are obtained immediately.

- ✓ Customers will be tempted to buy more with the wide display.
 - ✓ One major benefit could be that it helps decrease the delivery time, labour cost and additional costs like: Troubleshooting-to find errors and correct accordingly, Account settlement, Mailings to customers, Telephone, Data input, Overtime and rework costs, and Monitoring capacity.
6. Operational benefits involve reducing the time and personnel required carry out a task with limited effort and investment on resources. For this reason, ecommerce is worth being considered.

1.2 Key features to achieve expected benefits

In order to bring a reputation to ToyStore website and earn a better name, a major step could be the improvement of its website to attract more customers to use the product to ultimately increase the revenue of the company. Some aspects to be considered are as follows [3]:

1. E-commerce implementation.
2. Focus on advertising.
3. Improve customer awareness.
4. Ensure security of the customers.
5. Optimization of search engine.
6. Establishment of good public relation.
7. Provide contact details.
8. Encourage customer feedback.

2. PROPOSAL OUTLINE

In order to achieve a considerable audience, the features proposed below are counter measures to criticism of the actual website.

2.1 Improve customer awareness

1. The goal of the company should be visible from the initial page of the website. For example display the picture of the targeted audience and talk about different products ToyStore website deals in.
2. Promotions on products can be put forward to lure customers e.g. discounts or online coupons or free trials.
3. Build up creative and simple landing pages that give customers an overview of the whole company upon search.
4. Maintain clientele by updating them with latest trends or news about ToyStore website through emails or newsletters.
5. Build up attractive banners and flash animation with limited size to attract customers upon first look. In addition, mobile formats could be created to be in line with today's tendency.
6. High Quality photographs can be an attractive feature.
7. Provide maximum information about ToyStore within the website[4], [5].

2.2 Focus on advertising

1. E-business advertising for example publicize URL on direct mailings and business cards or online advertising like placing links on other web sites, register with search engines and directories[6].
2. Banner advertising to increase brand recognition and possible revenue.
3. Selling space on the website will increase income to the website.
4. Advertising payment options like *Pay-per-click*, *Pay-per-lead* and *Pay-per-sale* can be implemented through the website.
5. Include Webcasting and Interactive Advertising with videos to deliver content or a fashion show for example in real time.

6. Email marketing by updating clients with new trends.

2.3 E-commerce implementation

1. Allow online buying and selling using the Internet.
2. Implement online direct selling.
3. Offer different methods of online payment.
4. Catalogues can provide a more visual display of what ToyStoredeals in.
5. Offer free delivery.
6. Offer loyalty discount for purchases made on-line.

2.4 Ensure security of the customers

By using SSL for a more secure communication, clients will be keener to indulge in any e-commerce activities as security is of utmost importance [7].

2.5 Optimization of search engine

Traffic to ToyStorewebsite will be increased considerably by establishing a proper search engine. All words within the page should be searchable so that the client is not disappointed when he is typing a keyword. This feature is in fact a fast track for clients to get what they want. The decision of reverting back to the website could only be determined at that instance as visibility is very essential [8].

2.6 Establishment of good public relation

1. Chat sessions
2. Bulletin board
3. Special events or functions on web site
4. Trade shows and exhibitions
5. Press releases
6. Printing and distribution
7. Add link that connects to all press releases
8. Video clips

2.7 Provide contact details

Contact details for different stores of ToyStore in different areas located are important to clients for inquiry purposes.

2.8 Encourage customer feedback

Forms and questionnaires should be designed for this purpose to keep track view customers opinion and for further improvement if necessary.

3. PROPOSED IMPLEMENTATION PLAN

With rapidly technologies, the business models in any e-commerce implementation needs the technologies to be better for optimising relationships with customers and partners and to allow customer to carry out on-line purchases, eventually to achieve a good benefit to increase the revenue. The technology plan for build and improve the ToyStore.com must be integrated, provides a significant financial, save time and money by eliminating redundancies and maximizing expansion capabilities.

3.1 Proposed technology tools

Planning technology the most important element to minimize technology-related crises, by optimising the use of resources within the time frame, and reduce cost of equipment. In this way, priorities are set to achieve deadline or targets. In order to innovate the current website several technologies capabilities might be exploited. This technological infrastructure should to insure flexibility, security, reliability, integrity, privacy, and respond to dynamic business environments, as well a good manage with rapid changes in business processes.

ToyStore website is using WAMP is a web server that runs on almost any Windows operating system and it has Apache, PHP. Also these technologies are used like: ASP, HTML, DHTML with CSS and some JavaScript [9].

3.2 Set up an Online Ecommerce Store

To insure a good display to ToyStore website products, the online ecommerce store should design according to many steps. *The first step* is getting a domain name (web address) for the online store. While *the second step* is sign up with a web hosting company to host the online store. Whereas *the third step* is designing the online store [10]. To get a worthy display to website products, the website should provide the customer with full details on products, the and its online store should design according to many requirements : It should put clear images to view their products and the ability to scan them and a digital camera to interest a customer to buy them; and should display the prices of items and discounts [11]. It should note the ability to input information for the website database that involves: Product ID, Item Number, Description, Price, Size, Weight, and discounts and should display the prices of items and the online ecommerce store of ToyStore website should need to provide cart of shopping for its consumers; therefore they enable can place their orders of products. And they can option the pay way. While *the fourth step* is accepting credit card transactions via the internet in safely way. Finally step is advertising the online store. Currently, there is a huge different of media to advert on the website to attract customers like: media such as, TV, internet radio, pod cast, interactive outdoor, newspaper, magazine, and, i.e. naturally, the customer influence with these media ToyStore website should know what the most suitable method for affecting the behaviour of customer through their Purchasing cycle.

3.3 Processing on-line payment

When implement the service online selling, there is essentially to process online payment. There are some technologies supplied by third parties available to support this processing. Currently, most sellers use commercially providing credit card or debit cards processing services today is PayPal. It makes online payment simple, easy to use, fast and security. ToyStore

should implement this processing in new development plan [12].

4. STORYBOARD FOR USER EXPERIENCE

The evolution of personalisation users the full set customer behavioural data to deliver a wonderful customer experience. The development the user of personalisation illustrates a brilliant customer experience. The web site can gain a good number of visitor and customer. That occurs when the customer enters for the first time in to web site. They can provide with wonderful information on the products which they looking for through customer experience. Storyboards can give us description a simple and fast to the user experience story [13].

4.1 Customer journey

The bellow figure shows the ToyStore Online Retailing Storyboard.

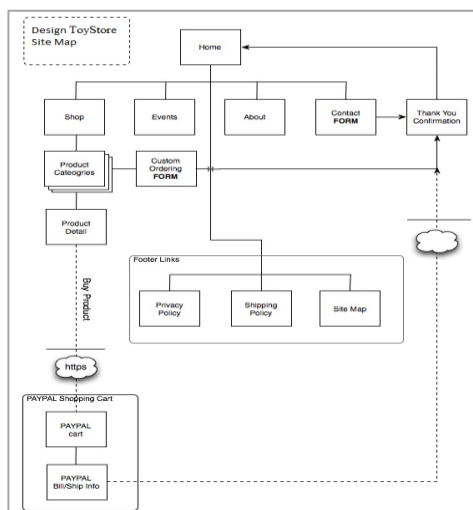


Figure 1: ToyStore Online Retailing Storyboard

4.2 Story Board

In Depth Examination of Shopping Online of ToyStore (Which Is The Main Area Of Focus), the figure 2 shows the user story board described the customer journey for on-line the process of purchasing [14].

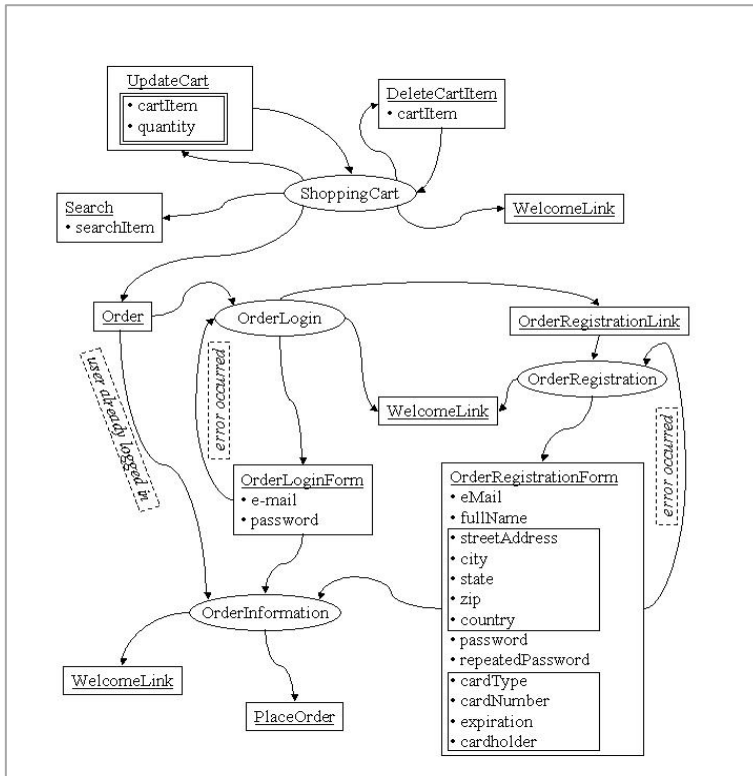


Figure 2: Story Board of ToyStore

5. WEBSITE INTERFACES AND RESULTS

This section shows the website interfaces that have been obtained through the implementation of ToyStore.com as following:

1. When the customer has access to the ToyStore.com the home page of this website will appear as shown in figure 3.



Figure 3: Home page

2. When the customer choose the Baby store option, then select the options of Baby Boy and Baby Girl the interfaces as shown in figures 4, 5 will appear which involve the toys of Baby store.

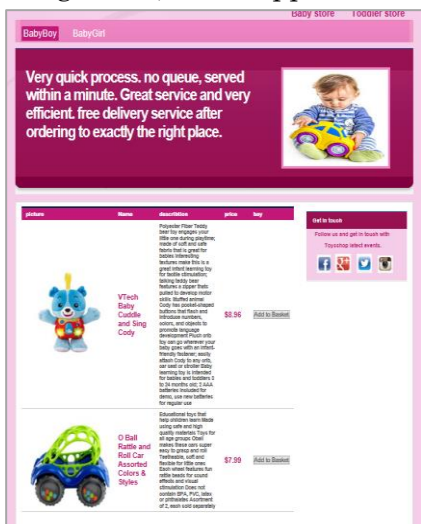


Figure 4: Page of Baby Boy

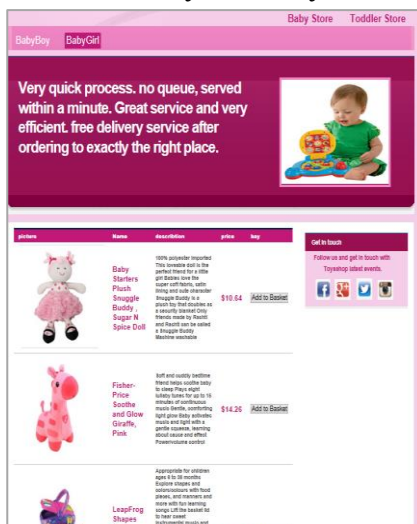


Figure 5: Page of Baby Girl

3. When the customer choose the Toddler Store, then select the options of ToddlerGirl and ToddlerBoy the interfaces as shown in figures 6, 7 will appear which involve the toys of Toddler Store.

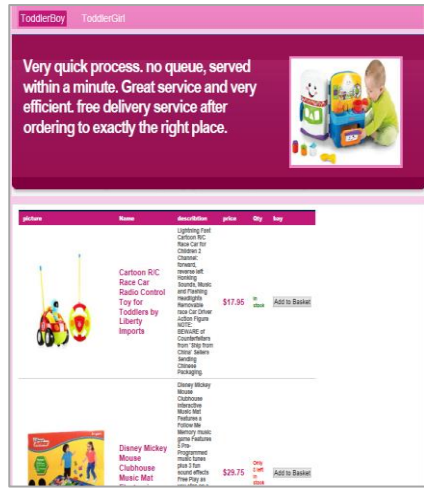
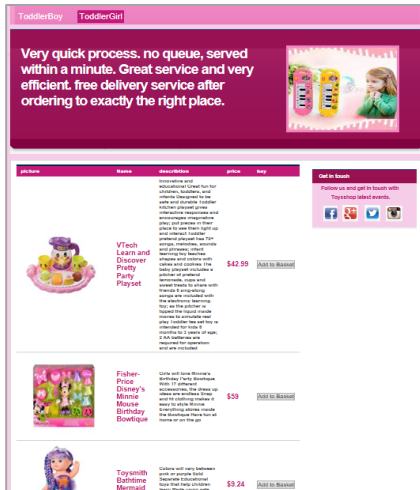


Figure 6: Page of ToddlerGirl Toys Figure 7: Page of ToddlerBoy

4. When the customer wants to buy online, he should register first on the ToyStore.com by press on sign up option; then the registration page as shown in figure 8 will appear.

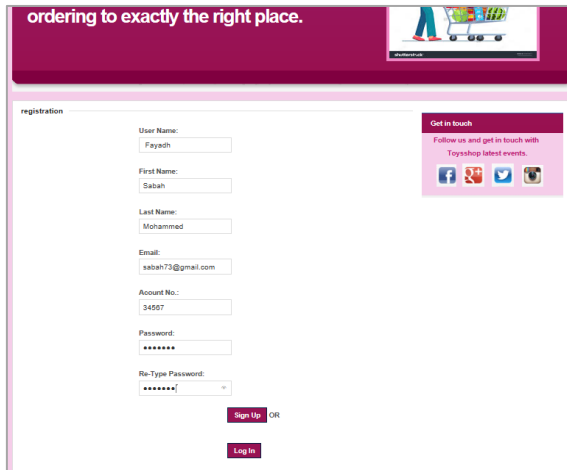


Figure 8: Registration Page

5. After completing the registration process, the interface as shown in figure 9 will appear which indicates that the registration process was successful.



Figure 9: Success of registration process

6. As shown in figure 10, when a customer wants to buy a product one from ToldderStor online, he has to press (Add basket) which is found beside the product; and if he wants to buy another different product twice, he has to press on (continue shopping) to return to the page of toys to choose two of this product. In addition if he likes to buy another deferent product for three times, he has to follow the same method.

The figures 11, 12, 14, 15displaythe process of shopping online, while figure 13 shows that the second product has not left in stock.

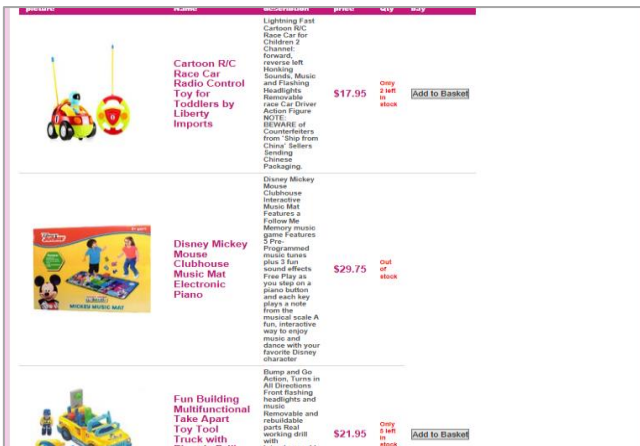


Figure 10: Shopping online

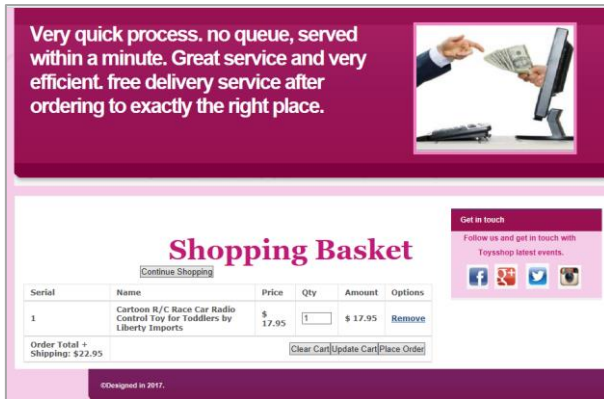


Figure 11: Select the first product

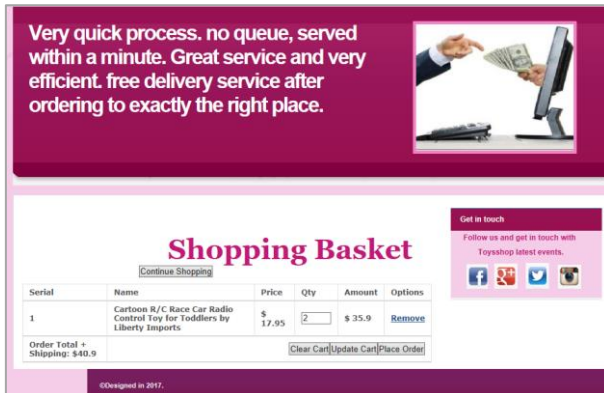


Figure 12: Select the product twice

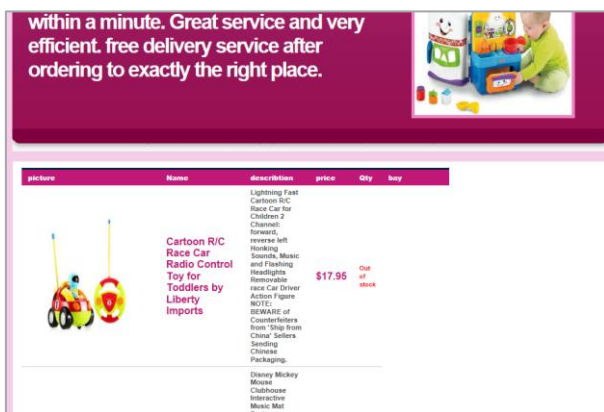


Figure 13: The second product has not left in stock

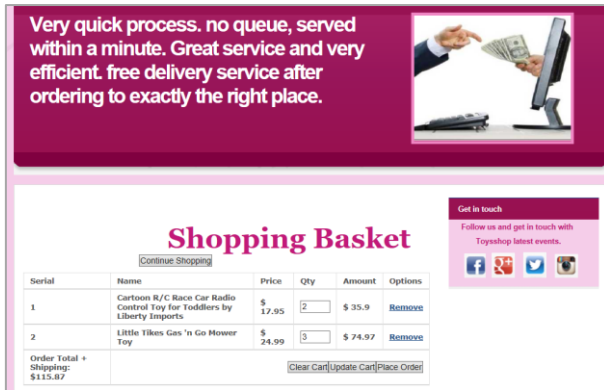


Figure 14: Select three times of the second product

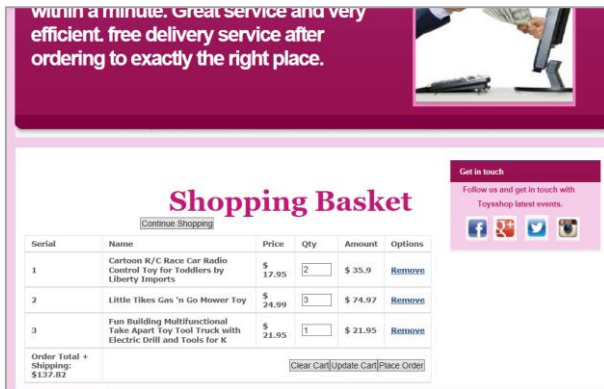


Figure 15: Select the third product

7. To complete the process of shopping online, the customer should press on "Proceed Order" in Page of Shopping Basket; after that the interface will appear to fill the required information relating to information of customers and their account details as shown in figure 15. Then after pressing on (Place order); the interface will appear to ensure that completing the purchase online and limit the delivery date as shown in figure 16.

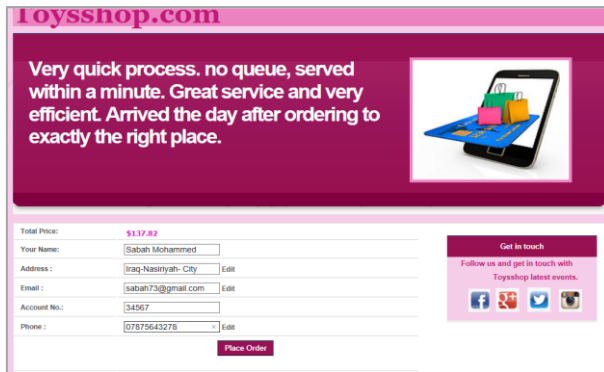


Figure 15: Billing Information Page



Figure 16 : Delivery date

6. CONCLUSION AND RECOMMENDATIONS

With the trend that e-commerce is taking, this document suggested to build and develop up full reliable website with IT solutions. It has online sale service based on the ecommerce theories and using the current technology. It provided a rich toys products content to attract customer and get a good ROI. Some benefits that have been brought forward to ToyStore.com is targeting a massive market both locally and globally with limited expenses without much effort like being exhausted folding and putting the toys away while choosing. Moreover, customer will not have to go to the physically access point to get a product. Another advantage of the existing website brought forward is avoiding long queues in the shopping area which is

very tiring at time. Also, with this new innovation brand awareness will be spread even on a wider perspective. Ultimately with such helpful facilities like home delivery and browsing in a virtual store customers will be more than just satisfied but amazed with the details the toys will be viewed and facility to purchase without any difficulty. As a whole, sales management will be done more in a more simplified way and control of stock will be easier.

However though e-commerce can bring about loads of advantages to ToysStore some limitation still do exist like consumers would not get the feel of the product he is buying before purchase or sometimes there might be delay in shipment. But with the facility of moving to the physical store if customer is still dissatisfied gives the client the opportunity to return the product within a specific period or even go to the physical store for exchange. Based on the analysis made so far, with the implementation of all the features proposed, there are all good reasons to StoyStore website. It is certain that customers will have no second thought of buying and the goal of increasing revenue will be ultimately be attained.

In short, ToyStore website must search and analyse much more to validate its target. It should begin since now to enhance its service which online retail to customer for increasing its revenues.

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