Lezione 3

Titolo: A basic online shop

Reading: A basic online shop

Building a basic online shop is fairly straightforward. A simple set-up allows you to sell a small range of products, providing photos, descriptions, and prices as well as accept orders online.

The equipment and facilities you’ll need include a computer, Internet access, email and a web site. You will also need a firewall to protect your web site from unauthorized access.

A basic site is low cost and easy to create for a limited product range. However, the design and functionality may be restricted and it may be less secure than other more sophisticated options.

Most customers shopping online will want to pay by credit card. You can create electronic mail-order forms, using one of the various web authoring software packages on the market. These order forms let customers e-mail their orders which you will then process offline.

If you want to accept card payments online, you will need to invest in a more sophisticated online shop. it’s important that checkout procedures are secure: customers need to feel confident about ordering a product or a service. Many people will abandon purchases at the checkout stage if the process is not quick and easy.

(Adapted from www.businesslink.gov.uk)

Exercises:

Read the article again and match each word with its definition:

| 1 straightforward | a) system to protect your computer |
| 2 set-up          | b) easy, simple                   |
| 3 firewall        | c) limited                        |
| 4 restricted      | d) the place on a web site where you order and pay for goods or services |
| 5 checkout        | e) the way in which things are arranged |

1)... 2)... 3)... 4)... 5)...

Problem Solving Activity → Divide the class into 4 groups

Problem:

In the past 6 months there has been a decline of 15% on your online sales due to the opening of five new online activities. What would you do to your website to improve the situation?