



Usability Guidelines: E-Commerce Web Interfaces

Mariam Nosheen

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E-commerce has become a widely adopted practice in many organizations for enhancing their businesses. E-commerce has not only become popular in various organizations but it also facilitates the customers by providing them a platform where they can buy products and services without visiting various shopping malls. This increasing trend makes the researcher find new ways to research and this book comes in one of those researches. The book research work shows the importance and description of various disciplines connected with interface designing of an Ecommerce web site. The major focus of this research work is on writing and providing such Usability guidelines which will not only facilitate the designers for designing their B2C shopping web sites but also facilitating the customers by providing them easy, efficient, reliable and satisfactory interface due to which they can do their transactions more usability than before.

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