The difference between a truly effective e-commerce enabled Web site and one that delivers an ok or poor performance has a lot to do with 5 customer-focused components. Does the site focus on delivering these attributes to its prospects/customers? Does it save time, capture attention, establish trust, make it convenient to do business with and feel "right" for the products/services sold?

1) Time:

How much time does it take to do what I'm supposed to do? Is the site *saving me time?*

2) Attention

Does the site *capture and keep my attention*? Not with flashy things, but good, compelling, "sticky", content.

3) Trust

Does the site *establish trust*? One vehicle is a privacy statement. Another is information about management, why and how are they good at what the company delivers.

4) Convenience

Does the site make it *convenient to conduct business*?

5) Feel

Does the site give the *"right" feel for the product/service sold* and, if there's a physical world entity, how consistent is it with its physical world counterpart.

Author:

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