Design guidelines for B2C e-commerce in virtual worlds

Conference or Workshop Item

How to cite:


For guidance on citations see FAQs.

© [not recorded]

Version: Version of Record

Link(s) to article on publisher’s website:
http://hci2011.co.uk/site/programme/

Copyright and Moral Rights for the articles on this site are retained by the individual authors and/or other copyright owners. For more information on Open Research Online’s data policy on reuse of materials please consult the policies page.

oro.open.ac.uk
Guidelines for B2C e-commerce in virtual worlds were derived, based on interviews with consumers in Second Life. The guidelines include usability and customer relationship management principles.

Pre-purchase stage guidelines
1. Attract the consumer’s attention to the product
2. Facilitate product discovery
3. Communicate the brand identity

Purchase stage guidelines
4. Facilitate navigation and accessibility
5. Support real world-like interactions
6. Provide product information in text form
7. Facilitate consumer-to-consumer interactions
8. Provide an aesthetically pleasing experience

Post-purchase guidelines
9. Provide post-purchase customer support
10. Support an online brand community

Please help us refine the guidelines by completing our evaluation form.