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.*