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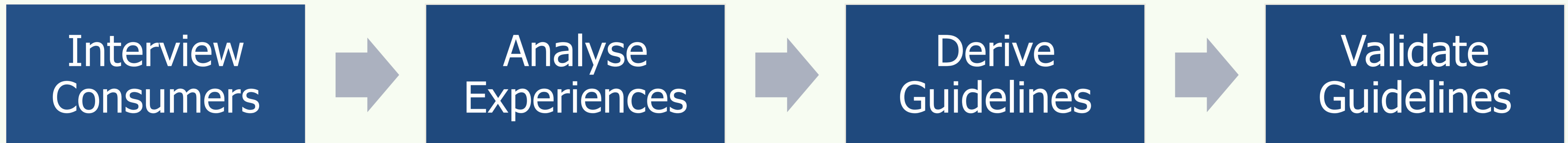
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Design Guidelines for B2C E-Commerce in Virtual Worlds



Minh Quang Tran[†], Shailey Minocha[†], Dave Roberts[†], Angus Laing^{††} and Darren Langdridge^{†††}

[†]Centre for Research in Computing, The Open University UK, ^{††} School of Business and Economics, Loughborough University UK, ^{†††}Department of Psychology, The Open University 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.

