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: [not recorded]

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.
Design guidelines for B2C e-commerce in virtual worlds

Conference or Workshop Item

<table>
<thead>
<tr>
<th>How to cite:</th>
</tr>
</thead>
</table>

For guidance on citations see FAQs.

© [not recorded]

Version: [not recorded]

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.
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.
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.

Interview Consumers ➔ Analyse Experiences ➔ Derive Guidelines ➔ Validate Guidelines

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.