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# I. EC Firms and Technology Firms

# Example 1: eBay.COM

The screenshot shows the eBay.com homepage in Internet Explorer. The browser's address bar displays 'http://www.ebay.com/'. The page features the eBay logo and a navigation menu with links for 'My eBay', 'Sell', 'Community', 'Customer Support', and 'Cart'. A search bar is prominently displayed with a 'Search' button and a dropdown menu for 'All Categories'. Below the search bar is a large promotional banner titled 'Free Shipping' with the tagline 'Get ready to ramble this summer'. The banner displays several products: SOL Republic Headphones, Apple iPad 3rd Generation, Toshiba Thrive 10, Sony NEX-5, Belkin Pro HD DLS, Full FinePix Digital, Cuisinart Pro Classic 10, and Fossil Bags. Below the banner are three columns: 'Welcome to eBay' (with a link for 'New to eBay'), 'Shop safely on eBay' (featuring 'eBay Buyer Protection'), and 'Sign in'. A 'dailydeals' banner is also visible on the right side of the page.

# Example 2: Alibaba.COM

The screenshot shows the Alibaba.com website in an Internet Explorer browser window. The address bar displays "http://www.alibaba.com/". The page features a navigation menu with "Buy", "Sell", "Community", "My Alibaba", "My Favorites", and "Help". The main header includes the Alibaba.com logo and the tagline "Global trade starts here." A search bar is prominently displayed with the text "Products" and "please input a keyword". Below the search bar, there are several promotional banners and service offerings. A large banner for "Summer Sale" (16-20 July) advertises "50% OFF THOUSANDS OF PRODUCTS". To the right of this banner, there is a section for "AliExpress.com by Alibaba.com" with a list of services: Online Payment, Express Delivery, Buyer Protection, and MOQ from 1pc. Further right, a "Welcome to Alibaba.com!" section offers a "Join Free Now!" button and a "Sign in" link for existing members. Below these, there are links for "Post Buying Requests", "TradeManager", "Trade Alert", and "Favorites". At the bottom, there are sections for "CUSTOMIZED SOURCING" (Use 5 minutes and get up to 10 quotes), "INSPECTION SERVICE" (Find reliable inspectors to help ensure product quality), and "SUPPLIER ASSESSMENT" (Get to know suppliers using verified & in-depth information). The footer includes "Trade Updates Worldwide" with "1041219 Products" and "Wholesale Gemstone", and "Hot Regions" with links for China, India, S.Korea, Japan, and Malaysia.

Manufacturers, Suppliers, Exporters & Importers from the world's largest online B2B marketplace - Internet Explorer, optimized

http://www.alibaba.com/

File Edit View Favorites Tools Help

Welcome to Alibaba.com, Join Free | Sign In

Buy | Sell | Community | My Alibaba | My Favorites | Help

Alibaba.com®  
Global trade starts here.™

Shopping online? Go to AliExpress

Products | please input a keyword

Search Advanced Search Post Buying Request

**Categories**

- Agriculture >
- Apparel >
- Automobiles & Motorcycles >
- Beauty & Personal Care >
- Chemicals >
- Computer Hardware & Software >
- Construction & Real Estate >
- Consumer Electronics >
- Electrical Equipment & Supplies >
- Energy >
- Fashion Accessories >
- Food & Beverage >

**Summer Sale** 16 – 20 July

**50% OFF**  
THOUSANDS OF PRODUCTS

Summer Sale Source Outside China Alibaba.com's Escrow Service

**AliExpress.com**  
by Alibaba.com

- Online Payment
- Express Delivery
- Buyer Protection
- MOQ from 1pc

Welcome to Alibaba.com!

**Join Free Now!**

Already member? [Sign in](#)

For: [Buyers](#) | [Suppliers](#)

- [Post Buying Requests](#)
- [TradeManager](#)
- [Trade Alert](#)
- [Favorites](#)

**CUSTOMIZED SOURCING**  
Use 5 minutes and get up to 10 quotes

**INSPECTION SERVICE**  
Find reliable inspectors to help ensure product quality

**SUPPLIER ASSESSMENT**  
Get to know suppliers using verified & in-depth information

Trade Updates Worldwide

1041219 Products Wholesale Gemstone

Hot Regions

- China
- India
- S.Korea
- Japan
- Malaysia

# Example 3: Amazon.COM

The screenshot shows the Amazon.com homepage in Internet Explorer. The browser's address bar displays <http://www.amazon.com/>. The page features the Amazon logo, navigation links for 'Your Amazon.com', 'Today's Deals', 'Gift Cards', and 'Help', and a 'FREE Two-Day Shipping' notice. A search bar is prominently displayed with a 'Go' button. Below the search bar, there are links for various product categories: Instant Video, MP3 Store, Cloud Player, Kindle, Cloud Drive, Appstore for Android, Digital Games & Software, and Audible Audiobooks. The main promotional banner is for the Kindle e-reader, featuring the text 'Kindle The world's best-selling e-reader' and listing prices for the Kindle (\$109), Kindle Touch (\$139), and Kindle Touch 3G (\$189). An image of a hand holding a Kindle is shown. Below this, there are links for 'Author's Cinderella Story', 'Clothing Trends', and 'Amazon Prime'. A large banner for 'THE AMAZON CLOTHING STORE DRESS SHOP' is visible, featuring images of women in patterned dresses. On the right side, there are two promotional boxes: one for 'Save up to 30% on Outdoor Toys' with a 'Shop now' link, and another for 'ORECK HEPA Air Purifiers' with a 'SHOP NOW' button and an image of an AirInstinct 100 purifier. The bottom of the page shows the beginning of another promotional banner for 'Introducing Next'.


# Example 4: Forbes.COM

The screenshot displays the Forbes.com website interface. At the top, there is an EDS logo with the tagline "EXPERTISE. ANSWERS. RESULTS." and a link to "LEARN MORE AT AREYOUREADYFORNOW.COM". Below this is the Forbes.com logo and a search bar with a "Go" button. The navigation menu includes "U.S.", "EUROPE", "ASIA", and "HOME PAGE FOR THE WORLD'S BUSINESS LEADERS". A secondary menu lists "HOME", "BUSINESS", "TECH", "MARKETS", "ENTREPRENEURS", "LEADERSHIP", "PERSONAL FINANCE", "FORBESLIFE", "LISTS", and "OPINIONS". A third menu includes "Video", "Blogs", "E-mail Newsletters", "Org Chart Wiki", "People Tracker", "Portfolio Tracker", "Special Reports", and "Widgets".

**Next Generation Retirement**  
Edited by Matthew Schifrin and John Dobosz  
Everyone dreams of retiring rich. Unfortunately we can't guarantee this. But we can give you advice to help you sleep well at night.

- Is Your Marriage Ready For Retirement?
- Burdening Your Retirement With A Mortgage
- **Video:** Seven Secrets To a Successful Retirement.

**Forget The Dreaded 'R' Word**  
Elizabeth MacDonald  
Wall Street is being spooked by the wrong fear. The "I" word is scarier



**Forbes VIDEO NETWORK**  
**Now Playing**  
**Fed Meeting, Brokers In The Week Ahead**  
**MTV's VMA Makeover**  
**Sopranos: Edie and Federico Unveil Their Plans**  
[Watch More >](#)

**Weekend Edition** [more >](#)

- **Fed Interest Rate Cut Seen This Week**
- **GM-UAW Talks Reach Critical Point**

# Example 5: Travelocity.COM

**Welcome to Travelocity!** Join today  
Track fares to your favorite destinations - [Sign up](#) Already a member? [Sign in](#)

Customer Care | My Stuff

**Home** Vacation Packages Flights Hotels Cars/Rail Cruises Last Minute Packages Activities

Travel Info Center Flight Status Destination Guides Travelocity Business About Travelocity **Travel Alert:** [New Passport Requirements](#)

**Packages** Hotels Cars Flights

Flight Only **Book Flight & Hotel Together SAVE \$240 on average**

Flight + Hotel

Flight + Hotel + Car

From:  To:

Compare surrounding airports ?

Exact dates  +/- 1 to 3 days  Flexible dates

Depart: mm/dd/yyyy  Anytime

Return: mm/dd/yyyy  Anytime

Adults (18-64) Minors (2-17) Seniors (65+) ?

1  0  0

One-way, Multi-destination, More search options

**Vote for the Gnome!**  
Put Him in the Advertising Walk of Fame

[Florida Deals](#) [New York Deals](#) [Mexico Deals](#) [Las Vegas Deals](#)

[Hawaii](#) [Caribbean](#) [California](#) [Europe](#) [All-Inclusive](#) [Mountain](#) [Gay&Lesbian](#)

**Great Travel Deals**

- Last Minute: Weekend Packages From \$199
- Last Minute: Sunny Florida Getaways For Less
- Flight Deal: Fly Domestic with Delta and Save 15% or More
- Flight Deal: Aeromexico Sale: Round-Trip From \$232+
- Vacation Deal: Save \$150 on Hawaii Vacations

**Earn free travel on any airline on Travelocity**  
Details

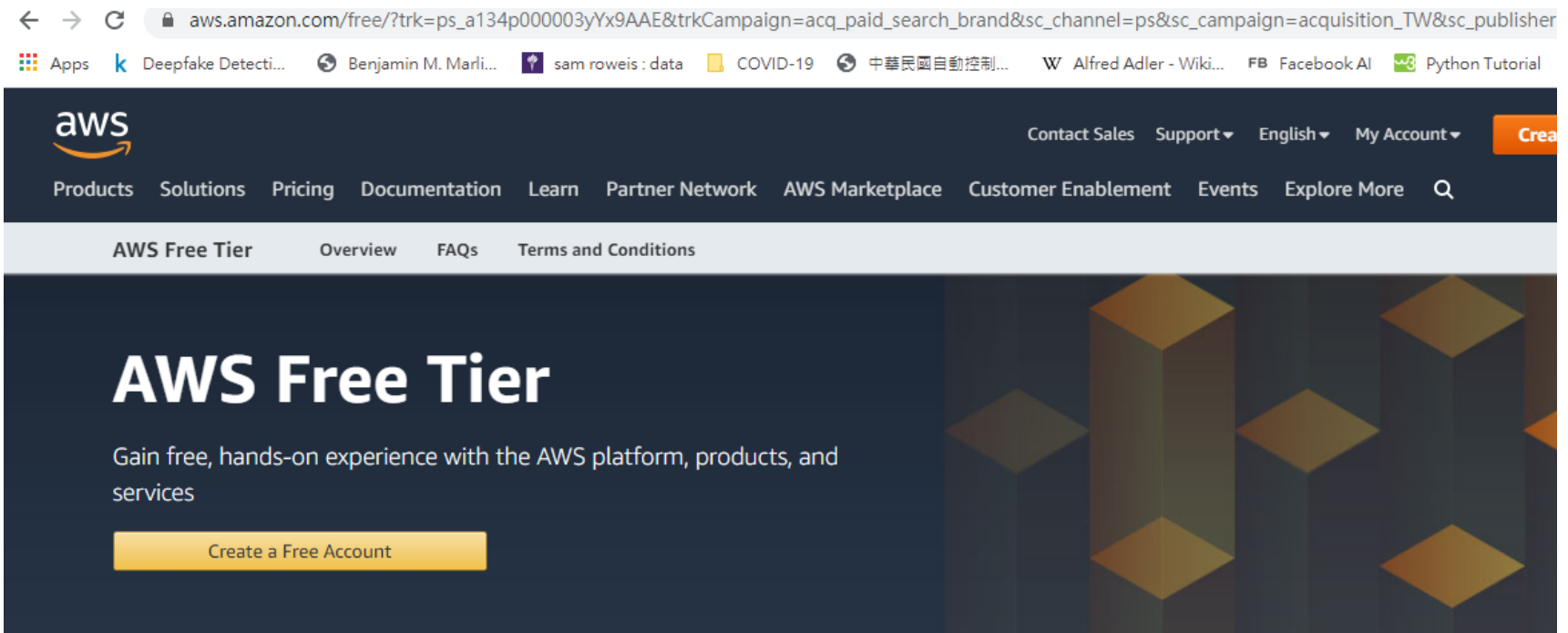
**Vote for the Gnome Today!**

**Get Email Updates**  
FareWatcher Plus<sup>SM</sup>  
Track fares to your favorite destinations

# Example 6: Skype.COM



# Example 7: Amazon.COM



## Types of offers

Explore more than 60 products and start building on AWS using the free tier. Three different types of free offers are available depending on product used. See below for details on each product.



# Example 8: Ariba.COM

The screenshot shows the Ariba.COM website homepage. At the top left is the Ariba logo, a red stylized diamond shape, followed by the text "ARIBA®" and "An SAP Company". To the right of the logo, the text "SALES INQUIRIES: 1-866-77ARIBA" is displayed. Further right are icons for a phone and a hand, a language dropdown menu set to "ENGLISH", and a red "LOGIN" button with a dropdown arrow. Below the header is a navigation bar with links for "SOLUTIONS", "SERVICES", "COMMUNITY", "RESOURCES", "ABOUT", and "HELP". A search bar with a magnifying glass icon is located on the right side of the navigation bar. The main content area features a large banner with the text "WELCOME TO THE NETWORKED ECONOMY" in blue, followed by "NOW YOU NEED TO BUY SMARTER, SELL FASTER, AND MANAGE CASH BETTER THAN EVER BEFORE." To the right of the text is a world map with green lines connecting various global locations. Below the banner is a blue bar with the text "FIND OUT WHY, AND WHAT TO DO. EXPLORE THE INSIGHTS AND RESOURCES AVAILABLE [HERE](#) »". At the bottom of the page are three white boxes with dashed lines, labeled "BUY", "SELL", and "MANAGE CASH".

ARIBA®  
An SAP Company

SALES INQUIRIES: 1-866-77ARIBA

ENGLISH

LOGIN

SOLUTIONS SERVICES COMMUNITY RESOURCES ABOUT HELP

Search

WELCOME TO  
THE NETWORKED ECONOMY

NOW YOU NEED TO BUY SMARTER, SELL FASTER, AND  
MANAGE CASH BETTER THAN EVER BEFORE.

FIND OUT WHY, AND WHAT TO DO. EXPLORE THE INSIGHTS AND RESOURCES AVAILABLE [HERE](#) »

BUY SELL MANAGE CASH

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# Key Services

- Travelocity
  - A website facilitates travelers to plan their travel schedule.
- Skype
  - Internet phone services.
- Alibaba
  - (C2C market) A website for sellers to sell their products and for buyers to search and buy for the products.
  - Products are provided by the online shops.
- Yahoo! Shopping
  - (C2C market) A website for sellers to sell their products and for buyers to search and buy for the products.
  - Products are provided by the online shops.

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# Key Services

- eBay
  - (C2C market) A website for sellers to sell their products and buyers to search and bid for the products.
- Amazon
  - (B2C market) Online bookstore.
  - Amazon sorts out all the products for sell.
- Payeasy
  - (B2C market) Online shopping.
  - Payeasy sorts out all the products for sell
- 7Net
  - (B2C market) Owned by 7-11
  - 7-11 sorts out all the products for sell
- Forbes
  - A website for subscribers to read news articles and view news reports

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# Customers

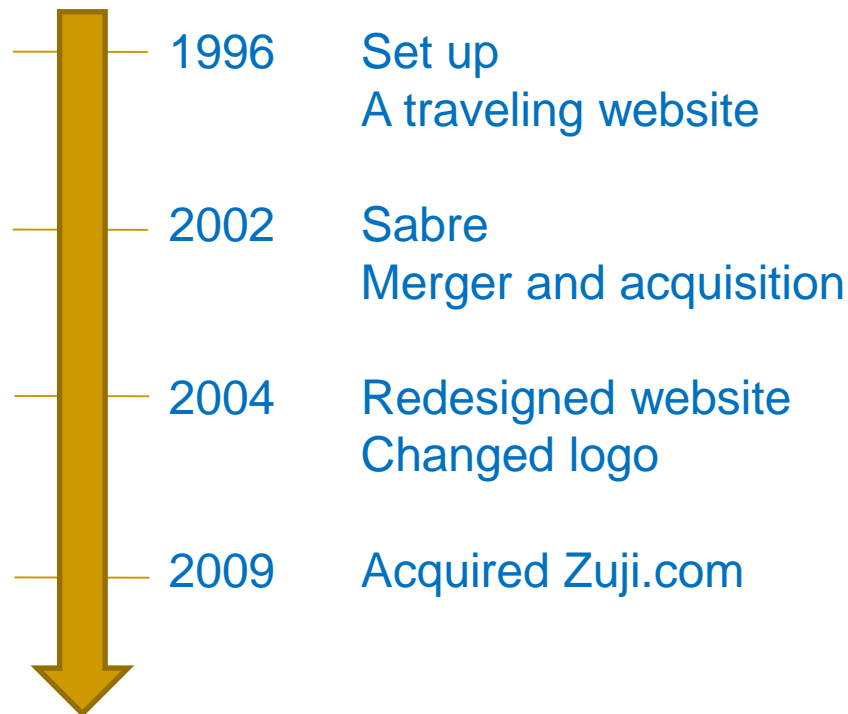
- How to define a 'customer'?
- Questions
  - Who are the customers of Amazon (bookstore)?
  - Who are the customers of Alibaba?
  - Who are the customers of Forbes?
  - Who are the customers of Youtube?
  - Who are the customers of Google?
  - Who are the customers of Amazon Web Service platform?

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# Travelocity.COM

- Services support
  - Car rental information
  - Room rate enquiries, on-line hotel room booking
  - Flight ticket enquires, on-line flight ticket booking
  - Tour schedule enquires, on-line tour booking
  - Last minute deal
- Users
  - General public (which customer segment)
  - Administration (which departments, which roles)
  - Technical support (Webmaster, etc)
  - Suppliers?
- Take a look on my previous students' analysis!

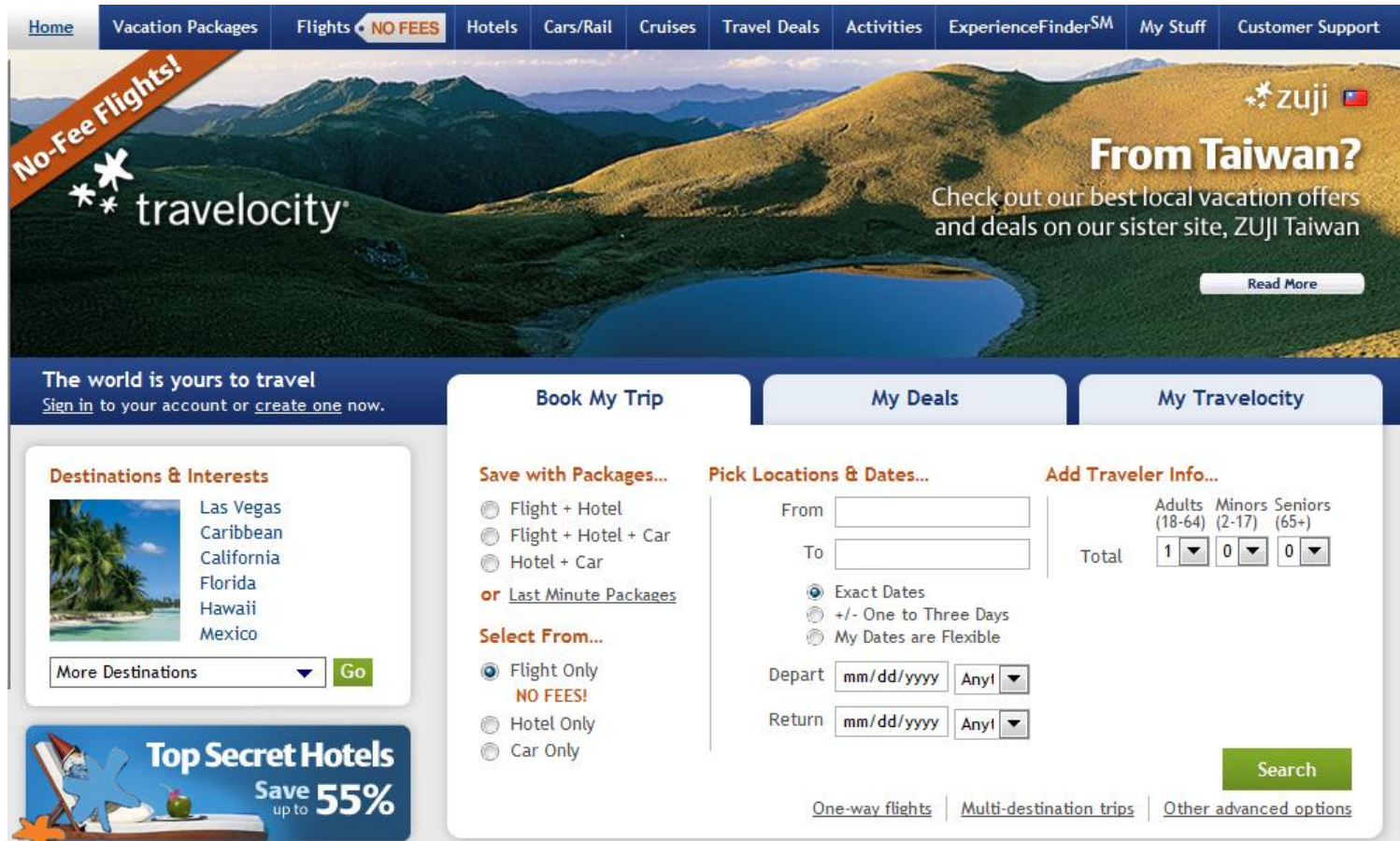
# Travelocity.com introduction



SABRE (Semi-Automatic Business Research Environment), a computer reservation system owned by Sabre Holding.



# Services of Travelocity.com



**Home** | Vacation Packages | Flights **NO FEES** | Hotels | Cars/Rail | Cruises | Travel Deals | Activities | ExperienceFinder<sup>SM</sup> | My Stuff | Customer Support

**No-Fee Flights!**

**From Taiwan?**  
Check out our best local vacation offers and deals on our sister site, ZUJI Taiwan  
[Read More](#)

**The world is yours to travel**  
[Sign in](#) to your account or [create one](#) now.

**Book My Trip** | **My Deals** | **My Travelocity**

**Destinations & Interests**

- Las Vegas
- Caribbean
- California
- Florida
- Hawaii
- Mexico

[More Destinations](#) [Go](#)

**Save with Packages...**

- Flight + Hotel
- Flight + Hotel + Car
- Hotel + Car

**or** [Last Minute Packages](#)

**Select From...**

- Flight Only **NO FEES!**
- Hotel Only
- Car Only

**Pick Locations & Dates...**

From:   
To:

Exact Dates  
 +/- One to Three Days  
 My Dates are Flexible

Depart:    Any!

Return:    Any!

**Add Traveler Info...**

	Adults (18-64)	Minors (2-17)	Seniors (65+)
Total	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

[Search](#)

[One-way flights](#) | [Multi-destination trips](#) | [Other advanced options](#)



# Services of Travelocity.com

search select review reserve confirm

**Book My Trip**

**Save with Packages...**

Flight + Hotel

Flight + Hotel + Car

Hotel + Car

**or** [Last Minute Packages](#)

**Select From...**

Flight Only  
**NO FEES!**

Hotel Only

Car Only

**My Deals**

**Pick Locations & Dates...**

From

To

Departure

Return

**My Travelocity**

**Add Traveler Info...**

Number of Rooms

	Adults (18-64)	Minors (2-17)	Seniors (65+)
Room 1	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Room 2	<input type="text" value="3"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

[Hotel in a Different City?](#) | [Last Minute Packages](#)





# Services of Travelocity.com

## Step 1: Select Your Flight For Your Tokyo Package

Find Cheap Vacations! [continue](#)

Wed, Sep 29, 2010 - Wed, Oct 6, 2010 | 2 Rooms | 4 Adults | [Change search](#)

<input checked="" type="radio"/> <b>Cheapest Package:</b> \$1,403+	<b>Wed, Sep 29:</b> Depart 01:05PM Arrive 04:15PM <b>Next day</b>	New York J F Kennedy International Airport, NY (JFK) Tokyo Narita Airport, (NRT)	 Japan Airlines - Nonstop Flight 5
<input type="radio"/> <b>Closest Match:</b> \$2,311+	<b>Wed, Oct 6:</b> Depart 11:10AM Arrive 11:05AM	Tokyo Narita Airport, (NRT) New York J F Kennedy International Airport, NY (JFK)	 Japan Airlines - Nonstop Flight 6
<input type="radio"/> <b>Shortest Flight:</b> \$1,403+	<a href="#">Change Flight</a>		
<input type="radio"/> <b>One Less Night:</b>			



# Services of Travelocity.com

## Step 2: Select your Hotel for Tokyo

Thu, Sep 30, 2010 - Wed, Oct 6, 2010 | 2 Rooms | 4 Adults

List View

Map View

Sort By:

◀ Previous 1 Next ▶



### 1 Shinjuku Prince Hotel

★★★★☆  6 Reviews

Tokyo: Shinjuku , Tokyo, JP

Stay 4 nights and save 30%

Stay 4 nights and save 30%

Original price: \$7,520

You Save: ~~-\$994~~

Your total \$6,526

per person from **\$1,632**

Select Hotel

Includes Flight + Hotel Tax  
Recovery Charge & Service Fees



### 2 Grand Prince Hotel Akasaka

★★★★☆  7 Reviews

Tokyo: Akasaka , Tokyo, JP

Winter sale - stay 5 nights and save 45%

Winter sale - stay 5 nights and save 45%

Original price: \$9,697

You Save: ~~-\$2,615~~

Your total \$7,082

per person from **\$1,770**

Select Hotel

Includes Flight + Hotel Tax  
Recovery Charge & Service Fees



# Services of Travelocity.com

## Search for Flight + Hotel

<b>Your Trip - 4 Adults</b>		<b>Flight + Hotel \$6,595 (\$1,649 per person)</b>	
<b>Flight</b> 4 Round Trip Tickets - 4 Adults		<a href="#">Change Flight</a>	
Wed, Sep 29	Depart: 11:30am Arrive: 02:30pm <b>next day</b>	New York J F Kennedy International Airport (JFK) to Tokyo Narita Airport (NRT)	 American Airlines - <b>Nonstop</b> Flight 167
Wed, Oct 6	Depart: 06:10pm Arrive: 06:05pm	Tokyo Narita Airport (NRT) to New York J F Kennedy International Airport (JFK)	 American Airlines - <b>Nonstop</b> Flight 168
<b>Hotel - 2 Rooms, 6 Nights</b>		<a href="#">Change Hotel</a>	
Thu, Sep 30	Check In		
Wed, Oct 6	Check Out		

### Price Information

Flight + Hotel:	\$5,955.87
<a href="#">Tax Recovery Charge &amp; Service Fees:</a>	\$639.20
<b>Total:</b>	<b>\$6,595.07 (\$1,648.77 per person)</b>

Note: The package price shown above includes items selected, [Tax Recovery Charge & Service Fees](#) and (if applicable) [Extra Person Fees](#), [Child Fees](#), [Additional Mandatory Hotel Charges](#) but does not include (if applicable) [Airline baggage fees](#) or optional incidentals, such as parking, room service or movies.



**Everything about your booking will be RIGHT,** or we'll work with our partners to make it right, right away. [Learn More](#)

New Search

Continue

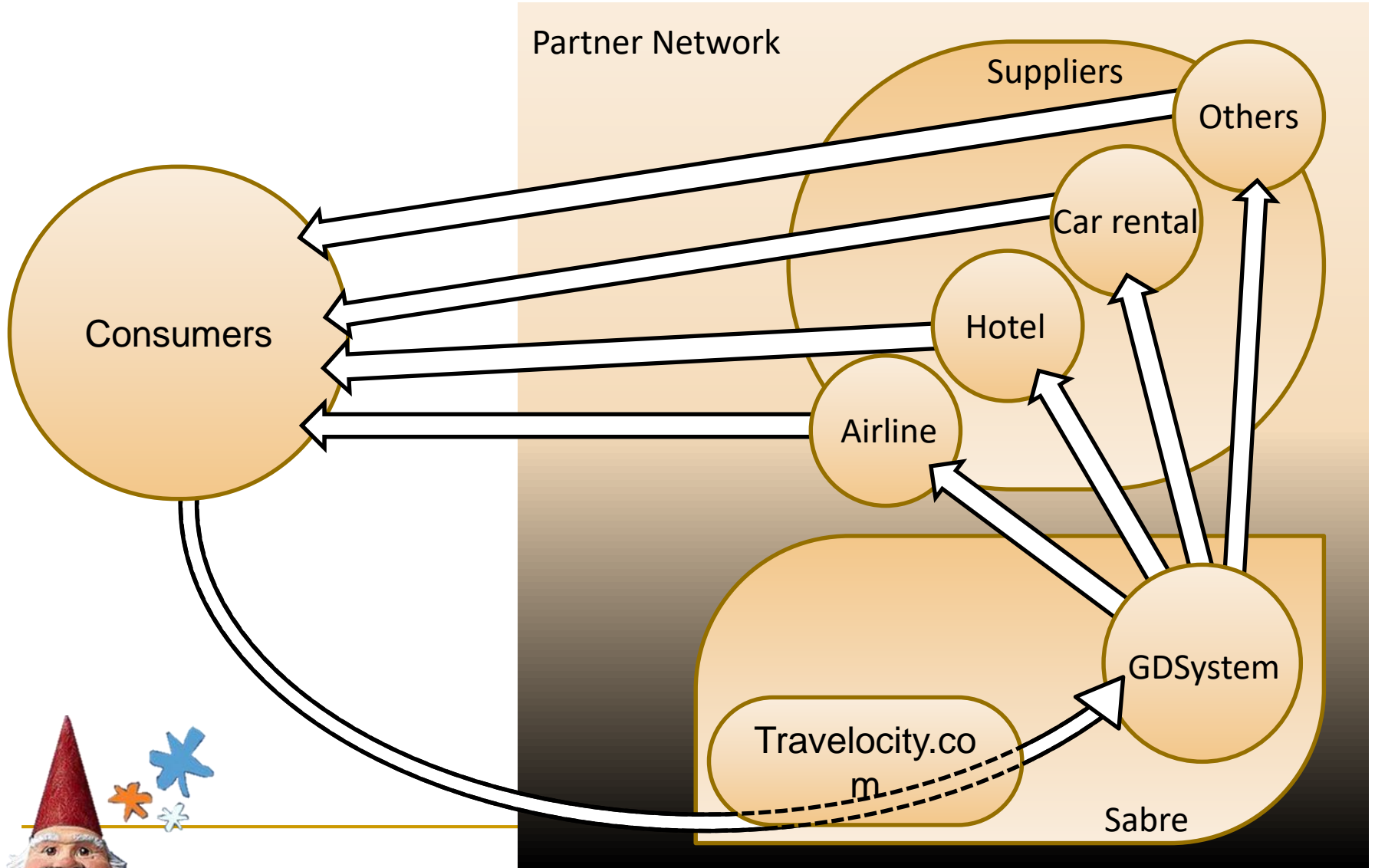


# Services of Travelocity.com

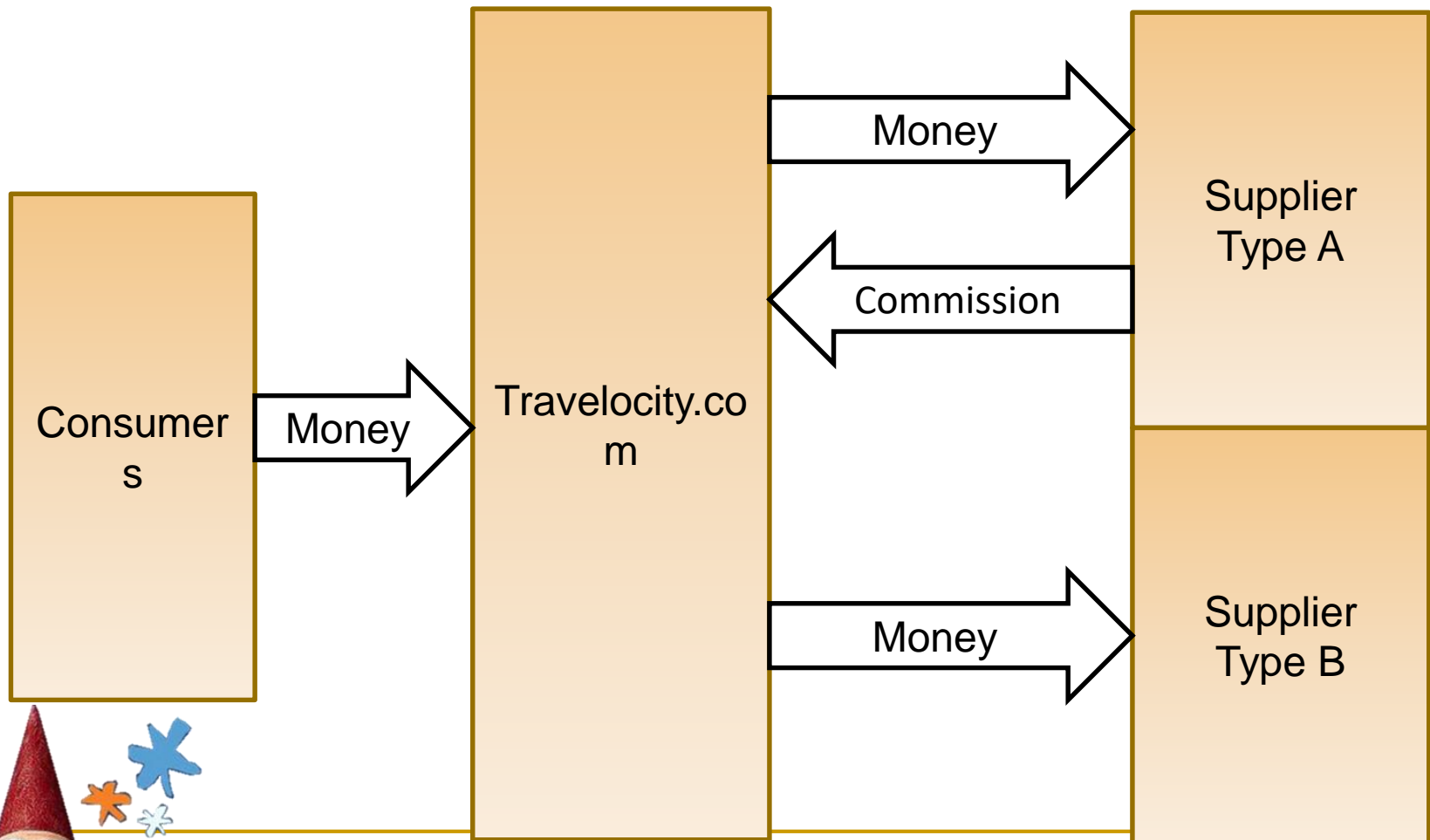
- One-stop shopping
  - Integrates service of traveling
  - Service: All hotel, Experience Finder
- Last minute deals
  - Customized plans efficiently



# Business model - Service



# Business model - Money



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# SKYPE

- Services

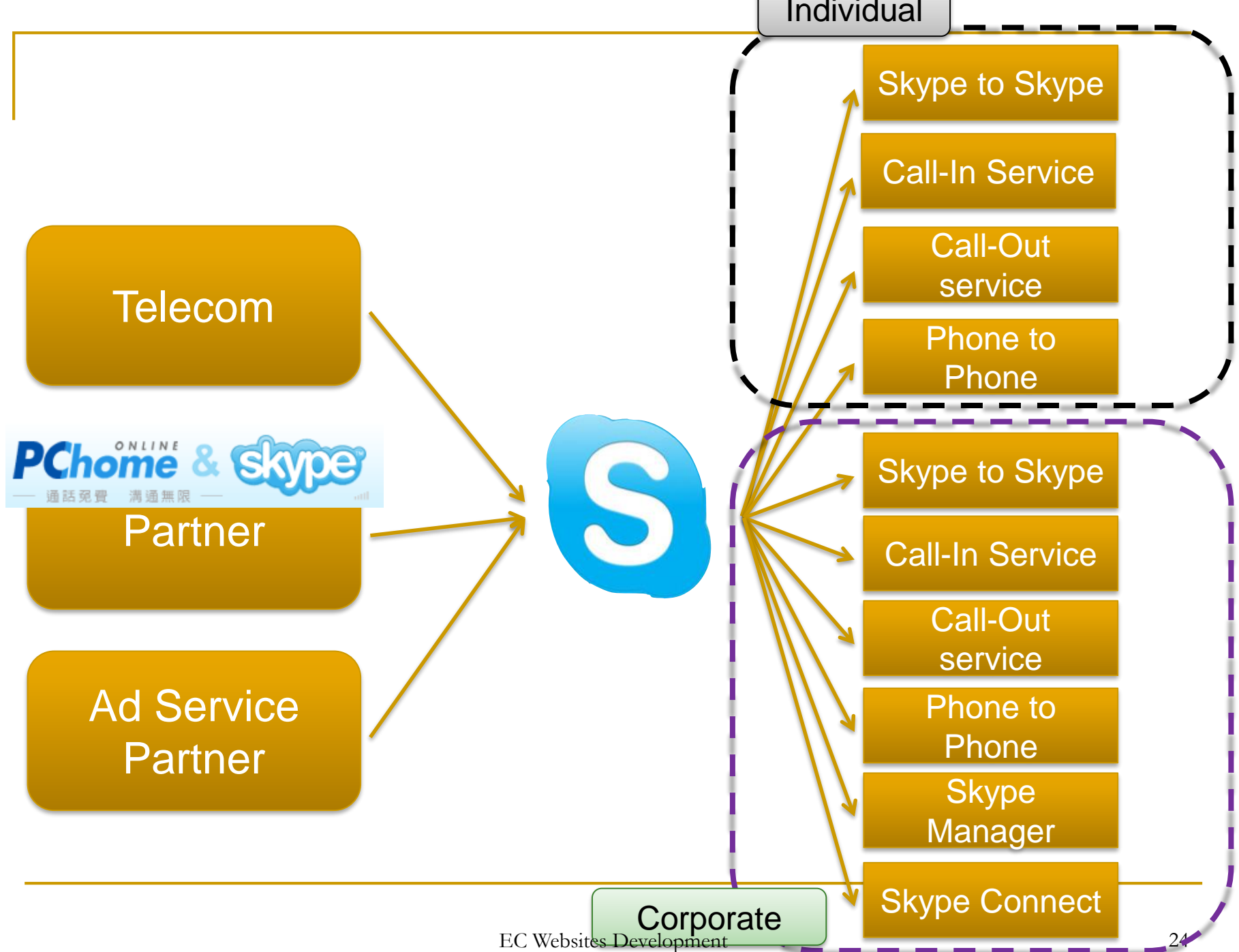
- Skype to Skype
- Call-In Service
- Call-Out Service
- Phone to Phone
- Skype Manager
- Skype Connect

- Customers

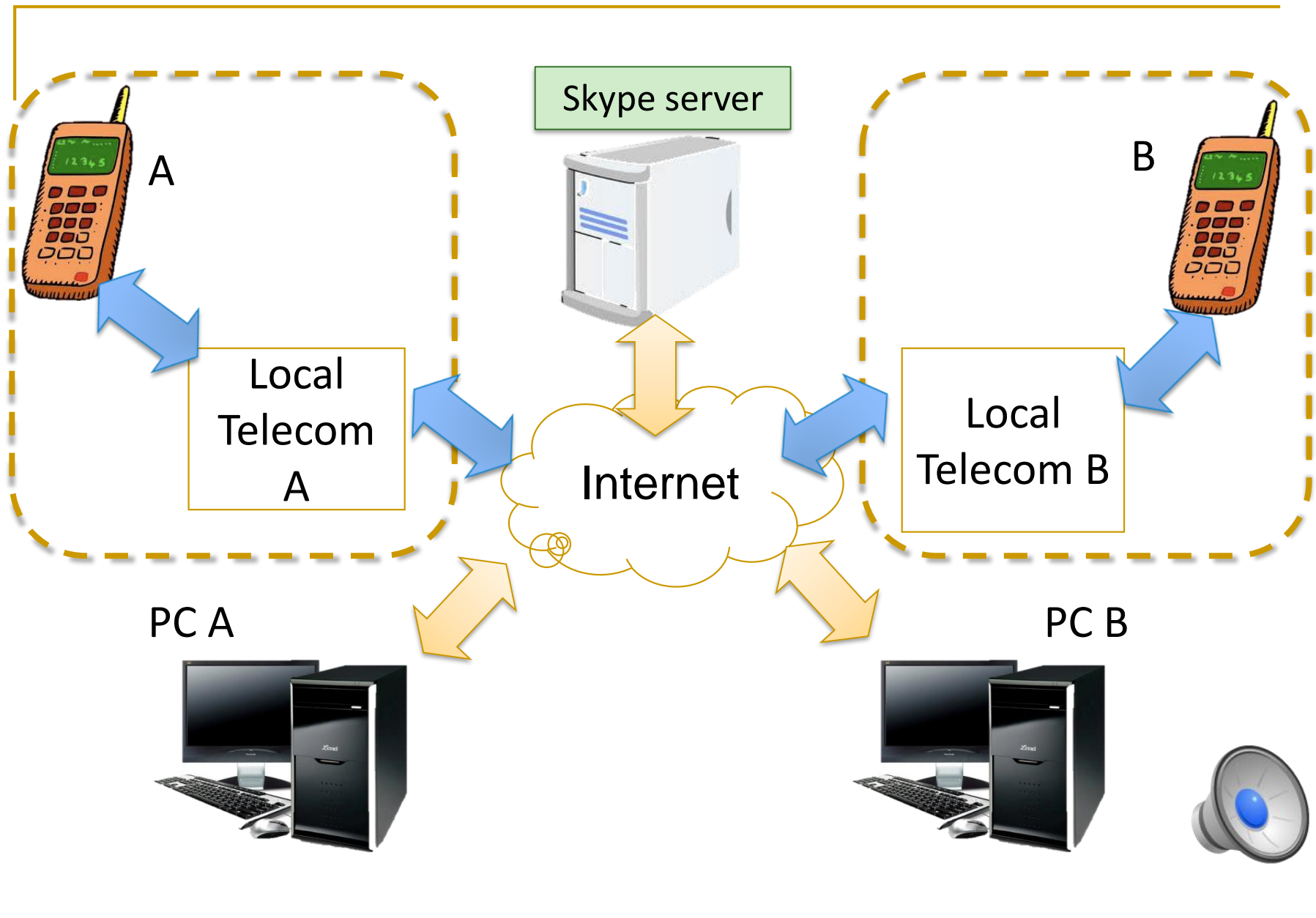
- Individual
- Corporate

- Suppliers

- Local Telecoms
- Local Partners
- Ad Services Partners







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# E-Commerce

- E-Commerce (EC) is coined to refer to all the commercial activities conducted over the Internet, with focus on the new startup firms in the 1990s.
- Essential information technologies supporting EC activities include, but limited to, Internet, information systems (with websites), e-payment systems computers and cell phones.

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# E-Business

- Apply IT to streamline the business processes.
- Most cases, the business processes are needed to be re-engineered.
- Examples
  - Airline industry
  - Financial industry
  - Hotel industry
  - Logistic industry
  - Education sector
  - Media sector

# Dragon Air

The screenshot shows the Dragon Air website interface in Internet Explorer. The browser title is "線上訂機票、香港自由行機加酒、機位查詢、機票優惠 - 港龍航空 台灣 - Internet Explorer, optimized for Bing and MSN". The address bar shows "http://www.dragonair.com/da/en\_INTL/homepage".

The website header includes the Dragon Air logo, the "one world" logo, and a language selector set to "台灣" (Taiwan) with options for "繁體中文" and "English".

The main navigation menu on the left includes: 主頁, 優惠及推廣, 籌劃您的旅程, 整裝待發, 抵達機場, 完美飛行體驗, 飛行常客, 搜尋, 港龍航空 每日飛往海口, and 港龍網上專訊.

The central booking area features a "MARCOPOLO" logo and a login section with fields for "會員號碼" and "個人密碼", and a "登入" button. Below this is a "預訂航班" section with tabs for "預訂套票", "航班時間表", "航班狀況", "預辦登機", and "預訂紀錄".

The "預訂航班" form includes fields for "從" (台北, (TPE)), "出發" (七月 25), "旅程類型" (來回), and "客艙級別" (經濟). It also has fields for "至" (輸入城市名稱/機場代號), "回程" (八月 1), "成人?" (1), "小童?" (0), and "嬰兒?" (0). There are radio buttons for "必須在指定日期旅遊" and "無指定旅遊日期", and a "搜索" button.

At the bottom, there is a promotional banner for "10月31日前出發, 再享NT\$1,000\*折扣" and a "特別消息" section with the text "往來香港航班的最新消息".

# Citi Bank

Citibank Online - Banking, Credit Cards, Lending & Investing - Citibank@ - Internet Explorer, optimized for Bing and MSN

https://online.citibank.com/US/Welcome.c Citigroup Inc. [US] Google

File Edit View Favorites Tools Help

★ Favorites Citibank Online - Banking, Credit Cards, Lending & In...

CITI.COM | ESPAÑOL OPEN AN ACCOUNT ▼ RATES | ▼ LOCATIONS ▼ CONTACT US HELP Search ... GO SECURITY

## 200 YEARS citi

Banking Credit Cards Lending Investing Business Rewards & Offers Services Sign On to...

**SIGN ON TO YOUR ACCOUNT**  
Select an account: ▼

**APPLY FOR A NEW ACCOUNT**  
Select an account: ▼

▼ See More From Citi

▼ Select A Country

**Important Message:** For security purposes, it is recommended that you change your password every 30 to 60 days, and never use the same User ID and password you use on other sites. See other password guidelines.

### However you define adventure, 25,000 Bonus Points can help get you there.

With no travel restrictions, your **Citi ThankYou® Premier Card** can help you plan the vacation of your dreams\*.

**Learn More**

DHL | Global | English - Internet Explorer, optimized for Bing and MSN

http://www.dhl.com/en.html



File Edit View Favorites Tools Help

★ Favorites DHL | Global | English



English : Contact Center : Tools : Country Profile

Express Logistics Mail Press Careers About Us

Content Search  Go




DHL - OFFICIAL LOGISTICS PARTNER  
DELIVERING FORMULA 1  
TO THE WORLD



Select your location  Go

### Are You New to DHL?

Find the right service for you:



All services at a glance >

[Privacy & Cookies](#)


### How can we help you?

Express

**Track Your Shipment**


Track up to 10 numbers at a time. Separate with a comma (,) or return (enter).

### More about DHL and the Group



- > Learn more about DHL
- > About the Group
- > Investor Relations
- > DHL Capabilities World Map

### Logistics Services



We are the world's largest logistics specialist.

- > Air Freight
- > Ocean Freight
- > Road and Rail Freight
- > Warehousing and Distribution
- > Supply Chain Solutions

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# New (No more?) E-Commerce

- Music Marketplace
  - iTunes
  - KKBox
- Apps Marketplace
  - Apple App Store
  - Google Play
- Delivery Marketplace
  - Uber
  - Foodpanda
  - Uber Eat

---

# New (No more?) E-Commerce

- Hospitality Marketplace
  - AirBNB
- Cloud (Virtual Machine/Memory and Application Systems)
  - Amazon Web Services
  - Google Cloud
  - Microsoft Azure
  - Alibaba Cloud
  - Tencent Cloud
  - Salesforce
  - SAP



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# New (No more?) E-Commerce

- Crowdsourcing Labor Market
  - *Amazon Mechanical Turk: Labor marketplace*
  - *TopCoder: Software developers*
  - *Utest: Software testers*

# Amazon Web Services

aws.amazon.com



Sign Up

My Account / Console

English

AWS Products & Solutions

Entire Site



Developers

Support

## What is Cloud Computing with AWS?

Learn about the benefits of Cloud Computing with AWS.



[Watch the 3 minute video »](#)



[Get Started for Free »](#)

Launch virtual machines and apps in minutes.

# Amazon Mechanical Turk

amazonmechanical turk

## Get Started with Amazon Mechanical Turk

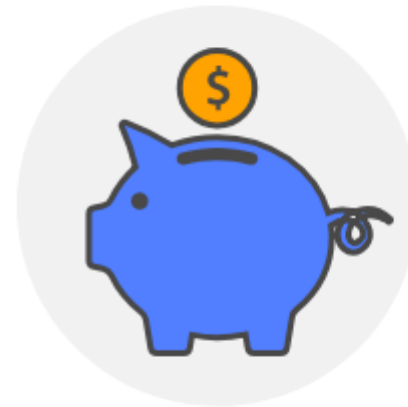


### Create Tasks

Human intelligence through an API. Access a global, on-demand, 24/7 workforce.

Create a Requester account

or



### Make Money

Make money in your spare time. Get paid for completing simple tasks.

Create a Worker account

Home > Overview > **How It Works**



## Tell Us Which Testing Type You Want To Learn More About

uTest offers a range of testing types for the web, desktop and mobile apps. Choose which type of testing services you need and we'll show you a bit more about the process, turnaround time and how engagements with uTest work.




> **Functional testing** services to help ensure your applications function as intended. Our services related to functional testing include exploratory testing, test case execution, test case creation and writing automated test scripts.



> **Security testing** services to help you avoid launching products with common security and privacy vulnerabilities. Services include tools-based static and dynamic security testing, as well as manual penetration from trusted, white-hat security testers.

### Mobile App Testing



**Download the Mobile App eBook**

First Name:

Last Name:

Job Title Level

Department

Company Email:

### Overview

#### v How It Works

- > Functional Testing
- > Security Testing
- > Load Testing
- > Localization Testing
- > Usability Testing

#### > What You Get

#### > What It Costs

#### > Video Intro

#### > Get Testing Advice

#### > Sign Up For Free

### Next Steps

- [Ask an Expert](#)
- [Request Pricing](#)
- [Take Product Tour](#)
- [Success Stories](#)
- [Testing Resources](#)

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# Remarks on E-Commerce & E-Business

- For some industries, their websites are simply for marketing and customer support.
- Some fashion websites provide only product catalogue. Online shopping is not supported.
  - zara.com, g2000.com.hk, theme.com.hk, esprit.com, chanel.com, hugoboss.com.
- Some fashion websites provide product catalogue. Online shopping is supported.
  - lativ.com.tw, uniqlo.com, mayuki.com.tw, k-styleme.com, muraboutique.com.au.
- In auto industry, their websites provide only product catalogue. Online shopping is not supported.
  - bmw.com, mercedes-benz.com, 8891.com.tw.

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# Remarks on E-Commerce & E-Business

## ■ Market makers

- ❑ Physical goods (C2C/B2C) – alibaba, amazon, Yahoo!Shopping
- ❑ Electronic goods (C2C/B2C) – iTune, KKBox, Apple App Store, Google Play
- ❑ Documents (C2C) – Springer, Elsevier, HBR, IEEE
- ❑ Cryptocurrency (C2C) – Bitcoin, Ether

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# Remarks on E-Commerce & E-Business

## ■ Market makers

- ❑ Auto-mobile (C2C/B2C) – 8891.com.tw
- ❑ Service (B2C) – Travelocity, Groupon
- ❑ Steel (B2B) – Steelnet.com.tw
- ❑ Labor (B2C) – TopCoder, mTurk, Utest, 1111
- ❑ Hospitality (B2C) – AirBNB
- ❑ Taxi service (C2C) – Uber
- ❑ Restaurant table reservation (B2C) – EZTable

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# Key Questions

- (\*) Purposes of these websites
  - Doing business directly to the customers.
    - Lativ
    - Zara
    - Forbes
  - *Helping customers to do more businesses with their customers.*
    - AirBNB
    - Uber
    - Amazon Web Service



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# Key Questions

- Business activities (i.e. operations) behind the websites
  - Manufacturing/Content generation
  - Procurement
  - Business partnership
  - After-sell services
  - Many more.

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# Website and Information System

- *A website is simply a part of a company's information system.*
- K.Laudon and J.Laudon, *Management Information Systems*, 13th ed., Pearson, 2014. (p.45)

*Definition: An information system is a set of interrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization.*

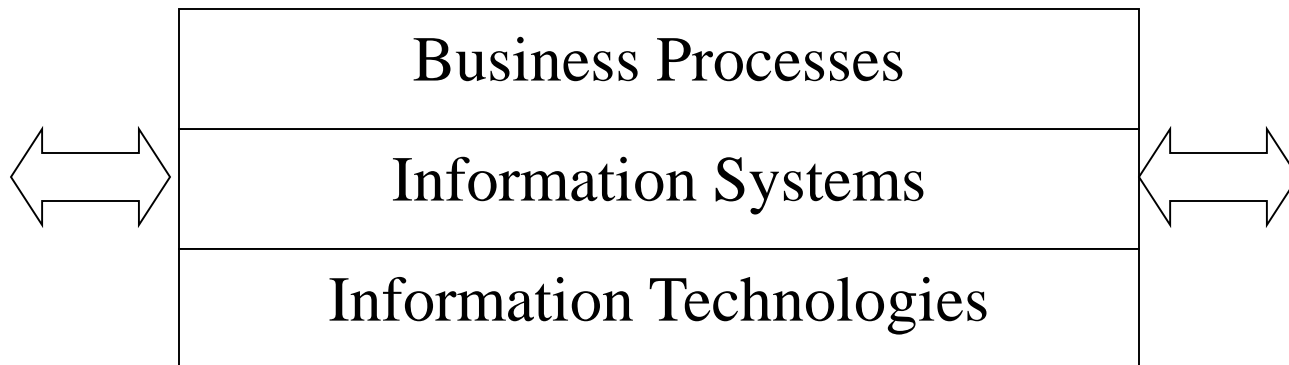
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# Website and Information System

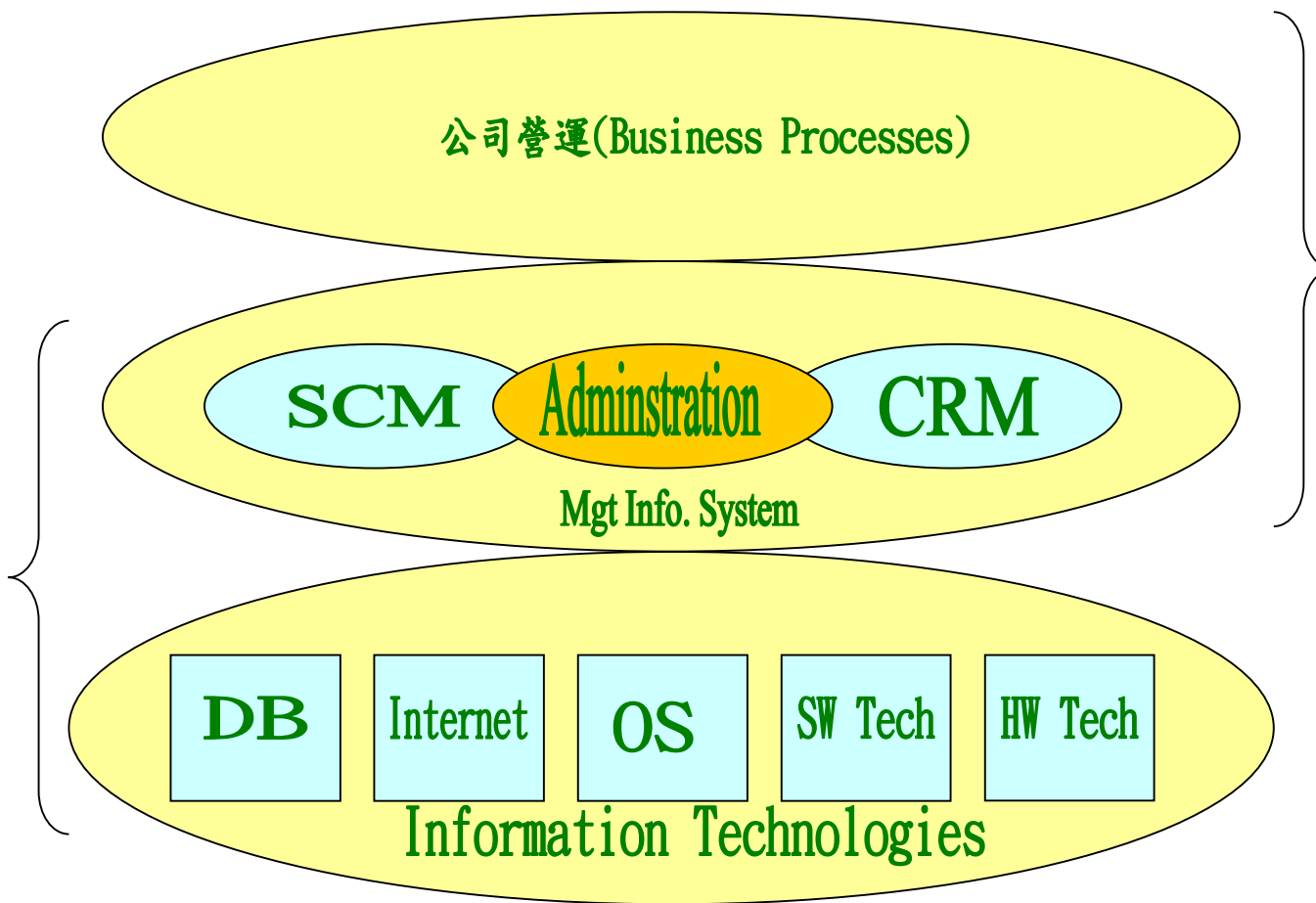
- Decision making is not a function of an information system or a website.
- Decision can only be made by the customers or the staffs of an organization. That is to say, the human users.
- The functional requirements of an information system (including the website) are determined by the business operations of an organization and the users who use the information system (including the website).

# Processes, IS and IT

- *Information technologies provide the **infrastructure** and **support** to build an information system.*



Information Technology



Information Technology

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# What would you do in this new era?

- Register as a member on a C2C market and sell your excessive assets.
- Open a shop on the C2C market selling your products.
- Open a company, like Lativ and Payeasy, build a website to foster product sales.
- Re-engineer your enterprise by using the latest information technology, like Dragon Air, Citi Bank and DHL.
- Be a happy customer!