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## **Tutorial**

# **E-COMMERCE WEBSITES USABILITY: HOW TO CREATE A SITE THAT SELLS?**

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### **Abstract**

After completing this tutorial, the audience will not only understand usability's principles and methods, they will also know how to develop e-commerce websites that is designed based on the customer-centered guidelines. They will learn about significant design factors that affect the customer's success while interacting with the e-commerce web sites. They will be introduced to the importance of e-commerce website usability especially regarding product page so it will be convincing and attractive. The topics include product page design, shopping cart and transaction usability and online marketing strategy. The audience will also learn critical factors for a site that sells. The presentation will be carried out through lecture and discussions as well as hands-on e-commerce website usability testing. The intended audiences are those with experience designing a Web site.