

E-Commerce Lab Framework @zhaw



Analyzing, developing, optimizing, and scaling online stores

1 Strategy & Business Model

- 1.1 E-commerce **strategy** (incl. vision, mission, values, and purpose)
- 1.2 E-commerce **concept**
- 1.3 E-commerce **business & revenue models**

2 Management, Organisation & Culture

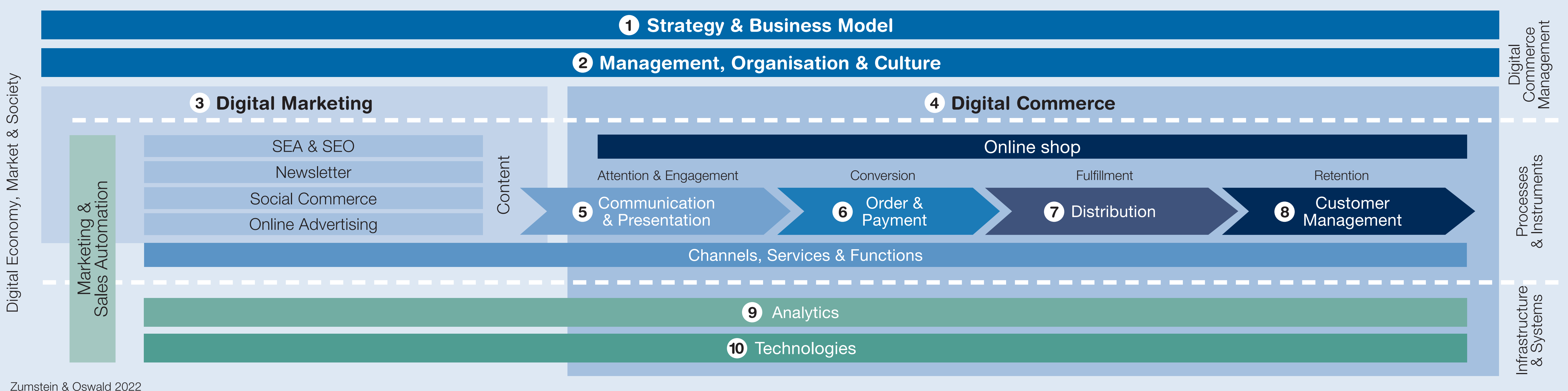
- 2.1 **Management and leadership principles**
- 2.2 **E-commerce organization** (incl. marketing, sales, order fulfillment, warehousing, logistics, customer service, etc.)
- 2.3 **Financial resources** (budgets)
- 2.4 **Human resources** (Staff: roles, qualifications, competence, etc.)
- 2.5 **Technical resources** (e.g., infrastructure)
- 2.6 **Partnerships** with consultants, agencies, and implementation partners
- 2.7 **Culture** (values, code of conduct, behaviors)

3 Digital Marketing in E-Commerce

- 3.1 **3.1 Search engine optimization (SEO)**
 - Onsite optimization (e.g., keywords)
 - Offsite optimization (e.g., backlinks)
 - Google Shopping
 - Google MyBusiness
- 3.2 **Search engine advertising (SEA)**
- 3.3 **Email & newsletter marketing**
- 3.4 **Social media & social commerce**
 - Facebook marketplace
 - Facebook account, ads & shops
 - Instagram account, ads & shops
 - LinkedIn account & sales navigator
 - YouTube account & ads
 - TikTok, Snapchat, Pinterest, etc.
- 3.5 **Influencer marketing**
- 3.6 **Online advertising** (e.g., display ads)
- 3.7 **Affiliate & partner programs**
- 3.8 **Mobile marketing** (e.g., geolocation)
- 3.9 **Content marketing** in e-commerce
- 3.10 **Community management**

4 Digital Commerce & Online Stores

- 4.1 **Sales channels**
 - **Own online shop** & partner shops
 - **Native app** with order feature
 - **Digital marketplaces** (e.g., Galaxus)
 - **Omnichannel**
 - Physical stores (e.g., new concepts)
 - Personal sales on-site
 - Sales stands at trade fairs
 - Order card in a printed catalog
 - **Orders via email**
 - **Orders via EDI & ERP**
 - **Social & livestream commerce**
 - **Messenger commerce** (e.g., WhatsApp)
 - **Voice commerce** (e.g., voice assistants)
 - **Virtual commerce** (e.g., Metaverse, AR, and VR)
- 4.2 **Online stores**
 - **Products & brands**
 - **Category management**
 - **Pricing**
 - **Assortment width**
 - **Assortment depth**
 - **Sales and business processes**
 - Functions & services (see 5 to 8)



5 Communication & Presentation

- 5.1 **Navigation**
- 5.2 **Search**
- 5.3 **Product filter** & product finder
- 5.4 **Product list** & reminder list
- 5.5 **Quick links** & product access
- 5.6 **Product detail page**
- 5.7 **Product images** (Zoom, 3D) & product videos
- 5.8 **Configurator**
- 5.9 **Recommending alternative products**
- 5.10 **Recommending additional products**
- 5.11 **Product comparison**
- 5.12 **Product assessment**
- 5.13 **Product availability** (in an online or physical store)
- 5.14 **Personalization** (e.g., offers, prices)
- 5.15 **Quality seal** & store certification
- 5.16 **Virtual tours**
- 5.17 **Video consulting** (e.g., webinars and live demonstrations)
- 5.18 **Live chat** & live consulting
- 5.19 **Chatbots**
- 5.20 **Augmented & Virtual Reality** (AR/VR)

6 Order Placement & Payment

- 6.1 **Customer account & guest order**
- 6.2 **Shopping cart & checkout**
- 6.3 **Payment methods**
 - Payment on invoice
 - Credit card, debit card, & PayPal
 - Mobile payment (e.g., TWINT)
 - Buy now, pay later (e.g., installment payment)
- 6.4 **Credit assessment**

7 Order Fulfillment & Distribution

- 7.1 **Warehousing & logistics** management
- 7.2 **Delivery speed** & delivery date
- 7.3 **Delivery costs** (e.g., free delivery)
- 7.4 **Shipment tracking** and delivery status
- 7.5 **Click & collect** and click & reserve
- 7.6 **Returns management** (e.g., free return)

8 Customer Management

- 8.1 **Customer Service** (e.g., call centers)
- 8.2 **After sales & complaint management**
- 8.3 **Loyalty programs** & customer cards

9 Analytics & Automation

- 9.1 **Campaign analytics**
- 9.2 **Digital analytics** (e.g., Google Analytics)
- 9.3 **Social media analytics** (e.g., web monitoring)
- 9.4 **Shop analytics** (e.g., ERP, ShopsySystem)
- 9.5 **Customer analytics** (e.g., CRM, BI, and DWH)
- 9.6 **Testing** (e.g., A/B & multivariate testing)
- 9.7 **Marketing & sales automation**

10 Technologies & Architecture

- 10.1 **Online store systems**
- 10.2 **Payment systems** (PSP)
- 10.3 **ERP** (enterprise resource planning)
- 10.4 **CMS** (content management system)
- 10.5 **PIM** (product information management)
- 10.6 **CRM** (customer relationship management)
- 10.7 **Newsletter and campaign tools**
- 10.8 **Inventory management systems**
- 10.9 **MAM** (multimedia asset management)
- 10.10 **Native apps** (Apple & Android)
- 10.11 **Other** ancillary systems of online stores

