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How important is E-Commerce Design? by [Oliver Rosmenn](#)

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In today's internet savvy world, anything and everything is now possible with only a few clicks of the mouse. The internet has now become a global village connecting people sitting in India to places as far off as Iceland. Such is the beauty of the internet. When everything is possible on the net; then why not do purchases on the net? Pay bills on the net? Or even play a parallel life on the net? Believe it or not, all of the above is now possible in the world of internet.

Online business is now a booming business. Almost every other person is now capable of purchasing almost anything on the internet thanks to the fast mushrooming ecommerce. Ecommerce Design is the practice of attracting customers and users to make purchases online. It is a very simple art of converting a shopping experience into a virtual one. Many people have now turned to this method for the obvious constraints like spending petrol on travelling to a supermarket or spending a lot of time and energy on the roads in the traffic. This is a much cheaper and cost effective way to shop sitting at the privacy of their homes.

A lot of thinking and planning goes in to the design of such a website. Such websites should be aesthetically designed and should appeal the customer at the very first sight. It should be simple enough for the customer to use and should not have much pop ups or unnecessary ads. Such tactics usually dissuade the customer from the website and make them search for other websites offering the same items. This is a worst case scenario and should not happen. A very important aspect while designing a commercial website is that some part of the website should always have a portfolio of the company being advertised. This should highlight the highs, the accreditations, and customer feedback. Consequently the customer has a reason to believe in the website. Otherwise he/she may think of it as a fraud. Thus, ecommerce website development has now become a roaring business in the field of website design and development.

When taking care of the product, another very important characteristic of the product is the Packaging Design. The package is like the partial trailer of the product. The design, color and instructions on it should also attract the customer enough to make him/her purchase it. It is the most important feature that distinguishes the item from the rivals and is able to impress the consumer at the first look.

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