INTERNSHIP REPORT

ON

WEB USABILITY OF AARONG E-COMMERCE

Submitted To

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Submitted by

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LETTER OF TRANSMITTAL

15th June 2015

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Subject: Submission of Internship Report on Web Usability of Aarong E-Commerce

Dear Sir,

With due respect, I have pleasure to submit my internship report on 'Web Usability of Aarong E-Commerce' to partially fulfil the requirements of the bachelor degree under your supervision. It has been a worthwhile experience for me undertaking such a report work to get exposure to the real life business. I have given my best effort to satisfy the academic requirements.

In this report, I analysed Aarong's website and worked as a part of the project management team. I would like to thank you for your encouragement and support which inspired me to work enthusiastically. It would be my pleasure to respond any of your inquiry regarding the report.

Sincerely Yours,

Nusaybah Nimat

Student ID: 10204004

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EXECUTIVE SUMMARY:

Aarong is one of the famous fashion houses in Bangladesh who produces and sells handicraft made textile and non-textile products. In June 2014 Aarong launched its website. The online website of the company has been analysed in this report.

My job description and responsibilities as an internee in Aarong E-commerce has been mentioned in the report.

In the analysis, some problems in the website have been identified. Those problems do not let the website of Aarong have a better search engine optimization. Due to the problems the website is facing huge bounce rate and low ranking in Google.

Analysing the problems the website was compared with its competitors. 'Kay Kraft' (http://kaykraft.com/) and 'Rang' (http://rang-bd.com/) were chosen as the main competitors of Aarong's website. Even though those sites have their own problems but the SEO of theirs are good. The lacking and advantage of website of Aarong was found by comparing its website with the competitor's one.

To solve the problems, some recommendations to improve the website have been suggested in this report. In the review process, to have a successful website has been indicated and a set a time limit been given too to measure the success rate.

INTRODUCTION:

According to the academic rule the students of BBA (Bachelor of Business Administration) must have to complete an integrated course called internship at the end of their BBA program. The main objective of this internship program is to ensure that students gains practical experience of professional job relative to their major or minor concentrated area. Students are recommended to various profitable or non-profitable organizations for their internship. The duration of internship is for 12 weeks i.e. three months. During the period of working in a company as an intern students are given the opportunity to learn something about particular business. They also contribute to the company by performing some job responsibilities and duties. Performing the job, the student gains practical knowledge on the subject they chose to do major or minor. Some of the organizations pay their interns and some does not. I was placed in Aarong, which is the leading fashion brand of Bangladesh, for doing my internship. I did double major in Human Resource Management and E-Commerce. I applied for internship in the E-commerce department to the Human resource department of Aarong. My internship started on 15th March, 2015 and ended up on 15th June, 2015. During this three months period I worked in the E-commerce department of Aarong as an internee. I had some specific job duties and responsibilities. I performed those job duties and responsibilities perfectly and enjoyed the experience at Aarong. I achieved some practical experience while working at Aarong. It was a great experience working as an intern at Aarong.

OBJECTIVE OF THE PROJECT:

There are two objectives of internship program. These are broad objective and specific objective. These two types of objectives are as follows:

Broad Objective

The broad objective of this report is familiarizing with the professional world practically. To gain a practical experience related to major concentrated area is the broad objective of internship program.

Specific Objectives

Some other objectives are also there beside the broad objectives. These objectives are specific objectives. This paper was designed to accomplish some specific objectives. From my point of view, these issues are very important to find out the problems in the website of Aarong due to which the site having a poor performance and ranking in Google. The specific objectives of internship program are given below:

- To accomplish the educational requirement.
- To have knowledge about the website of the organization Aarong.
- To know about Aarong's overall E-Commerce related operations.

METHODOLOGY:

The data I have presented in this internship report are collected from various sources. The sources are mentioned below:

Primary Source:

Primary data are those data which is originated for the specific purpose of describing or analysing something. I collected information by doing face to face conversation with the employees of Aarong E-commerce department.

Secondary Source:

Source Secondary data are data collected for some purpose other than the main facts. Secondary data are quick source of background information. I also collected information from secondary data sources. They are

- Brac.net
- Aarong.com
- Articles and Journals

SCOPE:

I have gathered all the information from the Aarong E-commerce employees and the data they provided me. Analyses are done by researching the website of Aarong and its competitors.

LIMITATIONS:

While working on the report I had to face few difficulties which can be termed as the limitations-

- Insufficient information regarding aarong.com
- Restriction in talking and writing about important information.

CHAPTER 1: OVERVIEW OF AARONG

1.1 THE ORGANIZATION - AARONG:
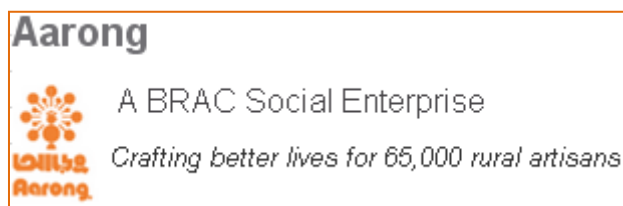
Aarong is the leading fashion house in Bangladesh and pioneer in promoting the fashion industry of Bangladesh. Aarong established in 1978, inspired by the principle of 'To provide a stable and gainful source of employment for the underprivileged rural artisans, lift up the traditional identity and the commitment of quality service'. The three basic characteristics of Aarong are Quality, Originality and Uniqueness. It is an enterprise of BRAC. Collaborating with Ayesha Abed Foundation (AAF), Aarong is conducting its all operations. Aarong, an iconic Bangladeshi brand and the country's largest retail chain, offers customers over 100 fashion and lifestyle product lines, including designer clothing, household items and jewellery, all of which bear the promise of exceptional quality and value. The rich tradition of Bangladeshi craft and folk art returned to prominence through Aarong, which, for the last 32 years, has been creatively blending traditional and ethnic craft-skills with contemporary styles and trends. Aarong works with over 1,600 artisan groups, ensuring the livelihood of over 65,000 artisans and directly benefiting 320,000 people across Bangladesh. The main goal of Aarong is to help the marginalized people of Bangladesh. Besides protecting and promoting Bangladeshi products and designs which contain the essence of Bangladeshi culture and beauty into every piece. The key values of Aarong are quality products and services, concern for people, especially for producers, promoting and creating demand for Bangladeshi crafts and craft-related skills, teamwork, gender equity, creativity and innovation and environmental consciousness. Aarong represents the global village. According to the organization, lack of working capital, marketing support and opportunity for skills development are the three main obstacles for gainful employment in the rural areas. As it is a social enterprise, it provides some services for low income and marginalized people in the rural areas for overcoming the three obstacles. Most of the people of Bangladesh live in the rural areas. Rural people are the most disadvantageous and marginalized people and for these

underprivileged people Aarong has developed a space collaborating with Ayesha Abed Foundation. Aarong is supporting more than 2000 villages by utilizing their artistic skills and helping them to earn for living. Nearly 65000 rural artisans and handicraft producers are involved with Aarong out of which 85% of them are women. At present Aarong have 13 production centres and 653 sub-centres across the country. As a result of significant contribution of these artisans and handicraft producers Aarong has more than 100 product lines at present. Aarong's product range includes men products, women products, children products, home textile, home accessories, jewelry products, leather products and so on. At present it has 14 domestic outlets in Bangladesh. These are 6 outlets in Dhaka, 2 in Chittagong, 1 in Sylhet, 1 in Moulvibazar, 1 in Comilla and 1 in Khulna. Apart from Bangladesh, in London Aarong has 1 franchise outlet. Two new outlets have been opened recently in Dhaka. One of the outlets is in Dhanmondi-2 and second one is in Banani. It is representing the culture of Bangladesh to the foreign countries. Since 1984 this organization is in the export market. Aarong exports their products to Italy, U.K., Spain, Canada, Japan, Australia etc. Out of 100% buyers of export market, 85% of the buyers are leading fair trade buyers and 15% of the buyers are commercial buyers including London outlet. At present Aarong has grown as a prosperous international enterprise making the local, ethnic crafts available to the international market. Aarong has successfully included into its wide and diverse spectrum of beautiful crafts from silks, handloom cotton, endi to terracotta, bamboo, jute and much more.

Aarong's target customers include –

-The urban and middle to upper class Bangladeshis and expatriates;
- Bangladeshis living abroad who are looking for products that connect them to their country and roots and represent their identity as a Bangladeshi;
- Foreigners visiting Bangladesh, Aarong is a must-visit destination that has a prominent mention in The Lonely Planet guide to Bangladesh.

Naming:

The word 'Aarong' is a Bengali word which means 'a village fair or market'. A village fair is a great event to the villagers. In a village fair artisans and craftsmen get the opportunity to show their talents and display their handcrafted traditional products for selling. The name Aarong represents the organizations commitment towards promoting traditional Bangladeshi products and designs which are handcrafted by rural artisans and handicraft producers around the country. In addition the products of Aarong have the essence of Bangladeshi culture and beauty into every piece. Keeping these thoughts in mind, the organization has named as 'Aarong'.

Logo:

The logo of Aarong is the image of a peacock. This logo indicates that Aarong products are eye-catching and unique as a peacock. Moreover, it also emphasize on its natural, eco-friendly products through the symbol of the peacock. There are two colours in the Aarong"s logo. One is black and another is orange. Black represents professionalism and orange represents energy.

History:

In 1972, BRAC, largest NGO of the world was established. Then in 1976, BRAC dedicated to reduce poverty and empowering the underprivileged people. As a result it started a small initiative to promote sericulture among the women of Manikganj. In 1978 Aarong was born in need of helping the disadvantaged, poor silk farmers of Manikganj. Their visionary goal to change the lives of deprived artisans and underprivileged rural women by enlivening and encouraging their arts and crafts. At the very beginning their target customers were few merchants of Dhaka. Within few years Aarong expanded from one single shop to the biggest retail chains of Bangladesh. Now, Aarong has a big family of 65,000 artisans with artists including weavers, potters, brass workers, jewelers, jute workers, basket weavers, wood carvers, leather workers and more. Among these artisans, 85% of them are rural women which show positive indications towards empowering women. Today, it can be easily said that Aarong has become the biggest platform for the independent groups and family-based initiative for selling their crafts in the national and international market. Aarong is stands as the interfacing bridge through which rural artisans and women can sell their home-made handicraft products and contribute in the income of their family.

Let us see the history of Aarong's Timeline at a glance-

1978 - First retail outlet of Aarong was opened in Dhaka.

1982 - Ayesha Abed Foundation was established.

1983 - A retail outlet in Chittagong was opened.

1985 - A retail outlet in Sylhet was opened.   .

1987 - Aarong entered into the export market.

1995 - A retail outlet in Khulna was opened.

1999 - Participated in its first international fashion show.

2001 - A retail franchise in London, United Kingdom was launched.

2003 - 'Taaga', women's western fusion wear of Aarong was launched.

2008 - Celebrated its 30[th]anniversary with an exhibition series and fashion gala.

2011 - Aarongs flagship outlet in Uttara was opened.

2012 - A retail outlet in Comilla was opened.

2013 - Artisan Development Initiative, a BRAC holistic development program begins.

2014 - A retail outlet at Jamuna Future Park is opened and website of Aarong was launched.

2015 - Retailed outlets are opened in Dhanmondi-2 and Banani 11.

Products / Services Offering:

Aarong is a leading fashion house in Bangladesh. Though it was started its journey in need of helping the disadvantaged, poor silk farmers of Manikganj, but soon enough Aarong started to grow and expanded throughout the whole country, from one single shop to the biggest retail chains of Bangladesh. Since 1984 this organization has also entered export market. The product lines of Aarong have also grown up with the growth of the organization. At present Aarong have more than 100 product lines. The products of Aarong are as follows:

Table 1: Products Available in Aarong Outlets

Men's Products	Women's Products	Home Textile	Leather Products
Panjabi	Sarees	Products	Shoes
Shirts	Shalwar Kameez	Bed	Bags
T-Shirts	Kurta	Table	Wallets
Fatua	Ladies Panjabi	Living	Belts
Kurta	Shawls/Scarves	Kitchen	Boxes
Scarves and Uttorio	Shoes	Kids	Photo Frames
Sandals	Bags	Rugs	Office
Sherwani	Fabrics	Fabrics	
Children Products	**Home Accessories**	**Jewelry Products**	**Terracotta Products**
Clothes	Bed	Gold	Decorative
Toys	Table	Silver	Dining
Books	Living	Pearl	Lamps
Shoes	Kitchen	Other	Plant Accessories
	Lamps		
Bamboo/Leaf Products	**Metal Products**	**Candles**	**Jute Products**
Living	Decorative	Pillar	Decorative
Dining	Living	Floating	Personal Accessories
	Lamps	Decorative	
		Seasonal	
Paper Products	**Wood Products**	**'Nakshi Kantha'**	**Glass Products**
Cards	Decorative	Products	Table
Stationery	Living	Decorative	
Wrapping Paper	Table	Fashion	
		Bed	
		Table	
		Personal	
		Accessories	
		Decorative	
		Fashion	
Ceramics Products	**Food Products**	**Herbal Products**	

Services:

Aarong provides services to the disadvantaged artisans and unprivileged rural women who work for Aarong. Aarong has formed with the goal to bring positive changes and help the rural marginalized people. For doing this they identified three major lacking areas. Those areas are: working capital, marketing support and opportunity for skill development. According to Aarong these three basic facts are causing obstacles for productive employment in rural areas. To overcome these lacking, Aarong provides some services for their workers and suppliers. Those services are as follows:

- To promote efficiency and productivity instant payment on product delivery.
- For artisans, doing marketing communications and making availability of information.
- To ensure reasonable value for efforts given by producers reaching out to them in remote areas.
- Product development through product design and support.
- To increase product quality and marketability provide training and education skills.

Aarong's Process Flow:
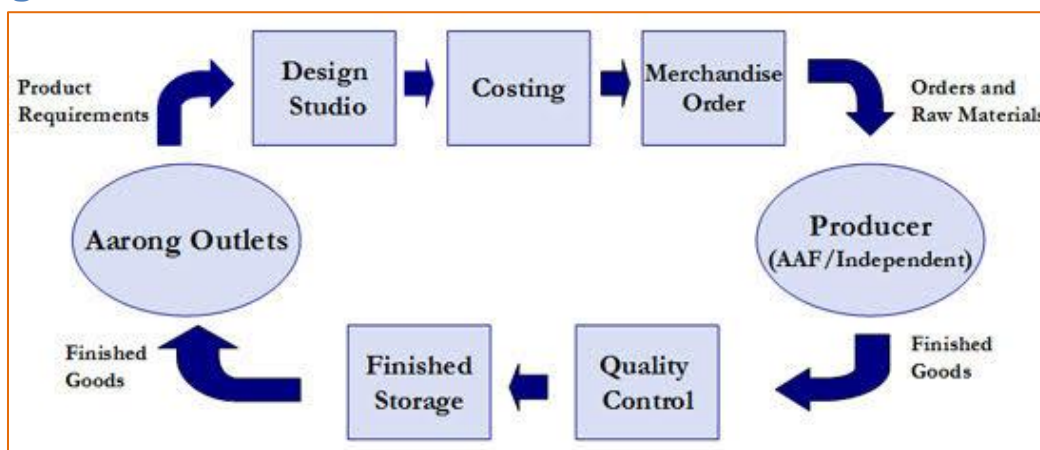
Figure 1 – Process Flow (Source: https://upload.wikimedia.org/wikipedia/commons/6/6b/Aarong_production_cycle.jpg)

Mission and Vision:

Aarong's Mission:

"Be the best socially responsible enterprise empowering people to realize their potential by creating appeal for a Bangladeshi lifestyle experience".

Source: https://www.facebook.com/BRAC.AARONG?ref=ts&fref=ts

Aarong's Vision:

"Aarong has a vision to establish them as world's one of the famous fare trade fashion house and to remain market leader throughout its business".

Values of Aarong:

Figure 2 - Values of Aarong. Source- http://www.aarong.com/our-values/

1.2 AARONG E-COMMERCE

www.aarong.com:

On 16th July 2014, Aarong's website was launched nationally. In 2012 Aarong had a vision to launch an e-commerce site by 2013. However, the whole process of launching the website was delayed by a year and in 2014 it was finally launched. Aarong is one of the first organizations in Bangladesh which brought Western website design to Eastern audiences by providing a high-class user experience. Tamara Abed, Sen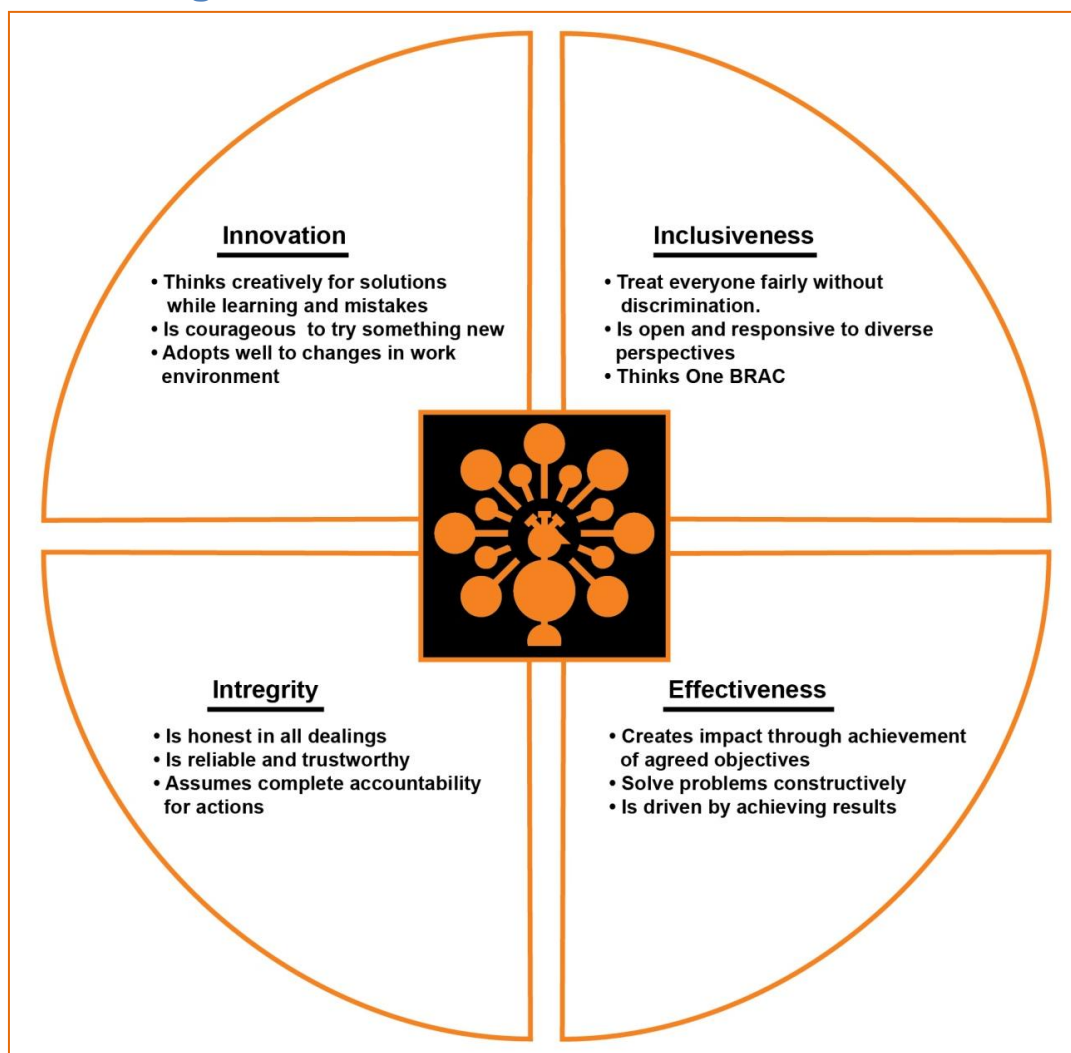ior Director, BRAC Social Enterprises, said - "Aarong took great care in ensuring that users get a high quality shopping experience in their online shop in sync with the brand promise" (Cochran, 2014). The website was inaugurated in BRAC inn by Governor of Bangladesh Bank Dr Atiur Rahman. BRAC founder and Chairperson, Sir Fazle Hasan Abed was present as the special guest in the inauguration ceremony. On the occasion among others, executive director of Asiatic JWT and media personality Iresh Zaker and BRAC Business School faculty Tahsan Khan were also present on the occasion.

The slogan of Aarong E-commerce is 'Shop Online'. Internationally no products are sold in the website. All the delivery is done in Bangladesh only. However, international customers can order online and the delivery is given to any Bangladeshi address.

DOOR3 worked as strategic partner of Aarong for digital marketing and website design (Cochran, 2014). However, whole website is managed by "CIGNEX Datamatics" on magento. The promotional activities of Aarong.com are handled by the marketing team of Aarong. At the moment in three news portals Aarong.com promotes. They are Dhaka tribune, bdnews24 and prothomalo.com. Some of the promotional activities are done through the facebook page of Aarong. On their facebook page the links are provided to take the customers directly to the website for buying products. The branding and marketing of Aarong E-commerce is done in the department itself.

Aarong.com tries to sell almost all the products which are available in the outlets. The products are packed in boxes and envelops. These envelop and boxes are developed in the Aarong e-commerce department.
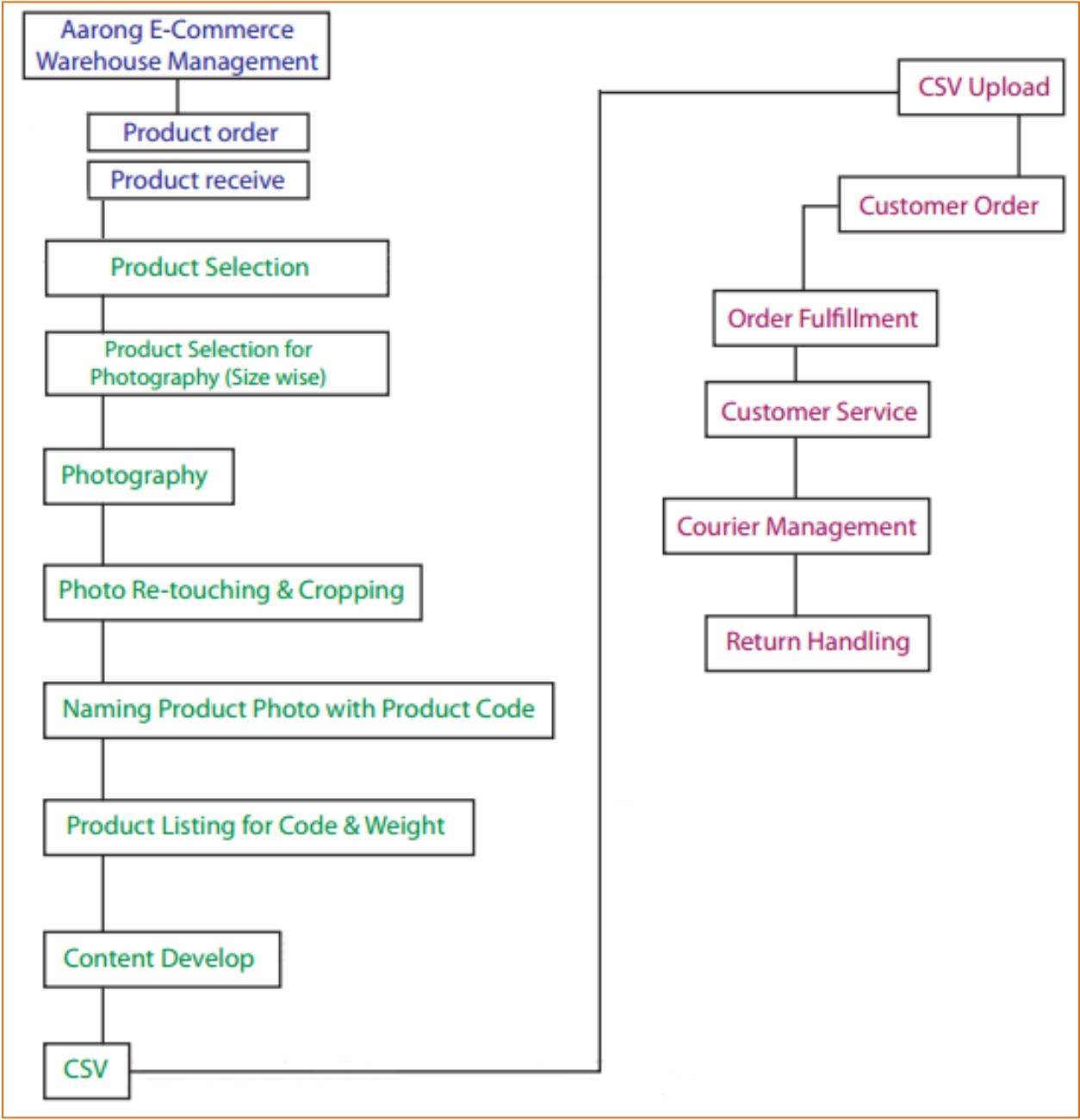
Work Process in Aarong E-commerce:

Figure 3 - Aarong E-commerce Work Process (Prepared by Aarong E-Commerce, Edited by Me by observing work process)

The image above shows the working process that happens in Aarong E-commerce.

Products requisition is given to the central store by the Aarong E-commerce warehouse management. From there the products are sent to the warehouse of Aarong E-commerce. From the products, mannequin size products are chosen. Then the products are sent for photoshoot. After photo shoot pictures are sorted and edited those are coded. A spreadsheet is prepared where the codes of the products along with many products related all kind of information and content are recorded. The excel sheet for the products have about 75-80 columns depending on the product. This process is known as the CSV (Comma Separate Value). Once this step is finished the data is uploaded which appears in the website are ready for the customers.

Products in Aarong's Website:

Mohammad Abdur Rouf, chief operating officer of Aarong said -"We should only put up the exact items we want to sell online. It is vital to win consumer credibility" (The Daily Star, 2014).

Products sold in the outlets and products selling in Aarong website have difference. It is that, there are products in the outlets which are not available in the website. The categories and dividing products accordingly is also different here. Products like glass tables, herbal products, expensive sarees and other textile materials, the non-textile products which are easily breakable are avoided being sold in the website of Aarong. According to what COO said, Aarong e-commerce selling only the products which are easy to deliver and which the customers will buy from the online shop. They have put up the exact products which they want to sell through the website.

Under Aarong, the have the brand Tagaa, which also have its own page and own clothing line. These products are also available to shop online in the Aarong website.

Recently launched Rattan furniture has been made available in the website. Customers can order their desired furniture from the website too. The furniture is available only in 2-3 outlets and Aarong's website.

The products of Aarong has been categorized and placed in the website main menu. They categories and subcategories are shown below in the table.

Table 2: Products Available in Aarong E-Commerce

Men	*Women*	*Kids*
Panjabi	Saree	Newborn Girls (Ages 0-1.5)
Pajama	Shalwar Kameez	Junior Girls (Ages 2-7)
Panjabi Pajama Set	Taaga	Girls (Ages 8-15)
Shirts	Panjabi	Newborn Boys (Ages 0-1.5)
Tee Shirts	Nightwear	Junior Boys (Ages 2-7)
Fatua	Scarves	Boys (Ages 8-15)
Lungi	Dupatta	Shoes
Scarves & Uttorio	Shawls	Toys
Shoes	Fabric	
Accessories	Shoes	
	Accessories	
Home Décor	*Nakshi Kantha*	*Jewellery*
Living	About Nakshi Kantha	Earrings
Dining	Clothing	Necklace
Décor	Décor	Bracelets & Bangles
Office Accessories	Dining	Ring
Books & Stationery	Living	Nose Pin
Brac Nursery Plants	Accessories	Anklet
Furniture		Set
Wedding	*Taaga*	
Women	Top	
Men	Shirt	
Décor	Tunic	
Gift	Skirt	
	Pant	
	Shoes Accessories	
	Maternity	

CHAPTER 2: JOB DESCRIPTION AND RESPONSIBILITIES

2.1 Description of the Jobs

Aarong is the leading fashion house in Bangladesh. Their e-commerce sector is recently launched. For developing the content of the products they needed internee. I worked in the product management sector of E-commerce department at Aarong Centre as an intern for 3 months. There were few responsibilities I had been given to fulfil. The responsibilities are discussed below.

From the website, my works screen shots have been attached in the appendix.

- *Content Development:*

sku	ERP	description	name
1420000081260	S.P P/LCott 3/4SL Ex.Long CKD	This white and red printed cotton kameez is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	White and Red Printed Cotton Shalwar Kameez Set
1420000083816	H.Em.B.P.H/L Cott.3/4 Sl.E.L.CKD	This grey and purple printed cotton kameez with hand embroidered neckline and border is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	Grey and Purple Printed Hand Embroidered Cotton Shalwar Kameez Set
1420000084875	H.Emb+Gl.H.L Cott. L Bell / Sl .Ex.Long SKD	This green and grey cotton kameez with hand embroidered neckline and sleeves is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	Green and Grey Hand Embroidered Cotton Shalwar Kameez Set
1420000083670	M.Em.Chu.Voile 3/4 Sl.E.L.CKD	This pink printed cotton kameez with embroidered neckline is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	Pink Printed Embroidered Cotton Shalwar Kameez Set
1420000083186	S.P+H.Emb+Wbreads .H.L Cott .L 3/4 Sl Ex.Long PKD	This brown printed cotton kameez with hand embroidered neckline, sleeves and back is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	Brown Printed Hand Embroidered Cotton Shalwar Kameez Set
1420000083879	S.P.P.L.Cott3/4 Sl.E.L.CKD	This mustard yellow and black printed cotton kameez is perfect to wear comfortably. It comes with a matching shalwar and dupatta.	Mustard Yellow and Black Printed Cotton Shalwar Kameez Set

Figure 4 - Content Development_1

My main job as an intern was to write the content for the Aarong products. For all the products, both textile and non-textile items uploaded on the website I wrote contents. The content of product consists of product name and product description. For content development I had to observe what kind of product is that. The materials need to be checked with which the product is made. If it is textile product then I had to check what kind of designs are there, whether they are printed or embroidered or any other pattern.

During my 3 months internship period in Aarong E-Commerce, I wrote approximately 1600 products content. Besides I also updated some of the existing contents which were poor in format or needed urgent corrections.

- *Filing product information:*

Apart from writing content, I, sometimes had to write down codes of the products from the tags in a spreadsheet. Then with the help of the codes, the ERP description of the products is copied and pasted on the spreadsheet. The price of the product needed to be filed down as well. After this step, the product content is written down.

1	sku	Price	ERP
5	1420000083670	2409.52	M.Em.Chu.Voile 3/4 SI.E.L.CKD
6	1420000083186	2371.43	S.P+H.Emb+Wbreads .H.L Cott .L 3/4 SI Ex.Long PKD
7	1420000083879	2095.24	S.P.P.L.Cott3/4 SI.E.L.CKD
8	1420000083939	2519.05	S.P H.L.Cott .3/4.SI.L.SKD

Figure 5 - Coding

- ▪ *Writing letters:*

I was supervised by the retail manager. There were times, when the manager had to prepare letters for various official purposes. So I was given the job to write them for him. Those letters were then checked by the supervisor for final checking and then send to the required people.

- ▪ *Helping the online marketing team:*

Even though I was supervised by the retail manager, my main works were under the manager of marketing team. So sometimes I had to work according to his supervision. For example finding quotes for mother's day banners etc.

2.2 Specific Responsibilities:

- ▪ *Observe all the processes going in E-commerce:*

Apart from writing content for the products and doing other responsibilities, I had to observe all the work process in E-commerce. Starting from how the products are received and from it comes. The photoshoot, filing of codes and ERP, product content everything I had to observe and do some works personally. The products are sent for CSV compiling which the products pictures and details are uploaded on the website. The order process is also being checked. How orders are taken and they are delivered to the customers. The whole process ends with the confirmation of successful delivery.

- ▪ *Developing colours:*

Aarong's website does not use many colour names to describe their products. Many clothes or other non-textile materials do not have proper colour names. I was asked to prepare a colour palette checking which colour products comes the most and which we could not use. Once the colour palette was done preparing it was send to the marketing department head for permission and authorization.

- ▪ *Choosing products during festivals:*

The central warehouse of Aarong is situated in the head office. From there all kinds of products are sent to different outlets of Aarong including the e-commerce warehouse. Before Eid and Pohela Boishakh the product management team was send to the central warehouse, to choose the

products for the festivals. The chosen products were written in a way which showed those can be used in different festivals. After that those were given for uploading on the web.

- ### *Learn about different product details:*

There are different kinds of designs in products. Various kinds of materials are used to make the textile products. There are different stitches and prints. I was asked to learn about those and observe properly before writing for the contents of the products. If there were any confusions regarding textile and non-textile products I was asked to take them to designers and talk to them about the products and learn about the detailing.

- ### *Re-Writing Content:*

Some of the products name and descriptions did not match with the actual products. Some of the products details had wrong information. I was asked to check and re-write the content for those products which had huge problems and were noticeable

- ### *Existing Product Rechecking:*

This was a backend work, done using Magento. I had to put the 'SKU' which is the code number of the product in the 'Managing Product' section in the backend of Aarong e-commerce. If the product already exists then I did not have to prepare data of the product. If the product does not show up I had to prepare its data in the excel file.

In the 3 months internship period in Aarong E-commerce, I learned lot of things. I got practical knowledge about E-commerce of Aarong and its work process. Overall it was an incredible journey of three months which helped me to develop my skills and knowledge about online business.

CHAPTER 3: ANALYSIS AND FINDINGS

In this report the web usability of Aarong e-commerce has been analysed. The problems in the website are identified and some solutions have been recommended. The websites usability is also compared to its competitors.

At first, let us see what is web usability?

The ease with which the users use a websites is known as the Web Usability. It is the presentation and quality of the websites which makes the users comfortable while using the websites. The meaning of web usability is the smoothness of utilization of a website. In the perception of e-commerce websites, web-usability is narrowed down to efficiency, triggering sales and/or performing other transactions significant to the business. The concept of usability can be defined as "how well and how easily a user, without formal training, can interact with an information system of a website" (Benbunan-Fich, 2001). Bernard et al. (1981) suggested that a "truly usable system must be compatible not only with the characteristics of human perception and action, but, most critically, with users' cognitive skills in communication, understanding, memory, and problem solving." A usability evaluation consequently assesses the ease of use of a website functions and how well they enable users to perform their tasks efficiently. Subsequently, usability is a more comprehensive build than usefulness.

Below the web usability of the website of Aarong is analysed. Then it is compared with its competitor's websites.

3.1 Problems in Aarong's Website:

I worked on the website 'www.aarong.com' of BRAC-Aarong for my internship report. The web usability of the Aarong's website is below the standard of such a big organization like Aarong. The time to load the site requires very less seconds, but the contents of the site do not provide what the visitors looks for. The information is very limited. The content is not clear along with many other navigation problems.

The site was accessed on 15th March 2015 for doing the analysis and also on 27th May. The web usability problem of the website of Aarong is discussed below-

Web Usability Issues:

Meta-Analysis of Aarong's website:

➢ Meta Description:

Meta Description of the website 'www.aarong.com' is vague in the source data. According to the Google, (2010) -"A page's description Meta tag gives Google and other search engines a summary of what the page is about" (p. 6). One of the mistakes the company made while creating the website is that they ignored the importance of Meta description. Below that the Meta description appears which does not shows the clear explanation about what the company is all about. The description about the company is vague. The number of clicks by the visitors depends on these descriptions. If the descriptions are not clear, visitors will not click on the websites to check about it.
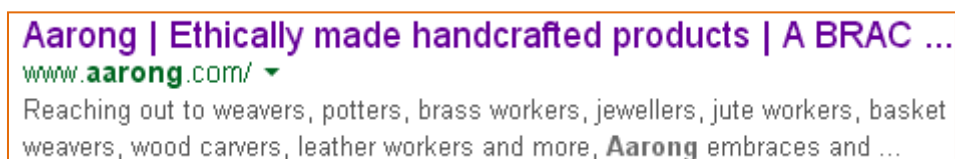
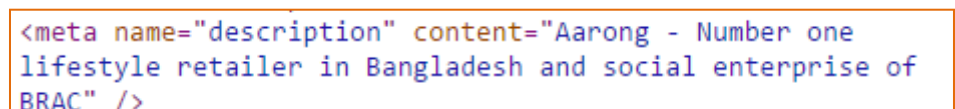**Figure 6 - Meta Description of Aarong_1**

Figure 7 - Meta Description of Aarong_2

➢ Meta Title:

Google, (2010) suggests -"A title tag tells both users and search engines what the topic of a particular page is" (p. 4). Adding a good Meta title to any web page helps to raise its ranking in the search engines. However in case of Aarong, it does not have a good Meta title. Aarong sells both textile and non-textile products in their virtual shop. However it does not get reflected trough the title of their website. Even though the Meta title of Aarong's website is 61 characters without space and 71 characters with space, the title not clearly defined.

> Aarong | Ethically made handcrafted products | A BRAC ...
> www.**aarong**.com/ ▾

Figure 8 - Meta Title of Aarong_1

```
<title>Aarong | Ethically made handcrafted products | A
BRAC social enterprise</title>
```

Figure 9 - Meta Title of Aarong_2

➢ Meta Keyword:

A specific type of Meta tag that appears in the HTML code of a web page is known as the Meta keyword. It helps to inform the search engines regarding what the topic of the page is about. The keywords in Aarong.com website are very limited. The Meta keywords prepared for Aarong by DOOR3 have been added in the appendix. More words should be added so that when people search for the products of any kinds they get the desired result.

```
<meta name="keywords" content="Aarong - Shop handcrafted
clothing for men, women, kid, home, Nakshi Kantha, wedding
and jewellery " />
```

Figure 10 - Meta Keywords of Aarong

▪ *Search Engine Optimization:*

The website of Aarong is facing the search engine optimization issues due to the vague description of the organization. As a result when searched about the website ranks low and sometimes doesn't appear at all.

When 'online shopping for clothing' or 'shalwar kameez online shopping' in Bangladesh are searched in Google, the website of Aarong does not appear on the first page neither on the next 2 to 3 pages. It actually appears in the bottom of fifth page when 'shalwar kameez online shopping in Bangladesh' is searched in Google. During the search for 'online shopping for clothing in Bangladesh', www.aarong.com does not appear in the result for the first five pages. The content about what the website is about is not mentioned in a clear way. Hence, when searched about online shops for clothing located in Bangladesh, Aarong's website is ranked low or doesn't appear at all.
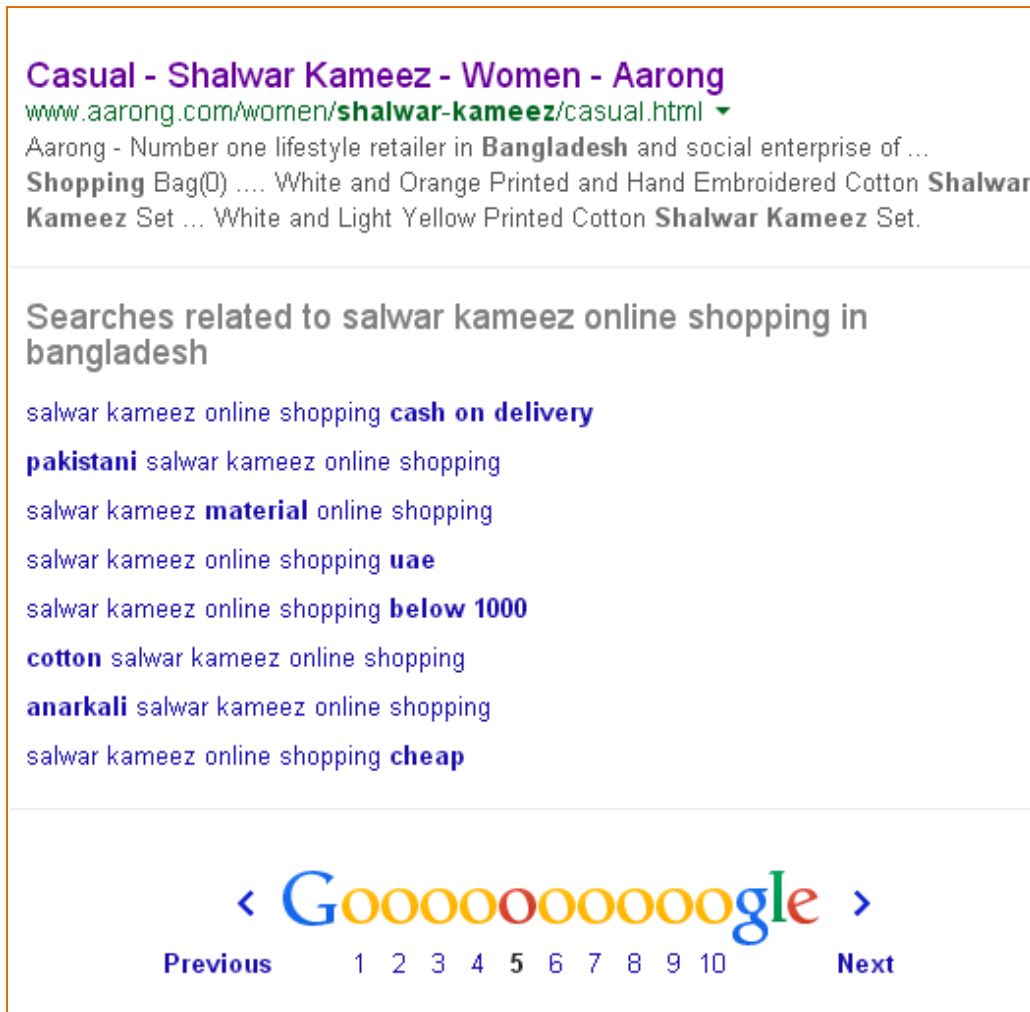
Figure 11 - Search Engine Optimization_1

During the search for 'online shopping for sarees in Bangladesh' the website of Aarong it comes in the bottom of page 2 of the results. This shows how poor is the SEO of the website.

Figure 12 - Search Engine Optimization_2

From the screen shot above we can see the result of saree does not take it to saree category on the website but it takes us to the artisan page. The description, which appears in the result, is not about saree. This is the reason behind the poor SEO of Aarong's website; the descriptions are not specific and take us to different pages other than the required one.

The only time, Aarong's website gets a better SEO and appears in the front page of the result is during the search of 'fashion house of handicraft products'. However, even during this search the website of Aarong shows up in the bottom of the page. The customers usually do not search for shopping clothes or other non-textile products using the keywords like handcraft.
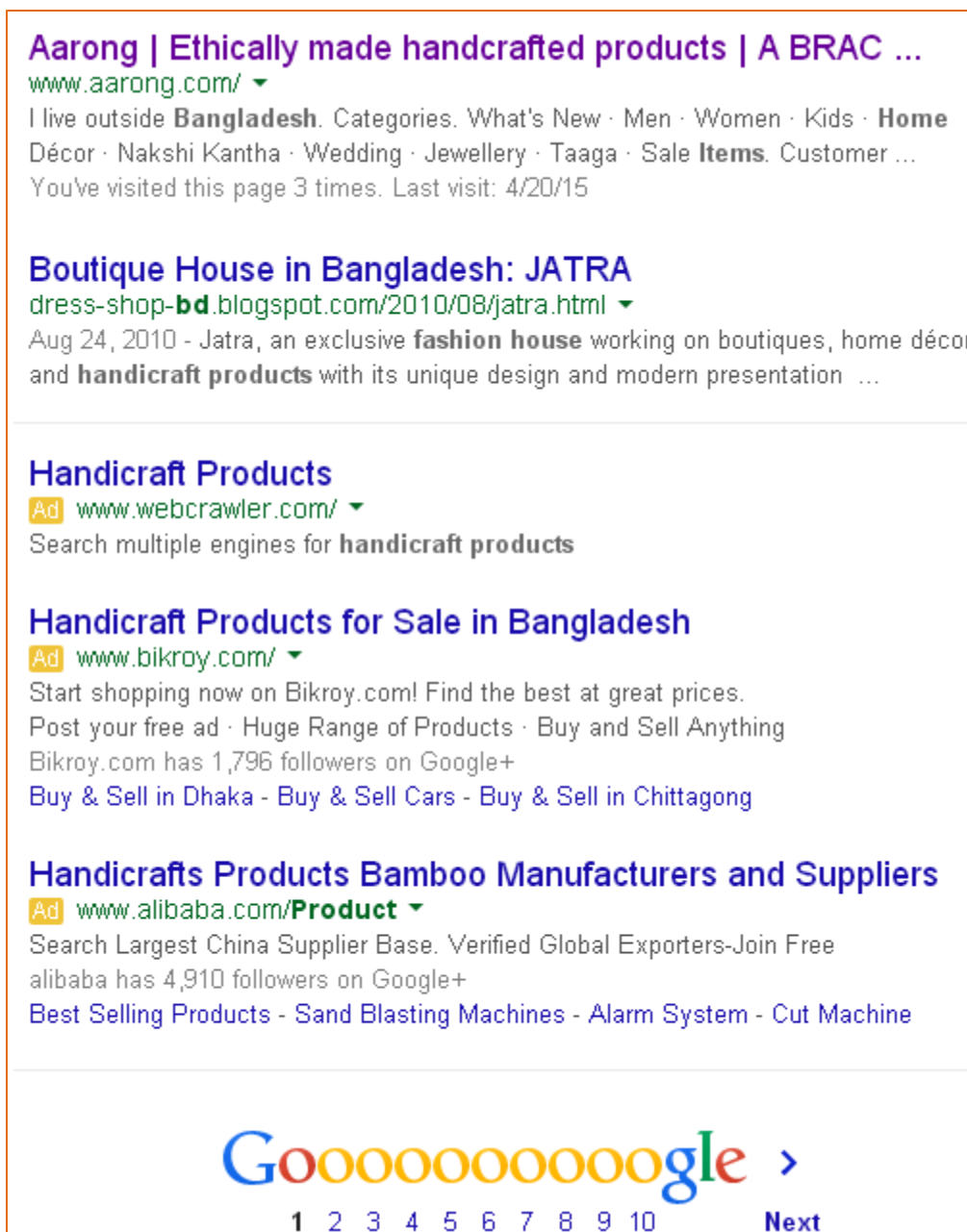
Figure 13 - Search Engine Optimization_3

- *Loading of website in testing tools:*

The webpage even though in Pingdom it shows it takes 1.62 seconds to load. However, in reality the page takes more time to load than the Pingdom result. Especially in the Internet Explorer and Mozilla Firefox it takes a lot of time to load.
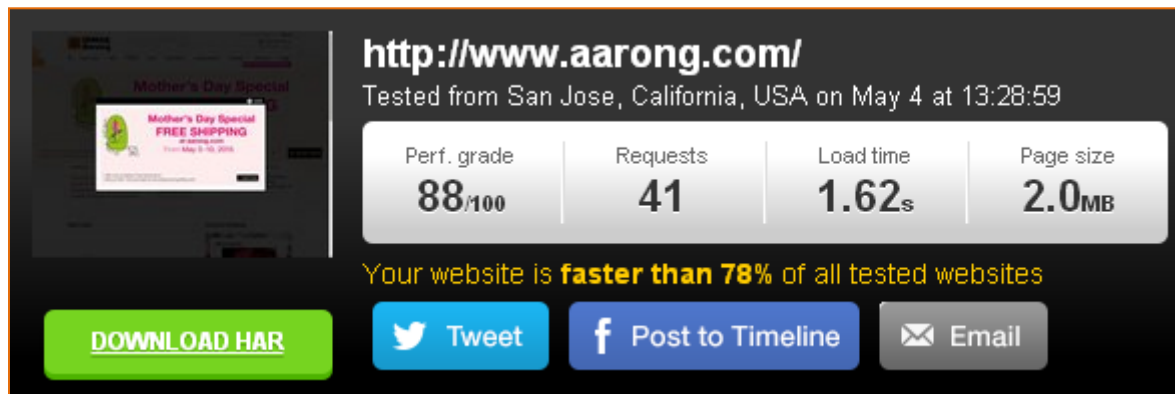

Figure 14 - Website testing tools

- *Browser Compatibility:*

Aarong's website faces compatibility issues in the browsers like Firefox, Chrome and Internet Explorer. In chrome, the website of Aarong loads faster. Even though it shows only 1.62 seconds to load in Pingdom, it takes much more time in reality to load. A customer may not wait for so many seconds to load only the home page of the site. Coming to the browsers like Firefox and internet explorer, Aarong's website faces the most problems in these browsers. In Bangladesh many customers prefer using Firefox or even internet explorer over chrome. In Firefox, the times required to load the website sometimes crosses more than 10 seconds. A customer might not like this wait for loading the site and he or she might close and it look for another site. However, the time required for the website to show up in Internet Explorer is more than 1 minute. Even when it loads the screen is blank. After sometime, even if it loads the whole page of the website shows up disorganized. No customer will wait for so many seconds for a website to show up or even for browsing and buying products from an disorganized page. This is because the times requires for loading product pages and the process to confirm order takes much more time than it takes in Chrome. The screenshots have been added in the appendix.

- *Loading of website products:*

Many a times, the website of Aarong faces the problems due to heavy images. The images of the products do not load properly. In the screen shots taken below, it shows the zoom version of the image is taking time to load. Due to this problem in the website the customers or the visitors has trouble to check out the designs of the dresses or other products.
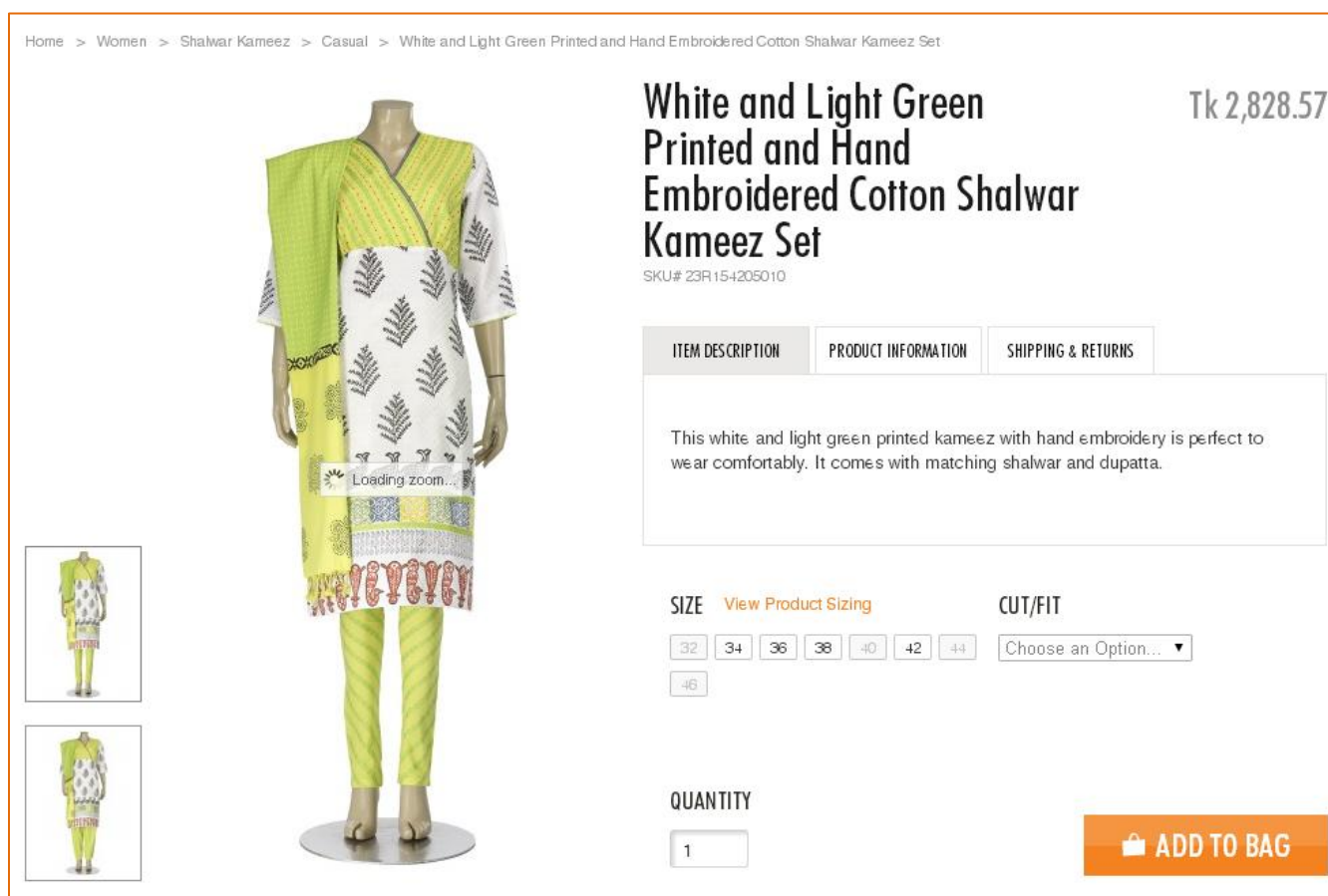

Figure 15 - Product Loading_1

In the screen shot taken below some of the products images are not visible. One of the t-shirt has loaded improperly and rest images are not loaded at all. A customer facing these kinds of problems gets bad impression about the website as images does not show up.
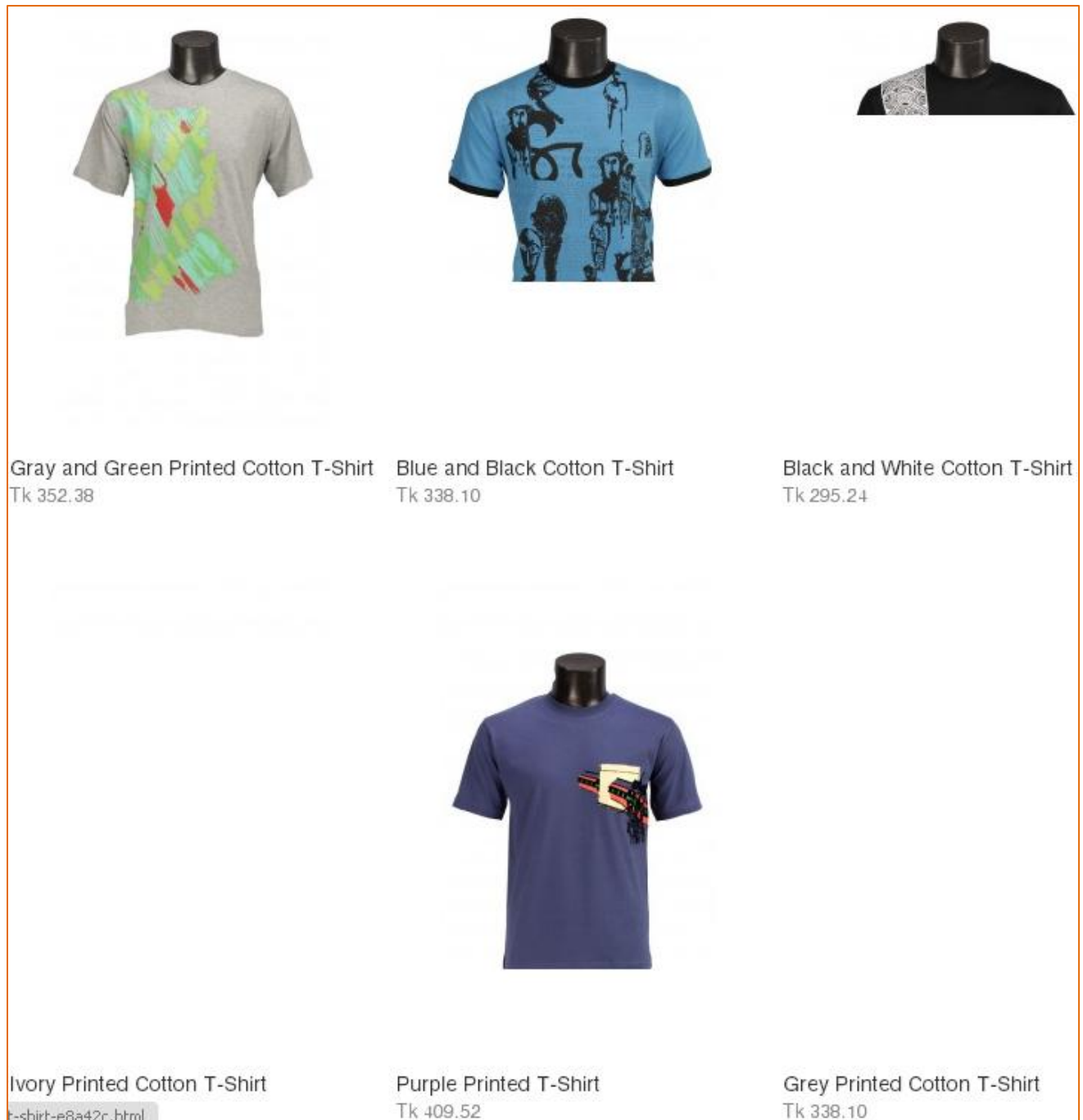
Gray and Green Printed Cotton T-Shirt
Tk 352.38

Blue and Black Cotton T-Shirt
Tk 338.10

Black and White Cotton T-Shirt
Tk 295.24

Ivory Printed Cotton T-Shirt
t-shirt-e8a42c.html

Purple Printed T-Shirt
Tk 409.52

Grey Printed Cotton T-Shirt
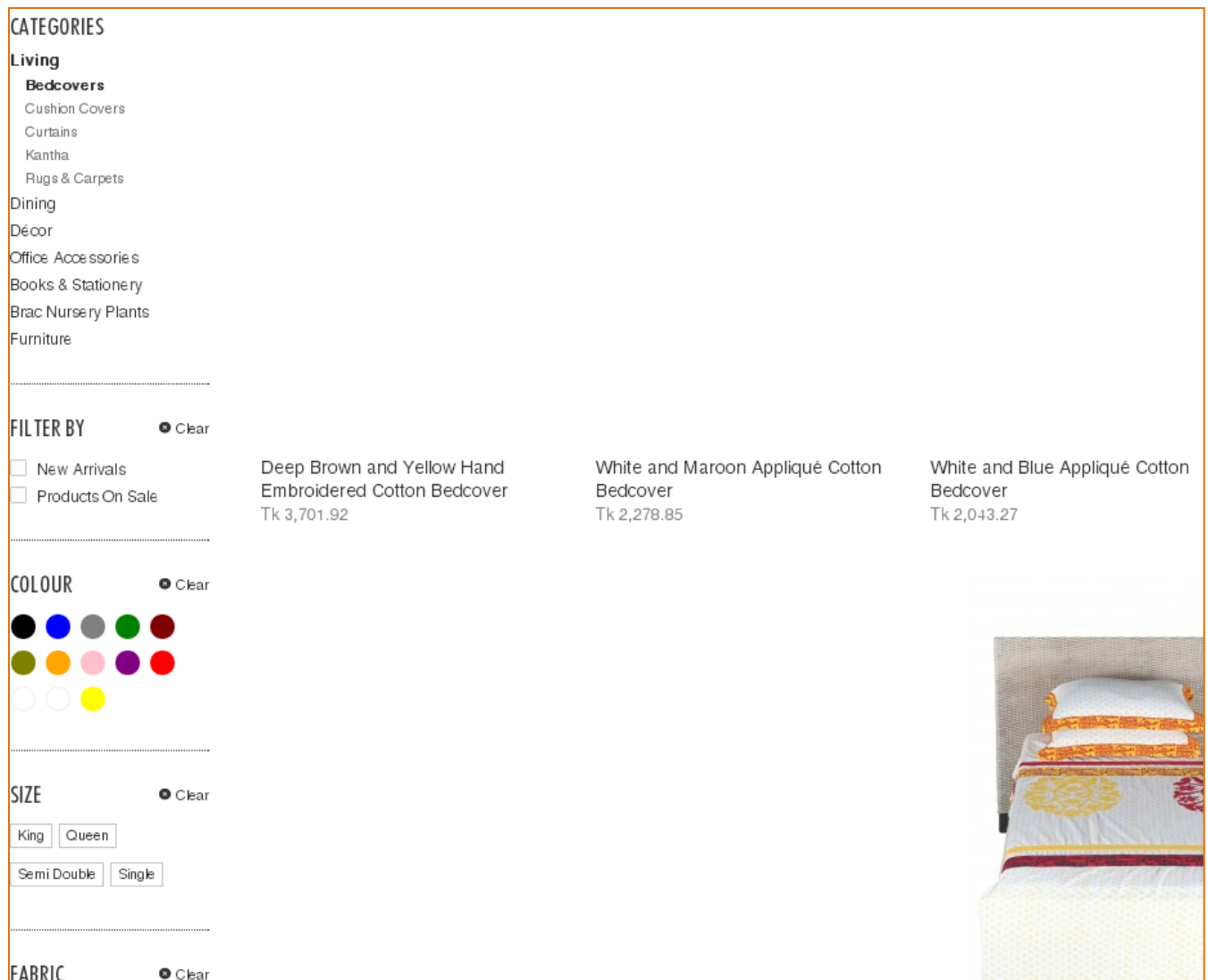Tk 338.10

Figure 16 - Product Loading_2

Figure 17 - Product Loading_3

▪ *Product details:*

The description of the products is not so clear. Aarong sells textile and non textile products through their website. For such kind of products it is essential to provide detailed description of the products. For example, for any kind of clothing the colour of the clothes, material, fabric used, designs, length, height etc. is necessary to give a perfect description for the customers who decide to but the product from the website. The detailing for the products gives customers idea about how the products are. They cannot touch the product but reading description they can get the idea about it which helps them to decide if they want the product or the product meets their requirement. Aarong's product descriptions and information are given in different pages which

increase the number of layers to know about a product. Many customers may not check the information. The product description should have everything written about the product in detail. In my opinion the description Aarong's website is providing is vague.

It was my responsibility to write the product description and title. However I was not allowed to use my choice of words or writing the products information on my own. I had to write in the same pattern which my seniors have instructed me to follow.

Figure 18 - Product details_1

Olive Green and Pink Printed Cotton Saree

Tk 1,457.14

SKU# 0560000026980

ITEM DESCRIPTION	PRODUCT INFORMATION	SHIPPING & RETURNS

This olive green and pink printed cotton saree is perfect to wear comfortably. It comes with a matching blouse piece and has tassel trim as detailing.

Figure 19 - Product details_2

ITEM DESCRIPTION	PRODUCT INFORMATION	SHIPPING & RETURNS

Olive Green and Pink Printed Cotton Saree

Colour	Olive
Fabric	Cotton
Value Addition	Block Print
Saree Type	Value Added Saree
Trims	Tassel
Aanchal	Contrast Aanchal
Border	Broad Border
Body	All Over Work
Blouse Piece	With Blouse Piece
Weight	0.5810
Occasion	Casual
Care	Hand Wash With Mild Detergent

Figure 20 - Product details_3

In the screenshots above it can be seen how the description, title and information of products are not so descriptive or informative. Even the title is not proper. Such problem leads to have a poor SEO which Aarong's website is facing.

Some of the products have different names of fabrics like Viscose Cotton, Poplin, Jacquard Cotton, Voile etc. However, the descriptions were not allowed to have those names written in them. They were not even used in the product information tab. Only cotton is added in the description, titles and information. This does not give a proper visualization to the customers about what kind of fabrics or materials have been used in the product.

- *Unclear Content:*

The main description about the company in the home page is not clear. The content does not provide the required information about the company.

Figure 21 - Unclear Content

The description of the website is all about what Aarong as organization do. Since this is an online site of the organization Aarong, the description should have included about what Aarong website is offering and selling for the customers.

- *Language*

There is no language option in the website. For any website in Bangladesh, to have good web usability, option for changing language from English to Bengali and vice versa is really

important. Some of the customers feel comfortable using Bengali language while browsing a website. However, Aarong's website does not have the option to change the language from English to Bengali.

- ▪ *Not mobile friendly:*

The Aarong website is not easy to use in tablets and mobile phones. The website seems very slow and does not navigate properly. If any product image is tried to enlarge it slows down the browsing and moreover it does not even zoom properly.
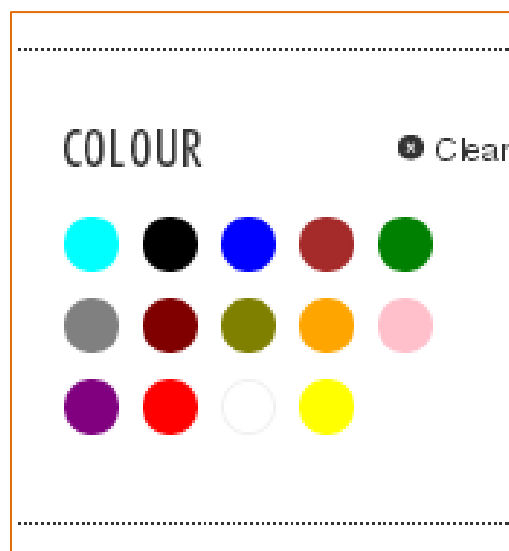
- ▪ *Colour Option:*

Figure 22 - Colour Palette

The colour palette in Aarong website is confusing. When cursor is taken to one of the colours, it does not show any name written around them. Moreover main issue with the colour option is that the colour of clothes does not match with the colours present in the colour palette. There are clothes of many colours but those colours are missing from the colour filter. If a customer or a visitor tries to search for products by customizing colour option they will not get their desired result. For examples, colours like ivory, beige, teal, turquoise etc. are used in the product names. These collars names are not available in colour palette given in the website.

▪ *Difference between real product and website picture:*

Some of the products and their images uploaded on the website have differences in colours, designs etc. This is one very important drawback Aarong's website is facing. If a customer orders product looking at the images on the website, sometimes they do not get the desired product delivered. They found faults in the colour, design or stitch etc. In the screen shot below, it is seen how the product for photoshoot is different from real picture.

Figure 23 - Difference between real product and website picture

▪ *Lack of products in categories:*

Some of the categories of products in the website are empty. No products are added there for the customers to see. This gives a bad impression to the customers because they check the website to see their desired result to the search. If they are welcomed with black page in categories they might not return to the website again. The website has been checked on 15th March 2015 once

then also the pages mentioned 'Coming soon! Please keep browsing' and when checked again on 27th May 2015 same thing was mentioned. No products have been brought to fill the categories. In the screen shots below, it can be seen that shalwar kameez and dupatta sub category under Wedding category is blank. If someone wants to buy shalwar kameez from a wedding collection, that customer will be left disappointed because the category has no products. There are no products available in that particular category. 'BRAC Nursery Plants' category does not have any products under its sub category.
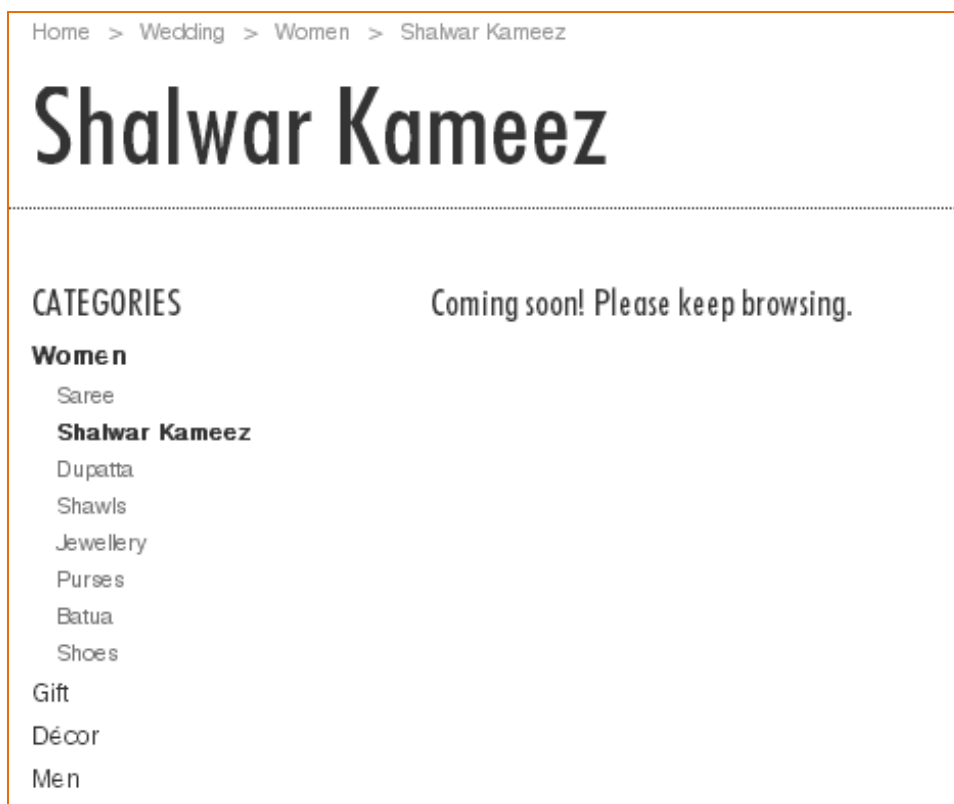
Figure 24 - Lack of Products_1
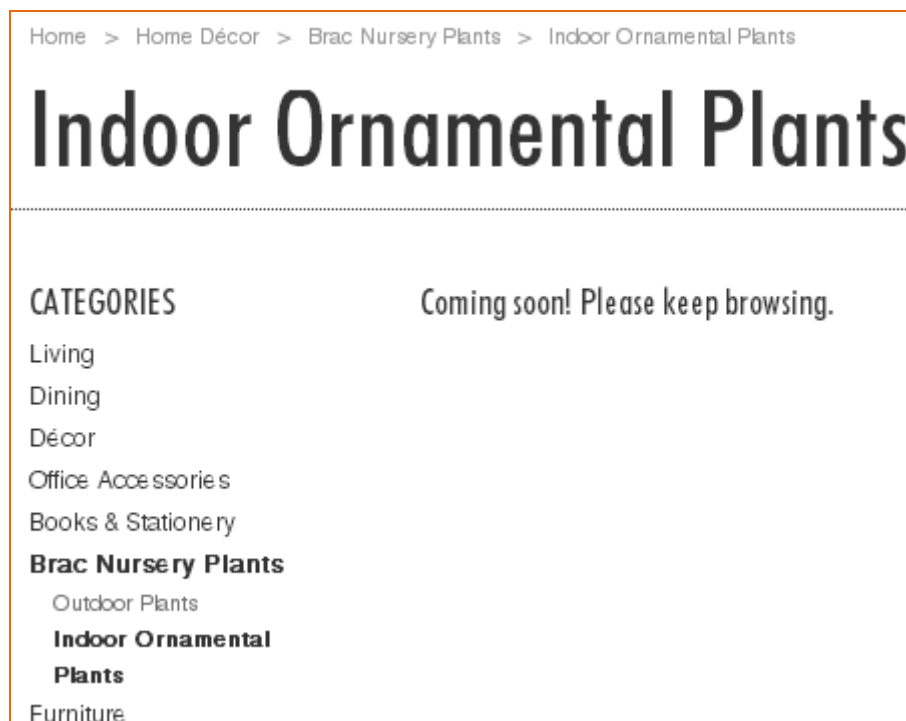
Figure 25 - Lack of Products_2

▪ *Delivery Issues:*

Aarong use third party logistics to deliver their products to the customers. Sundorbon Courier Service handles the delivery services of Aarong. However, there are some places in Bangladesh where the courier is failed to deliver by Sundorbon. From Nilfamari once a customer ordered some product from Aarong's website, her order was taken but the order delivery was not successful. This was due to the fact that sundorbon refused to deliver in Nilfamari. There is an option to check if Aarong's product reaches certain places by putting down the postal code. The postal code shows the place falls under the delivery zone even though Sundorbon courier service does not deliver products in those areas.

▪ *Colour names:*

The name of the colour of products creates confusion. Some colour of the products does not match with the images provided in the website. From the screen shot given below, it can be seen that the colour of the bangle is mauve and yellow. In spite of that, the bangle is named as orange

and mauve instead of yellow and mauve. Even the original products real colour is yellow not orange.
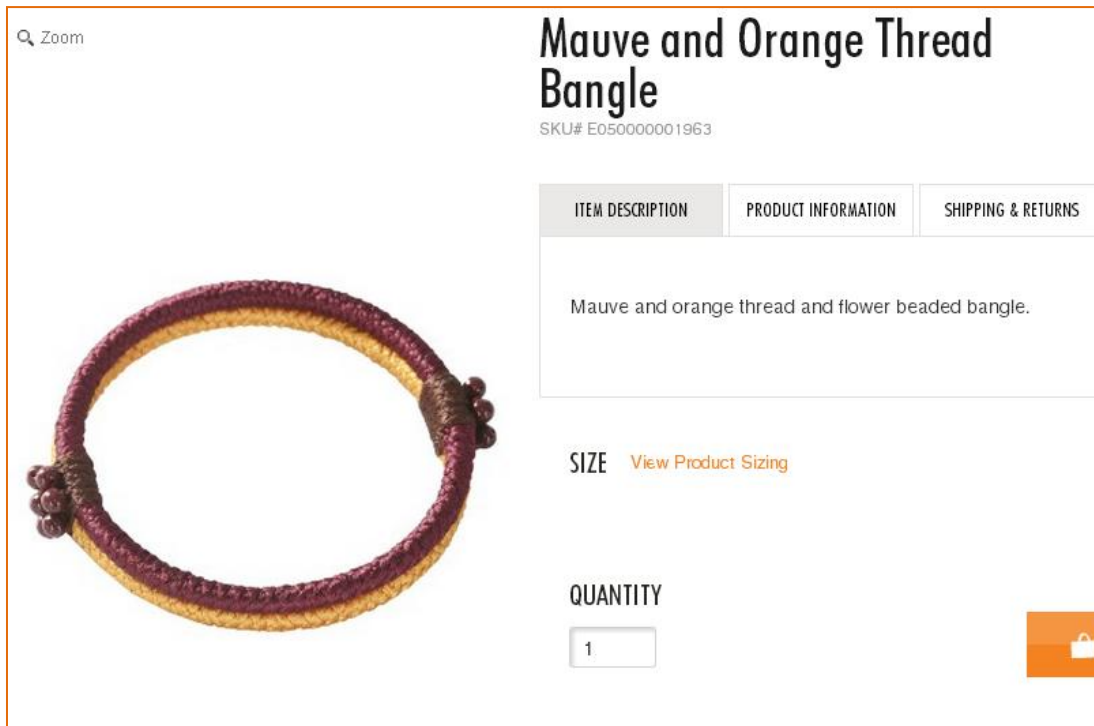
Figure 26 – Colour Name_1

The name written here for the shalwar kameez set is Fuchsia. However, fuchsia colour does not look like this. Originally Fuchsia looks like this-

Figure 27- Colour Name_2

The colour of the shalwar kameez is 'Burgundy' in real. There are some products whose names have been written wrongly. It is seen from the picture that colour naming is wrong. Customers will have a negative notion about the wrong naming of colours. This is also a reason why the web usability of the site is poor.

Figure 28- Colour Name_3

- *Category Problem:*

Some of the products in the website do not have categories. In the category of shirts there is sub categories like ethnic, casual or executive. However, there are T-shirts products too which does not have any link at the main category. If a new customer tries to look for T-shirts they will not be able to find any. The t-shits options comes in the side bar of category only when the shirt category is clicked. Some of the customers may not think about clicking on the shirts, so they will never get to know about the category being present. The screen shots given below highlights the category related problem. Even the spelling of T-short is wrong. Instead of t-shirt it is written Tee-shirt.

Figure 29 - Category Problems_1

Figure 30 - Category Problems_2

Not only men t-shirt but also Kids category also have too many confusions. The sub category and placing of products under Kids category are not proper. Boys 'pant shirt' sub category is filled with individual pants and shirt more than set of pant shirt which the category actually shows. If anyone wants to check t-shirt or shirt alone they do not have any way to filter or customize it to get the desired result. If anyone search for set of 'pant shirt' they will have to scroll down or change page too many times since the number of sets of the products are less in number. Same problem is faced in the newborn nima category where there are both nima and fatua available for the kids. Similarly like boys 'pant shirt' section, here too the products are jumbled together. There is no proper category of individual clothes.

In the category girls under kids section, there is no individual category for girls frock, where as a large number of girls frock are sold in Aarong. The girl's frocks are put under the sub category 'skirt/top set'. Many people know aarong selss frock for the girls, so if they are looking for the products they will be left wondering looking for the tabs not knowing where it is. The screen shots have been added in the appendix.
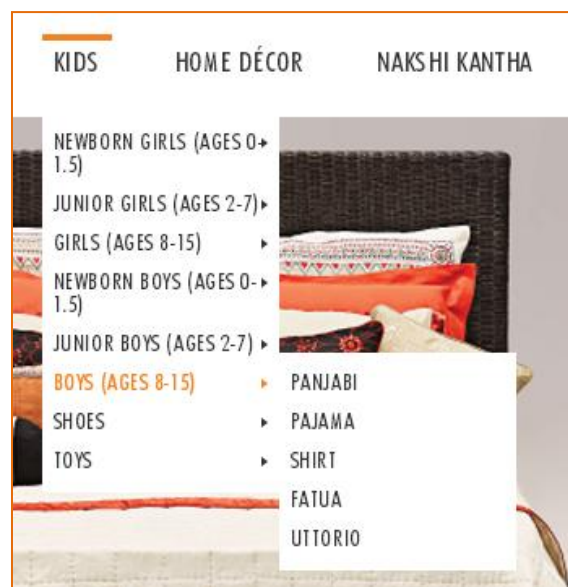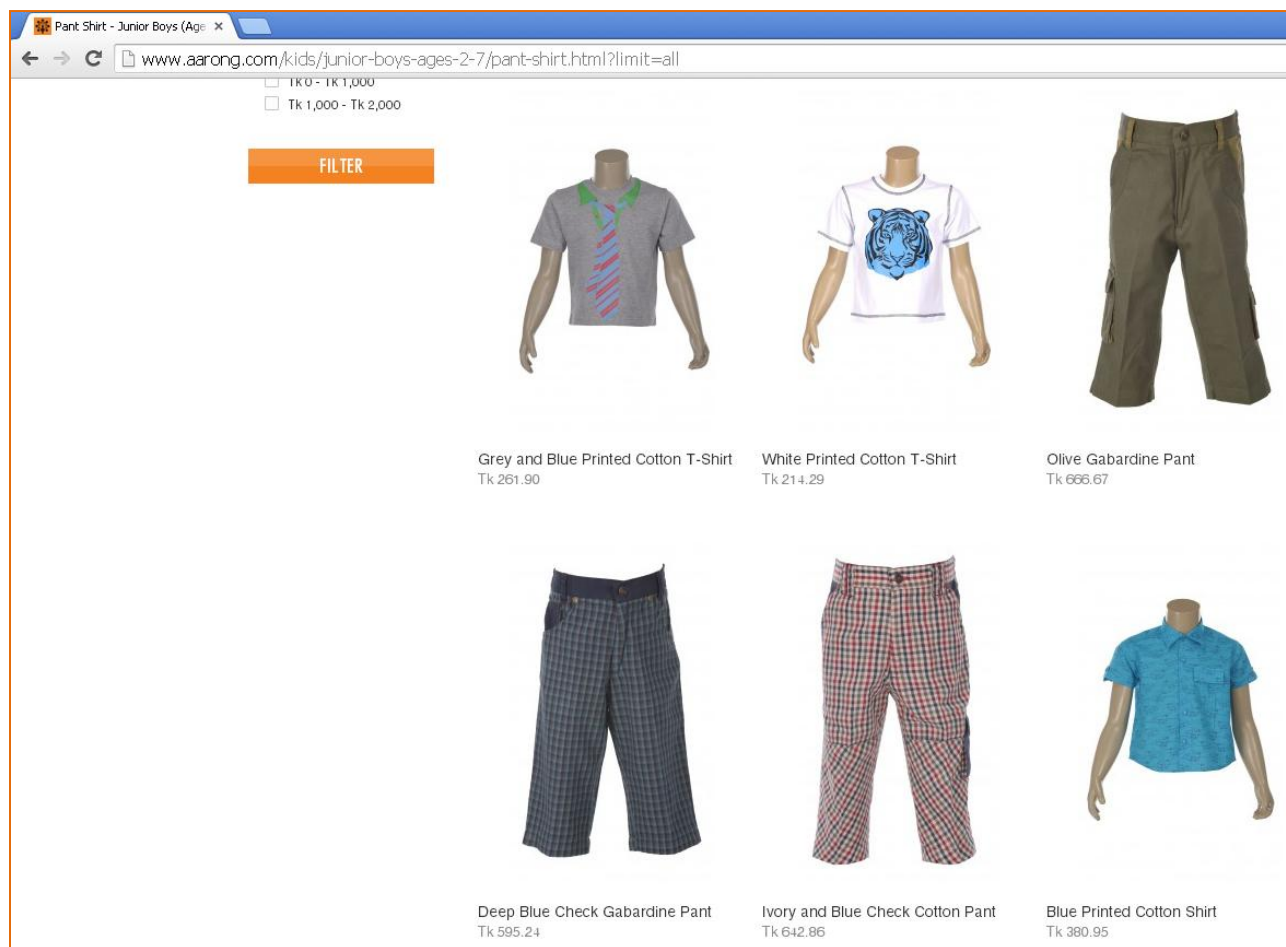

Figure 31 - Category Problems_3

Figure 32 - Category Problems_4

- ***Banner Issues:***

The main banner in the website is filled with either promotional stuff like 'opening of new outlet', 'availability of Eid products in the website and outlets' or old banners like the ones from Pohel Baishakh photoshoot. Pohela Baishakh went away back in April, still the banners promotes those products more than the new arrival ones. Even there is a banner promoting a saree with is not even available in the website. This leaves a bad impression in the mind of the customers that products which are unavailable are promoted and they do not even find them in the website to buy. This also reduces the number of clicks in the website. A customer will not bother about checking out old products if they are shown in the banner for months after months.
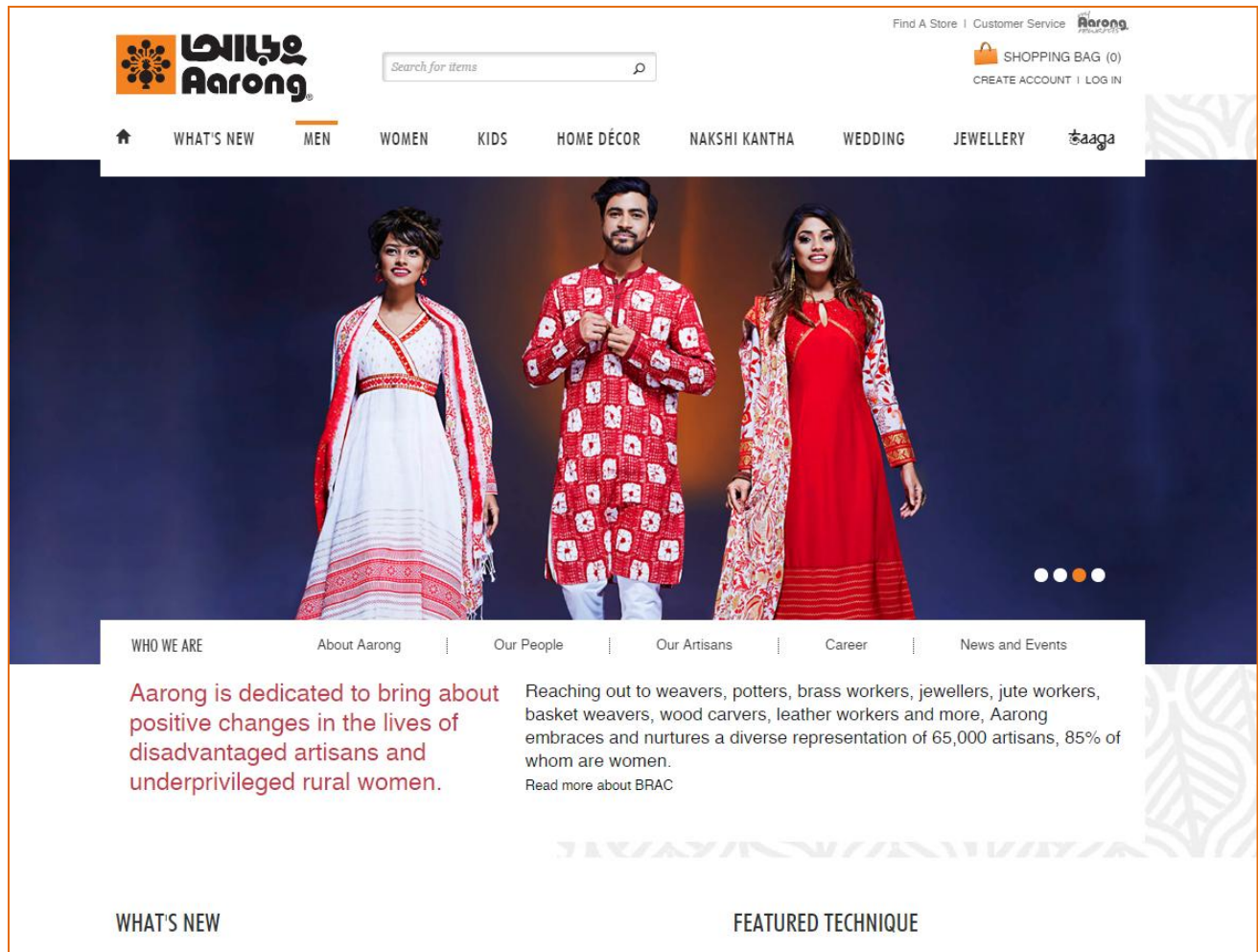
Figure 33 - Banner Issues (Screen Cap Taken on 19th June. 2015)

▪ *Sale Filter:*

There is a 'product on sale' option in the website where the products on sales are displayed. However, even when there are no promotional offers the option is not disabled. If any customer tries to check on the product they will be left disappointed and the promotional is empty.
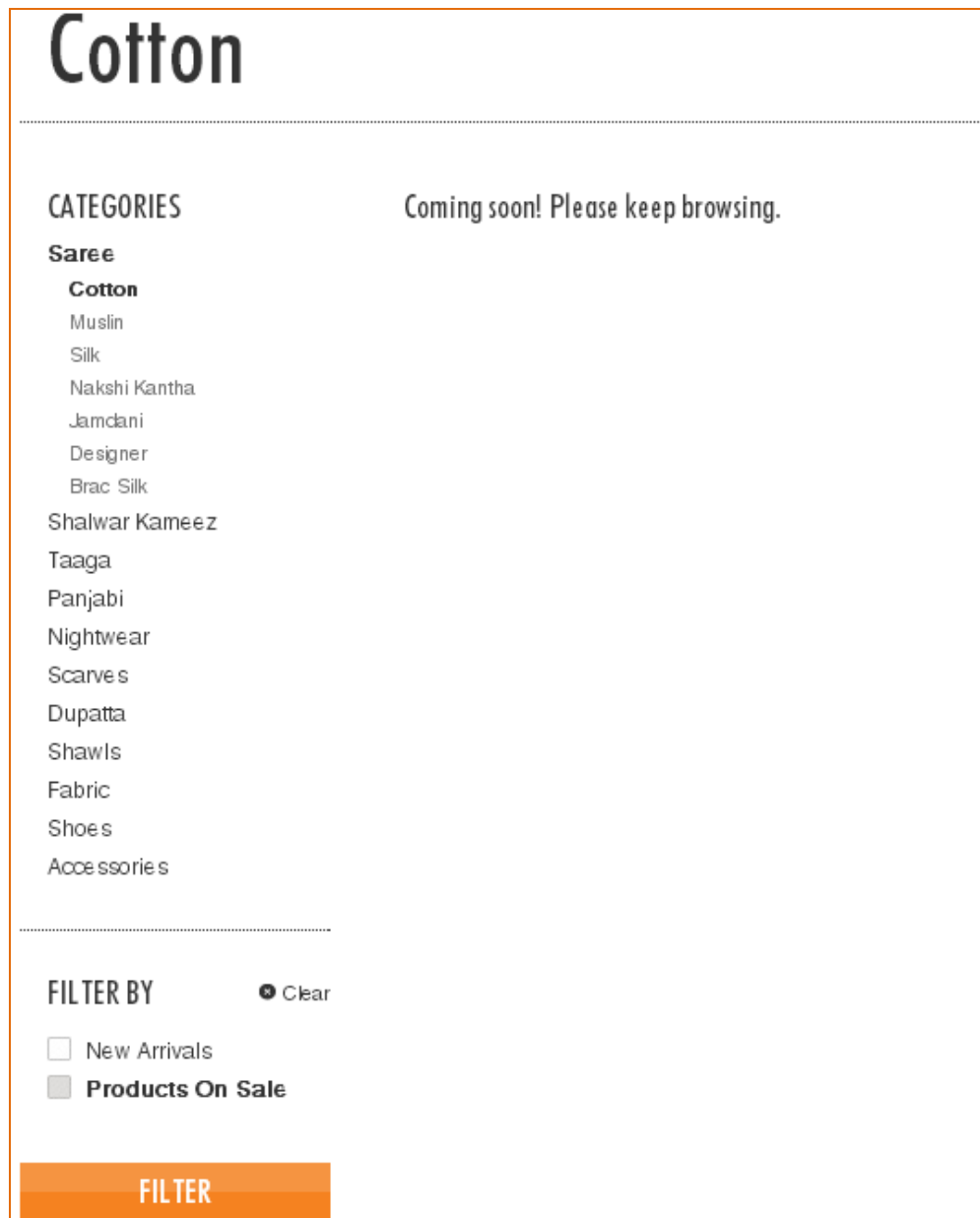
Figure 34 - Product on Sale Filter

- *Wrong category name:*

There are two categories whose spelling is wrong. One is T-shirt and another one is the subcategory Koti under Wedding. In the website it is writer 'Tee Shirt' instead of T-shirt and 'Coaty' instead of Koti. Customers search in the browsers write t-shirts or koti not the spelling which are used in the website.

Service Usability Issue:

Some of the problems mentioned below are compiled after getting to know about the feedback given by the customers to the customer care.

▪ *Payment Issues:*

Product payment is done by using credit cards, cash on delivery, bkash etc. However, from some of the places cash on delivery is not accepted. In Bangladesh, the customers are still not secure about other payment services; they prefer cash on delivery over credit card or bkash payments. Aarong does not take cash on delivery from some areas of Moulovibazar, Ponchogor, Nilfamari etc. It creates hurdles for the customers from those locations if they do not prefer other payment methods other than cash on delivery.

The delivery of the products which are paid by using credit cards faces problems many times. A customer who orders from foreign countries using foreign credit or debit cards faces the payment problems. Their cards might not support the payment in Bangladeshi currency. If there were currency changing options then it would have been easier for foreigners to pay through credit cards. Not only foreigners even some Bangladeshi people using cards for payment face trouble while paying. As a result of these hassles, customers do not retreat from ordering any products from the website.

▪ *Registration Hassle:*

Registering in the website of Aarong is bit confusing and quite a lengthy process. There are too many steps to follow. In Bangladesh many customers are not tech savvy yet. Complicated registration process creates troubles for the customers most of the times. Even though customers can shop in the website without creating any account but they cannot keep a track on their delivery. Having an account helps to keep a record of their delivered goods.

Aarongs website has steps like to give two addresses one for billing and one for shipping the products. To give two same addresses or two different addresses creates confusion on the mind of the customers.

Figure 35 - Registration Hassle_1

There are some unnecessary options compulsory to fill like where the customers heard about the website. Many customers may find it inessential since it serves no purpose to them.

Figure 36 - Registration Hassle_2

There is another option about 'Care Of' which means if the person to whom the product was supposed to be delivered is not available, then another person may receive the delivery of the ordered product. This option most of the people will not understand. It comes off quite confusing and unconvincing.

Figure 37 - Registration Hassle_3

- *Order Cancellation:*

Ordered Products cannot be cancelled in Aarong's website. If a customer thinks about cancelling the product they will not be able to do so. No option regarding cancelling orders may create inconvenience for the customers. They have to call the customer care of Aarong to cancel the order which is also takes lots of trouble and hassle.

▪ *Lengthy Order Placing Process:*

According to Bruce Tognazzini "Limit the number of pages and interactions necessary for a user to accomplish his or her task" Chaffey (2009). The layer in order process confuses the customers. It puts resistance accomplishing the task of the customers to order products.

Just like the registration process, the order placing process is also lengthy. There are many steps to follow while adding the product in the shopping bag. Then the shipping address needs to be updated every time with each delivery. Such steps might come off as hassle to some customers. For example, when customer clicks add to bag for a product a pop up comes up to take it to the next step.
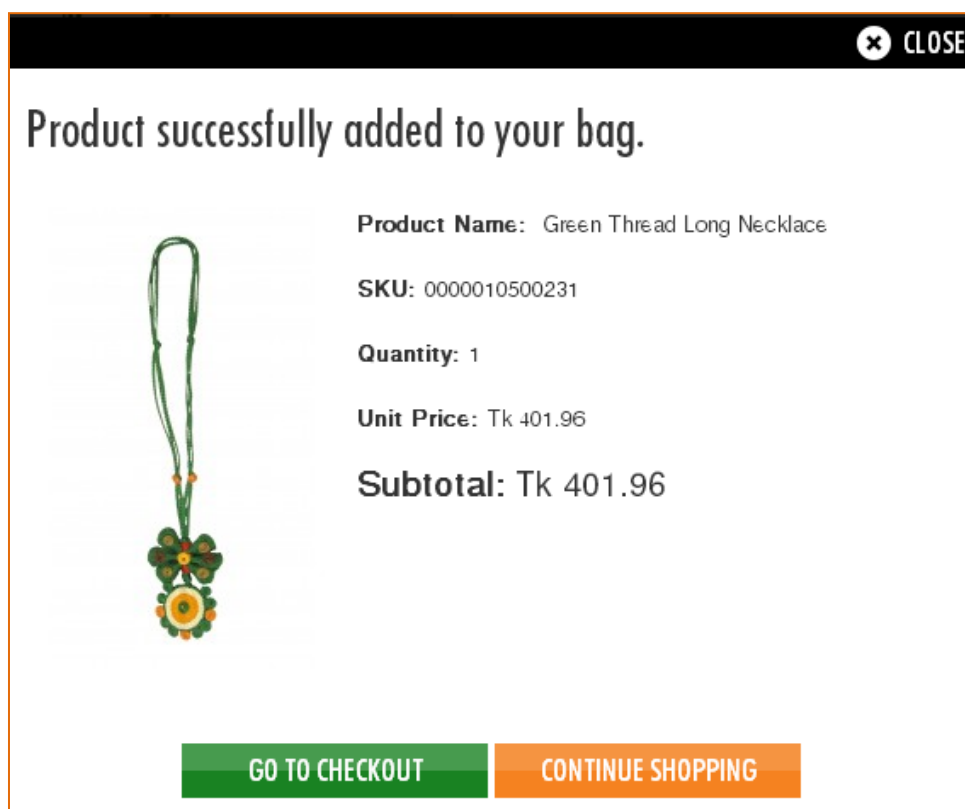
Figure 38 - Order Placing Process

Even without this pop out the product does goes into the shopping bag. This continues shopping or go checkout does not have much role to play in ordering products or confirming the order.

3.2 Comparisons with competitors:

To compare Aarong's website with other leading fashion houses and handicraft shops, I chose 'Kay Kraft' (http://kaykraft.com/) and 'Rang' (http://rang-bd.com/). There were many more fashion houses or similar retail shop like Aarong, but Kay Kraft and Rang are the best competitors of Aarong.

The sites have been checked on 4th and 12th May 2015.

- *Meta-Analysis:*

Meta data plays important role in giving a website good ranking and perform better in the Google search. Appropriate description, title and keywords help a company website to rank in Google and show up in the first page of the result without any payment.

```
<title>Aarong | Ethically made handcrafted products | A
BRAC social enterprise</title>
<meta name="description" content="Aarong - Number one
lifestyle retailer in Bangladesh and social enterprise of
BRAC" />
<meta name="keywords" content="Aarong - Shop handcrafted
clothing for men, women, kid, home, Nakshi Kantha, wedding
and jewellery " />
```

Figure 39 - Aarong_Meta Data

```
<title>Rang | Leading fashion house of Bangladesh</title>

<meta http-equiv="Content-Type" content="text/html; charset=utf-
8" />
<meta name="description" content="Welcome to Rang Online Shop! "
/>
<meta name="keywords" content="Fashion house,bangladesh,online
shop,rang,rang online bd,rang online bangladesh,eid online
shopping,eid,eid online" />
```

Figure 40 - Rang_Meta Data

```
<title>Welcome to KAY  KRAFT | Online Store for Men, Women, Kids
&amp; Household</title>
<meta name="description" content="Default Description" />
<meta name="keywords" content="Kay Kraft E-commerce Online
Store" />
```

Figure 41 - KayKraft_Meta Data

✓ Meta Title:

The Meta title of Aarong is poor compared to Kay Kraft and Rang. The Meta title of Kay Kraft has the words like online shop for men, women etc or Rang has the words like leading fashion house. When customers search on websites for buying clothes they use these common words. Aarong's website has 'A BRAC social enterprise' included in their title. However, in my opinion Aarong a brand itself does not needs BRAC's name attached to title for any customers to search for the website. The Meta title pictures are added in the appendix.

✓ Meta Description:

Kay Kraft does not have any Meta description like Rang or Aarong. However their ranking in Google is better than Aarong. Rang's website also ranks higher than Aarong's website. This is mostly because Rang's website description has words 'online shop' which is often used by the customers. As a result both the websites ranks higher in Google results in different searching sessions. Kay Kraft too offers handicraft products and Aarong has handicrafts written in their title, yet Kay Kraft ranks above Aarong. It happens due to description which appears during searching. It has all the words a customer looks for while searching for desired products. The description pictures are added in the appendix.

✓ Meta Keywords:

Keywords used precisely helps in the ranking of a website. The keywords used in the competitor's websites are words which are the customers mostly use while searching products online. Aarong's website too has keywords but those are not enough for the website for having a better result. In my opinion the word 'online shop or store' is very important for any website selling products on the virtual shops. Aarong does not use the words but its competitors Kay Kraft and Rang uses it. As a result their result is better than Aarong. The keyword screenshot pictures are added in the appendix.

▪ *Search Engine Optimization:*

As discussed in the problems part, Aarong has very poor SEO compared to its competitors. When 'handicraft fashion house websites in Bangladesh' is searched on Google, the result for Kay Kraft and Rang comes above Aarong's website. This is because the search engine optimization of Rang and Kay Kraft is better than Aarong. The competitor websites have the

words like 'online shop, online stores for men, women and children, e-commerce store,' in their title, description and keywords. Those are the words which are mostly used by the people who search on website regarding clothing and other products online. Aarong does not use such keywords; as a result their ranking is Google is very low. Proper usage of keywords helps a company or an organization to gain good ranking. The screenshots of the Google result for the search have been added in the appendix.

- ▪ *Product Content:*

As earlier mentioned the product content in Aarong is not very descriptive, like how a product description should be written. The product descriptions in Aarong's website are not clear. The description about the products they are offering is not full. Moreover, Aarong's product descriptions and information are given in different pages which increase the number of layers to know about a product. The website of Rang has a precise and to the point description about the products they are offering. On the other hand Kay Kraft does not have a good content compared to Aarong. Here the website of Aarong has advantage to develop their content and rank higher than Kay Kraft and even Rang.

- ▪ *Home Page Content:*

Kay Kraft and Rang does not have any content written about their company on their home page. Aarong does have content on their home which talks about Aarong. However, the content is not rich enough give a better SEO for Aarong. The competitor website Rang has their product category names in their home page. Kay Kraft has the online shop tag in their home page. These small links, words and product name categories helps the customers to click on the desired pages in lesser time. In Aarong's website, to check products there are too many layers to follow, which might irritate the customers as it wastes time.

- ▪ *Loading Problems:*

From the testing tool pindom result, it is observed that the loading time for Kay Kraft or Rang takes lesser time than Aarong. For Kay Kraft it takes 1.12s to load and for the time required for loading is 1.40s. Aarong's website takes more time to load than its competitor's website. For Aarong's website the time required for loading the home page is about 1.62s.

In Firefox and Internet Explorer, the website of Aarong takes huge amount time to load especially in Internet explorer. In Firefox the website of Aarong sometimes hangs while loading. On the other hand the competitor websites loads face problems too in loading in these two browsers but they are not so complicated like Aarong's one.

- *Filter Option:*

When customer filter or customizes colours, material or price option in the competitor's websites, they are directed to the customized page automatically. However in case of Aarong's website, the customer needs to click filter every time one option is selected.

- *Special Offers and Occasions:*

During the festivals like 'Pohela Falgun' or 'Pohela Boishakh', Aarong's special products for these special days were uploaded late. Most of the festival special products were uploaded after the days were over. Whereas the competitor websites uploaded their festival products more than a month ago for the customers to buy before the festival started. This leaves a negative impression on the customer's mind as they log into websites for buying festival related products and those are not there.

- *Promoting sold out products:*

Aarong's home page banner has the sold out product as promotion for months now. Any customer looking for that certain Saree will be left disappointed because it is promoted and the product is not even available. The websites of the competitors, Kay Kraft and Rang, have the products.

- *Registration:*

The registration process in Rang and Kay Kraft is comparatively less complicated than Aarong. The competitors have kept their sites less hassle free since many customers in Bangladesh are less tech savvy. The customers find it easier to register in Kay Kraft and Rang than Aarong.

- *Product Pictures:*

Aarong uses mannequin for displaying their textile products. Kay Kraft uses models to display their products. Both mannequins and models are used by rang to showcase their clothing. However, most of their products are worn by models, only few are used in mannequins. There are many customers who prefer models wearing the clothes than seeing mannequin wearing them. This is because models wearing the products give more realistic display of the products than the mannequins.

- *Marketing:*

The marketing for Aarong.com is poorer compared to its competitor Rang. Everyday there is 'Deal of the Day' given by Rang. In this 'Deal of the day' products are given at discounted price. During Mother's Day both Rang and Aarong websites offered special mother's day mugs. However Aarong did not promote it like Rang did. Kay Kraft does not have much of promotions. However, compared to Rang and Kay Kraft, Aarong has a verified Facebook page which promotes the website to the customers to buy products.

- *Currency Changing Option:*

Kay Kraft has option to change from Bangladesh currency to USA currency. Rang shows both dollar and taka amount side by side below their products. Any customers from foreign countries may not bother checking out the product by clicking on them if they do not see any currency changing option.

Figure 42 - Kay Kraft Currency Option
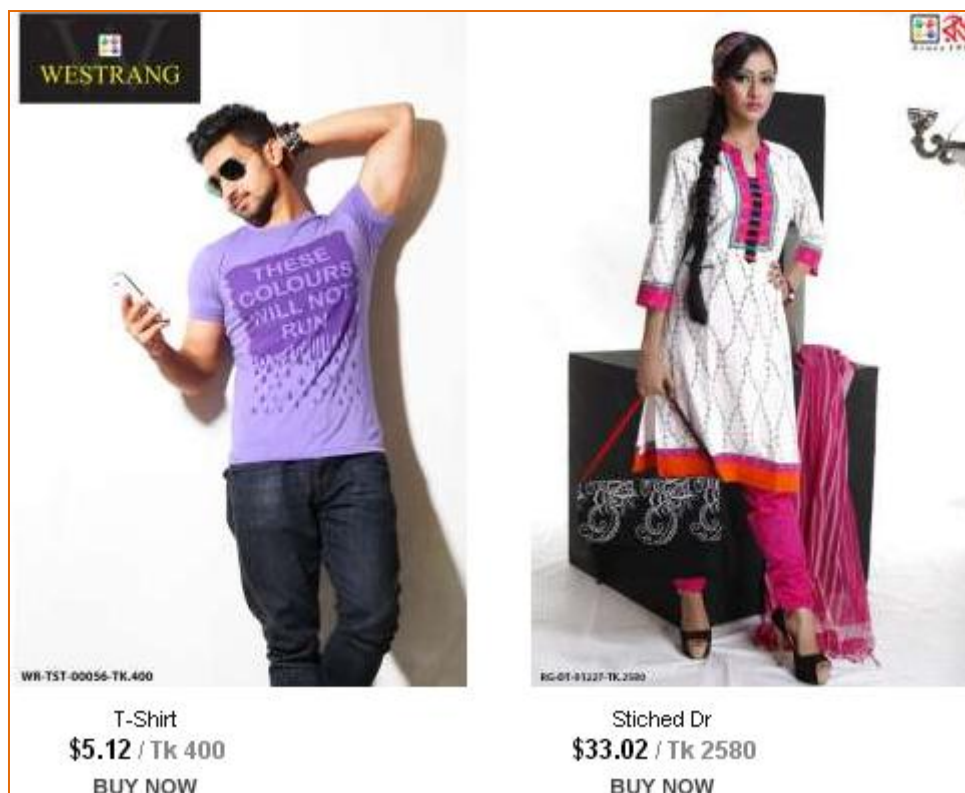
Figure 43 - Rang Currency Option

However, Aarong shows only Bangladeshi currency. There is no other option to change the currency. If any customer from foreign location tries to judge the amount in dollars they will have to do it by checking it manually. As a result the customers from foreign location will find more ease in using competitor websites as they show the currency in dollars.

- *Foreign Delivery:*

Kay Kraft and Rang delivers product to foreign locations apart from selling and delivering products in Bangladesh. Aarong on the other hand does not do international delivery. There are many Bangladeshis who live in foreign locales. They might want to buy the Bangladeshi handicraft, textile and non-textile products from Bangladesh. They will be able to visit and buy the products from competitors as Aarong does not offer internal delivery. Buying products from Kay Kraft or Rang might look easier for them.

CHAPTER 4: RECOMMENDATION

The website of Aarong has to increase their web usability. For a successful website to get more visitors and customers so that they come back again and again to their website for experience effortless and easy web browsing, every company has to improve their web usability. Aarong's website lacks web usability hence it is not popular and ranks low in search engine optimization.

- The Meta title of Aarong's website needs to be more advanced and strong to have a better ranking in Google. For example, the Meta title can be "Aarong- The Number#1 Handicraft Fashion House Bangladesh-A BRAC Social Enterprise".

- The website of Aarong does not have a proper Meta description. The first most important task by the company to improve their website is to add the Meta description which should be to clear and to the point. The Meta description should not exceed 150-160 words and needs to be precise about describing what the company is about and what they do. For example, "Aarong, the handicraft online shop for men, women, kids clothing, products for home, décor, dining, furniture, wooden accents, Nakshi Kantha products, jewelry etc".

- Proper keywords can be used for Google to recognize and having good ranking and SEO. The web is very densely populated with sites now, it is almost impossible to achieve constant high ratings for a one word search in Google or any other search engines. Achieving constant top ratings for two word or three word search strings is the realistic goal now. Aarong can use keywords like Panjabi for men, kids, boys or shalwar kameez for girls, women etc. keywords for getting a better ranking. It is really very important to choose the right keyword for optimization.

- The main home page of the Aarong's website lacks the required description of an organization. The description about the company in the home page does not show what the company is all about. The content needs to be written only mentioning about the company and what it is about. Aarong's website should add more content regarding their company in a brief description, so that the customers at a glance can know what the website is all about and what they are offering. The content of the website of Aarong needs to be written clearly. They content should not be complicated or complex. If the description is complex then Google will not be able to decipher what the company is

about hence the ranking will not improve. A searcher for a 'fashion house' may want to know about the organization, what they offer and what the company is about and what they do. Aarong needs to re-write their content and clearly mention about their company and its importance.

- Aarong has the only default language which is English. There is no option for changing the language into Bengali. Language options needs to be added in the website. The website is of a Bangladeshi company, so it is important to have the Bengali language option. Many customers may want to read the content in Bengali language. Bengali language option should be added. Apart from Bengali language, the website can even put other languages since many orders come from foreign countries as well.

- The pop out about how the product has been successfully added to shopping bag can be removed as it if unnecessary. It is because even without doing anything in the pop out the products are added to the bag.

- The main banner in the website is filled with promotional stuffs like old banners like the ones from 'Pohela Boishakh'. Instead of promoting old products, the website should promote their new arrivals or available products in the banners. It will help to attract the customers who will eager to check out the new arrival products.

- The loading issues needs to be fixed so that the entire product shows up. There are times when one products loads and rest does not load or loads half. If the problems are fixed customers feel ease at browsing.

- Add products in the category which does not have any products so that the customer does not go back being disappointed. It will help to reduce the bounce rate.

- The product and services provided by Aaarong's website is not written in detailed form. The description of the products and services are written in brief. The brief description lacks the important details. The description of the product and services offered by the site should be elaborated. The content of these descriptions should be clear and without any complications. It should be easier for the visitors to understand.

- The competitor websites Kay Kraft or Rang does not have detailed description of their product and services. Aarong's website can update their description of the product and services. This will give them a competitive advantage against Rang and Kay Kraft. Even though there is hardly in content in the home page of the competitors, their SEO is strong.

Aarong needs to put more content on their home page which is important and helpful to the users. This will help them to have a better SEO.

- Aarong needs to come up with their mobile application so that customers can log onto the website from wherever they are while roaming. A mobile app can also help in loading the images of the products properly without much of problems.

- The colour palette should be proper and include the name of the colours mentioned for the better understanding of the customers.

- Automatic customization should be made so that whenever a customer tries to customize a colour or any category, they are directly taken to that products or page.

- There are some products whose picture and physical appearance does not match. Real or close to the actual product picture should be provided so that customers do not feel that they asked for one product and got another.

- The categories and sub categories needs to be fixed so that whenever a customer a search they can get the desired product they are looking for. Each products line should have categories individually.

- The delivery and payment issues need to be fixed along with the order cancellation. It can be done through phones or mails.

- Right colour name should be used for the products. In the website some products colour description does not match with the real product. So some research needs to be done for colours.

- The registration and ordering process is too lengthy in Aarong's website. Proper steps should be taken to reduce the number of steps so that the customers do not feel hassled.

- Visitor's feedback should be encouraged. Opportunity should be given to the customers or the visitors to place their criticism, praises suggestion etc. It can be done through mails, phones or by introducing customer's feedback section in website (Awad, 2008).

If the website of the Aarong's website takes the necessary steps to improve their website, the web usability of the website will be smoother and convenient to use. More visitors will visit the site to look for the desired products. The website rank will increase and the name of the company shall expand more in the online shopping world.

CHAPTER 5: REVIEW PROCESS

Analysing the website of Aarong I found some major problems in the websites. The website needs some update and modifications so that it performs well and the customers find their necessary information and products within the website. The organization should check their website before updating it and give 3 to 4 months for the new development to settle and work. After 3-4 months they should check again to see how their website is working. Some suggestions to improve the performance of website are discussed below:

- The Meta data should be updated to have a better ranking in Google. A proper meta data will help the organizations website in getting more customers both nationally and internationally.

- The content in the home page should be updated so that it is clearer and shows what is the company is about and what products they offer. If the content is unclear the visitors from other countries will not check rest of the pages and go back.

- Language options should be updated there so that if any customer wants to use Bangla language can use it to check the products details. If anyone wants to use English they can use that.

- The description of the products should be more informative so that the customers get the view of the product mentally even without seeing it physically.

- Set proper keywords for each product and the main home page so that whenever a customer search, Aarong's website comes up in the top.

- Shortening the lengthy processes of registration and payment can give more ease to the customers as they will feel no hassle.

- Add more products in the categories which lack products like the wedding category or the office accessories.

- The categories names should be fixed. For example the spelling of t-shirt is wrong and the category does not even have link in the main menu. That needs to be fixed.

- The loading issues needs to be solved. The products should take lesser time to load and also the main home page should not take more than few milliseconds to show up.

- Fixing the delivery and payment issues.

- The colour palette problem and the name of the product colours should be check and fixed accordingly and as suggested in the recommendation.
- Proper and perfect picture should be taken of the product and edit them accordingly so that there is no difference between the actual product and the image given in the website.

After the changes done in the website, the organization should give some months to check and observe the website and see how it is performing and compare if the bounce rate has reduced or the rank gone higher than the previously recorded or resulted data. This will help the website of Aarong to learn more about what their customers want and looking for in the website.

In 'E-commerce from vision to fulfilment', Elias M. Awad suggested to test the website again and again. First it should be checked whether the website is technically right. Then the site should be check if it right in the eyes of the visitors (Awad, 2008).

The website should be tested on the people. The test subjects will navigate the website and describe their observations. Both their screen movements and voices can be recorded for later viewing. Once the test subjects are done with their observation, they can answer a questionnaire. This means the company can get both a written report and a video of them using your website and telling them exactly what was easy or difficult in the website. What is not clear or confusing? (Carr, 2010)

CHAPTER 6: CONCLUSION

The job description and responsibility is discussed in the beginning of the report. The main purpose of the report is to analyse Aarong's website usability. The website of Aarong has been analysed. Analysing the website, we have figured out some of the major problems in the website. What is stopping the website to have a better rank in the Google is its poor Meta Description and Title along with many other problems. Comparing the Aarong's website with the competitors we saw where the website is lacking behind. In some of the parts of the website of Aarong has competitive advantage where they have scope for improvement. Some recommendations have been suggested according to the problems we found. The company should have a review of the website for some months to check how it is performing. This report should help the website of Aarong to have a better view of what problems they have in their site. The recommendations will help them to make their site better. This report has given a platform to understand Web Usability in practical way and learn more about how a website should be designed according to customer's preference.

CHAPTER 7: REFERENCE

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CHAPTER 8: APPENDIX

Content Development:
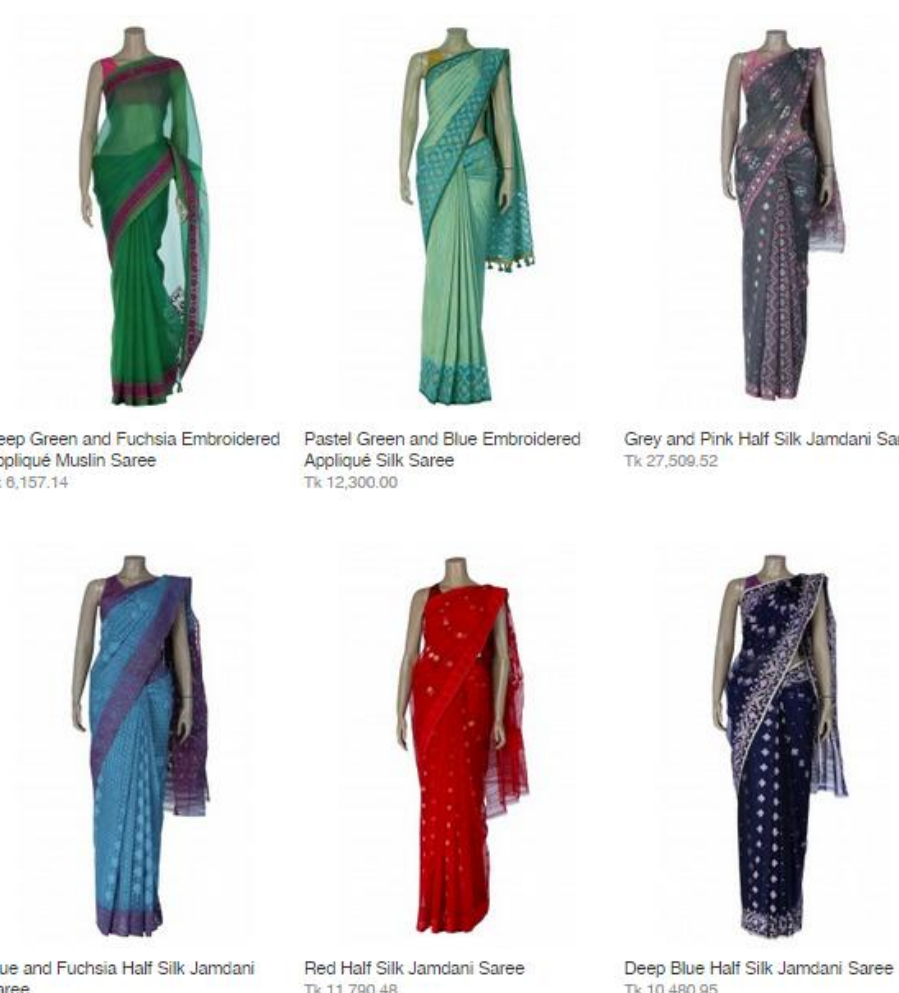
Figure 44 Content Development_1

Figure 45- Content Development_2

Search Engine Optimization:

Figure 46- Search Engine Optimization_1

Figure 47- Search Engine Optimization_2

Search Engine Optimization Keywords:

Initial SEO Keywords

The following tables capture the initial SEO keywords identified in our workshop. These keywords are further broken down into primary and secondary priority based upon projected user motivations and search terminology as well as the popularity of select Aarong products.

Primary Keywords

Brac products	ethnic tops
handmade goods	send gift to Bangladesh
Bangladeshi fashion	Nakshi Kantha
kameez	panjabi

Secondary Keywords

hand loom fabric	handmade corporate gifts
wedding decorations	Brac artisan products
artisan products	decorative candles
terra cotta products	social enterprise
fair trade organization	ethnic tunics
eco-friendly products	buy in Bangladesh
UNESCO seal of excellence products	seal of excellence
AZO free fabrics	pahela baishakh collection
made in Bangladesh	mens ethnic wear
ethnic kurtis	non profit goods
hand embroidery goods	handmade paper
Dhaka muslin	Bangladesh fashion brand
handmade products	mens kurtas

Figure 48- Aarong SEO Keywords_1

Bangladeshi handicrafts	**Shopping in Bangladesh**
eid collection	**Bangladeshi souvenirs**
Jamdani	saree
fair trade products	
Bangladesh artisans	handcrafted products
ethnic wear	ethnic collection
jute bags	embroidered quilts
kids wear Bangladesh	artisan jewelry
Taaga	handcrafted leather goods
muslin apparel	handmade brass
handmade leather bags	holud dala decoration
natural dye products	home decor Bangladesh
Brac social enterprise	jute products
lungi	lifestyle store Bangladesh
Bangladeshi maternity wear	handcrafted jewelry
sustainable products	non profit shopping

Figure 49 - Aarong SEO Keywords_2

Browser Compatibility:

Figure 50 - aarong.com in Internet Explorer 1
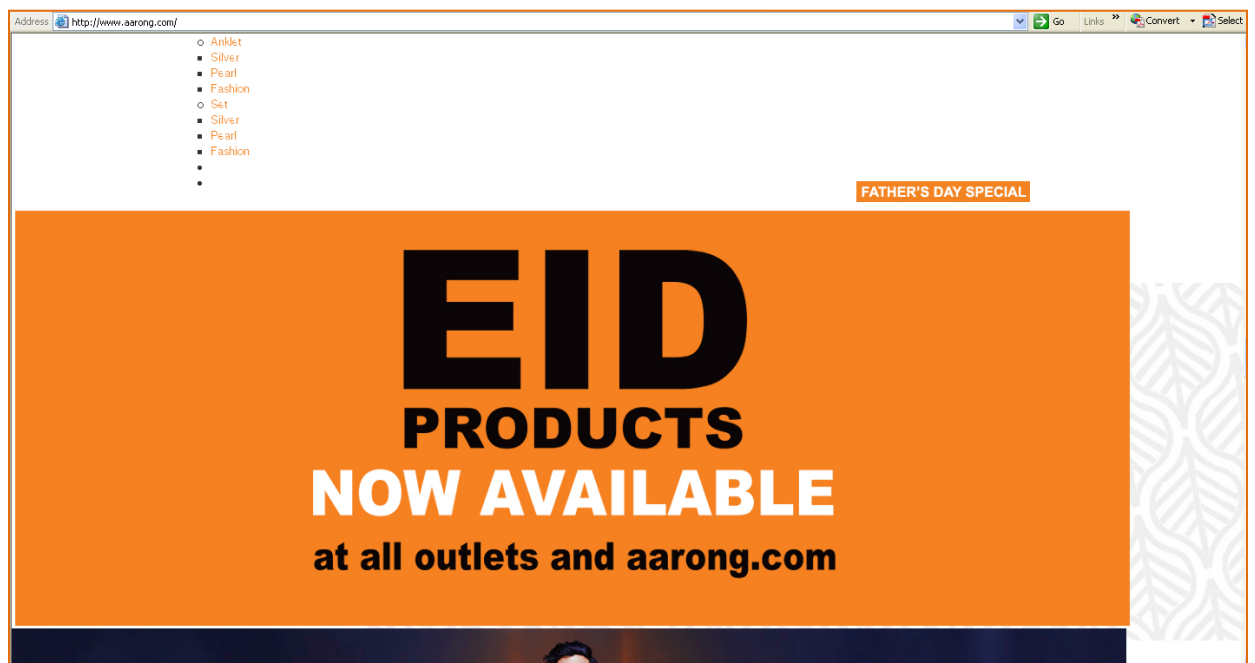

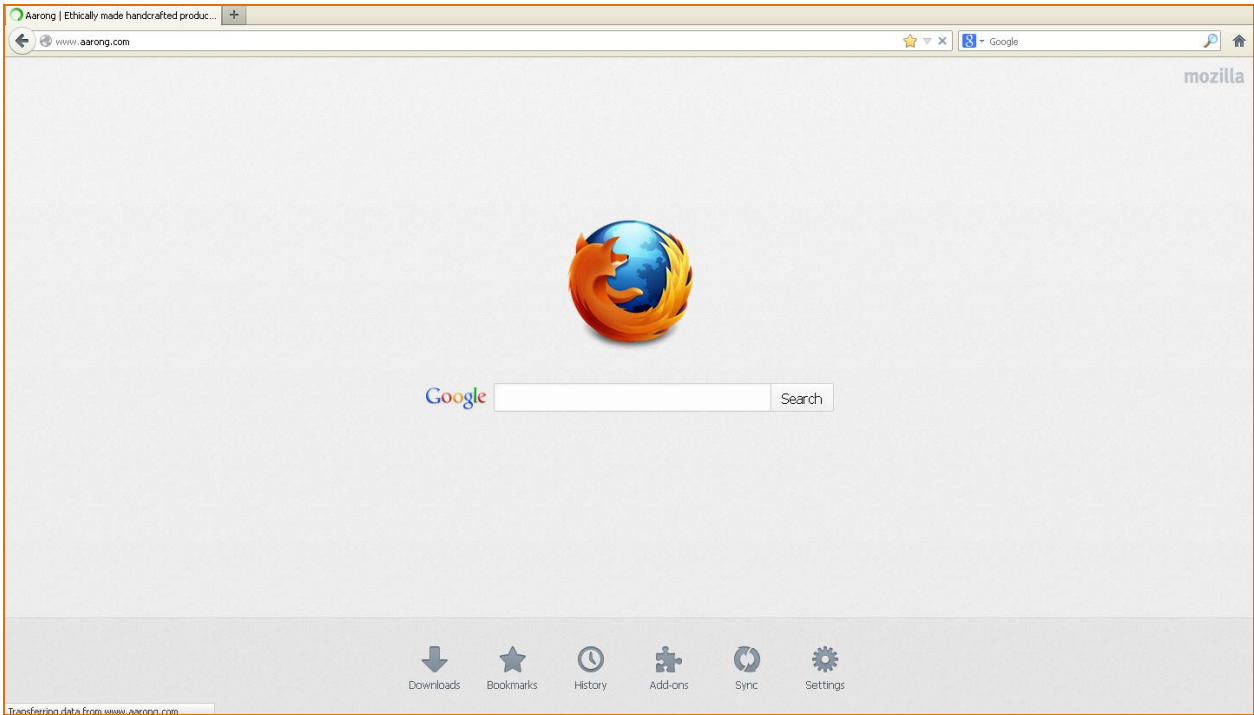**Figure 51 - aarong.com in Internet Explorer 2**

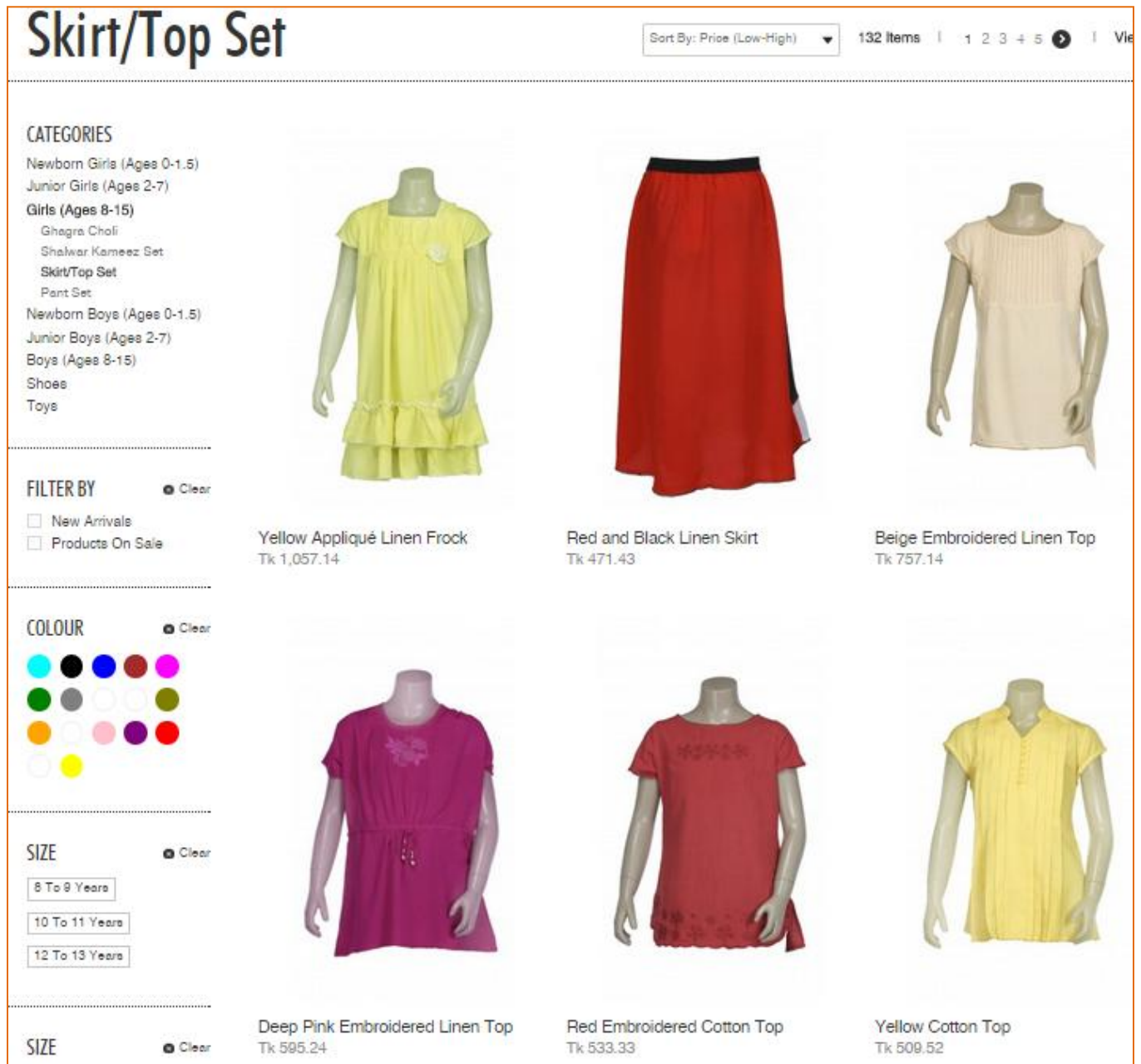Figure 52- aarong.com in Firefox

Category Problem:

Figure 53 - Category Problem

Meta Title ScreenCaps:

```
<title>Rang | Leading fashion house of Bangladesh</title>
```

Figure 54 - Meta Title of Rang

```
<title>Aarong | Ethically made handcrafted products | A
BRAC social enterprise</title>
```

Figure 55- Meta Title of Aarong

```
<title>Welcome to KAY  KRAFT | Online Store for Men, Women, Kids
&amp; Household</title>
```

Figure 56- Meta Title of Kay Kraft

Meta Description ScreenCaps:

```
<meta name="description" content="Welcome to Rang Online Shop! "
/>
```

Figure 57- Meta Description of Rang

```
<meta name="description" content="Aarong - Number one
lifestyle retailer in Bangladesh and social enterprise of
BRAC" />
```

Figure 58- Meta Description of Aarong

```
<meta name="description" content="Default Description" />
```

Figure 59 - Meta Description of Kay Kraft

Meta Keyword ScreenCaps:

```
<meta name="keywords" content="Fashion house,bangladesh,online
shop,rang,rang online bd,rang online bangladesh,eid online
shopping,eid,eid online" />
```

Figure 60 - Meta Keyword of Rang

```
<meta name="keywords" content="Aarong - Shop handcrafted
clothing for men, women, kid, home, Nakshi Kantha, wedding
and jewellery " />
```

Figure 61 - Meta Keyword of Aarong

```
<meta name="keywords" content="Kay Kraft E-commerce Online
Store" />
```

Figure 62 - Meta Keyword of Kay Kraft
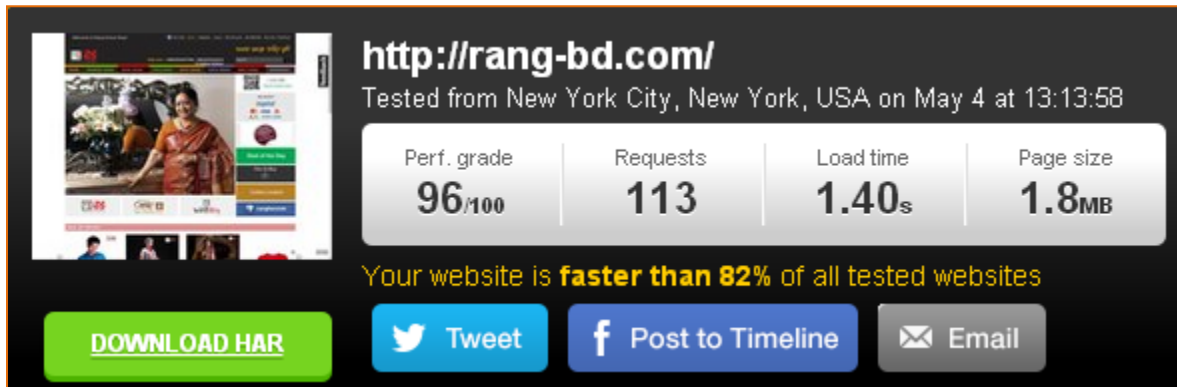
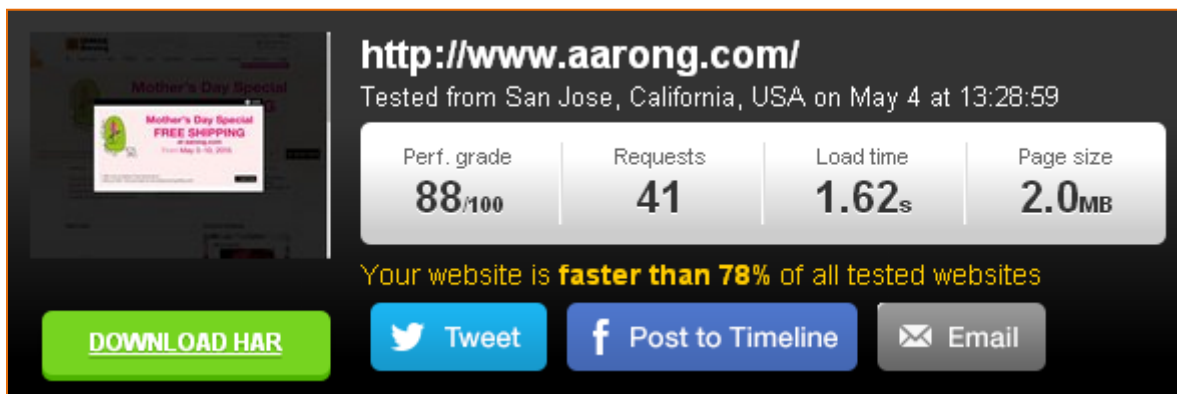**Pingdom Screencaps:**

Figure 63 - Pingdom Result for Rang

Figure 64 - Pingdom Result for Aarong

Figure 65 - Pingdom Result for Kay Kraft