

Web Usability of Aarong



Internship Report

On

Web Usability of Aarong, E-Commerce



WEB USUABILITY OF AARONG, E-COMMERCE



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Web Usability of Aarong



Letter Of Transmittal:

16th August, 2015

MD. Jaber Al Mursalin

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Subject: Web usability of Aarong

Dear Sir,

This is my great pleasure to submit the internship report for BUS400 course requirement, done on the website “www.aarong.com”. The title of the report is “Identifying the website of “http://www.aarong.com/” on the Basis Web Usability, with possible recommendation’. This report intended to know the details of Aarong official’s website.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to prepare this report. However this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would be my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if required & please do not hesitate to inform me if you have any query on this report or any other relevant matters.

Thanks and best regards,

Sadaf Min

11104007

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Acknowledgement

At the very beginning, I acknowledge the immeasurable blessing and profound kindness of “Almighty Allah”- the supreme authority of the universe.

Foremost I am thankful to my course teacher Jaber Al mursalin, Assistant professor of BRAC Business School, BRAC University, who helped me in preparing the entire report. I am also thankful to Tanvir Hossain the marketing manager of Aarong who gave me the real corporate life experience. This project report is one of the greatest additions to my knowledge and wonderful experience. Making this project paper I also took help from many employers of Aarong. I am thankful them to all.

Finally, I am pleased to complete the project paper on the given subject properly and authentically.

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Executive Summary

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. They started their journey to change the lives of artisans and unprivileged rural women. Aarong enlighten them by encouraging their arts and crafts. They product design of Aarong symbolize the Bangladeshi culture. Aarong was established to help the marginalized people of Bangladesh. The reason is most of the people in Bangladesh live in the rural areas. They are the most disadvantageous and marginalized people and Aarong has developed a ground for these people. According to this 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 to the low income and marginalized people in the rural areas to overcome the three main obstacles.

At the beginning their target buyers were a few merchants of Dhaka. Soon enough, Aarong started to grow and spread throughout the whole country, from one single shop to the biggest retail chains of Bangladesh. They have variety of product line. It has all products under one roof. At present Aarong have 15 domestic outlets in Dhaka, Chittagong, Sylhet, Moulvibazar, and Khulna and 1 franchise outlet in London. Since 1984 this organization is exporting their products in Italy, U.K., Spain, Canada, Japan and other countries. The target customers of Aarong are middle and higher socio-economic classes, expatriates, foreign visitors (tourists and business travelers) and Bangladeshis living abroad .They have established many outlets all over the country still they are planning to set up more outlets.

On 16th July 2014, Aarong's website was launched nationally. In 2012 Aarong had a vision to launch an e-commerce site by 2013. The slogan of Aarong E-commerce is 'Shop Online'. Aarong is one of the first organizations in Bangladesh which brought Western website design to Eastern audiences by providing a high-class user experience. They placed their all product in their site. Their main motto is to reach internationally. Here, in the report I will be discussing mainly about their website usability of www.aarong.com.

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In 28th June I joined Aarong in the e-commerce department. I was assisted as interne in e-commerce department in Aarong. My very first task was to write the product name and description for their online products. The work in Aarong is very much diversified; when work pressure became less in one department they use to shift me to other department to give me something more experience. Later, I worked in marketing department where I did customer survey and focus group discussion in the outlet. Then I was transferred to Social Compliance department to make entry on their Social Audit Software. They are also planning to give more different works, so, that I can learn more from them.

The topic of this report is about the web usability of Aarong. Here, I will be analyzing how the website works, how it can be more informative and how they can reach internationally more easily by their website. 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. To solve the problems, some recommendations to improve the website have been suggested in this report.



Fig: 01

1. Introduction

Aarong – Bengali for ‘Village Fair’ – is Bangladesh’s most popular lifestyle retail chain. This ethical brand began in 1978 as a humble means to empower rural artisans to rise above poverty. Today, with 15 retail stores across Bangladesh and over 100 fashion and lifestyle product lines, Aarong supports 65,000 artisans with fair terms of trade. Revolutionizing the retail industry with high standards for quality and artistry, this iconic brand blends the traditional with the contemporary in ways that never cease to win consumer appeal both at home and abroad. In 1976, when BRAC– the world’s largest development organization – engaged a small number of rural women to produce crafts, their only buyers were a few scattered retailers in Dhaka. Weeks, even months would pass between supply and payment, until BRAC intervened and established Aarong to pay the rural women for their goods on time. Over the past four decades, Aarong has carved out a unique market segment for handicrafts, reviving Bangladesh’s rich heritage and impacting the lives of more than 325,000 people through 850 small entrepreneurs and the Ayesha Abed Foundation. The foundation acts as Aarong’s production hub, where artisans find employment and access to BRAC’s holistic support including, maternal health care, hygiene awareness and subsidized latrines, micro-credit, legal aid, day care and education for their children. From clay pots to diamond jewelers, and silk and cotton fabrics to brass and leather merchandise, Aarong’s vast range of innovative products, backed by a robust supply chain and distribution network, makes Aarong truly a household brand in Bangladesh. Its growing presence outside of Bangladesh – through fair-trade networks and the online shop– continues to broaden the market for Bangladeshi crafts globally, creating more opportunities for artisans to protect their age-old art and livelihoods.

1.2. Objective:

1.2.1. Primary objective – I have been doing my internship from 28th June 2015 in Aarong. I was appointed in E-commerce department. So, here in the report my purpose is to discussing about the web usability of www.aarong.com. I will be discussing what the major problems in their website and how they can improve their websites to sustain in the long run.

1.2.2. Secondary Objective- Internship is on the mandatory program of Brac Business School which is BUS400 course. The main objective of this report is to completion of my internship. This report is the proof that I have finished my BUS400 course under my course advisor Jaber Al Mursalin. The brand Aarong will tag in my internship throughout my entire life.

1.3 Scope – I have collected all the information from website using different kinds of tools. I also gathered information from the e-commerce department of Aarong. The Gm and employees were much helpful to give information for my report.

1.4 Methodology- I have collected most of the information from the GM, HR and employees, this were my primary data. The further information I took from the intern and websites, this were my secondary data.

1.5 Limitations- The interns in Aarong have to do many diversified work. Some time they sent marketing department to work for them for a project and sometime they sent to Social Compliance department to work for them. Their work is much diversified; it's very tough to manage time with the e-commerce department to gather information about the report.



BRAC started its journey in 1972 as a limited resource operation in a remote village of Bangladesh, then known as Bangladesh Rehabilitation Assistance Committee. Sir Fazle Hasan Abed helped the returning refugees in 1971 Liberation War. When the first segment of relief was over, Sir Abed re-arranged the focus of BRAC to the empowerment of the poor and the landless, especially women and children in particular. BRAC was later renamed as Bangladesh Rural Advancement Committee in 1973 as their activities transformed to long term community development from relief and rehabilitation. In 1978, BRAC set Aarong, a handicraft marketing outlet to generate employment for the poor women in Manikganj. Other programs of BRAC include education, agriculture and food security, community empowerment, disaster, environment and climate change, gender justice and diversity, health, nutrition and population, human rights and legal aid services, integrated development, microfinance, road safety, migration, social enterprise, socially responsible investments, targeting extreme poverty, water, sanitation and hygiene and other support programs. BRAC renamed itself to Building Resources across Communities in 2000.



Aarong which means “village fair” is one of the eighteen social enterprises of BRAC and it’s a CSR based Handicraft Company established in 1978. Today, Aarong's reach has spread beyond Manikganj to the rest of the country. Currently they are operating in 15 domestic outlets and one franchised outlet in London. Aarong has more than four hundred and eighty eight products in their outlets among them. They have grown into a thriving international enterprise showcasing ethnic wear to beautiful crafts from silks, handloom cotton, endi to terracotta, bamboo, jute and much more. From a single shop, Aarong has grown into one of Bangladesh's biggest retail chains, with fifteen stores spread across the major metropolitan areas of the country - in Dhaka, Chittagong, Khulna and Sylhet and one in London, UK. Aarong embraces and nurtures a diverse representation of 65,000 artisans, 85% of whom are women. Aarong also plays the role of protector and promoter of traditional Bangladeshi products and designs. It houses an extensive design library where remnants of our rich craft heritage, such as Nakshikantha art and Jamdani patterns, have been widely researched and archived for present as well as future use. Aarong started out to bring positive change in the lives of rural women and then also included other craftsmen and master artisans who were involved in the creation of handicrafts for generations but were finding it difficult to survive in the newly formed country. Aarong works to “establish market linkages for rural artisans, revive crafts and interpret them for the contemporary market”.



Ayesha Abed foundation, Manikganj. In 1978, Aarong, started an initiative in Jamalpur through BRAC's development program to organize, train and support, rural women through the art of Nakshi Kantha. Later, this initiative took institutional shape in the establishment of the Ayesha Abed Foundation (AAF). At present Aarong have 13 production centers and 653 sub-centers across the country. Today, over 65000 artisans working under AAF'. Over the last thirty years, the art of Nakshi Kantha has increasingly developed, with designers using the particular stitch in more modern uses and interpretations.

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. The slogan of Aarong E-commerce is 'Shop Online'. Aarong is one of the first organizations in Bangladesh which brought Western website design to Eastern audiences by providing a high-class user experience. They placed their all product in their site. Their main motto is to reach internationally.

2.2. Historical Achievement-AAF's first project, the Manikganj centre, was opened on 3 September 1983. The foundation buys handicrafts made by the village women, other NGOs and handicraft producers. In addition to starting the AAF, Aarong opened four retail outlets and began exporting a small percentage of goods to fair-trade organizations during the 1980s. By the mid to late 1980s Aarong began to emerge as a fashion brand despite the fact that Bangladesh was still new to the fashion industry. Aarong was the first brand to start organizing photo shoots along with fashion shows, exhibitions and other forms of media-focused events. Through these groundbreaking marketing initiatives, Aarong was able to expand its popularity and brand identity within the country. By the early 1990s, Aarong became the leading fashion house in Bangladesh and had created a one-stop destination for middle to upper class urban shoppers. At the same time, Aarong's product designs brought consumer attention back to the products and styles that are indigenous to Bangladesh. Its designers blended the traditional with the contemporary in a way that catered to consumers and started a revolution in trends, adopted by countless other boutiques and stores. During the 1990s, Aarong continued to build brand equity through fashion shows and media publicity events. The emerging prominence of fashion in Bangladeshi society played a catalyzing role in doing this. Aarong also continued to expand its production capacity with the addition of three new AAF centers. However, by the late 1990s and early 2000s, Aarong faced a financial setback as a result of mediocre management and a lack of innovation. Between 2001 and 2004, the company was restructured to improve everything from costing, pricing, design and marketing to new product introductions and brand innovations. In

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2004, armed with an improved set of processes, a brand new vision and a new management team led by Tamara Hasan Abed, Aarong resumed its impressive performance. In 2004, its sales totaled almost USD 14 million. Aarong earned a profit of USD 1.96 million for BRAC which was distributed among its agriculture, education, and health programmes, with the majority going to a special programmed for the ultra poor. In 2013, Aarong had crossed USD 50 million in sales.

Today, Aarong's reach has spread beyond Manikganj to the rest of the 60 sub-districts of the country. It has grown into a thriving enterprise showcasing ethnic wear to beautiful crafts from silks, handloom cotton, endi to terracotta, bamboo, jute and much more.

From a single shop, Aarong has grown into one of Bangladesh's biggest retail chains, with 13 stores spread across the major metropolitan areas of the country – in Dhaka, Chittagong, Comilla, Khulna, and Sylhet. The company also operates 13 AAF centers while ensuring the livelihood of over 65,000 artisans and their families thus directly benefiting over 320,000 people. In addition, through the profits redistributed among BRAC's program, Aarong benefits hundreds of thousands of people, while providing service to consumers. The word Aarong means 'village fair'. The brand is meant to generate an emotional connection and loyalty while bringing people together to showcase the best that Bangladeshi's highly skilled artisans have to offer. The Aarong brand is well known in the urban and middle-class communities and is synonymous with high-quality products that bring consumer attention back to the products and styles that are indigenous to Bangladesh. The customers of Aarong are not only the urban Bangladeshi communities but also include Bangladeshis expatriates looking for products that connect them to their roots and represent their identities as a Bangladeshi. The customers also include foreigners visiting Bangladesh, and as a result Aarong was mentioned in the guide to Bangladesh, Lonely Planet. It is a place to pick up a piece of Bangladesh as a souvenir to remind them of the culture, vibrancy and warmth of the people and country (Wikipedia,. 'Aarong'. N.p., 2015. Web. 8 Aug. 2015).

25th February 2014 Tamara Hasan Abed, senior director of BRAC Enterprises, was honored with the Outstanding Women Leadership Award by the World Women Leadership Congress on 14 February in Mumbai, India. This award is symbolic of yet another victory and I hope it will inspire more girls to lead," said Ms Abed, who is head of the leading retail chain Aarong. Women leaders from across the world attended the two-day conference, including the former minister of women's affairs for Afghanistan, Dr Sima Samar, the president and CEO of UN Women Canada, Almas Jiwani and the managing director of HBO Asia, Monica Tata. Ms Abed, who is the daughter of BRAC's founder Sir Fazle Hasan Abed, also spoke on a panel discussion about the opportunities and challenges facing women leaders (arong.com. 'Aarong Chief Receives International Women's Leadership Award'. N.p., 2014. Web. 8 Aug. 2015).

2.3. Organization/Current management:

- Founder: Ayesha Abed, Martha Chen
- Chair Person: Fazle Hasan Abed
- Executive Director: Mushtaque Ahmed
- Senior Director: Tamara Hasan Abed
- Training: Chowdhury Hafeez Ruhan (Asst. Manager).
- Human Resource: Md. Fakrul Rahman
- Marketing and sustainability: Tanvir Hossain (Manager).
- Social Compliance (SCPD): Aziza Sultana Mukti (Manager).
- Accounts and Finance: Manik K Sarker (General Manager).
- E-Commerce: Tanvir Hossain (Manager) and Ahmad Monsur Rauf(General manager).
- Design: Rajesh Khajurla (General Manager).
- Export: Shanaz Parveen (Manager).
- Retail and Infrastructure: Ahmad Monsur Rauf (General Manager).
- Inventory Control: Mohammad Abdur Rauf(Chief Operating Officer).
- Maintenance & Administration: Mohammad Ashraful Alam (DGM).
- Merchandising: Aziza Sultana Mukti (Manager).
- Processing Store: Md. Masud Alam (Asst. Manager).
- Quality Control: Syed Md. Intiaz Akbar (Sr. Manager).
- Ware House: Labony A. Chowdhury (Ast Manager).
- Textile: Mohammad Asraful Alam (DGM).

2.4. Products/services:

Aarong the leading fashion and craft retail of Bangladesh has been playing role in energizing the traditional Arts and crafts of Bangladesh. By using the goods and of the country Aarong offers a huge range of exciting products. With growth, the product lines of Aarong have also grown up. At present Aarong have more than 100 product lines. The products of Aarong are as follow:

Men's Product	Women's Product	Kids product	Jewelry
Panjabi	Sarees	Shirt	Earing
Shirt	Panjabi	Pant	Necklaces
Fatua	Night wear	Kantha	Bracelets
Lungi	Scarves	Nima	Bangels
Scarves or Uttorio	Dupatta	Frock	Ring
Shoes	Shawls	Shoes	Nose pin
Pajama	Fabrics	Toys	Anklet
	Shoes	Ghagra Choli	
	Accesories	Salwar Kameez	
	Salwar Kameez	Panjabi	
		Pajama	

Table: Product Line_1

Home Decor	
Living	<ul style="list-style-type: none"> • Bed covers • Cushion covers • Curtains • Kantha • Rugs and Carpets
Dining	<ul style="list-style-type: none"> • Table clothes • Cutlery & Utensils • Cups & Mugs • Napkin Holders • Trays • Bowls • Plates and Platters • Coasters • Runners • Placemats & Napkins
Decors	<ul style="list-style-type: none"> • Mirrors • Wall Hangings • Photo frames • Boxes • Candles • Candle Stands • Brass Novelties • Cast Iron Novelties • Wooden Accents
Office & Accessories	<ul style="list-style-type: none"> • Desk Accessories • Folders
Books & Stationary	<ul style="list-style-type: none"> • Cards • Wrapping Accessories • Notebook • Gift bags • Books • Recycled Handmade • Paper Product

Home Decor	
Brac Nursery Plant	<ul style="list-style-type: none"> • Outdoor Plants • Indoor ornamental plants
Furniture	<ul style="list-style-type: none"> • Sofa • Arm Chair • Side Table • Coffee Table • Ottoman • TV Stand • Dining Table • Dining Chair • Bed Wardrobe • Beside Table • Chest of Drawers • Storage/seating

Table: Product line_2

Services:

Aarong helps the workers when they are hospitalized. They cuts twenty five taka from every employers and they save this money when their artisans are admitted to hospitals. They donate every fees of their medicine including their hospitals bills.

Aarong also 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.

2.5 SWOT Analysis:

Strength:

Brand image: Aarong has successfully created a brand in the customers mind. Their unique idea draws the “attention of the customers. People perception about Aarong is positive because they claim themselves a socially responsible. People don’t mind paying high price for the same product which is much lower price in other stores. Customers come to them because they obtain certain value from Aarong products. Sometimes, people don’t get the size of Panjabi, Kameez but still they prefer Aarong. It has establish itself as extensive design library where remnants of our rich craft heritage, such as Nakshikantha art and Jamdani patterns. It has created such a brand image that when we even think about presenting a souvenir to a foreign friend, many prefer to present Aarong products as they reflect the country’s unique contemporary fashion.

Unique idea: Aarong is creating an image that they are fair trade organization dedicated to bring about positive changes in the lives of disadvantaged artisans and underprivileged rural women. This idea of selling is unique which is creating an image in customer mind that by they are doing business which directly helps the extremely poor people. Their UK branch is making huge profit as foreign customer has high perceive value for their product.

Low production cost: Aarong is making huge profit as their cost of production is extremely low. There don’t have any factory cost, and the cost of making the product is cheap. They are able to meet huge demand of customer because they have large workforce. They have 65000 employees working under them who make the products.

Strong distribution channel: Distribution is all about getting your products or services to the right people at the right time with special consideration for profit and effectiveness. Successful marketing does not end when a business has developed a product or service and has found its appropriate target audience with a view to selling it at the 'right price'.

Weakness:

The unethical marketing strategy: The market strategy they follow is not ethical but generate profit for the organization in short-run but it long run it may hamper the image that they have earned. They are claiming that their main purpose is build healthy and democratic world free from hunger, poverty, environmental degradation and all forms of exploitation based on age, sex and ethnicity. This message touched thousand customers’ emotion but in reality, they are actually not doing what they are claiming. Their employees are underpaid and products are overpriced. In near future it is possible that customer may lose confident in them if truth is exposed.

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Wrong advertising strategy: The current commercials of Bangladesh wrap up the vulnerability, innocence, emotions regarding children and sell them back to the consumers, the promotion is a success. However, what the advertisement makers fail to notice is that they are exploiting the innocence in the most silent way, Aarong has the child artists, not only are draped in garish make up, but also are used to (knowingly or unknowingly) preach wrong ideologies and stereotypical conventions that affect the psychology of under aged consumer.. In the billboard advertisement children colored their lips and eyes with unnecessary make-up. This completely distorts the innocence of a child. Furthermore, the kids exposed to this ad might start being superficial too

The website is not up to the mark- They are revolting website which provides very less information about them. For UK customers they should have on-line buying option to be competitive in market.

They don't have R & D department: It is market leader and generating huge profit but they don't have R&D department which can come up with more innovative products and superior marketing strategy.

Inefficient H.R. department: The responsibility of H.R. department is to select right person to right place to increase efficiently. But customer are not satisfied with their customer service as they sales person are slow in doing transaction in computer.

Opportunity:

Entering into different market- They can enter in United States, Australia, as they are having a good business in England now they can shift their target towards other countries, who are willing to accept the traditional artifacts and clothing of Bangladesh.

New trend- They can come up with some modern and classical types of designs, mixing up both together and people might love it, because it's something unique.

Threats

Competitors: Their major competitors are Deshi Dosh, Yellow, Jatra as they are also offering same products like Aarong. Though the prices are slightly lower than of Aarong so many people are shifting to these brands. Deshi Dosh, Yellow and Jatra have a huge shop space to display their products with professional associates in a very good environment.

3.1. Job description:

In 28th June I joined at Aarong as interne. First, I was sent to their e-commerce department. It was the month of Ramadan and on that time they have to upload lots of products on their website. That's, why they sent me to the e-commerce department to write the product name and description. They used to give the product physically and also the photographs to that I could write the name and description more carefully. They have some guideline how to write the name and description, like they have strictly told me not to name the colors as navy blue, chocolate color, megenda color etc. If the product is hand embroidered stitch, it was mandatory to mention that. Every day I used to write about 60-70 products name and description. Around two weeks I was in the e-commerce department to write the name and description. They have me every kinds of products like, sarees, kamee, panjabis, kurtas, maternities and also many kinds of gifted items. I have to write those very carefully because the products were then sent to IT people to upload the products and they upload whatever we write about the products. Their job was only to upload the products, if there was any mistake it will be our fault not the IT people.



Fig: 02

description	name
This turquoise and grey printed silk saree with embroidered aanchal and paar is perfect to wear on special occasions. It comes with a matching blouse piece and has tassel trim as detailing.	Turquoise and Grey Printed and Embroidered Silk Saree

Fig: 03

They used to give me two or three pictures of a similar product in different view so that I can write more perfectly. This picture was also given to match with the real product which they used to give me physically. From the picture above you can see how I wrote the name and description.

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The following are some of the product's name and description which I wrote:

A	B	C	D	E
sku	Price	ERP	description	name
540000010502	7028.57	SP+Kasmiri Stitch Silk Saree	This pastel green and fuchsia printed saree with kasmiri embroidered aanchal is perfect to wear on special occasions. It comes with a matching blouse piece.	Pastel Green and Fuchsia Printed and Embroidered Saree
540000010501	7142.86	SP+kasmiri Stitch Silk Saree	This light yellow and red printed silk saree with kasmiri embroidered aanchal is perfect to wear on special occasions. It comes with a matching blouse piece.	Light Yellow and Red Printed and Embroidered Silk Saree
540000010573	8314.29	Batik+B.paint+K.emb Silk saree	This beige and blue batik printed silk saree with Nakshi Kantha embroidered paar is perfect to wear on special occasions. It comes with a matching blouse piece.	Beige and Blue Printed and Embroidered Silk Saree

Fig: 04 (Product Name and Description_1)

A	B	C	D	E
sku	Price	ERP	description	name
000009300465	225.96	BAMBOO TRAY	This Brown Bamboo Tray is falt and has a shape of square.	Flat Bamboo Tray
000009395155	240.38	Bamboo One Mat Tray	This Bamboo Tray is square in shape and a circular shape in the middle.	Bamboo One Mat Tray in Brown
000093230300	586.54	CANE OVAL TRAY W/BR.RING W/F	This ovule shaped Tray has a golden mettalic border to décor you dining.	Oval Tray with a mettalic border.
000009394764	182.69	Bamboo Tray	Bamboo Tray in brown color to décor your dining.	Brown Bamboo Tray
000009201857	76.92	Clay Reg.Tray W/ Cane Handle	This Tray is made of Clay to décor your dining which you can also use as a candle handle.	Clay Tray or Candle handle

Fig: 05 (Product Name and Description_2)

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The work in Aarong is very much diversified. After two weeks in e-commerce department they sent me to the marketing department where they gave me a new project. They asked me to visit their three outlet Gulshan, Uttara and Asadgate branch where I have to do customer survey. We were four members in a team, we had 100 survey paper and 100 gift items which we gave to the customer who participated in the survey. The survey paper had 22 questions. My responsibility was to survey 25 customers and to give them gift item for free to each individual customer. After the survey was done we selected 30 customers for focus group discussion (FGD). We did the FGD in two sessions by dividing into two groups of 15 customers. We had total 7 question two ask them. When we the first question we let everyone to say anything about the particular question like- our first question was “What comes to your mind when hear about Aarong)? We used to record by mobile phone and also write down the answers what customers told us. After the FGD was over we gave each participant a TK500 voucher by which they can buy something from Aarong. It took three days to do customer survey and FGD in three outlets. It took more than a week to entry all the data into the spread sheet.

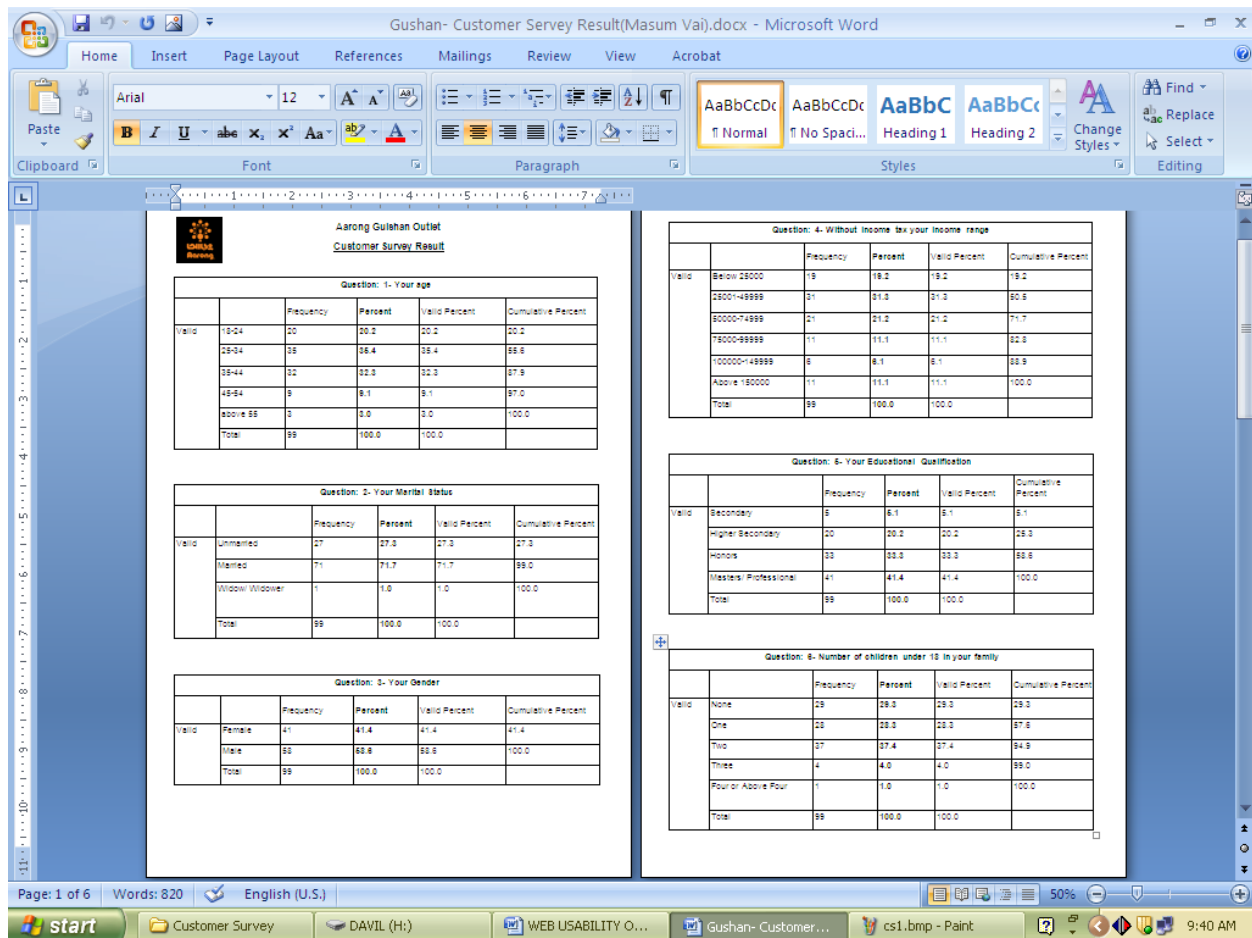


Fig: 06 (Customer Survey in Gulshan Outlet)

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Asadgate.xlsx - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K	L
1	Question1	Question2	Question3	Question4	Question5	Question6	Question7	Question8	Question9	Question10	Question11	Question12
2	2	1	1	2	5	1	4	1	12	Mohammadpur	1	
3	2	2	1	6	5	1	5	1	3	Greenroad	1	
4	2	1	1	1	4	1	3	1	11	Puranra Paltan	1	
5	2	2	1	3	5	1	2	3	9	Kazipara	2	
6	5	2	2	6	5	1	4	3	1	Mohammadpur	5	
7	1	1	1	2	3	1	4	3	1	Dhanmondi	1	
8	1	1	2	2	3	1	3	3	1	Lalmatia	1	
9	1	2	2	5	4	1	5	2	1		4	
10	1	2	1	5	5	1	2	1	1	Mohammadpur	1	
11	2	1	1	2	5	1	3	1	5	Azimpur	3	
12	2	2	2	2	5	1	2	1	11	Poribag	3	
13	1	1	2	3	4	1	4	1	11	Shewrapara	4	
14	5	2	2	3	5	1	4	1	1	Bonosree	3	
15	1	1	1	2	3	1	5	3	4	Siddeshwari	3	
16	5	2	2	6	4	1	3	1	8	Dhanmondi	5	
17	2	2	2	2	4	1	5	3	1	Mohammadpur	1	
18	2	2	2	1	3	1	2	1	10	Badda	3	
19	2	2	2	4	4	1	3	2	5	Keraniganj	4	
20	3	2	1	3	5	1	4	2	3	Mohammadpur	1	
21	2	1	2	1	4	1	4	1	3	Shamoli	3	
22	2	1	2	1	5	1	4	1	12	Dhanmondi	2	
23	2	2	2	1	5	1	2	1	5	Ibrahimpur	1	
24	3	2	1	5	5	1	2	1	4	Mirpur	3	
25	2	1	1	4	4	1	4	3	1	Mirpur	3	
26	2	2	1	2	5	1	4	1	1		1	

Ready | Average: 5 | Count: 4 | Sum: 20 | 100%

Fig: 07 (Customer Survey in Asadgate outlet)

Web Usability of Aarong



	A	B	C	D	E	F	G	H	I	J	K
1	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10	Question 11
2	2	2	2	2	3	1	2	1	1	Uttara	
3	2	2	2	2	5	1	4	1	1	Uttara	
4	2	2	2	2	5	1	5	1	12	Dhakkhin Khan	
5	2	2	1	4	5	1	3	3	1	Rangamati	
6	1	1	2	3	4	1	4	3	1	Gazipur	
7	1	2	1	2	2	1	5	3	7	Uttara	
8	2	2	2	2	3	1	5	2	7	Uttara	
9	1	1	1	1	2	1	5	3	4	Gazipur	
10	2	2	2	1	4	1	4	1	4	Khilgaon	
11	2	2	2	1	5	1	5	1	14	Dakhhin Khan	
12	1	2	1	2	5	1	2	3	1	Dakhhin Khan	
13	2	2	2	1	3	1	4	1	15	Uttara	
14	1	1	1	4	4	1	5	1	4	Uttara	
15	3	2	1	5	5	1	3	3	3	Uttara	
16	2	1	2	4	5	1	4	1	3	Bunia	
17	1	1	1	1	4	1	4	1	4	Uttor Khan	
18	2	2	2	2	5	1	5	1	12	Uttara	
19	1	1	1	5	3	1	5	1	1	Uttara	
20	1	2	1	3	4	1	5	3	10	Uttara	
21	2	1	2	4	4	1	5	1	11	Uttara	
22	1	1	1	2	4	1	4	3	1	Gazipur	
23	1	1	2	4	4	1	3	3	14	Wari	
24	2	1	2	2	5	1	2	2	13	Gazipur	
25	1	1	1	2	3	1	4	3	1	Gazipur	
26	2	1	2	2	5	1	4	1	1		

Fig: 08 (Customer Survey in Uttara Outlet)

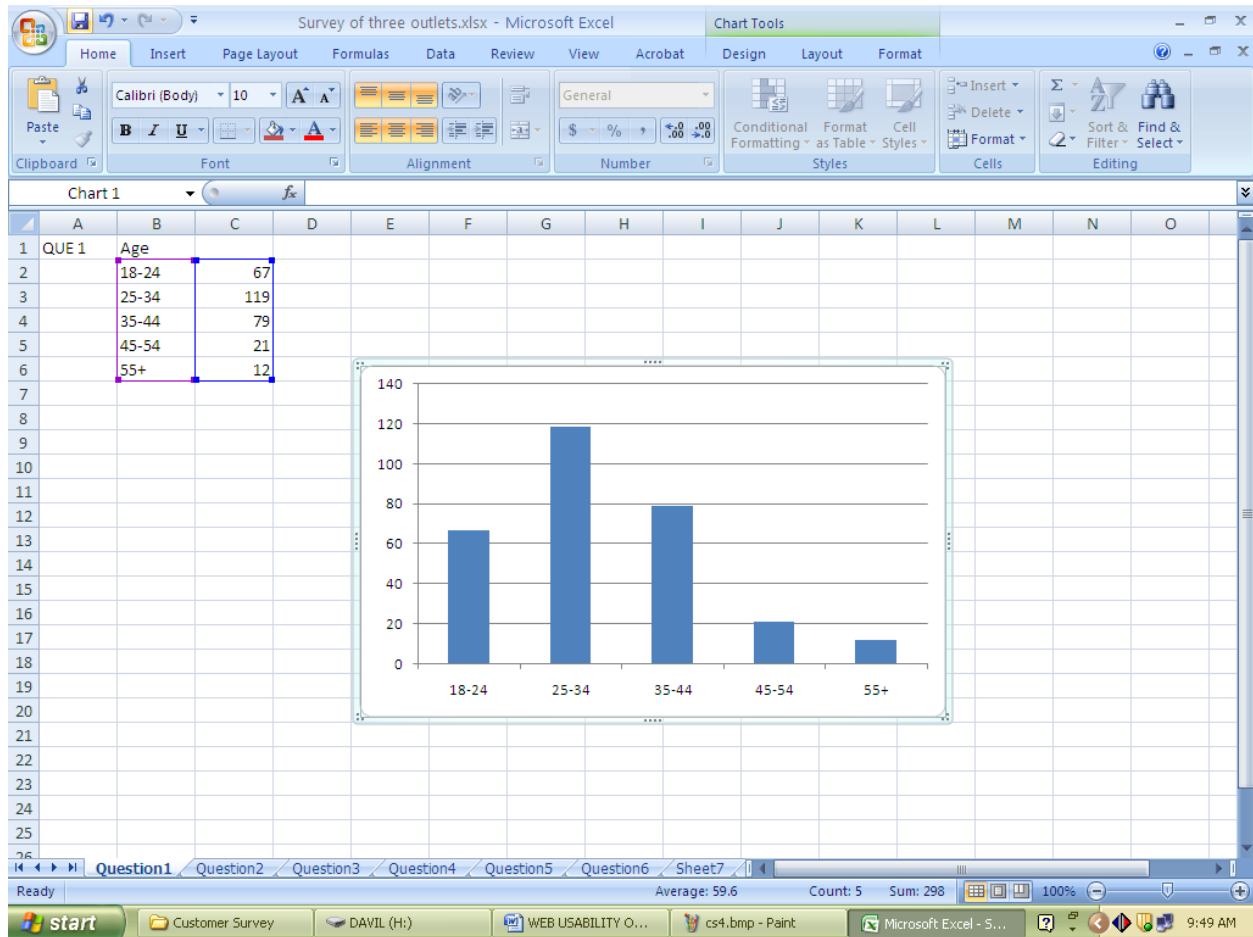


Fig: 09 (Age of the customer in three outlets)

For each question I made a graph which was an easy way to understand the result of the survey.

After successfully doing the customer survey and Focus Group Discussion (FGD) in the three outlets, I got the responsibility to make a report on the research. I got total of 300 survey paper; I put every answer of the question in the spreadsheet. I made a separate spreadsheet for each of the outlet and then represent them into a histogram or pie chart. After that I made a complete spreadsheet for three of the outlet and also the graphical representation. After that I had to listen to the recordings which I did during the FGD session. There were total of 6 recording files, they were 20-30 minutes recording. I filled up all the possible answers in the spreadsheet then came from each survey. I made three separate spreadsheet. Finally, I made another spreadsheet where I put all the answers that came out from each outlet.

Web Usability of Aarong

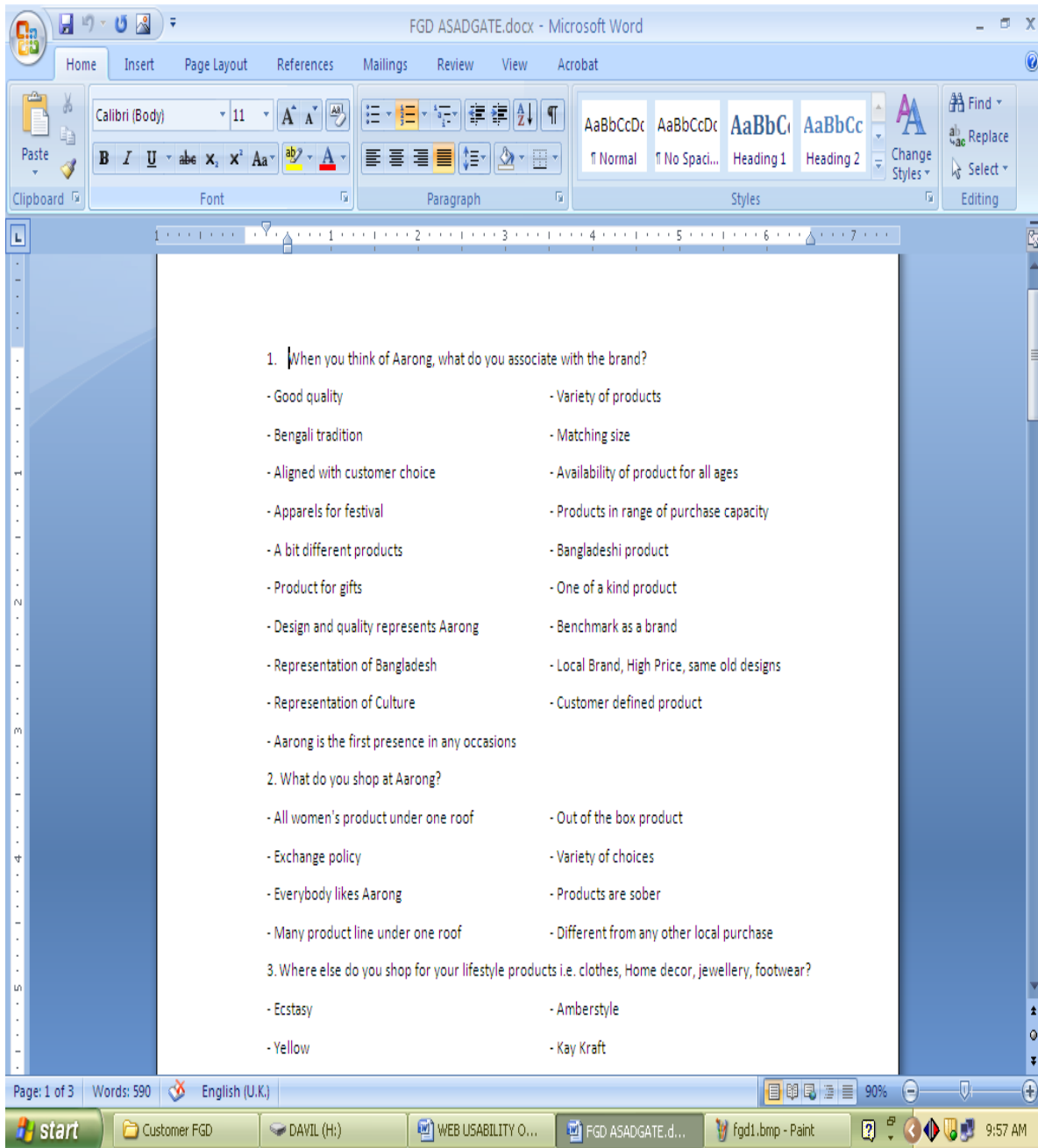


Fig: 10(FGD Answers)

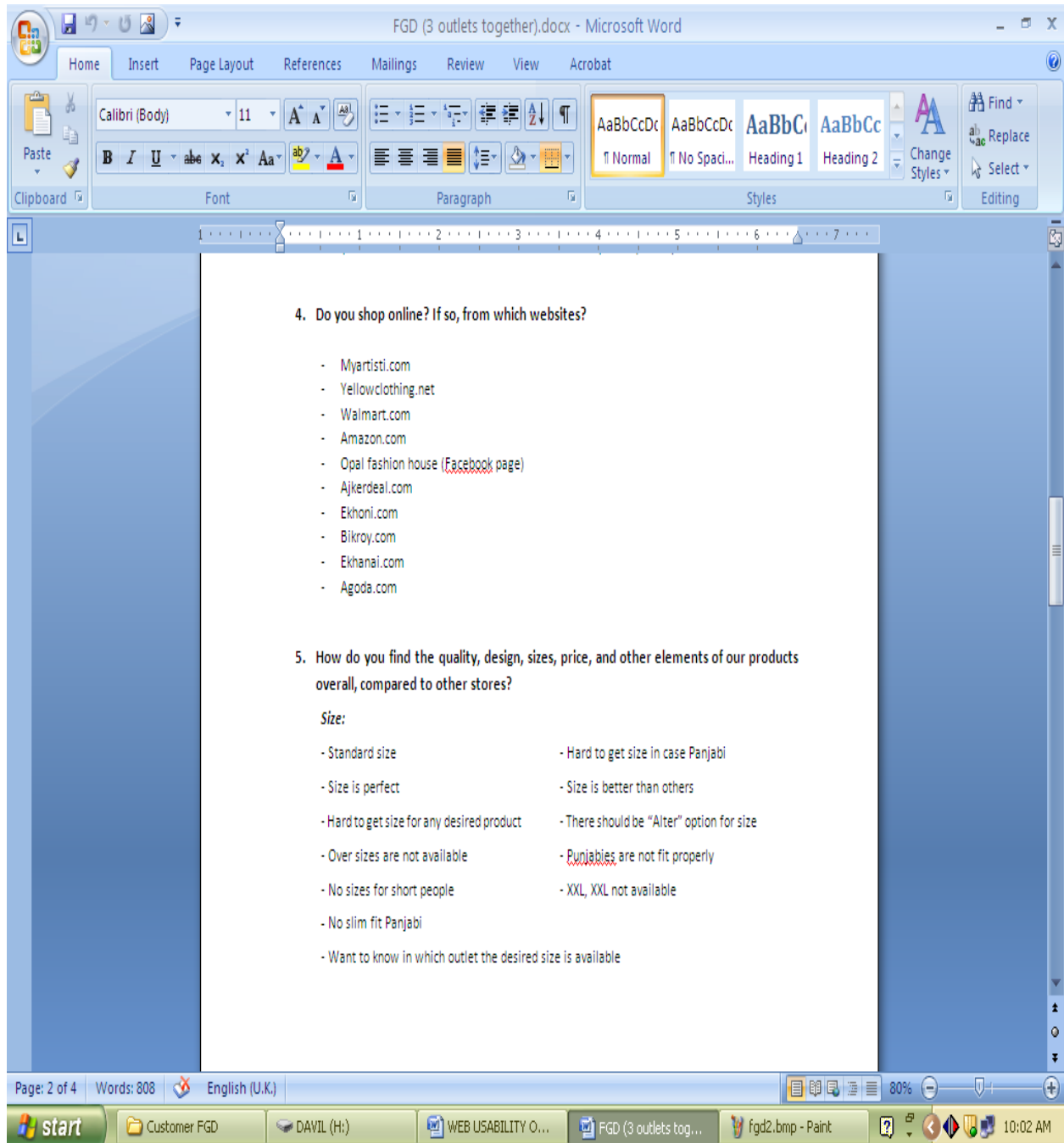


Fig: 11 (FGD Answers)

Web Usability of Aarong

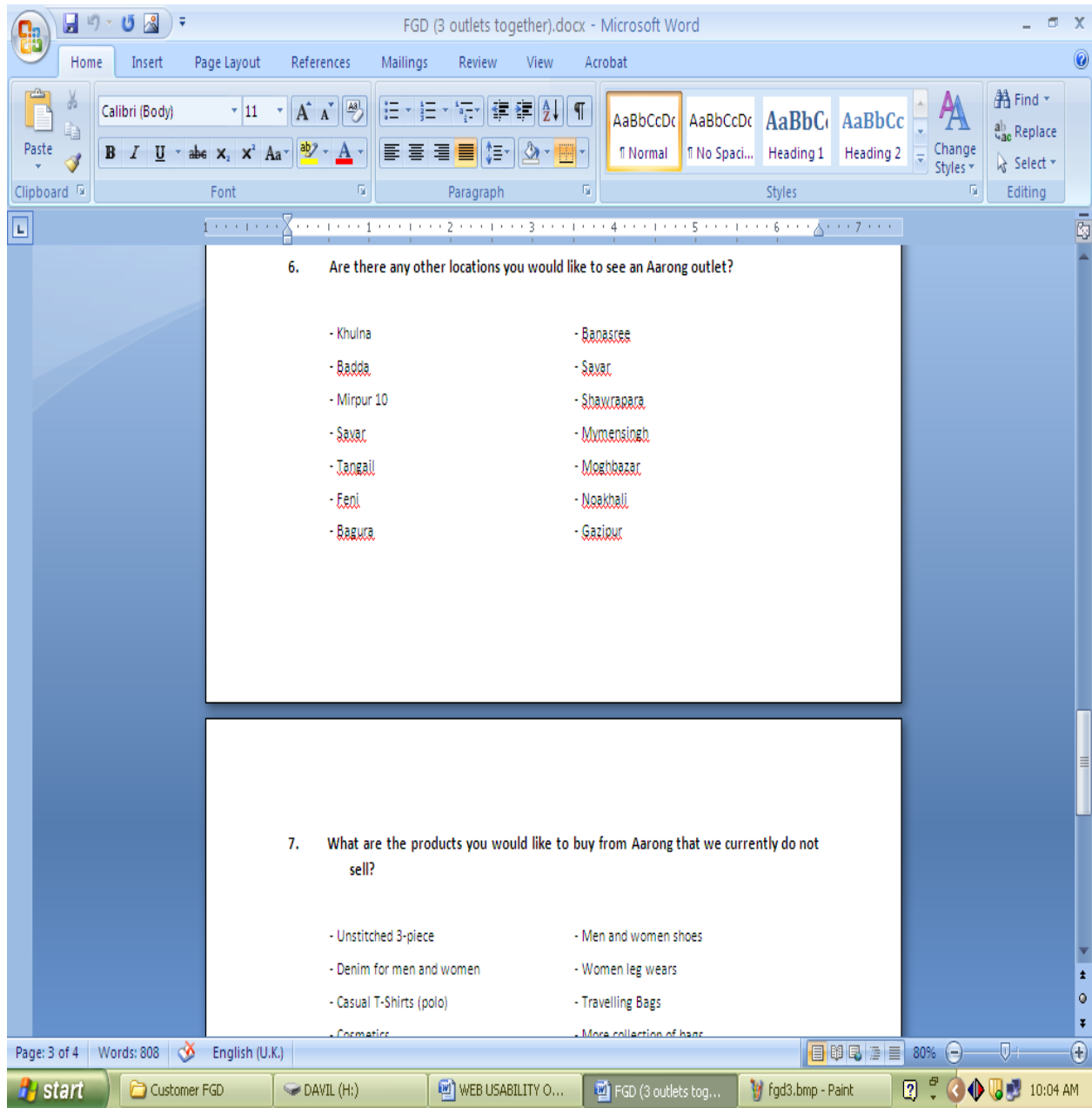


Fig: 12 (FGD Answers)

From the screenshots above we can see all the possible answers which generated from the consumer's mind.

Web Usability of Aarong



It was a great experience for me doing the customer survey and FGD in Aarong outlets. After one week I successfully submitted the report to the marketing manager Tanvir Hossain. After that week I was sent to Social Compliance Department (SCPD) for Social Audit. Aarong also gives an opportunity to the individual producers or the local entrepreneurs to work for them. Aarong set some standards for this kind of producers. In order to measure the standards of the producer some employers of Aarong did survey in the entire production house. They had more than two fifty production housed in all over the country. So, here my responsibility was to entry all the data in their software. They have software which is used only for auditing.



Fig: 13 (Audit Software)

Web Usability of Aarong

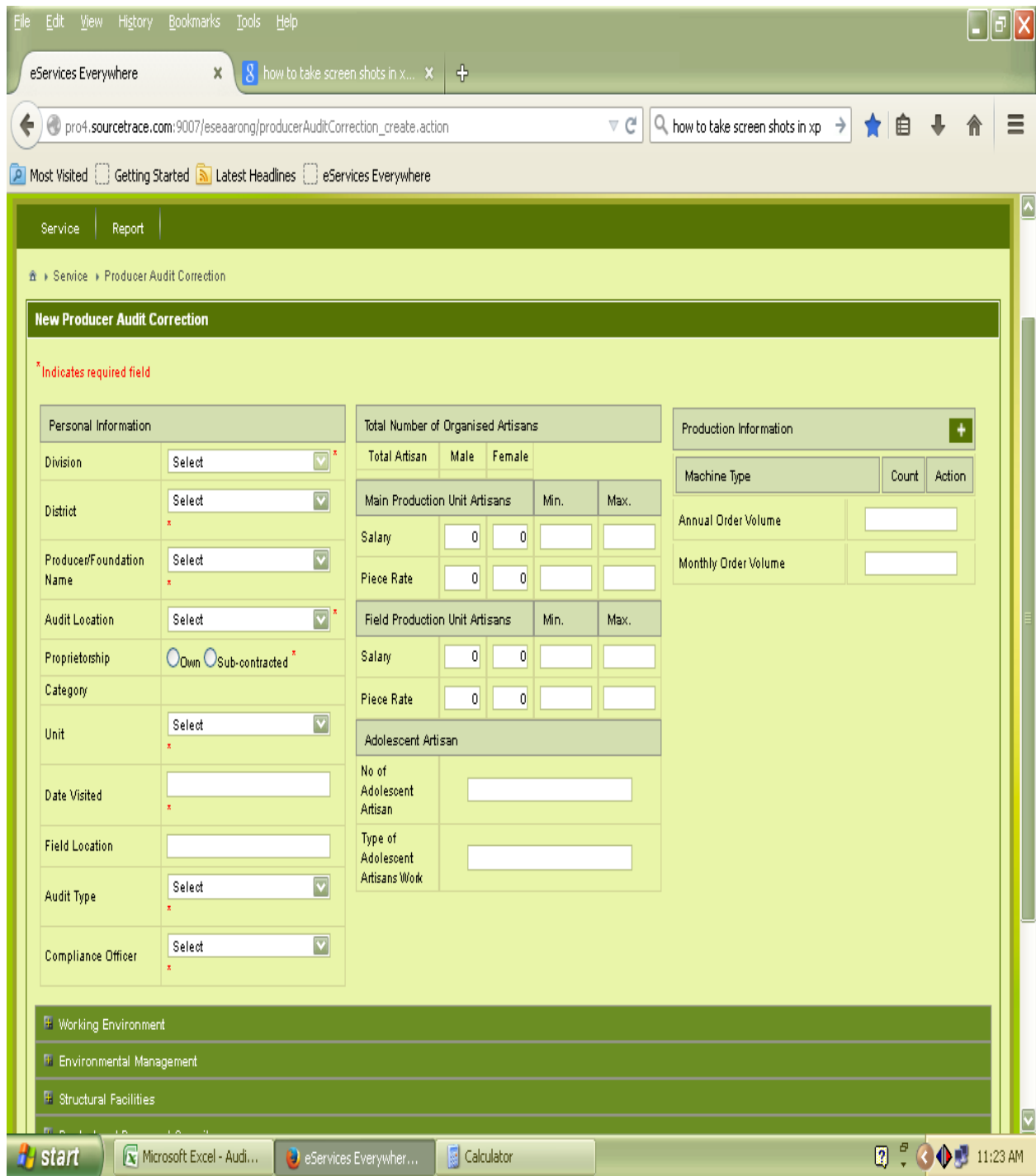


Fig: 14 (Audit Software)

Web Usability of Aarong

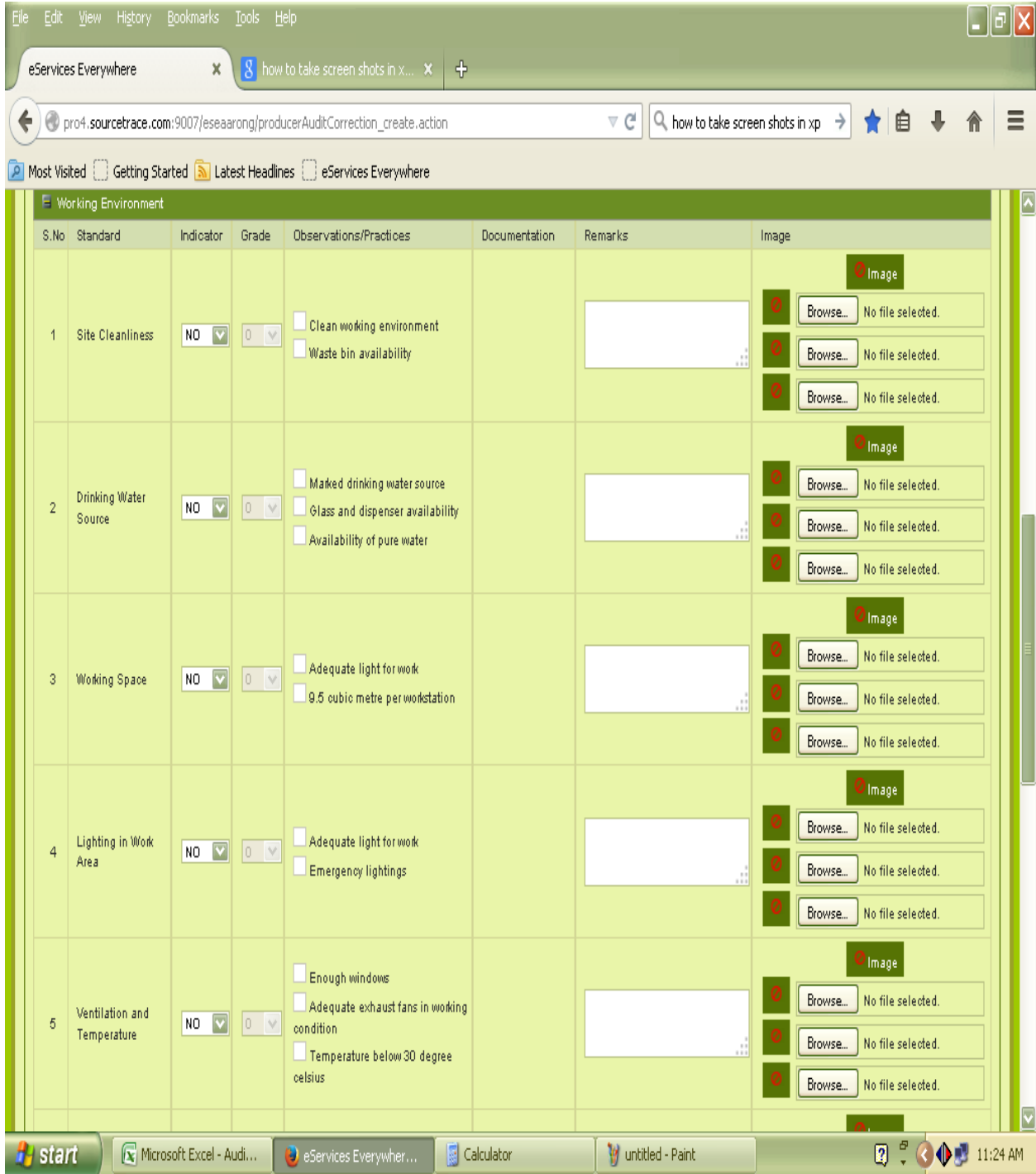


Fig: 15 (Audit Software)

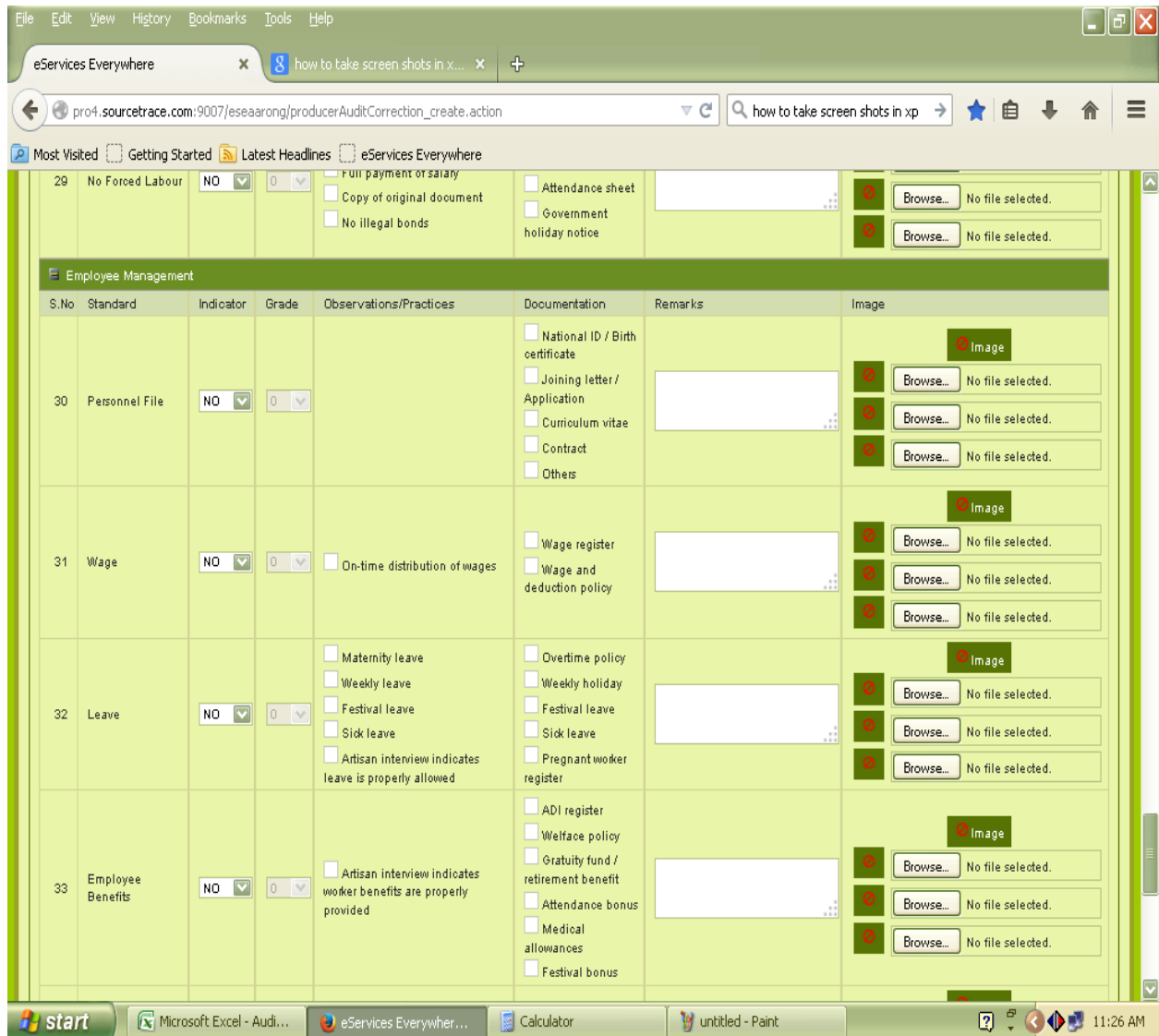


Fig: 16 (Audit Software)

From the screenshots above we can see there was a total of thirty three standards which the producers have to maintain.

3.2. Learning outcome:

The internship program is basically for learning the real corporate experience. The days I spent with Aarong I achieved many learning from them. As an intern I believe I achieved so many things from Aarong which I can apply in my carrier life. It's a great opportunity for me to work with Aarong.

From the e-commerce department I learned how actually electronic business work. I learned how to write the products name and description. What features I should include in the description so that I can grab customers attention. I also learned that we should never give the same features in both name and description, the products name and description should not be similar. There are many websites in our country where the name and descriptions are completely similar. While writing the name and description I get knowledge about fabrics, embroidery, and appliqué. Now if I touch any Kameez or Panjabi I can easily identify what fabrics it is, is it hand embroidered or machine embroidered. I can now also identify many colors which were unknown to me before. In future if I get hired in any fashion house or any e-commerce field in any company I think I can share this experience with them.

While doing the customer survey and Focus Group Discussion (FGD) I learned how to talk with customers in the outlets while they are busy or shopping. I learned how to convince the customer to participate in survey or FGD. I learned how to keep patience when the customer says any irrelevant things as “customer is always right”. I also get knowledge how prepare report from customer survey and FGD. I learned many things how to work with spread sheet which I never had any ideas in my student life.

From the Social Compliance (SCPD) of Aarong I learned how to work under pressure while doing the producer audit. They gave me a target to fill more than thirty audit paper every day. I learned how Aarong set their standards to their local entrepreneurs and what are categories the entrepreneurs should full fill in order to work with Aarong. There were more than three hundred audit papers and my target was to entry thirty audit papers into the software. While doing this work I learned how to be patient when there were any technical difficulties because initially the software was crashing. So, it taught me how to work under pressure and being patient.

Aarong makes sure their interns learns from them and can apply that in their entire corporate world. I achieved so many things from them. Working with Aarong is a great experience for me; I increased my skills and gathered much knowledge from them. As long as I am with Aarong I will try to learn and improve my skills more from them.

3.3. Personal Recommendation- While working with Aarong I found some lacking in all the departments I worked. In the e-commerce department many times I found the product color is different compared with the photographs. After their photo shoot they should check whether the color is similar with the original product or not.



Fig: 17 (The color of the same product is different)

From the figure above we can see the color of the same product is different. One picture is more brighter than the other.

While doing the customer survey in the outlets I found some questions were very irrelevant like your monthly annual income. I found many customers were feeling shy to give the answers and many customers directly skip that question. The people in marketing department should make the question more carefully so that the customer does not get embarrassed while answering. Another question was about the marital status, the options were single, married, widow and divorced. I found no customer gave a tick mark on divorce or widowed. They can directly give only two options that are single and married. While printing out question they should check whether the question is arranged by numbering order. In Gulshan outlets after the question number 19, question number 22 came out then question number 20 even the customer was embarrassed when they observed this mistake. So, I recommend them to arrange the questionnaire more carefully. Arranging question in such a manner looks very unprofessional.

In the Social Compliance Department (SCPD) while doing the producers audit I also found there was many mismatch question in the software. The question in the survey paper does not match with the question in the Audit Software. Later, an employer from SCPD told me that the questions in the Audit software are the old version. So, I recommend them to update the Audit Software as soon as possible. It takes too much time for me to complete one audit in the software. I would have done the Audit more quickly if the software was updated.

If I sum up all the lacking which I faced that should be recovered as soon as possible. It will reduce my time to complete the work properly. I can save more time for doing any new project. If they can solve this problem it will be beneficial for Aarong as well, they can give more task and project to their employers since the time consumption doing the work will be reduced.

4.1. Literature Review:

- **Web Usability:** Web usability means the easiness of a website. Usability is a quality attribute that assesses how easy user interfaces are to use which also means making products and systems easier to use, and matching them more closely to user needs and requirements. The word "usability" also refers to methods for improving ease-of-use during the design process. Usability is defined by five quality components, the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use. Usability is very important because it is a necessary condition for the survival of a web. The website should always be stable it should not difficult to use. The homepage should clearly states what the website offers otherwise the visitors will decrease from the website. Visitors may also leave if they find the information provided on the website is difficult to understand or if they don't get any key answers from the website. As a result there should always improvements in the websites otherwise the company will lose money because for the extinction of visitors from the website. There are plenty of websites which has been abandoned for not maintaining their website properly. On the Internet web usability is most easiest way to survive. Now more than ever, a web site's success is dependent upon how usable it is. The main reason why usability is vital online is because usability has a direct impact on the potential revenue your web site can produce. For example, if a user goes to a web site to buy a book, but they can't figure out how to use the shopping cart, they won't be able complete the purchase online. If a user can't use your site they will leave it (most likely to go to a competitor) and never become online customers. A web site has to make it as easy as possible for a user to complete a desired task. Most people have the misconception that the success of a web site is in how many unique visitors their web site receives.

This is completely untrue. It doesn't matter how many people visit a site; what matters is what they do. A true measure of online success reflects the achievement of the desired goals of the web site. The conversion rates (percentage of visitors who take a desired action) are the real proof that the web site is achieving its goals. For example, if the goal of a web site is to sell shoes and it receives 2,000 unique visitors, but only sells 1 pair (a 0.050% conversion rate), we can't honestly say that the web site is a success.

Web Usability of Aarong



Making even the smallest usability enhancements (rewording vague labels, making things easy to find, getting the pages to load fast, adding security and privacy statements, etc.) will have a positive impact on the conversion rates. Usability is all about making the goals of your site easily achievable. After all, there's no point in having a web site if people can't use it affectively. (Nngroup.com, 'Usability 101: Introduction to Usability'. N.p., 2015. Web. 11 Aug. 2015).

- **Measuring tools:** For doing the web testing and findings of the www.aarong.com the performance should be measured by which I can show how good or bad the website is. If I show any problems in the website I should proof that with valid findings. In order to proof my analysis I have found one websites which gives a very good analysis of any website. In the entire report for the web testing I used pingdom.com. This website helped to analyze the current problems in the website of www.aarong.com. In the next part you will be going to see how this website helped to do the analysis.

4.2. Web testing:



Fig: 18 (Speed Test)

According to pingdom.com it takes only 882 mille second to load the full website but in real it takes 4-5 seconds to load the full website in Mozilla and Chrome browser.

Web Usability of Aarong



When we log into the website www.aarong.com a banner add comes out which shows the new product line launched by Aarong.

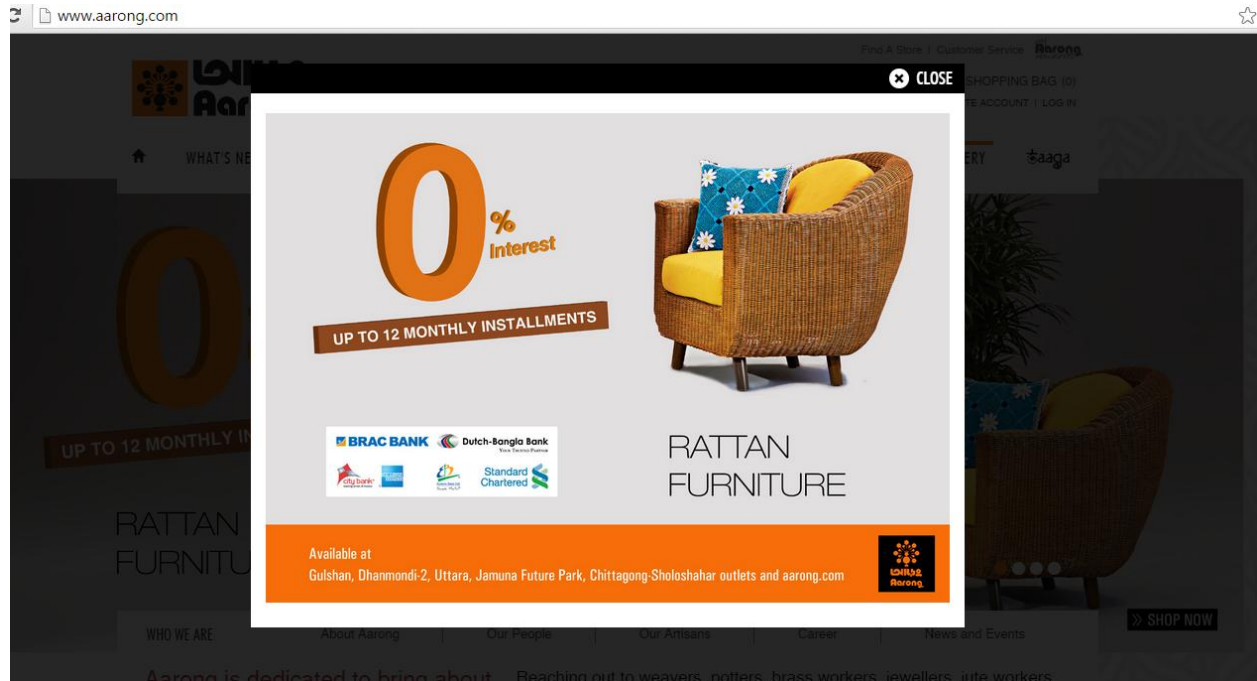


Fig: 19 (Banner Add)

When we close the banner add we get into the main website. There we can see the slide show of their new products and below we see the categories and sub categories of the products.

According to pingdom.com it takes only 882 mille second to load the full website but in real it takes 4-5 seconds to load the full website in Mozilla and Chrome browser.

There is also a search engine box where we can search any of our desired products. We can also create a personal account on their websites where our purchasing history will be recorded and we can easily log into the account. Below the slide show they have some more categories where we can get information about Aarong like- we can know about their history, their artisan, job vacancy in career option and also latest news and events about Aaarong.

Web Usability of Aarong

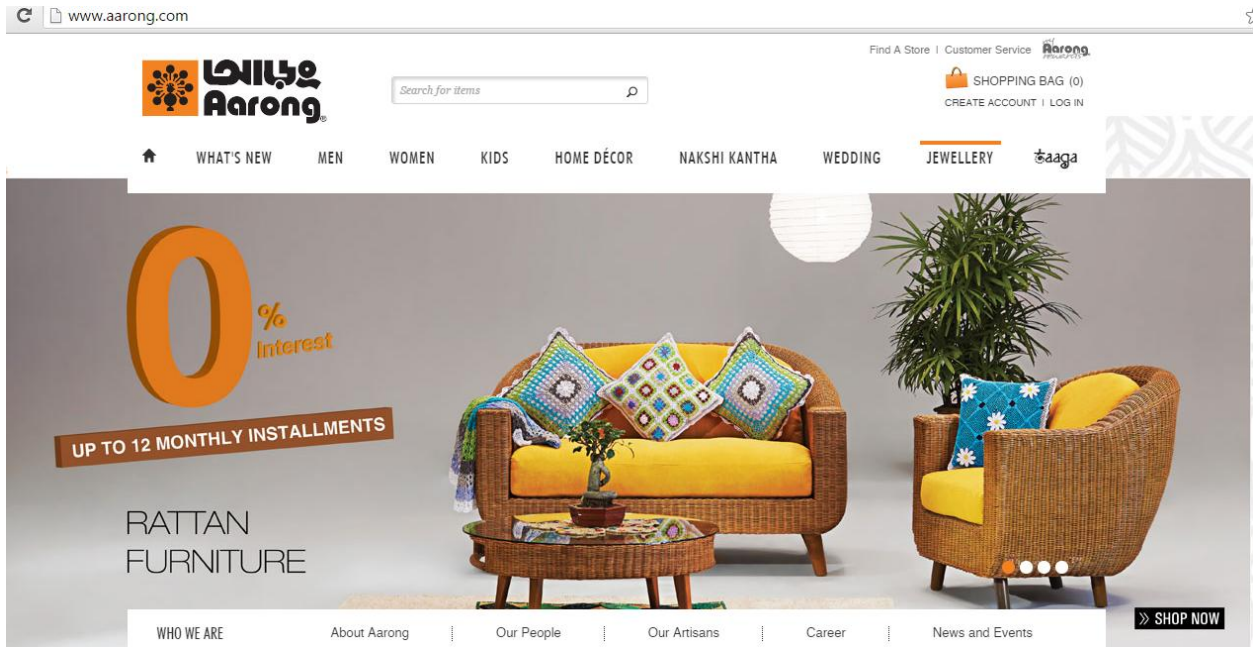


Fig: 20 (www.aarong.com)

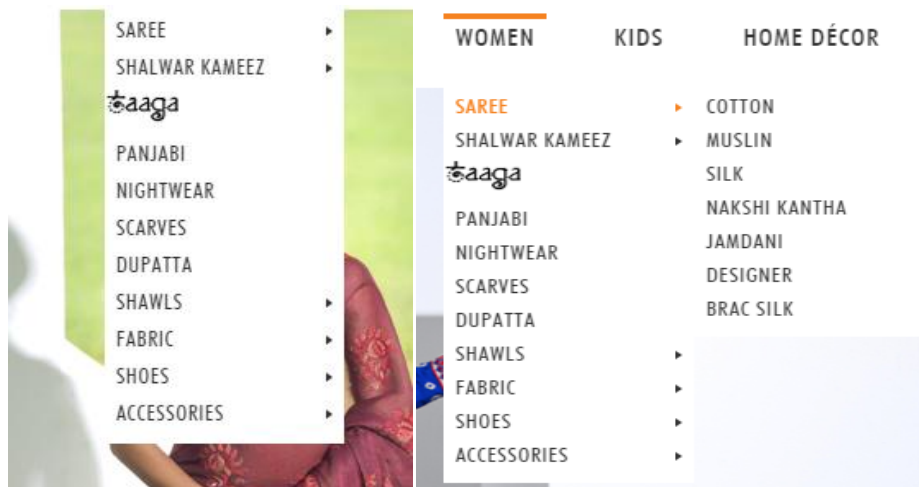


Fig: 21 (Categories and Subcategories)

If we scroll down more we will see some social media plug-in, if we click it will directly take us to their social media page and all of their pages are very active. Every day the pages post news or any promotions.

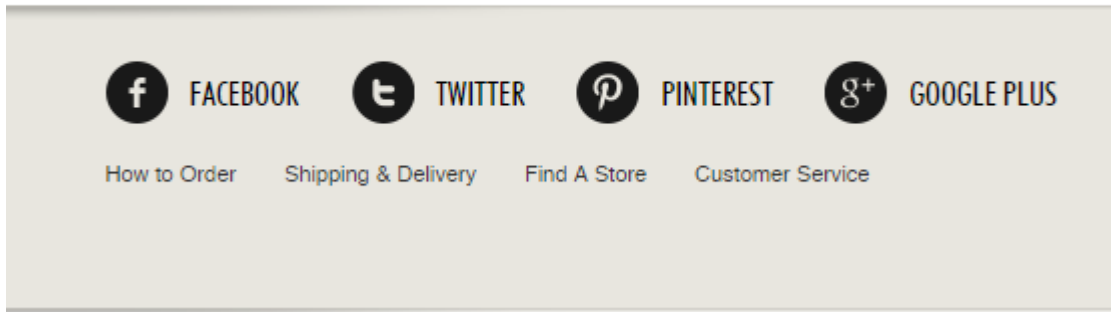


Fig: 22 (Social Media Plug-in)

If we click on any particular category, like- saree and then silk saree from the subcategory. We will see lots of sarees are displayed. When we will click any desired product it will take to a new page where the product's name and description will be given and also different views of the product can be seen. If we like the product we should click on add to bag and then a new page will come where we will have two options i.e. go to check out or continue shopping.

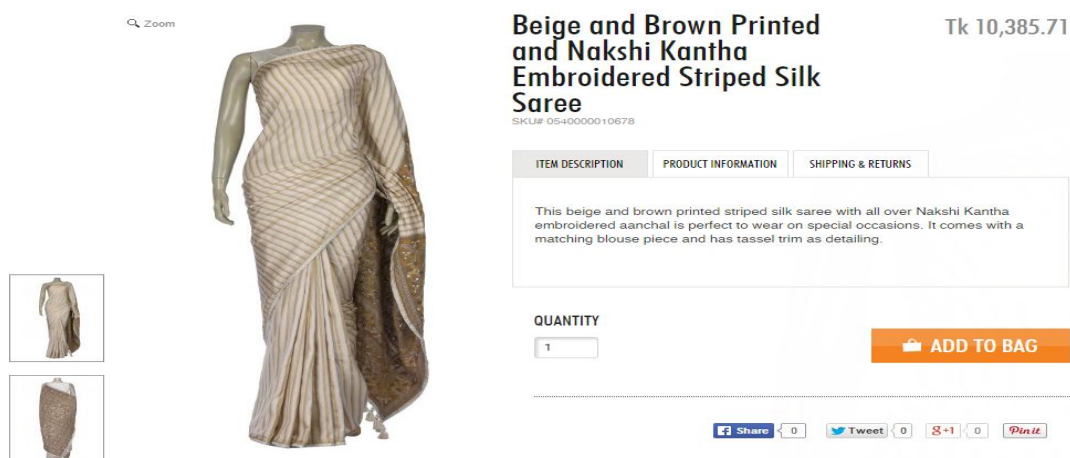


Fig: 23 (Add to bag)

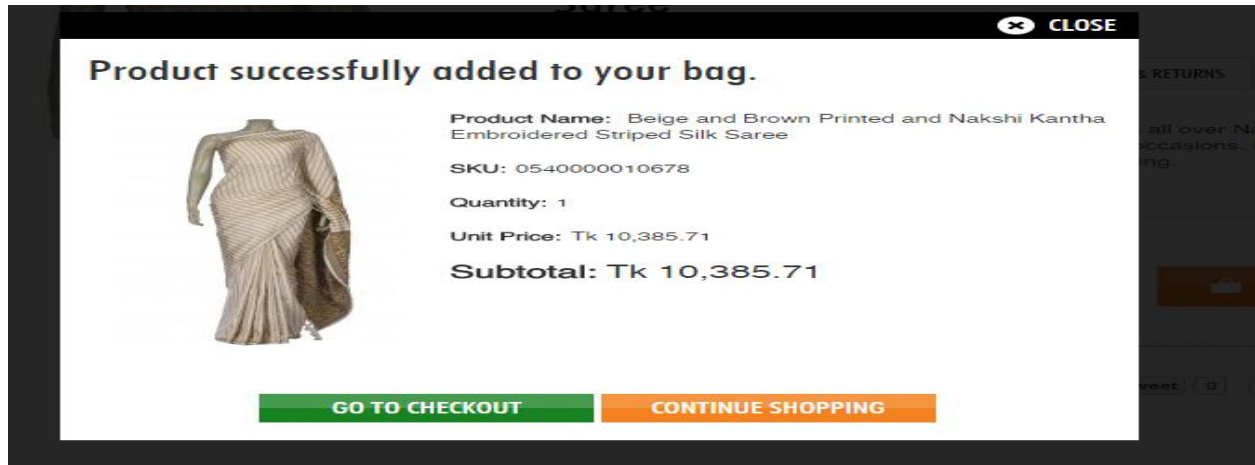


Fig: 24 (Checkout or Continue Shopping)

If we click any of the option from the picture above our product will be saved into the shopping bag option which is situated at top of the website.

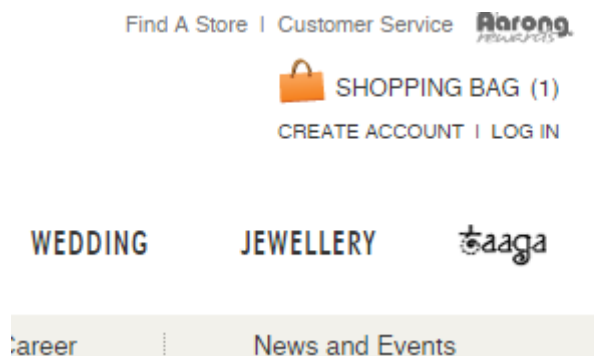


Fig: 25 (Shopping Bag)

When we click to the Shopping Bag button we are then directed to another page where we can click for Check Out.

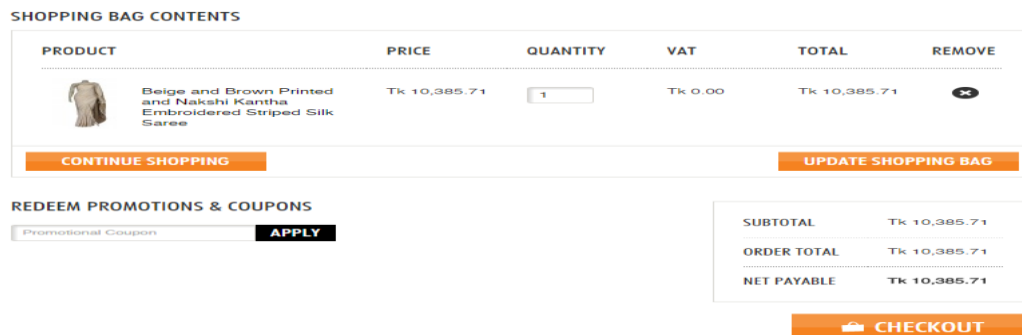


Fig: 26 (Way to Check Out)

Web Usability of Aarong



Fig: 27 (Check Out Process)

After clicking the Check Out process we will get a new page for each process where we need to fill all the required information. So, overall we can say the website is very user friendly; anyone can visit the website and can shop mindfully.

Mobile Phone:

The website works well in smart phone or tablet. The format of the website changes depending on the phone or tablet configuration. If anyone wants to buy through mobile phone or tablet the person can easily buy the products from www.aarong.com, its easy and very user friendly.

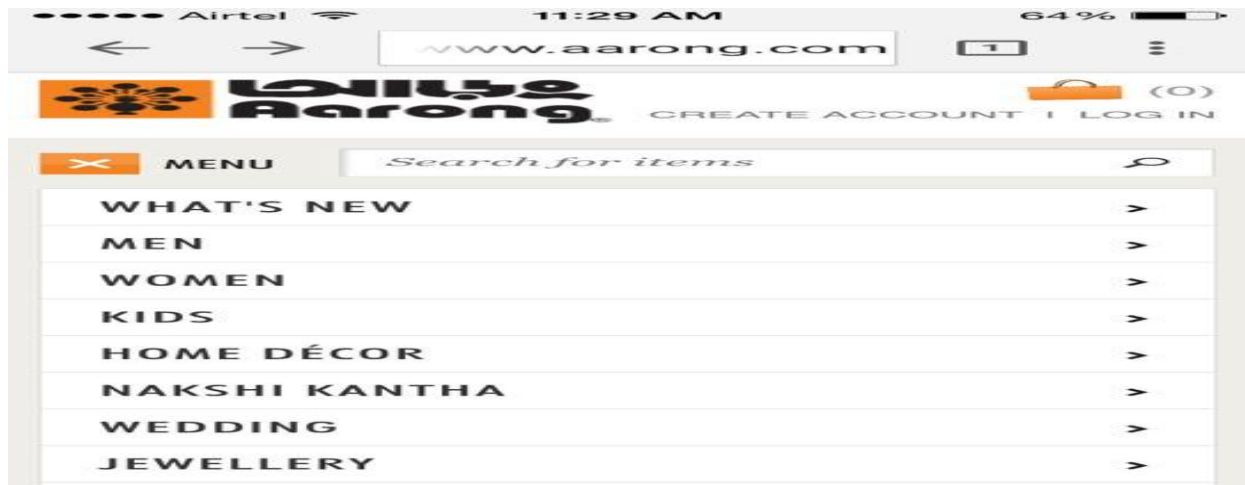


Fig: 28(www.aarong.com in mobile or tablet)

4.3. Findings:

Aarong is a very renowned company but their web usability is below the standard. Here, I am going to show some problems with the website which reduced the easiness of the website if any visitor wants to shop online.

Meta description:

Every page of website should have unique title tag, preferably starting with a relevant keyword. The company should include their name in the title. It is important that the keywords are also found within the content of the page - that means the keywords used in the title tag should match the keywords found on your site. Meta description tags are extremely important in gaining user click-through from SERPs. These short paragraphs are a webmaster's opportunity to advertise content to searchers and to let them know exactly whether the given page contains the information they're looking for. Below that the Meta description appears which does not show the clear explanation about what the website is all about. The description about the company is vague.

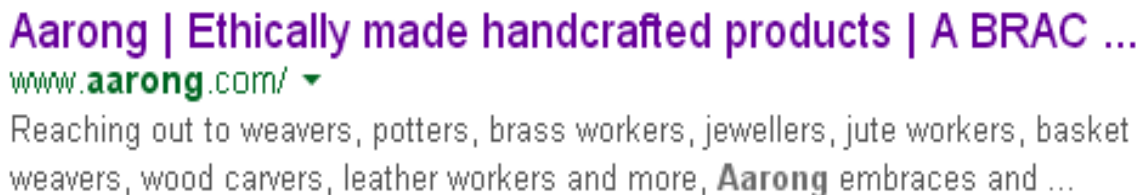


Fig: 29 (Meta Description_1)

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

Fig: 30 (Meta description_2)

The Meta description of the company is very inappropriate no one going to find any of the products of Aarong in any search engine.

Meta Title:

Aarong does not have a good Meta title. That's why is also losing its ranking in Google. The visitors also not getting any information about www.aarong.com

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

Fig: 31 (Meta Title_1)



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

Fig: 32 (Meta Title_2)

Meta Keywords:

The Meta keywords are the tag which tells us any specific feature of web page. If anyone to search any specific product within a variety of product line, the Meta keyword helps to search for that specific product. In case of www.aarong.com the Meta keyword are very limited and most of them are in appropriate.

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

Fig: 33 (Meta keywords).

Search Engine Optimization:

If anyone searches for online sarees, silk sarees or any online product in the search engine the name Aarong never comes. If we go from page 1 to page 2 or 3 Aarong does not appear. This simply occurs because the website does not have any proper Meta description and Meta keywords.

Language:

In the website www.aarong.com there is no option to change the language from English to Bangla. There are many customers who prefer Bangla over English.

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 written '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.

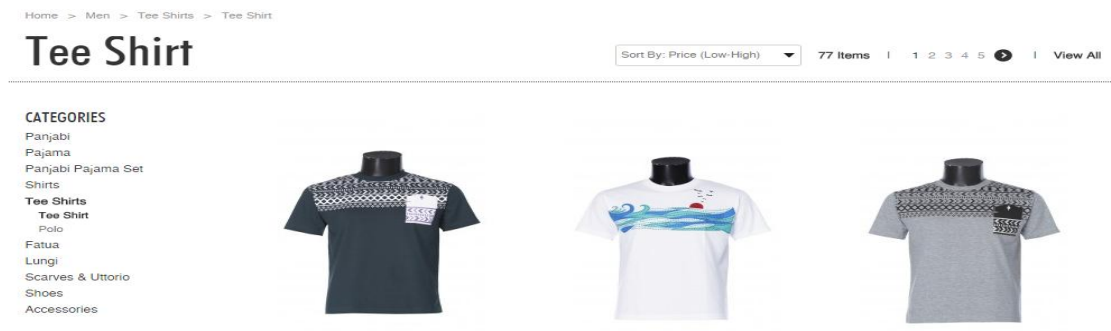


Fig: 34 (Wrong Category Name_1)

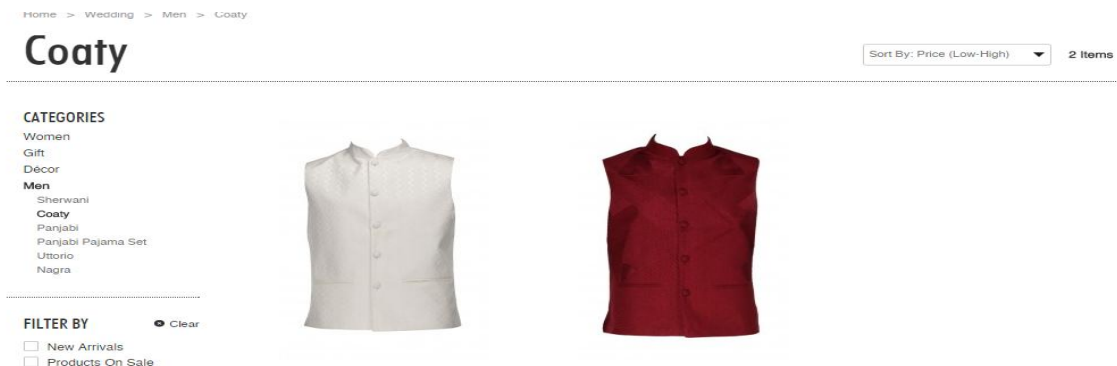


Fig: 35 (Wrong Category Name_2)

Check out Process:

Placing an order is too confusing and a very lengthy process. In Bangladesh the customers are not technologically advanced. Online shopping is new in this country. There are total 7 steps as discussed earlier to check out. It is a very hassle and embarrassing for the consumer to follow these steps.

Currency Converter:

As Aarong also target the foreign customer to buy online, they should have currency changing option. The shoppers in abroad find it difficult to change the Taka amount into Dollars.

4.4. Recommendation:

The web usability of www.aarong.com needs to be improved. With poor web usability they cannot sustain in the long run. It is very essential for them to increase their ranking in the search engine optimization. If they want more visitor in their website and if they want their customer to back again and again they need to improve.

- Their main banner ads should be removed. Though it's a promotion of them but yet the customer get distracted by these banner add. When anyone log into the website a banner add comes out, they should not do this future anymore.
- They should match the product color with their original product after their photo shoot. They should re shoot the photo of the product in order to match the color with the original photo.
- They should have a proper Meta title of their website like- "Aarong- The largest Lifestyle Brand in Bangladesh- A Social Enterprise of Brac".
- They should also have a proper Meta description like-"Aarong, the handicraft online shop for men, women, kids clothing, products for home, décor, dining, furniture, wooden accents, Nakshi Kantha products, jewelry etc".
- They should also have a proper Meta keyword in order to get a better ranking in search engine optimization. They can use the keyword like- "Panjabi for men, kids, boys or shalwar kameez for girls, women etc".
- They should add Bangla language. There are many customers who prefer Bangla. They should add an option where the customer will have the opportunity to change the English font into Bangla.
- They should recheck their product category name. Some of the categories are wrongly posted like- Tee Shirt instead of T-Shirt and Coaty instead of koti. They should recheck the category name again and should change it immediately.
- They should have a currency converter where the foreign customer can change the currency of Taka into Dollar or vise versa.
- They should minimize the check out process. Too much step is really very harassing for the customers.
- Finally, they should place a customer survey in the website where anyone can participate. By the survey they will get know what their customers actually wants. This survey will help them in future.

5.0 Conclusion

Web Usability is all about the easiness of any website. The website of Aarong has been analyzed. 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. 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. 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. If they can rank themselves in a better position there is a very opportunity that they can be one of the top most website in Bangladesh.