



Inspiring Excellence

INTERNSHIP REPORT

ON

WEB USABILITY

Of



EDISON
GROUP

WEB USABILITY OF PICKABOO.COM

Prepared For:

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Letter of transmittal

15th March, 2017

Mr. Noman Hossain Chowdhury

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BRAC Business School

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Subject: Submission of internship report on “Web Usability of Pickaboo.com”.

Dear Sir,

I would like to submit this report titled “Web Usability of Pickaboo.com”, prepared as a mandatory requirement for the completion of my internship at EDISON Group under the BBA Program of BRAC University.

I have completed my internship at Pickaboo.com which is an online venture of EDISON Group during the organizational attachment period for 12 weeks. In this period of time, I have acquired in-depth knowledge on the activities regarding web usability of Pickaboo.com. To prepare this, I collected as much information as possible from the organization.

Working on this report has been a delightful experience for me. I really appreciate the opportunity to work on this project. I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance.

Sincerely yours,

Mahen Mosharraf

ID: 12304047

BRAC Business School

BRAC University

Acknowledgement

With the endless blessing and the helping hand of Almighty Allah, the supreme service provider and the ultimate savior of the universe, I am fortunate and able to complete the report properly. Praise to Allah, the most magnificent and the most merciful, for granting me the opportunity to complete the BBA program and therefore this report.

For the successful completion of this report, firstly I would like to convey my gratitude to Senior Lecturer **Noman H Chowdhury**, my internship supervisor at BRAC University, for giving me his valuable advice, support and encouragement. Without his guidance & support this report would not have been possible.

Along with that I would like to express heartfelt gratitude to my organizational supervisor, Miss Rajvia Hossain, Content Manager, Pickaboo.com. She regularly reviewed and directed me towards the right information to prepare my report. I would also express heartfelt gratitude to Sabrina Afrin Parisa (Content Manager) and Afsary Adiba Priyanka (Marketing Manager) of Pickaboo.com. During my internship period, they supported me a lot. I would also like to acknowledge the help of full technology and content team for helping me complete my internship.

Last but not the least I would like to show my gratitude to all the Marketing & E-Business faculties who taught me how to apply theories in practical work. Special thanks to Mr. Syed Mahmudur Rahman, former senior lecturer of BRAC Business School for teaching me about Web Usability in my university life and mentoring me all the time whenever I need.

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Executive Summary

E-Commerce has created its own place in Bangladesh and giant companies are also start investing in it. Keeping harmony with market Edison Group also started their E-Commerce site name “Pickaboo.com”. Their web usability is analyzed in this report.

As it is a startup company of EDISON Group, I got opportunity to work from the very beginning of an e-commerce website. Meanwhile, I got to know about the e-commerce companies that are concern and putting an effort for web usability in this emerging era of this sector in Bangladesh. In my analysis, some issues have been identified in the website. Those issues do not allow Pickaboo.com to have a better search engine optimization and user friendliness. Due to those issues, website is facing huge bounce rate and that is a reason of showing low ranking in Google. So that I come up with some recommendations which will help Pickaboo.com to solve these issues.

Before coming up with any conclusion based on this report it must be considered that the report has been prepared within a very short period of time and with limited data access as per company’s confidentiality policy. However, still the report may be helpful for any further study of Web usability of Pickaboo.com.

1. Introduction

Practical experience helps a person get the complete picture while theoretical knowledge gives only guideline. It becomes great output when someone gains some practical experience blending the theoretical knowledge in real competitive world. 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 foremost objective of this internship program is to ensure that students gains professional skill of their major and minor areas. As a student of Business Administration with double major in Marketing and E-Business, I got the opportunity to be a part in Pickaboo.com as an intern which is an online venture of EDISON Group. The duration of internship is for 12 weeks i.e. three months. In this company I also got the chance to introduce with the reality and relate my theories with the real world. Seems like the theories are coming from the real world but it is more challenging. And sometimes the real world not follows the theories. Decisions are made depends on the situation not theories. This sort of learning is important to work and to learn how to work in real life. . I started my on 17th April of 2016 and ended up on 31st July, of 2016. During this three months journey I worked in the Product sector of Pickaboo.com as an intern. In this sector I had specific job duties and responsibilities. While working there I tried my level best to perform my job duties and responsibilities perfectly and enjoyed every bit of experience at Pickaboo.com. It was really a great experience for me to work with this startup e-commerce company of EDISON Group.

Day by day e-commerce is improving the efficiency and effectiveness of business. Now-a-days businesses are turning into e-commerce as there are high chances to give maximum flexibility to the consumers. Beside this, consumers are also becoming depended on e-commerce as it's saving their most valuable asset time.

1.1 Objective of the project

There are main two objectives of this internship program. These are

- ◆ Broad objective
- ◆ Specific objective.

These two objectives are following:

1.1.1 Broad objective

This objective is to introduce the professional world practically. By this student gain a practical experience related to major concentrated area.

1.1.2 Specific Objective

The other objectives are specific objectives. This paper was designed to accomplish these specific objectives. The specific objectives of internship program are given below:

- ❖ To accomplish the educational requirement.
- ❖ To carry out a thorough situational analysis of Pickaboo.com.
- ❖ To have a full concept about website usability of Pickaboo.com.
- ❖ To know about the SEO (Search Engine Optimization) of Pickaboo.com.
- ❖ To know about their social media activities.
- ❖ To find out problems of online shopping in Pickaboo.com.
- ❖ To find out the problems of customer services of Pickaboo.com.
- ❖ To know about EDISON Group's overall E-Commerce related operations.

1.2 Methodology

To prepare my report, I have collected data from different sources. The whole data collection procedure has been divided into two parts: Primary and Secondary Data collection.

1.2.1 Primary Source

The report is mainly based on primary data. I have collected all this during my 3 months long work experience time. Mainly most of them are collected from my colleagues and the person who is directly engaged with the procedure (i.e., customers, vendors).

1.2.2 Secondary Source

Secondary information is those that already exist. These data were mainly collected from website, articles and social media pages. I also collected information from secondary data sources. They are:

- ❖ www.edison-bd.com
- ❖ www.pickaboo.com
- ❖ www.facebook.com/pickaboocom
- ❖ www.symphony-mobile.com
- ❖ www.twitter.com/pickaboo_com
- ❖ Text books
- ❖ Articles and Journals

1.3 Scope

Employees of Pickaboo online shop helped me to gather all information I included in my papers by providing me their data. Analyses are done by researching the website of Pickaboo.com, its' social media page and competitors. While preparing this report, I had an opportunity to gain deep knowledge about the e-commerce websites, especially in online shopping service. I have also come through many different personalities, who shared their experiences, while conducting the research. The report has also given the readers the opportunity to learn about the general e-commerce procedures and online products mechanism, the related regulations, and the obligations. The report aims at designing innovative strategies for new organization.

1.4 Limitations

Shortage of time period: The major limitation faced to carry out this project was mainly time constraints. It hindered the course of vast area and time for preparing a report within the mentioned period is really difficult

Secrecy of Management: The authority of the organization did not disclose much information for keeping the organization confidential. So, some data were hard to collect for the confidentiality or the secrecy of management.

Lack of secondary data: As e-commerce is new concept in Bangladesh, the national bureau of statistics does not have their concern on online shops and non-government statistics is also absent for the online shops. Apart from this, there is no scholarly article written by Bangladeshi author found on web usability on internet. So that I had to use foreign authors article for reference. But it becomes difficult writing a report when proper information is not available.

2. Overview of the organization

2.1 Background of EDISON group

EDISON Group is one of the enthusiastic and embryonic business groups, founded with the aim of touching and enhancing all the angels of life. This is for the customers with powerful brands, reliable products and services. The group has so many diversified investments in Technology, Communication, Power, Real Estate, Electronics & Value Added Service sectors in Bangladesh. At present, EDISON Group has seven strategic businesses operating in the market.

1. SB Tel Enterprises Ltd.
2. EDISON Technologies Ltd.
3. EDISON Properties Ltd.
4. EDISON Power Bangladesh Ltd.
5. MoMagic Bangladesh Ltd.
6. EDISON Logistic Ltd.
7. EDISON Electronics Ltd.

2.1.1 SB Tel Enterprises Ltd.

Group's first company SB Tel Enterprise was established in 2005. In 2008 SB Tel started their mobile phone business under SYMPHONY providing a new innovation and product diversification to the consumer. The other two supporting businesses are symphony accessories and mobile application.

2.1.2 EDISON Properties Ltd.

EDISON Group has entered in property business in 2010 as a part of its quick diversification plan. An elegant and well-constructed home for your family is their first priority.

With the strong burning desire to serve people, EDISON Properties continues its journey with the high quality of housing support.

2.1.3 EDISON Logistics Ltd.

EDISON Logistics Ltd (ELL) is one of the growing logistics solutions providers in Bangladesh. They have employees with a wide variety of expertise in the Logistic, Freight Forwarding, Airlines and Supply Chain.

As it is a multifunctional service provider, ELL provides customer-oriented, innovative and advanced solution for the industry. EDISON has strong Management and man power resources, managed by a board of directors with extensive experience.

It helps as a complete package of logistic services under a roof. The logistic hotspot of the Bangladesh.

2.1.4 Mission & Vision of EDISON Group

2.1.4.1 Mission

The mission is delivering difference to be the best in every market we serve, to the benefit of our customers and our stakeholders.

2.1.4.2 Vision

The vision is to be a respectable, responsible and prominent company.

2.1.5 Objective of the EDISON Group

Edison Group is arranged to provide online services to all types of customers ranging from small entrepreneurs to big business firms. Accordingly it gives emphasize on the priority sector of the economy. Besides, the main objective of e-commerce business is to provide different customer friendly purchase products to fulfill the business needs of individuals.

2.1.6 Product & Services of EDISONGROUP

EDISON GROUP is one of the encouraging and evolving business group, founded with the objective of enhancing all aspects of life for the customers with powerful brands, reliable products and services.

Symphony

EDISON GROUPS first company SB Tel Enterprise Ltd was established in 2005 and started mobile phone business under SYMPHONY brand in 2008.

Siemens

EDISON group is proud to bring you the worlds renowned brand SIEMENS. More than 150 years, Siemens has been the leading innovator in home appliances. Siemens was originated in GERMANY. It is the number one brand in Europe and has taken the third place across the globe in terms of revenue with regard to free standing and built in kitchen Appliances.

Samsung

There is very few who haven't heard about Samsung at today's date. However it bounced back during the quarter and successfully took the second position in overall mobile phone and the smartphone sub segment with 7.2% and 23.4 % share respectively.

Samsung Tizen based ZI expanded its reach beyond India and got off to a positive start in Bangladesh, initial sell in remained healthy and was the number one smartphone model in the entire country.

Microsoft

Microsoft entry level Lumia portfolio especially Lumia 540 and Lumia 535 helped the vendor to clinch the fourth spot in smartphone segment with a market share of 5.4% during the quarter.

2. Overview of Pickaboo.com

Pickaboo.com started its journey and within a very short time period it was able to become a popular destination for the online shoppers. Pickaboo is an ultimate shopping destination where you can shop accordingly, Smart and Feature phones, Camera, Computing and accessories, have them delivered to you directly. They offer free returns and various payment methods including Cash on delivery, online payments, swipe on delivery and Bkash with affordable price and quality products. They are expanding the range of our products to include latest gadgets, accessories and new categories.

Pickaboo.com is the newest online shop in Bangladesh which is basically a sister concern of Edison Group Bangladesh Ltd. under the supervision of a wing namely MoMagic Bangladesh Ltd. With the vision to be the biggest online shop, Pickaboo.com has started its journey on 12th May, 2016. From the beginning, it has 12 vendors/suppliers which are increasing in numbers day by day. Till the last day I was there officially, there were 30 permanent, 8 contractual and 4 intern employees in the head office of Pickaboo.com. Comparing the competitor's document of sales volume and profit recorded at the end of the first month of operations, it has achieved the highest one which is nearly twice of the closest competitor here in Bangladesh.

Vision

“We will never FAIL to provide ANYTHING that we have PROMISED ANYWHERE to our CUSTOMERS”

Mission Statement

“At the beginning of every activity we know when, how & by who it will end in the best favor of our customers”

Objectives:

1. To make our customers 100% confident when they refer us to his group/circle,
2. To make our customers feel happy & proud while they talk about us,
3. To make our customers confident that whenever they have a need we are the best in providing it,

4. To make our customers completely relaxed after they order a Product & wait for it,
5. To create such notion in our customers' mind so that they never even think of cheating US.

Strategies:

1. To keep a commitment to the customer we will break every barrier as a team,
2. We will trade off our comforts for Customer comfort,
3. Provide economically sound business opportunities for our partners,
4. Practice high ethical business standards,
5. Protect our customers from dodgy businessmen,
6. Produce high quality products that are safe for consumers,
7. Meet the changing needs and desires of consumers vigorously,
8. Delivery, Return & quality in proportionate to price will be customers' most confident areas.

Pickaboo.com has categorized its products into six different categories to decorate their web inventory portal. The categories are –

- ◆ Mobile & Tablet (Smart phones, Feature Phones & Accessories)
- ◆ Computing (Desktop, Laptop, Mac book & Accessories)
- ◆ TV & Electronics (LED TV, Smart TV, 3D TV & Electronics)
- ◆ Camera & Accessories (DSLR Camera, Accessories, Security Camera)
- ◆ Home Appliances (Large Appliances, Small Appliances)
- ◆ Accessories and others (Mobile Accessories, Desktop Accessories Gaming Accessories & Others)

2.2.1 How to Place an Order on Pickaboo.com



How To place an order!!

- ❖ First of all, go to your browser and type www.pickaboo.com. You will find the home page.

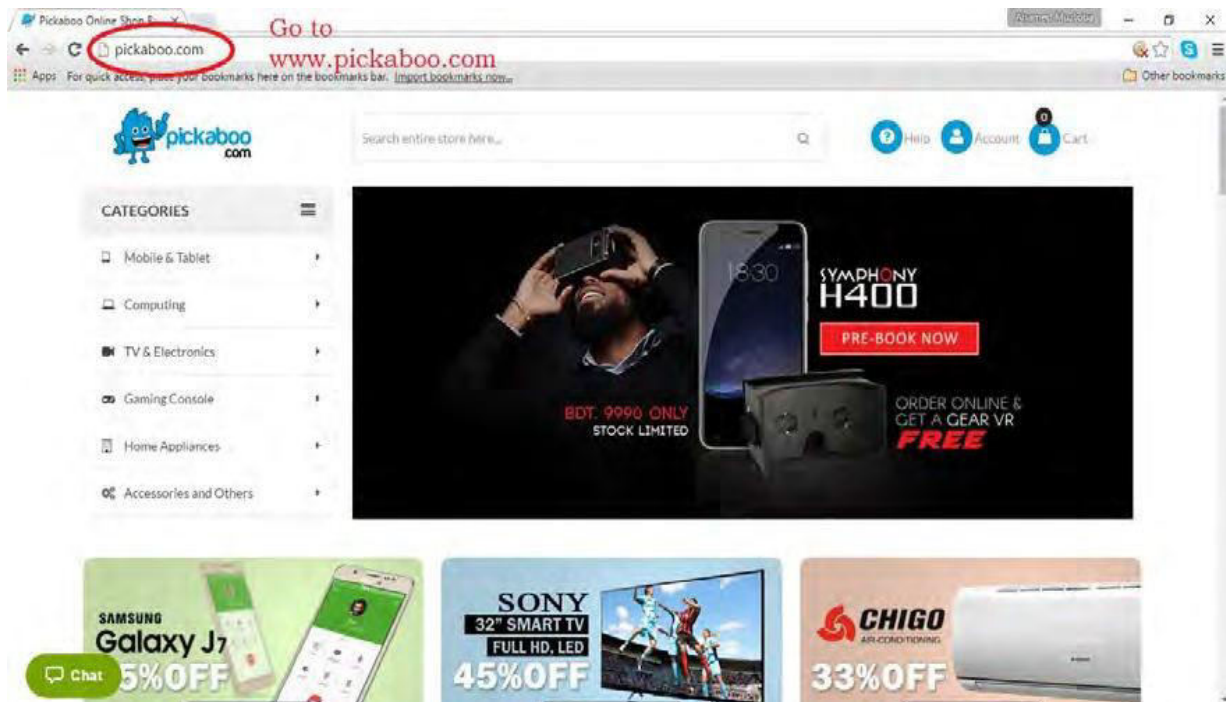


Figure 1: How to Place an Order on Pickaboo.com

- ❖ Then you can search the product use it our search bar or you can browse through our categories to find the desire product.

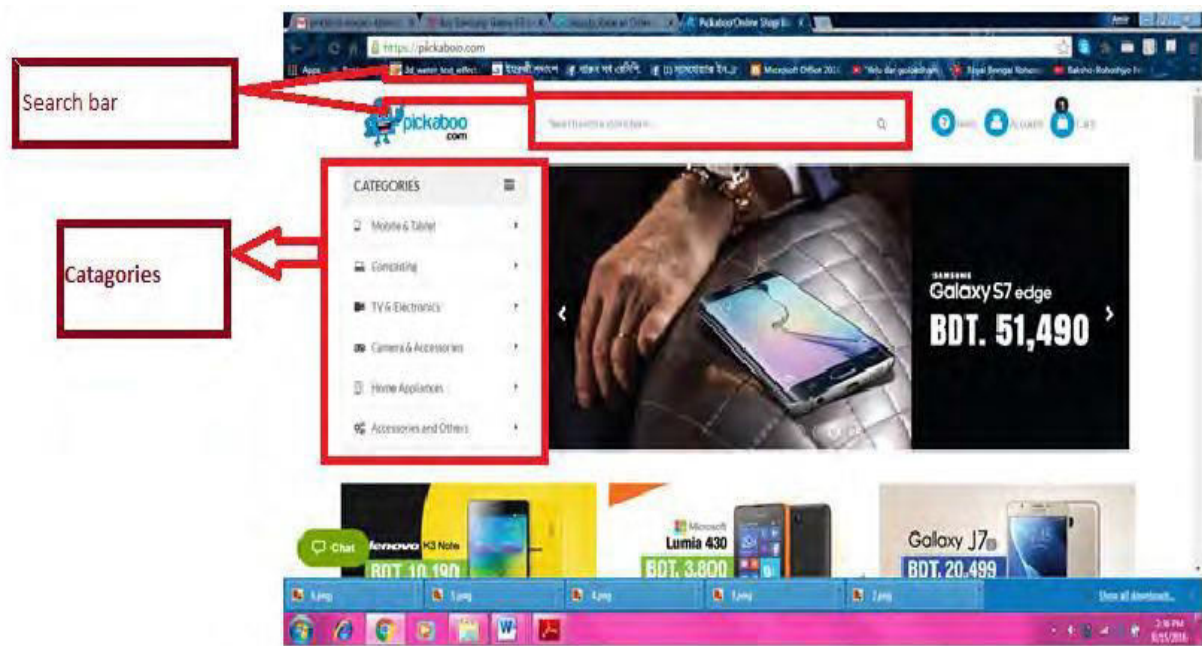


Figure 2: How to Place an Order on Pickaboo.com-1

- ❖ Click on the product you want to buy. For example, you want to buy Symphony H400.

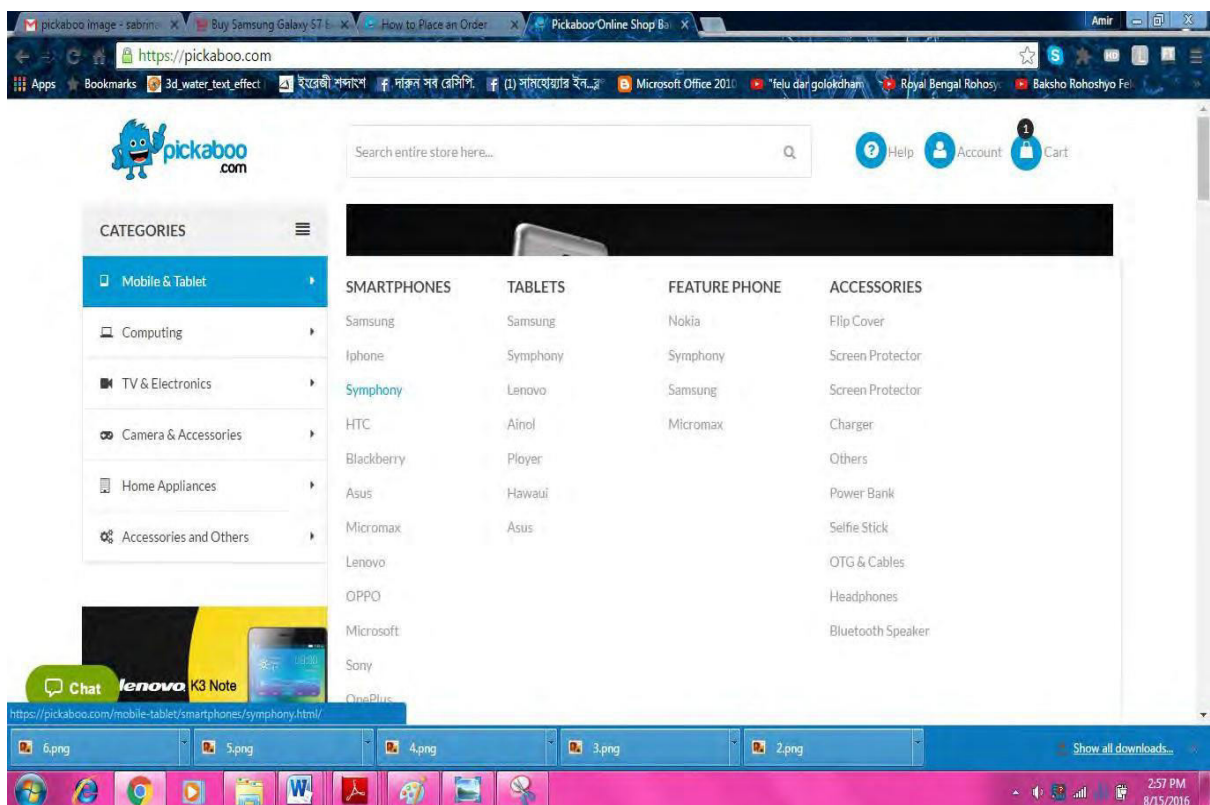


Figure 3: How to Place an Order on Pickaboo.com-2

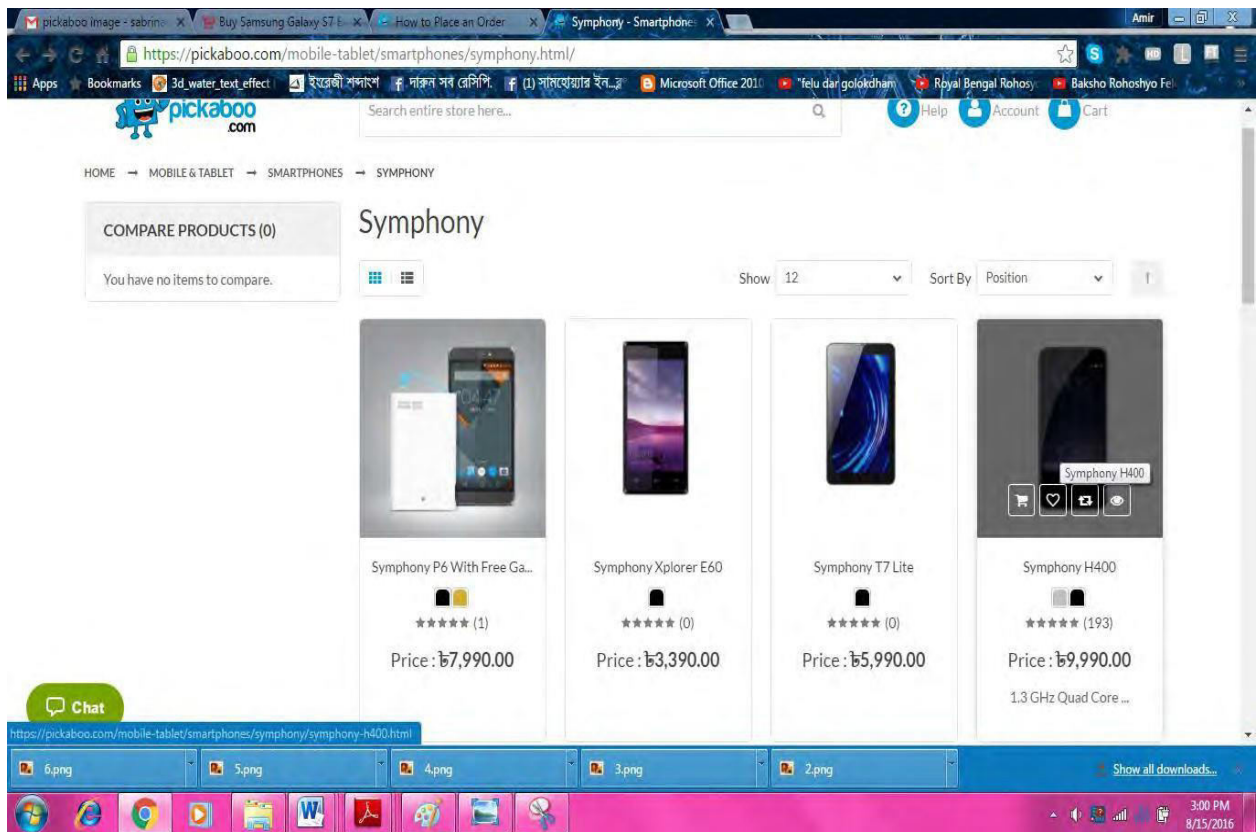


Figure 4: How to Place an Order on Pickaboo.com-3

- ❖ Select the color you want to buy and press **Buy Now** option or if you want to shop more products, you can click on **Add to Cart** and browse for more product.

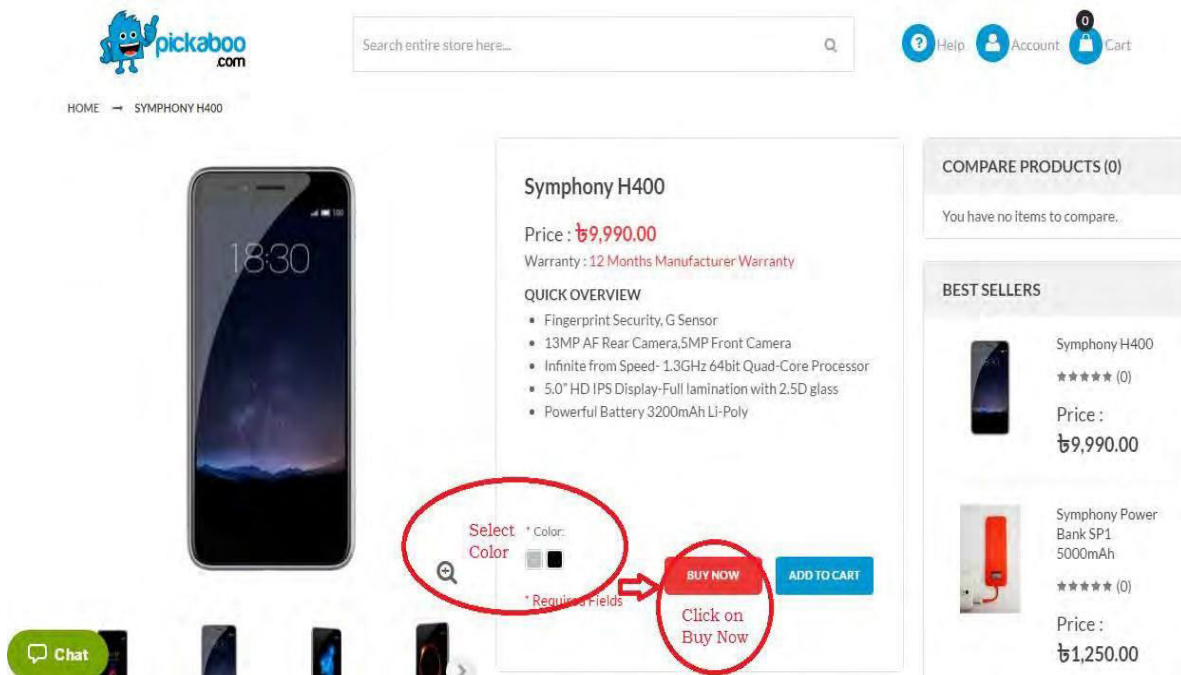


Figure 5: How to Place an Order on Pickaboo.com-4

- ❖ After clicking **Buy Now**, you have to click on **Proceed to Checkout** option to go to the last step.

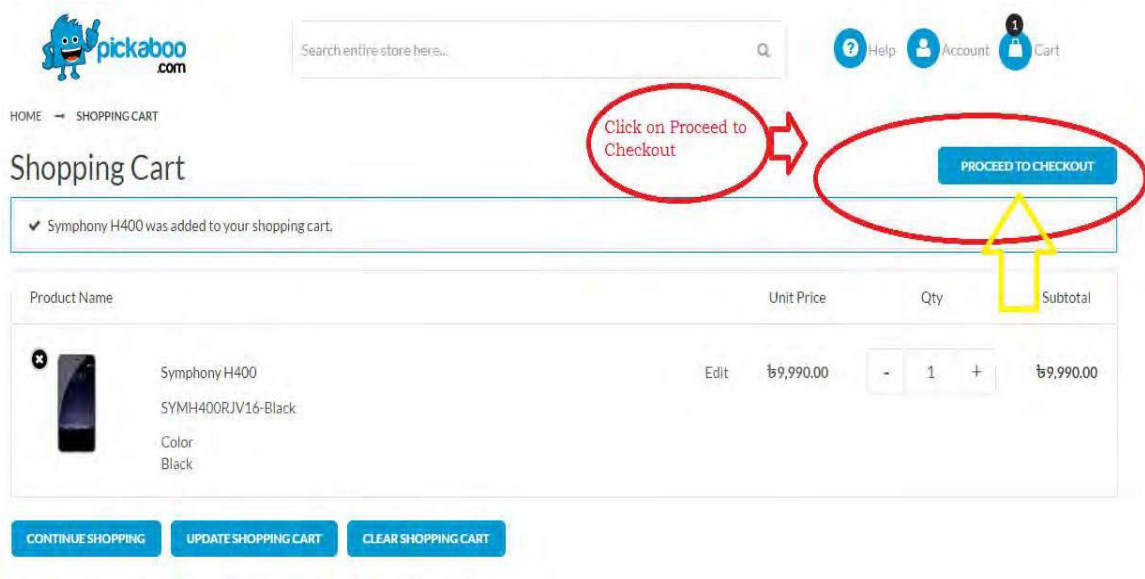


Figure 6: How to Place an Order on Pickaboo.com-5

- ❖ Now you need to fulfill the information and select the **Payment Method** and click on **Place Order Now** option.

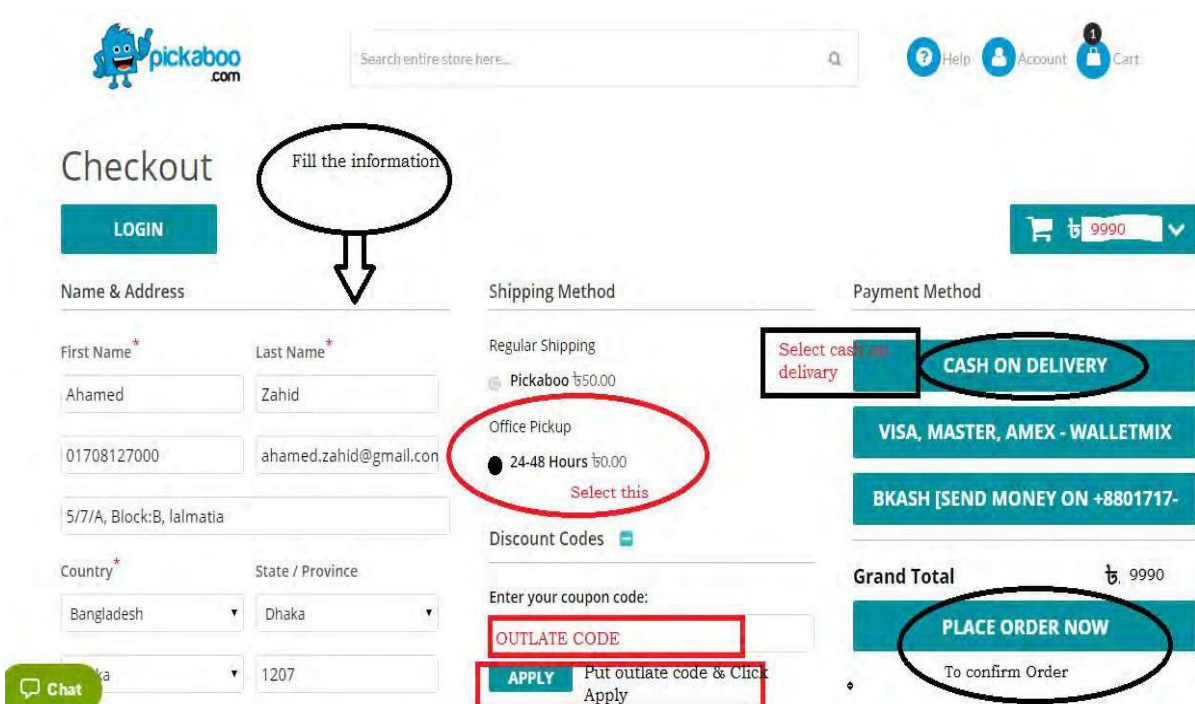


Figure 7: How to Place an Order on Pickaboo.com-6

- ❖ You will see the **Order Received Page**.

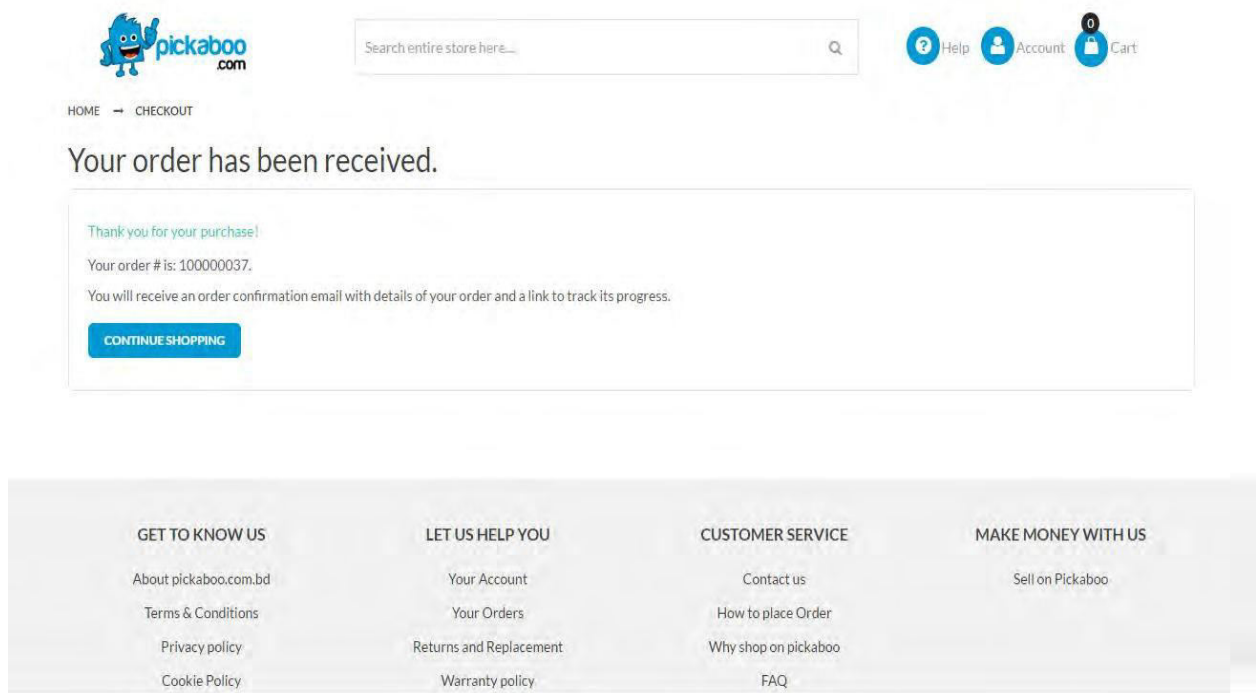


Figure 8: How to Place an Order on Pickaboo.com-7

- ❖ You will get an email and also our employees will call and verify your order.

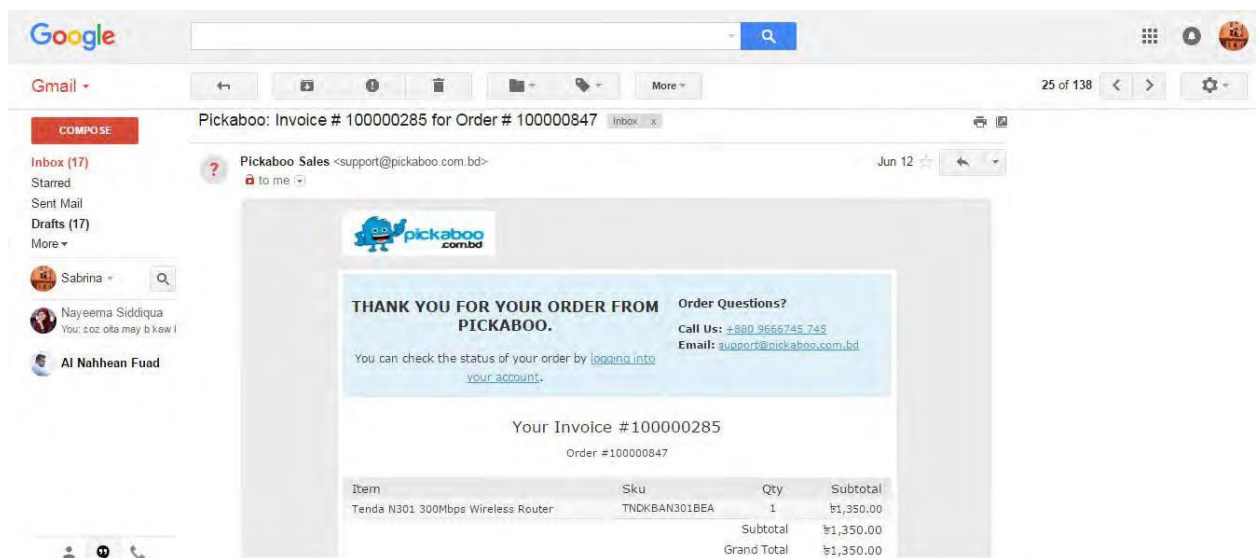


Figure 9: How to Place an Order on Pickaboo.com-8

2.2.2 Return Policy of Pickaboo.com

Return policy of pickaboo.com is very clear. They made it as simple as possible for

their valuable customers. But customers have to follow some instructions. These are described below:

Conditions to return products:

Customers must have to read through the Return Policy page of Pickaboo.com so that they can understand the eligibility for returning the products. Customers get only 3 calendar days after the product delivery to let the customer service of Pickaboo know that s/he wants to return that. Return can be initiated by the help of customer service team, if the delivered product meets all the requirements. Pickaboo customer service number is 09666745745.

Customers can simply follow the 6 steps stated below:

1. Check if your product meets all requirements.
2. Call customer service of Pickaboo.com.
3. Fill return form given with the invoices.
4. Either drop the product in our office, or appoint a rider when you call customer service.
5. Your return will go through quality check.
6. If validated, you will get refunded.

Return time of a product:

Products can be returned within a time period of 3 days from the date of delivery. For example: if I get my product on the 11th of September, I have until the 14th to let customer service know. Customer service team is available from 9:00 am to 11:59 pm, 7 days a week.

Items sold on Pickaboo.com can be returned within a period of 3 days from delivery date, provided they are eligible for return. Example: If I received my product on the 5th, I have until the 8th to contact Customer Service. Customer Service agents are available from 9:00 am – 09:00 pm, 6 days a Week.

Conditions for returning an item and the procedure:

If someone bought electronics, s/he has to refer to the requirements stated in the chart below.

What is the reason for my complaint?	What are the conditions for returning the item?	What do I get and when?
Product is not the one ordered or advertised	Seal must be intact if there is one, item in original condition Item must not be used. Item must include all packaging. 3 days to call Customer Service Call Customer Service to schedule a pick-up or drop-off Fill the return form	A full refund in the form of: Voucher: 1-2 business days. Bank transfer: 3-4business days.
At time of delivery product got damaged or it is defective.	Item must be in original condition Item must include all packaging.	Credit card reversal: 3-4 business days

How to request a return:

Contact Customer Service support@pickaboo.com to confirm that your product is eligible for return. They will explain the return procedure and arrange the pick-up.

To return any product customer have to give the following data:

1. Order number.
2. Reason for the return
3. The method of refund that you would like and the necessary information associated.
4. Where and when the product should be picked-up

Customer service of Pickaboo will arrange for pick-up the product from the given address with free delivery cost.

The checks being done after receiving the product by Pickaboo.com:

Once the product is received, that will be checked by Pickaboo’s Quality Check team. They will make sure that the product meets all the requirements for a return as stated in their policies.

How long does the validation or invalidation of the refund take?

This quality evaluation process may take about 2 business days. Once completed, they will send an e-mail or call to give the result of the evaluation.

Can the customer request a replacement rather than a refund?

If customer prefers to replace the product, just have to let Customer Service know. They will call the customer as soon as possible. Then Pickaboo team will check the availability of that product. If the customer chooses a refund voucher, s/he can also use it to buy a similar product on Pickaboo.com his or herself.

Pickaboo team will call the customer to explain the issue and send back to him/her if the return is invalid. Pickaboo service team will arrange the delivery of that item.

2.2.3 Warranty Policy of Pickaboo.com

The warranty service applies to physical product and only for physical goods which are purchased from Pickaboo.com.

What does the warranty cover?

The warranty covers when there is a defect under normal use of the product during the warranty period.

Where should I go to get the warranty?

If the ordered product is non-functional on arrival, or is otherwise eligible for return, customer can call Pickaboo.com at 09666745745 within 3 days of delivery to initiate a return or exchange(subject to terms and conditions). If more than 3 days have passed after delivery and the product has a warranty, a warranty card will be included in the packaging. Customer has to call Pickaboo customer service to get warranty service. They will pick the product from customer free of cost; however, there will be shipping charge of Tk. 50 inside Dhaka, and Tk. 100 outside Dhaka when they deliver the serviced product. Service of the product will be ensured within 7 working days.

How will the customer get warranty if s/he lives outside Dhaka?

If the customer lives outside Dhaka, s/he has to send the product by Sunderban courier service. After receiving the product, it will take 10 working days to ensure service of the product and deliver the product back to customer.

What is customer supposed to write in the return/servicing form?

Customer will have to write down the order number, details of the problem s/he is facing with the product. Pickaboo team will check the quality of the product against customer's claim, if found satisfactory, they will send the product to the manufacturer for servicing.

3. Job Description

I have started working as an intern at Pickaboo.com almost a month earlier to its official inauguration to the market. I was assigned at the head office of Pickaboo.com in product department and the responsibilities I owned are as follows –

- ❖ Writing product content
- ❖ Adding product details from the vendor's website (sometimes from third party website)
- ❖ Differentiating products in different categories
- ❖ Attaching background information and related product at the backend of the website
- ❖ Finally Uploading, Correcting, Enabling/Disabling or Deleting in terms of the importance of different product contents

3.1 Writing product content

While surfing an online shop to view or order products, usually you will see a long and a short description about the product so that you can easily take decisions on the best alternative(s). My duty was to write down the relevant information of a certain product from the inventory book or sometimes from the product supplier website.

3.2 Adding product details from the vendor's website

For each product, there is some default information which I needed to write down in specific box plot. These were also to be collected from the product website. For example, the default informations of a Smartphone are –

- ❖ Brand
- ❖ Weight
- ❖ Country of manufacture
- ❖ Camera (back and front)
- ❖ Display
- ❖ Warranty
- ❖ Storage

- ❖ Processor
- ❖ Connectivity
- ❖ Battery etc.

3.3 Differentiating products in different categories

Arranging products with selecting categories at the backend of a certain product content was another responsibility of mine. As I have mentioned earlier that Pickaboo.com has categorized its products into six different categories, it was one of the key responsibilities for me to mention the category at the backend information of each product.

3.4 Attaching background information and related product at the backend of the website

For some products which are relatively unknown to most of the people, basically those products need to have some background information to clarify the usage of those products and commonly all the products must carry some related products which was done by me accordingly where needed.

3.5 Finally Uploading, Correcting, Enabling/Disabling or Deleting in terms of the importance of different product contents

While a whole content of a certain product is ready, I had to upload the content to the front end of the website. In terms of mistake, content change, availability/unavailability of product(s) I also had to correct, enable/disable or sometimes delete contents from the website.

3.6 Observation

Eventually, these are the major responsibilities I have fulfilled during my three months internship period at Pickaboo.com. During my internship period I have found everyone very friendly, cooperative and supportive there. Sometimes I had to work on Saturday but people were as responsible as they don't have to work under pressure because nobody left anything pending for the next day

4. Analysis and Findings

Pickaboo is currently booming in the e-Commerce industry in Bangladesh. As a fast growing, it should have a website, which is easy to use. This is a matter of great wonder that this website has so many problems, which needs to sort out as soon as possible. After looking at this website, I have found the following problem in the website.

In this report, I have worked to find out the problems in the website of Pickaboo.com and then tried to give some recommendation, which will make the website more usable to the viewers. I have tried to have a clear view about Meta.

4.1 Analysis on Meta

Meta helps people to find their desired website. Meta title should contain the title of website and in Meta description, the explanation of the website should be written. On the other hand, Meta Tag or Title Tag helps us to inform search engines about the page.

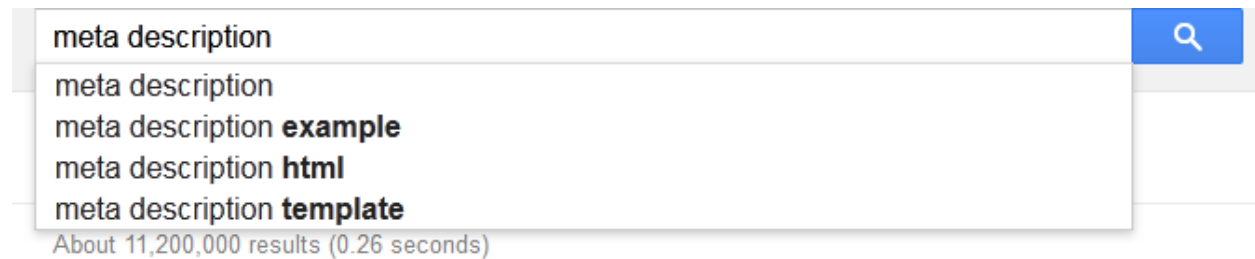


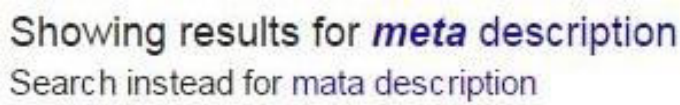
Figure 10: Google search of Meta Description



Figure 11: Meta Description Tag_1

Here in figure 10, I have searched 'Meta Description' in the Google. Now in figure 11, at the first line, the blue font refers to Meta Title. Again, under the link the words are called Meta Description. Meta title should contain the name of the website. (Title Tag, 2015)

Different person may search by different words. It varies from person to person. As an example, if a person does not know the spelling of 'meta', may search on Google by writing 'Mata description'. The following result will be seen (Figure 12)



Showing results for *meta* description
Search instead for mata description

Figure 12: Google search with wrong keyword

The person has searched with 'Mata description', although the search keyword was not correct, but Google understood it and showed the results of 'Meta Description'. Therefore, while setting the Meta title and Meta description, I have to try my best to read the minds of the people, which means, I need to find out what people may search. It is not possible to know exactly what people search, but at least I have to try to get closer to it. This is why selecting Meta Tag and Description is so important. While setting Meta Tag and Description, I have to put all the possible words that can come in the mind of the viewers that goes with the details of the company.

4.1.1 Meta problems in Pickaboo's website

1. Meta title has been used in the back end of Pickaboo.com good. Title covers almost all types of products that Pickaboo.com sells.

```
class="js"> <!--<![endif]--><head><meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><title>Pickaboo Online Shop Bangladesh - Genuine Mobile, TV, Tablet PC, Laptop, Gaming Accessories, Home Appliances and more.</title><meta name="description" content="Get the best shopping experience from trusted online shop Pickaboo.com in Bangladesh. With a
```

Figure 13: Meta Title of Pickaboo.com

Pickaboo Online Shop Bangladesh - Genuine Mobile, TV, Tablet PC, Laptop, Gaming Accessories, Home Appliances and more

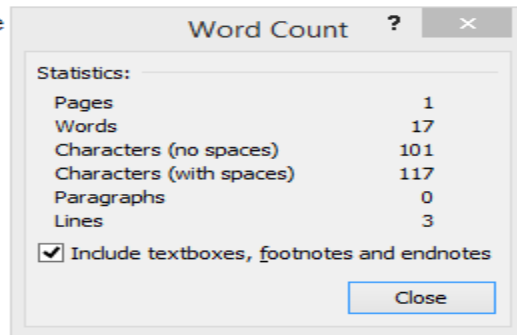


Figure 14: Meta Title of Pickaboo.com

According to (Title Tag, 2015) google usually display 50-60 characters when anyone search in it. So when google crawl down it doesn't read more than 60 characters. It's better to keep 55 characters in the Meta title so that google can read it properly and display in the first page. But in Pickaboo.com's website I can see there are 117 characters in their Meta title. If they want to follow the standard they have to work on their Meta title's number of characters and reform it.

2. In terms of Meta description Pickaboo.com tried cover so many words but it will make google confuse to find out against any search about the brand. According to (Meta Description, 2015), it gives people a short explanation about the content of the website. That means Meta description should contain the words, which are related with the particular industry.

Get the best shopping experience from trusted online shop Pickaboo.com in Bangladesh. With a wide range of local and foreign branded products, we provide fastest home delivery service, free returns and genuine products only

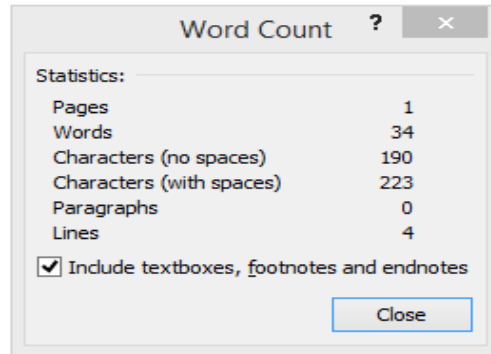


Figure 15: Meta Description

Apart from these, standard Meta description length is up to 160 characters. It is best to keep Meta descriptions between 150 and 160 characters (Meta Description, 2015). I have found 223 characters (with space) in Pickaboo.com’s website (Figure-6). If I consider 190 characters (without space) that’s also not following the standard level. So that also Pickaboo.com has to work on their Meta description.



Figure 16: Meta Description (MOZ)

4.2 Problems in Pickaboo.com's website

4.2.1 Search Engine Optimization

The website www.pickaboo.com, facing serious issues with Search Engine Optimization that plays a very vital role in the organic search results, which means the company does not need to pay Google AdWords to show the website in the search results (Google Search Engine Optimization Starter Guide, 2010). If I search with “Online shop in bd” the website doesn't appear within 21 pages. Beside this if I search with “online shop Bangladesh”, the website doesn't appear within 10 pages. This is really a great matter of concern because people are not finding pickaboo.com throughout google and it's a very bad indication for any ecommerce site.

4.2.2 Google Ranking

Pickaboo.com is a growing company in the ecommerce industry of Bangladesh and the website of the company must identify their brand clearly to the visitors, which helps to increase the usability of the website (Awad, 2008). I've searched in the Google by writing “online shop in bd” and I have found the following result in the first page.

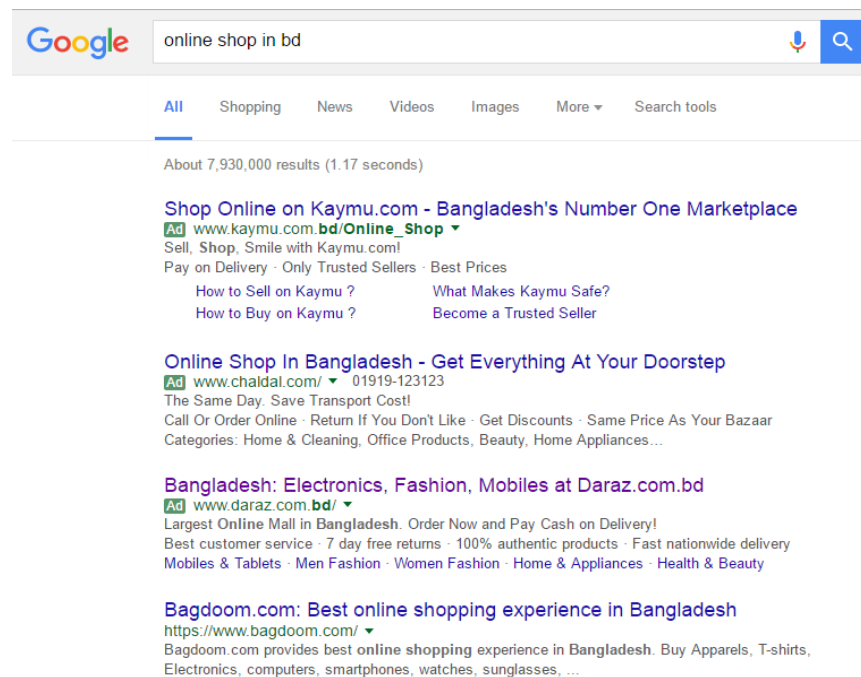


Figure 17: Google search result of "online shop in bd"

Most importantly, the website of the pickaboo doesn't appear in the any page of the Google search. This is because of poor Google ranking and the problem with search engine optimization (Google Search Engine Optimization Starter Guide, 2010).

4.2.3 Google Suggestion

Again, the website of Pickaboo does not appear in the Google suggestion list.

Searches related to online shop in bd

- online gift shop bd
- bd online shop list
- bangladesh online shopping home delivery
- online shopping bangladesh clothes
- online shopping in bangladesh cash on delivery
- bangladesh online shopping mall
- bd online shopping facebook
- online bazar in bangladesh

Figure 18: Searches related to "online shop in bd"

4.2.4 Loading Time

After searching the website, I analyze the loading time of it in different search engines with the help of one website speed-test software named "Pingdom". I have found that in Google Chrome and Mozilla Firefox it took 11.72s and 11.33s, which is very time-consuming (Pingdom, 2015).

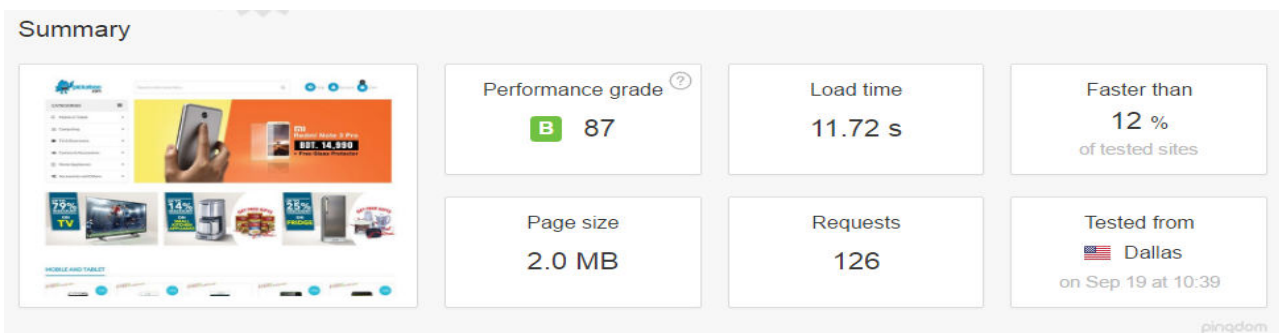


Figure 19: Pingdom result in Google Chrome

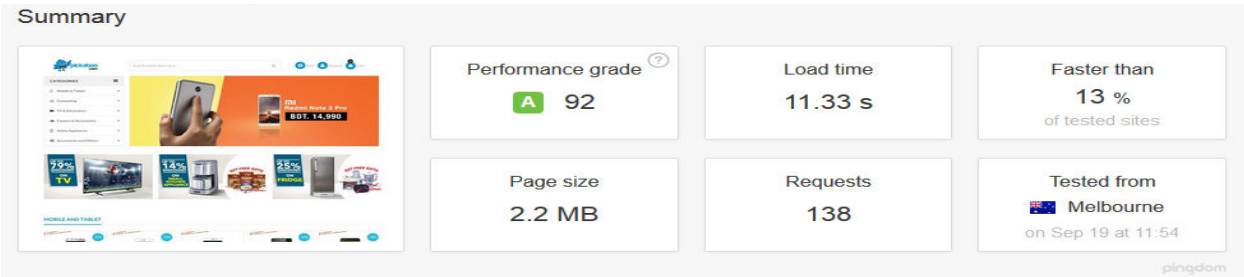


Figure 20: Pingdom result in Mozilla Firefox

4.2.5 Navigation Problem

The website is also having navigation problems. This website is not easy to navigate. The contents are not correctly organized, which is not making the website useable for the visitors. Navigation helps the people to find their needed information easily. Moreover, it assists Google to understand what webmaster thinks is necessary (Google Search Engine Optimization Starter Guide, 2010).

4.2.6 Social Network

This is a world of social networking. A usable website should have a link of their social networking site’s link (Facebook, Twitter etc.) in their homepage. Pickaboo’s website do have their social media links but it’s in the last portion of the page. There is a high possibility that it will be overlooked by the visitors. (Awad, 2008).

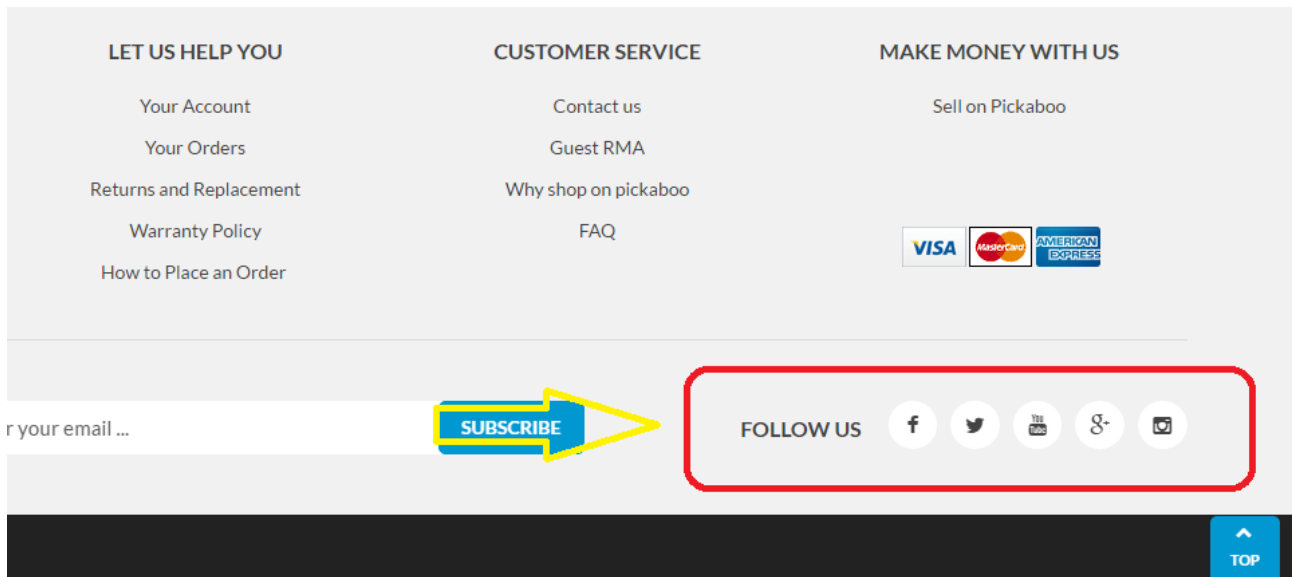


Figure 21: Social Media Link

4.2.7 Misdirection of Social Media Link

In the era of social media pickaboo.com did a great mistake on their twitter link. If anyone click on the twitter logo on the website it takes to another page rather pickaboo’s twitter account. This will mislead the visitors of the page and decrease the brand value of Pickaboo.com.

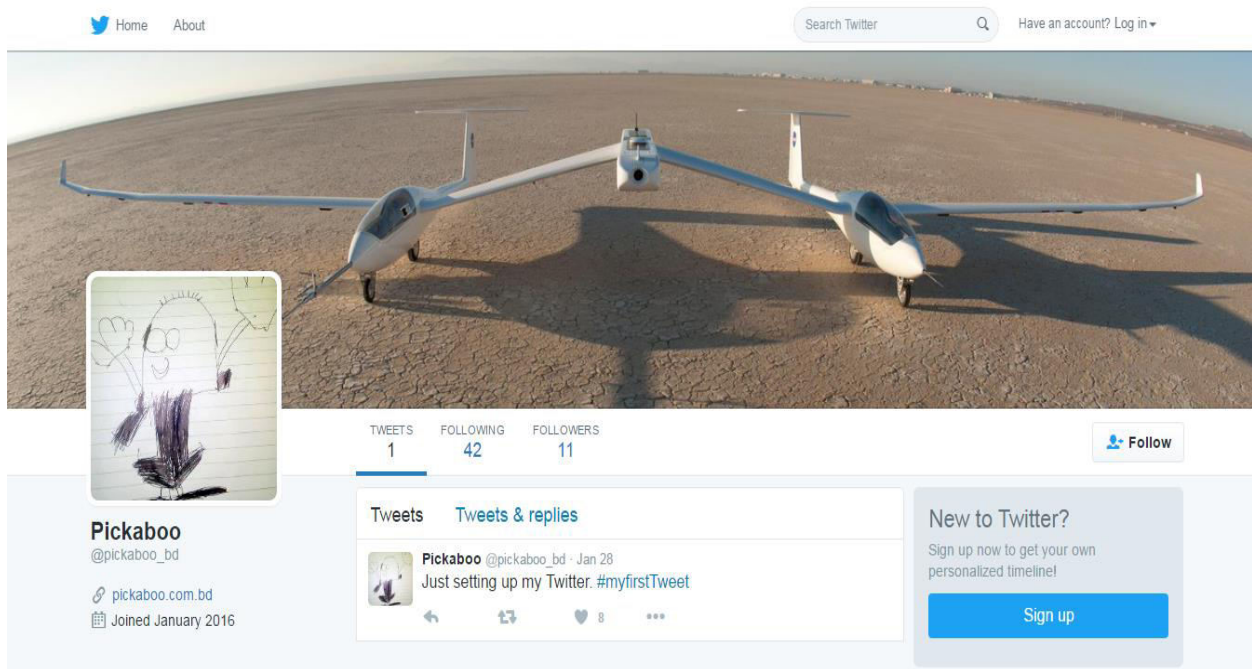


Figure 22: Misdirection of Twitter Account

4.2.8 Problems of Image

In any ecommerce site good images drive or influence customers or visitors to buy products. There is no physical communication between seller and customers in the ecommerce site, its proper picture and correct content influence customers to buy products. But I have found several image mistakes in the website.

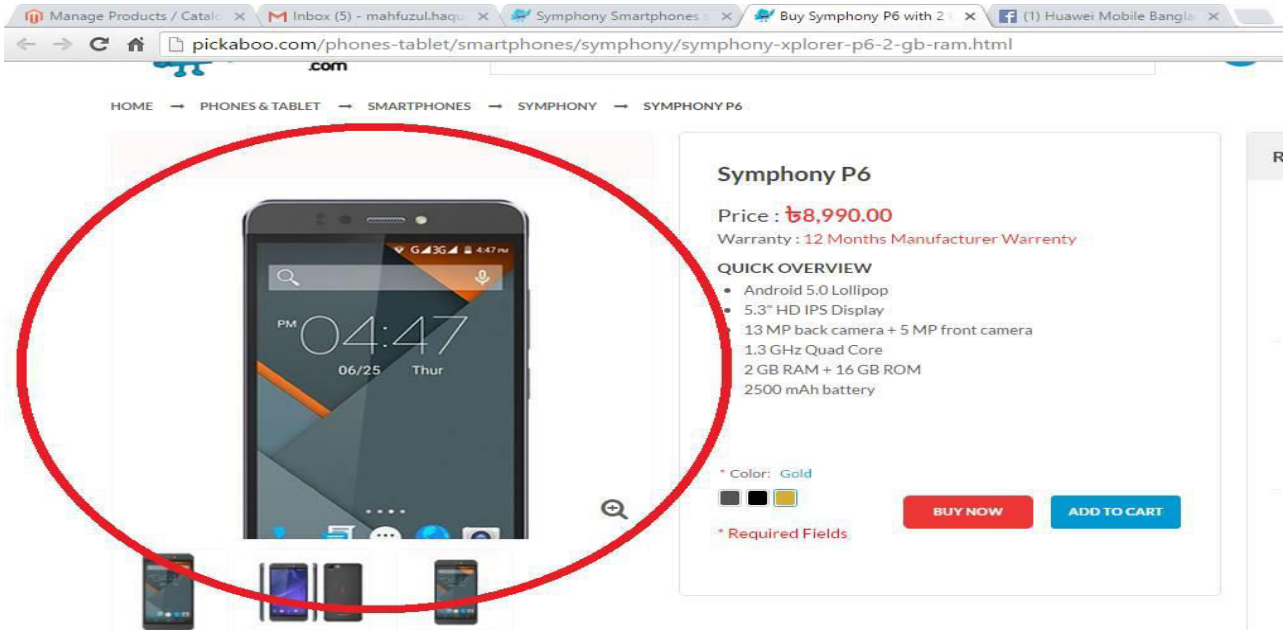


Figure 23: Misplacement of Image

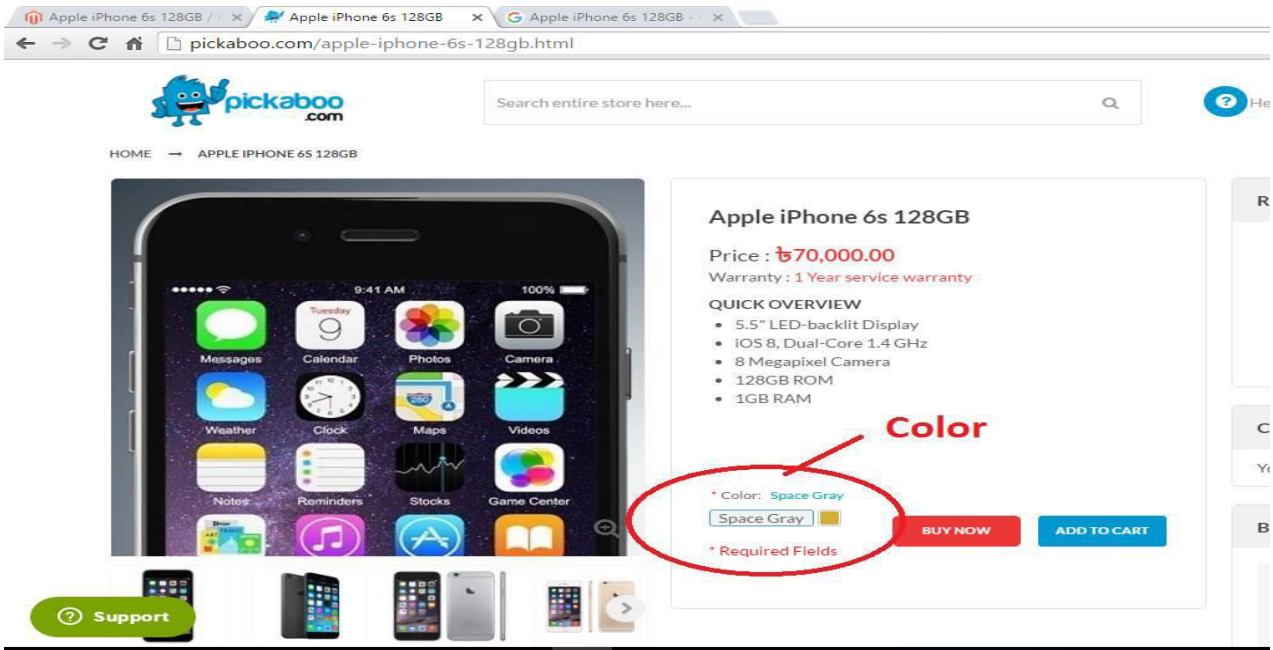


Figure 24: Misplacement of Image

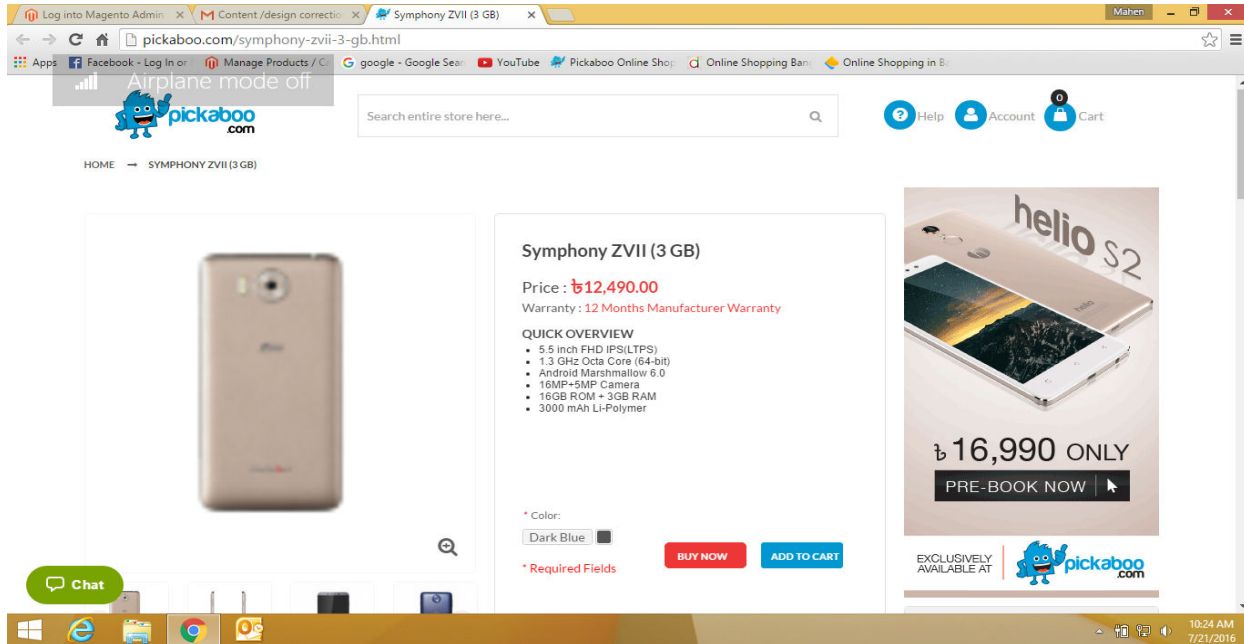


Figure 25: Image Resolution Problem

4.2.9 Short Description Placement Problems

Short description gives an initial idea about the product. At first visitor go through the basic/initial information from short description section then if they feel interested, go for the detail. So we can say to drag visitor's attention proper short description is very important for any e-commerce. But I have found pickaboo.com didn't put any short description for some contents.

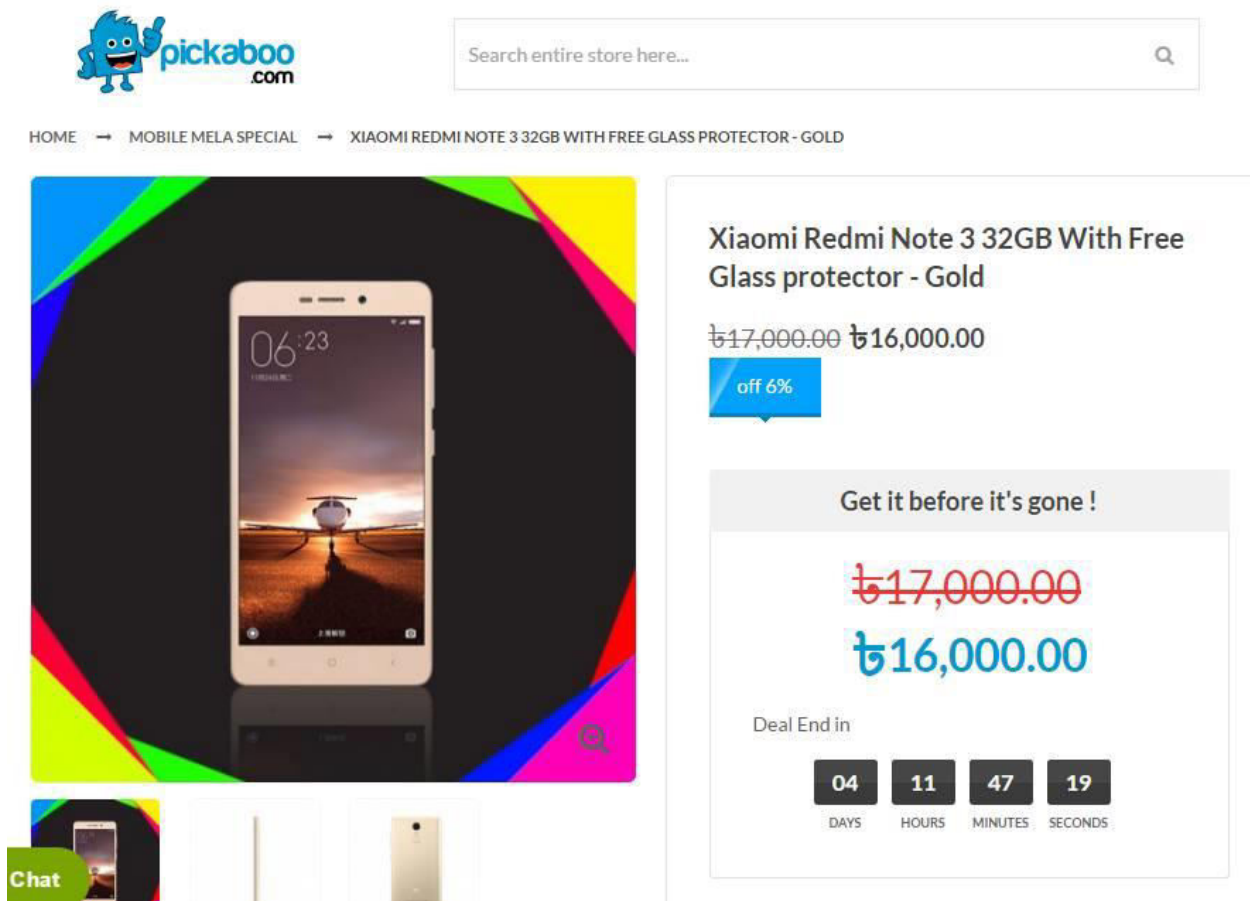


Figure 26: Short Description Placement Problems

4.2.10 Unavailability of “Buy Now” option

As I mention in “How to place an order in Pickaboo.com” section visitors have to click on “Buy Now” button to make final purchase. But this option is unavailable for some contents. So how a customer can order if they don’t find any buy now button? It only creates negative impression towards Pickaboo.com.

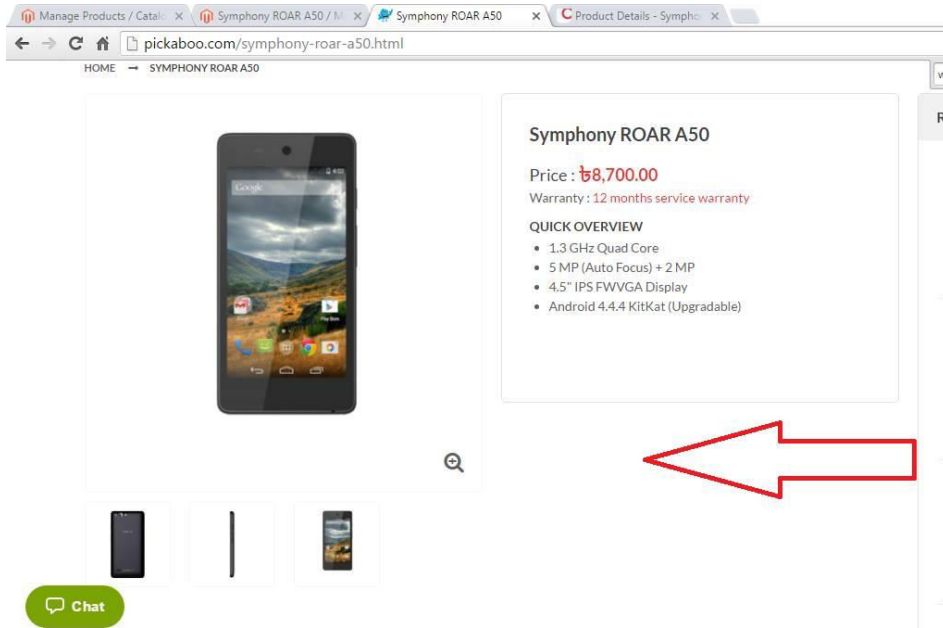


Figure 27: Unviability of “Buy Now” option

4.2.11 Spelling mistake

Proper spelling of content shows strength of website but I have found spelling mistake on pickaboo.com’s website. It can affect the impression and reliability of customers towards website.

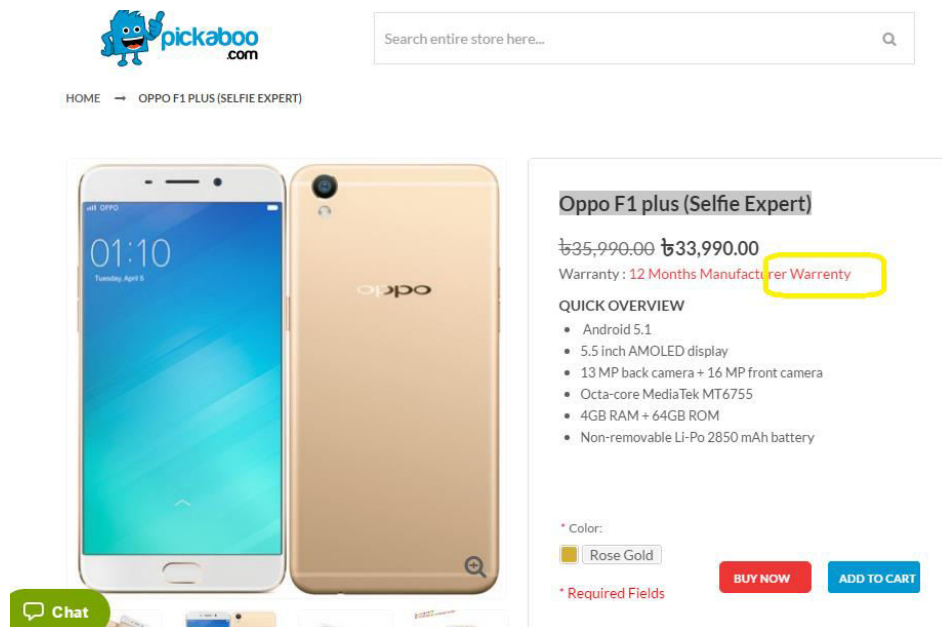


Figure 28: Spelling mistake

4.2.12 Careless web management

Pickaboo.com putted a video regarding how to order in pickaboo.com like tutorial. They have shown every steps of how to make an order in pickaboo.com. It is really helpful for customers for not being confused to order. But they didn't notice that the video is missing and need to fix.

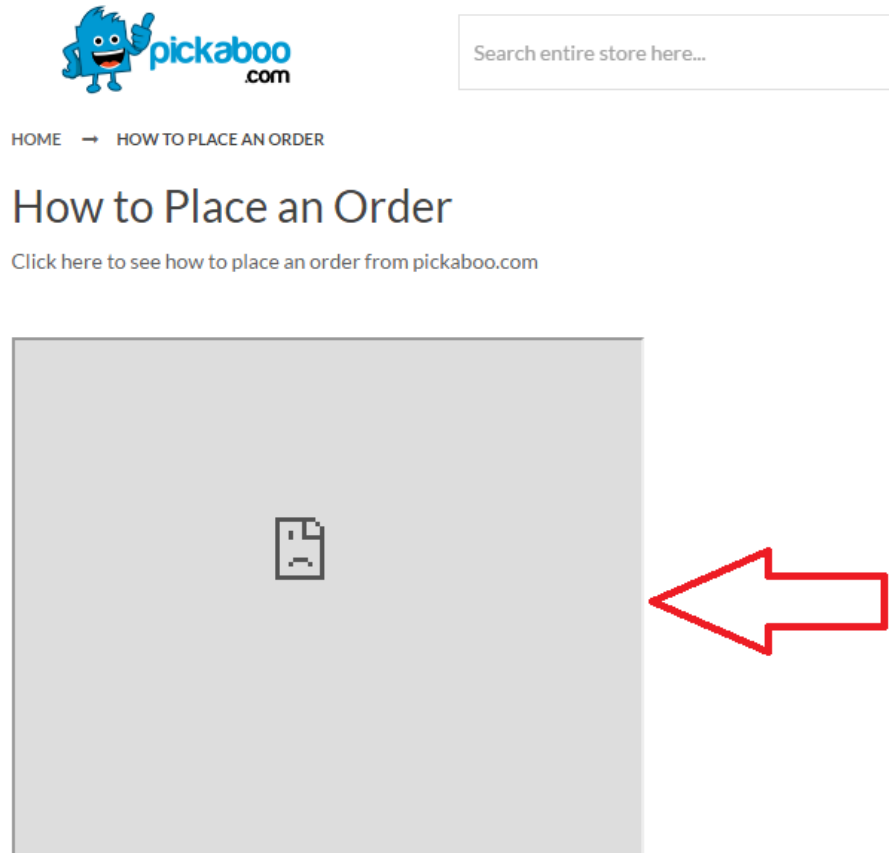


Figure 29: Careless web management

4.2.13 Magento error

Website has so many Magento errors. Like they uploaded wrong image for a products. Product name is saying its yellow color but in the image section they uploaded blue image. Apart from this I have found product content is uploaded but nothing is showing due to magento error. It hampers credibility of website.

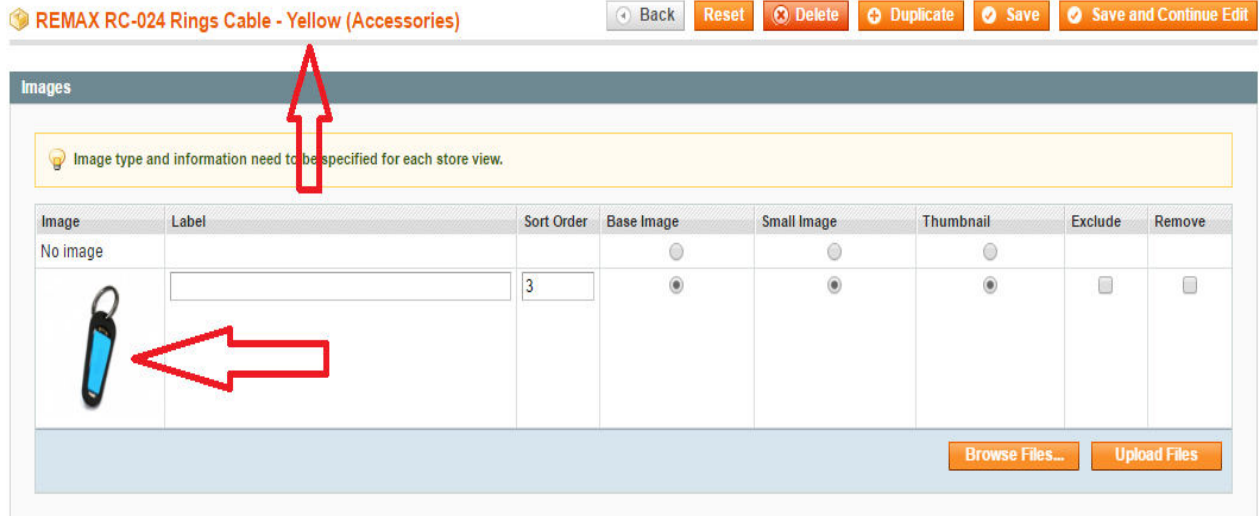


Figure 30: Magento error

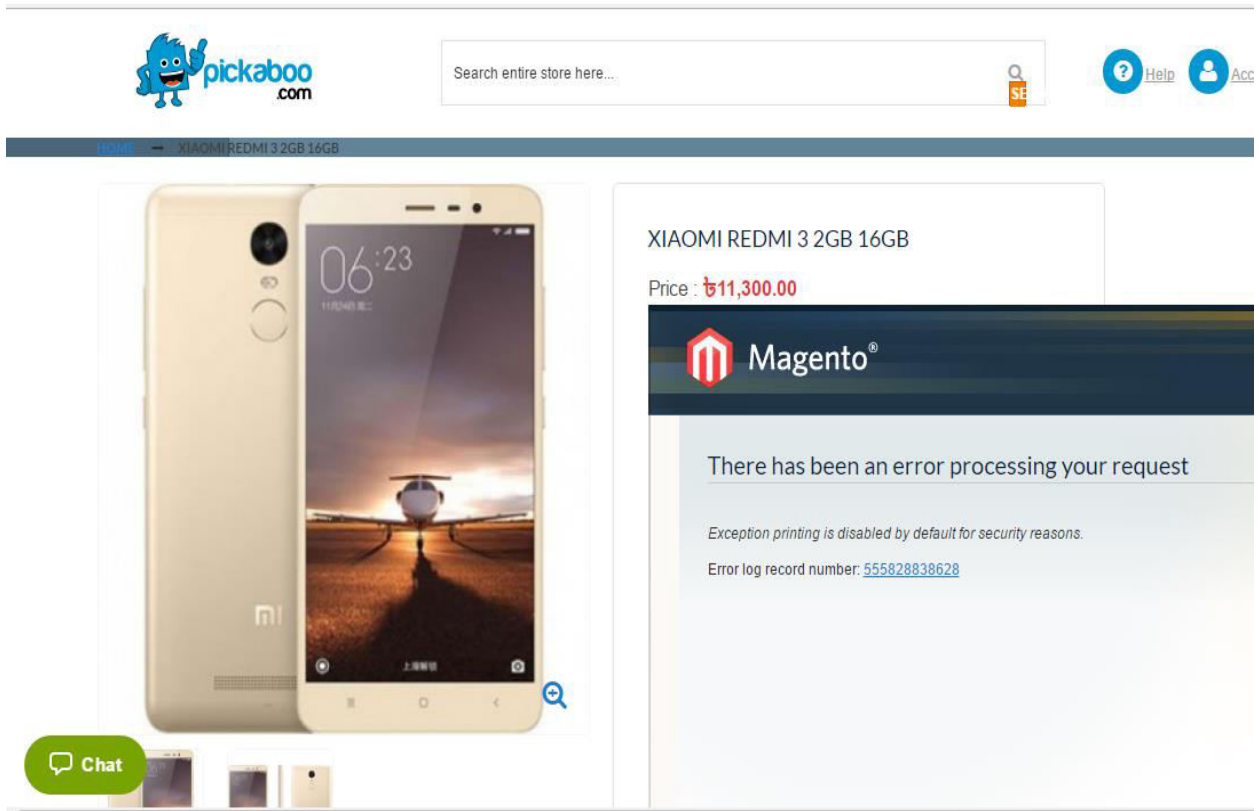


Figure 31: Magento error-1

4.2.14 Mobile responsiveness

In terms of mobile responsiveness, Pickaboo.com seems somewhat slow and does not navigate properly if we browse the website from mobile or tablets. Sometime, the zoom option of images doesn't work of this website.

Recommendation

Website of pickaboo.com needs to improve their website to attract their consumer and make them loyal for coming back in the website again and again. They need to improve their web usability because they have many lacks on it.

- Meta title should be in between 50-60 characters so that Google can read it properly and make it visible to the audience.
- It is really necessary for any website to have proper and strong Meta description within 150-160 characters (with space) company should describe who they really are and what they do in to the point. So pickaboo.com has to also work on their Meta description.
- Being a fast mover in the e-commerce industry of Bangladesh search engine like Google should find it in the first page but it doesn't. Proper modification of Meta title, description, Adwords marketing will solve this problem.
- Loading time issues should be fixed so that users can visit smoothly. Optimization of images and contents can solve the problem.
- In the website contents are not in proper way. Contents should be placed in a way so that user can find easily what they are looking for. And it will avoid the navigation problem.
- Social media links should appear on the top so that if visitors want they can easily find. It will develop loyalty and authenticity of website.
- Proper social media link should be provided so that visitors don't get confuse.
- Every image should be uploaded in proper format so that they appear proper in the front end.
- Every content should have contained proper short description so that visitors can have brief idea about the product.
- Web developer have to ensure that every content or product have "Buy Now" button so that final transaction can happen.
- "Content management" team should recheck every content before uploading so that there is no spelling mistake.
- In the "About Us" page they should add their mission, vision and objectives so that visitors get to understand their stand regarding business. It will really help them to build strong loyalty towards them.

- The product description should be more unique and informative so that customers get the overview of the product mentally even without seeing it physically and Google improves the ranking of the website.
- Most of the internet users browse internet from their smartphones. So, Pickaboo.com must have to have good mobile view and navigation system. They establish mobile app for Pickaboo.com which will be more beneficial for them.
- Pickaboo.com posts a lot of direct links of the website and photos on social media. Hence, they should let the customers experience different type of post so that they do not get bored. For example, photos, videos, status, gif can be shared in the Facebook page. Therefore, they should always try to give fans something new and exciting.

After these changes in the website, organization should take some time to review and observe it properly that how it's working. Then they need to compare new test results with the previous recorded results. They need to find weather the bounce rate became low and the rank goes up. That's how Pickaboo.com can develop their web usability and attract consumer who will visit it. They can also test with website with some selected visitor to get their reaction after the development.

Conclusion

Electronic commerce is rapidly growing as an impressive manifestation of globalization. By now, the growth story of Bangladesh has become well-known. Recently the offline market leader EDISON Group has entered into the e-commerce sector with their website Pickaboo.com. They are constant in detection of business innovation and improvement. With the journey of time they are also getting modern. In this development period of Pickaboo.com, the poor quality content, lack of Meta tags in every page, bugs, strategic digital marketing etc. are stopping the website to get a better rank in the Google. After working on the website, the company should review at least three months to check how it is performing.

The research is focused on the effectiveness of the web usability. Now the concept of shopping has changed. It is something more than “buy & sell”. I honestly believe that this report will help Pickaboo.com to get the understanding of what problems they are facing and where they can improve. The recommendation part of my report can help them to make their website better. Last but not the least; my report can be platform to recognize the Web Usability in a practical way and acquire more knowledge about the design of a website according to customer preferences of an e-commerce website.

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