Digital Retail

Curriculum Preview

Curriculum Overview

This curriculum trains students to plan, develop, launch, and manage an eCommerce business. Key areas covered in this curriculum include: fundamentals of online store planning and design, creating a professional website using the Wix platform, digital marketing, and the importance of online business strategies. Emphasis is on understanding of digital technologies (e.g., customer relationship management, SEO, product metrics) and critically evaluating their influence, particularly on digital merchandising strategies.

Notes for Instructors

Every assignment or activity will include implementation notes and suggestions for educators from the Wix Higher Education curriculum developer. These notes will provide ideas for how to integrate assignments into the class, how to use the assignments to plan student websites, and how the assignment might be adapted.

Learning Objectives:

- Discuss the fundamental concepts and importance of digital retailing, customer relations, and online marketing;
- Navigate the essential tools of Wix relating to all aspects of online store design;
- Develop and maintain a successful e-commerce website that appeals to a specific target market. This website will also require students to engage in proper search engine optimization (SEO), customer relationship management, and logistics/taxation at local and international levels;
- Master organization to customer communication techniques;
- Develop the skills necessary for digital retailing entrepreneurship.

Organization

Plan Module
- Lesson Plan: Understand Your Target Market

- ○ Activity: Identify Other Companies' Target Markets
- ○ Homework: Practice Creating Buyer Personas
- Lesson Plan: Plan Your Business Website
  - ○ Activity: Analyze eCommerce Sites
  - ○ Homework: Website Planning Worksheet
  - ○ Homework: Sign Up for Wix and Pick a Template

Build and Brand Module
- Video Tutorials: Wix Basics and eCommerce Site Building
- Lesson Plan: Design Your Digital Storefront
  - ○ Activity: Add Products and Collections to Your Online Store
  - ○ Homework: Begin to Build Your Site
- Activity: Brand Strategy Worksheet
- Lesson Plan: Craft Your Brand's Visual Identity
  - ○ Activity: Wix Logo Maker
- Lesson Plan: Brand Your Business Site
  - ○ Activity: Draft Your About Us Statement and Product Descriptions
  - ○ Homework: Brand Your Digital Storefront
- Grading Rubric: Digital Storefront Requirements

Manage Your Business Module
- Video Tutorials: The Wix Dashboard - Your Back Office
- Activity: Run the Wix SEO Tool
- Lesson Plan: Email Marketing
  - ○ Activity: Get Emails With Lightboxes
  - ○ Activity: Create an Email Campaign
- Activity: Create Social Posts in Wix
- Lesson Plan: Design for Accessibility and Inclusion
  - ○ Activity: Address Accessibility Issues

More Resources for Instructors
- Suggested Wix Learn On-Demand Courses
- Wix Blog Reading
- Helpful Wix Links

Sample Lesson Plan for Building an Online Store

Week 5 Session 1: Successful Product Pages

Session Learning Objectives

- Review the strategies and functionality of the Wix Editor, including working with video, accessibility, and mobile view from the homework;
- Learn about the importance of high quality product images in digital retail and how to search for and/or create product images;
- Analyze and compare product pages.

Notes for the Instructor

- Remind students of the Unit 2 Project: **Digital Storefront,** plus a 1-2 page explanation and implementation of all storefront aspects.
- Remind students with real businesses that they should be using and/or prepared to take real product photos, while students without real businesses should be encouraged to find as many relevant, high quality images from Wix Media as possible.
- Option to choose what kind of flipped classroom works best for the group; you can implement more instructional step-by-step modeling and tutorial of the Wix Editor in the classroom using the Adding Products guide and have students work more on their store for homework, or you can opt for more self-paced learning of the Wix Editor components at home and more hands-on practice and group work with instructor feedback in the classroom.

Lecture Notes (40-45 minutes)

Kickstart this session by directing students to open their Wix accounts and reviewing the last basic Editor functionality they learned from the homework. If anyone still needs help with these features, you can aid them now.

Follow up by asking students to volunteer to show and explain some of their Digital Storefront elements that they worked on over the weekend.

Your **products** are the lifeblood of your store. Therefore, product images and the way they are presented is incredibly important to making sales. According to Pixelz,

a top image editing service, an eBay Research Labs study on the impact of product images on conversion rates found the following:

- Product images "help increase buyer's attention, trust and conversion rates"
- Listings with one image had twice the conversion rates of listings with zero images
- Conversion rates doubled again for listings with two images versus only one
- There is a clear trend that as photo count increases, the probability of making a profit also increases
- Higher-quality images were correlated with more successful sellers

Showrooming and **Webrooming** are also directly related to how companies display their products or services.

- **Showrooming** is the practice of browsing merchandise in a physical store and then buying it online, sometimes at a lower price. While many people still prefer seeing and touching the merchandise they buy, many items are available at lower prices through online vendors. Local stores essentially become showrooms for online shoppers. Ways to counter this trend include:
  - Being omnichannel (sell via physical stores, mobile, website, etc.)
  - Engage in-store customers with great service and incentives
  - Encourage customers to use social media in-store (e.g. post selfies).
  - Build and maintain relationships with customers to engage patronage
  - Become a showroom (Nordstrom's new boutiques, Bonobos)
- **Webrooming** is the practice of researching products online before buying them in a physical store. Webrooming is most popular among millennials.

For these reasons, online product images are extremely important in hooking consumers while they browse. Each product should have at least three images of different angles, though more is always better, and recent studies have shown that six is optimal (more on this later). "In addition to the sheer quantity of images you provide," says Aaron Horwath, "the researchers also found using larger photos that allow for buyers to more easily inspect the details of a product increases the chances that someone will purchase the product. Researchers found that listings using 'super sized' pictures doubled their conversion rates and that offering multiple views using the platform's product slideshow feature increased conversion rates by 65%" (Pixelz). "**Lifestyle images**," or images of a product in use in the world, have also become integral. Lifestyle images portray people in everyday activities, like walking, brushing teeth, exercising, or spending time with family.

Model the importance of good product images, including lifestyle images, by showing the following example:
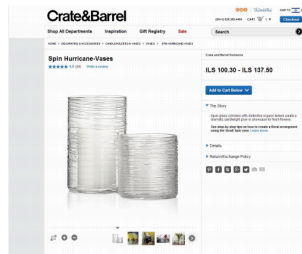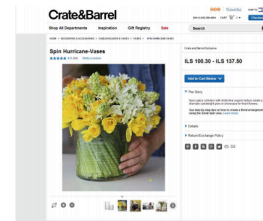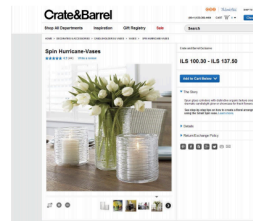
So, besides product images, what content should be included in a successful product page?

- **Helpful & Interesting Product Descriptions:** Product descriptions need to include enough information so that your shoppers can make informed decisions on whether a product is right for them, but they also need to hook the customers.
- **Product Demo Videos:** The #1 place consumers go to search for product reviews is YouTube. A good product demo video not only gives your shoppers that extra personal touch they need, it also serves as a great traffic generation tool when you post it on video websites like YouTube. However, video quality is very important; a low quality video can have the opposite effect on buyers.
- **Clear Placement of Prices:** Consumers will lose interest and get frustrated if prices are not clearly displayed. Use a clear, bright or high contrast color for prices.
- **Clear Add-To-Cart Buttons:** The goal of your product page is to get your shoppers to click the "add-to-cart" button, so the button needs to be the most dominating element on the page.
- **Customer Reviews & Ratings:** People use reviews to judge whether or not they should buy a product. Start collecting reviews and ratings from your customers as soon as possible.
- **Address Uncertainties:** Anticipate what your customers might ask about a product, such as its value, how to use it or how it will be shipped, and then be clear about that on the product page.

- **Links to Shipping & Return Policies:** Rather than being afraid of getting too many returns, retailers should embrace that returns are part of having a retail business and make sure their policies are clear and accessible.

Product collections can also help you organize, categorize, and streamline your products in order to offer **Related Products** from your product line on a product page. Collections can also be helpful when **Product Bundling**, which means offering separate complementary products together as a bundle, sometimes with a special price or reduced shipping rate. Bundling increases AOV (Average Order Value) and helps showcase the breadth of a company's assortment. Bundles can be of complementary products, of products bought in bulk or products of equal value.

It should also be noted that Collection-based homepages, meaning homepages that feature an image gallery of a particular collection of products, are very popular for eCommerce websites, especially in fashion and apparel. Collection-based homepages allow customers to self identify and dive deeper into a company's offerings, which increases customer engagement, search rankings and customer conversion.

Assessment of Learning

Ask the class: *Which would you say you engage in more often, Showrooming or Webrooming? Why?*

Answer: *Varied*

Note for the Instructor: *For the following activity, students will use a sample website that uses Wix Stores: [Cota Skin](#). Option to show the website on the screen, and/or show a product page from the site to get the students started.*

Activity: Product Page Analysis

Duration: 20-25 minutes

Learning Objectives: This activity is designed to familiarize students with the elements of good product pages.

Instructions:

In a small group, assess the effectiveness of a product page on the [Cota Skin](#) website (or students may pick a website on their own). Then plan a redesign of the

product page based on your assessment. (NOTE: This may require you to do some cursory research on the product.)

Use this guide for your assessment. Does the product page have:

- High quality product images?
- Helpful & interesting product descriptions?
- Product demo videos?
- Clear placement of prices?
- Clear Add-To-Cart buttons?
- Customer reviews & ratings?
- Uncertainties addressed?
- Related & recommended products?

For any of the above that the page is lacking, write down how you might add or improve that element. This may require you to do some cursory research about the product, find new or alternate photos or videos of it and/or look at competitive sites.

Be prepared to share your work with the class.

Homework

- Read the Wix Blog: How to Make a Killer eCommerce Site with Very Few Products
- Using the following guide, Adding Products, add **products** and **product images** to your digital store (product descriptions and pricing will be covered later). Remember that you will need at least five separate products in your store. Find free images in Media from Wix and Unsplash in the Wix Media Manager (unless taking product photos yourself, or using a business's pre-approved images).
- Also be sure to make at least one **product collection** out of your products.