

Design Elements of M-commerce Interface

TCs		E-Commerce	M-Commerce	
			Mobile Setting To support consumers' limited attention	Mobile Device Constraints To complement the insufficient display of mobile devices
Context	Focal Point	- How a Web site is delivered - Aesthetic and functional look and feel	Linking structure that connects pages seamlessly but efficiently	Section breakdown that organizes information in separate pages
	Interface Implementation	- Color and visual themes - Layout (linking structure, section breakdown, and navigation tools) - Performance dimensions (speed, reliability, and usability)	- Home structured in a shallow rather than a deep hierarchy - Layered sequential process rather than field selection process	Summary and keywords that give a whole picture of information reported over pages
Content	Focal Point	- What a Web site presents to users - Text, audio, pictures and video that sites contain	The adaptive supply of product information and promotional messages to a user's setting	Multimedia mix to utilize both visual and audio channels
	Interface Implementation	(a) Offering mix (the mix of product/service information), (b) appeal mix (the mix of promotional messages), (c) multimedia mix (the choice of media), and (d) content type (the degree of time sensitivity)	Proximate selection method that makes nearby located objects easier to choose (gas stations, bank accounts)	- Conversion of visual information to audio format - Use of non-speech sound
Community	Focal Point	User-to-user communication	Interactive communication by connecting the people with similar needs	To accelerate interactive information exchange despite inferior input/output devices
	Interface Implementation	(a) Interactive (chat, instant messaging, message boards) and (b) non-interactive communication (public member pages)	Connection to shopping companions who share interests in common	3D, and graphics describing products, transferred through a user's phone book
Customization	Focal Point	The user's ability to tailor itself or to be tailored by each user	Tailoring achieved by information on users' mobile setting	Filtering unnecessary information, so that a small screen contains only information that is highly useful
	Interface Implementation	(a) Personalization (login registration, personalized email account), (b) tailoring (based on past user behavior)	Proximate selection method that emphasizes the object of interest, by combining a user's mobile setting (location, time, and resource) with his or her personal interests	Personalized service based on known user profile (content and layout configuration without a need of log-in registration)
Communication	Focal Point	The dialogue between the sites and their users	Broadcast messages relevant to a consumer's environment	Alternative methods for interactive communication that overcome text typing with awkward input devices
	Interface Implementation	(a) Broadcast (one-way information exchange), (b) interactive (two-way communication), and (c) hybrid is combination of the two	Targeted advertising suitable at the point-of-purchase	Customer feedback in multiple-answer or multimedia formats
Connection	Focal Point	Formal linkages between sites	Pathways that present Web sites relevant to users' changing environment	To reduce the probability of losing lost gives pathways provided
	Interface Implementation	Outsourced content, percent of home site content, and pathways of connection	Adaptive map that shows the information about nearby stores	The icon that gives a link to the starting page with one-click of "cancel" button
Commerce	Focal Point	The shopping tools that support sales of goods	Secure payment method demanding minimal cognitive attention	Condensed checkout process
	Interface Implementation	Shopping cart, security, order tracking and delivery options	Insertion of authentication into mobile phones	One-click checkout process made available by storing a consumer's address, payment method, preferred delivery options

Mia M Commerce Interface Austria Manual

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