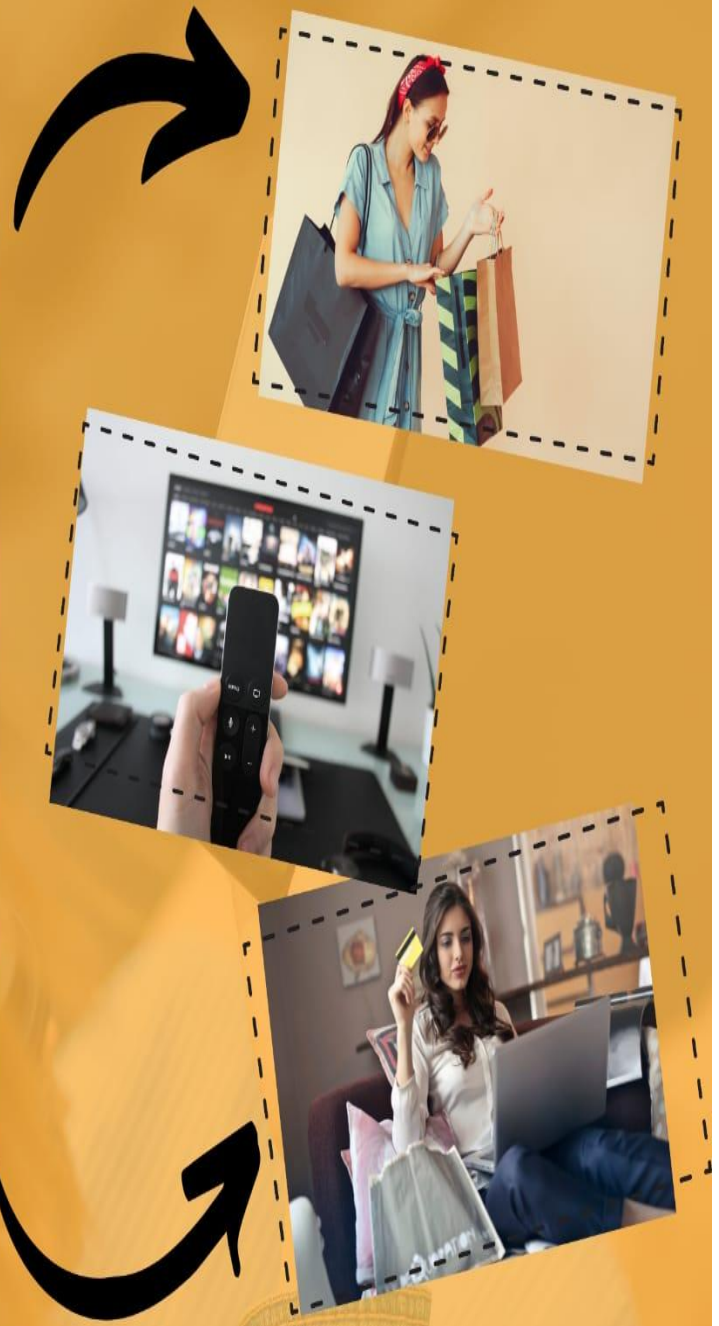


# E-COMMERCE APPLICATIONS

## CONSUMER ORIENTED APPLICATIONS

**Consumer  
Oriented  
Applications**



# CONSUMER ORIENTED APPLICATIONS

Consumers are the most important component of any e-commerce applications ,the desires of the consumer must be given the topmost priority.



# ↪ CLASSIFICATION OF CONSUMER ORIENTED APPLICATIONS



Financial services  
and information



Essentials  
services



Entertainment



Educational &  
Training

# → FINANCIAL SERVICES

- **REMOTE BANKING SERVICES**

It means doing financial services without actually visiting any bank.

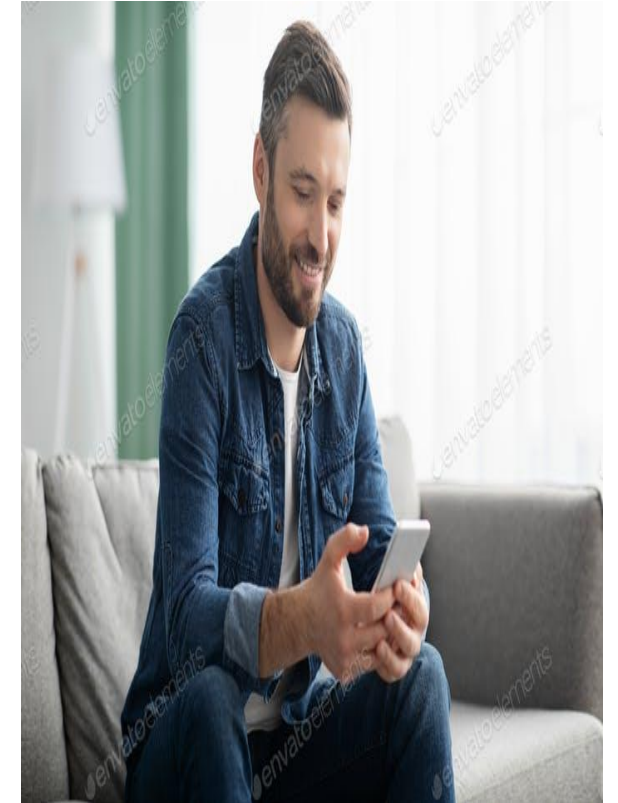
**EXAMPLE-** Home banking, Financial services offered by bank & Financial news.





## 1. BASIC SERVICES –

It is related to personal finance, used by individual to perform routine tasks like deposit and withdraw of money from ATM, bill payment, status of payment *etc.*



“ **CITICORP**  
First bank to provide  
facility of bank enquiry.

## 2. INTERMEDIATE SERVICES

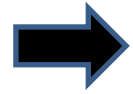
- \*Provides customise services
- \*to retain customers & make new one
- \*EG. Direct deposit of employees' salary, automatic payment of bills on specified date.



### **3. ADVANCED SERVICES**

- MAIN AIM is to OFFER CUSTOMER A COMPLETE PORTFOLIO OF LIFE.
- EXAMPLE: Stock and Mutual funds, pension plans, currency trading etc.





# ESSENTIAL SERVICES

- These services are those which are required by consumers regularly.
- It may includes:



HOME SHOPPING



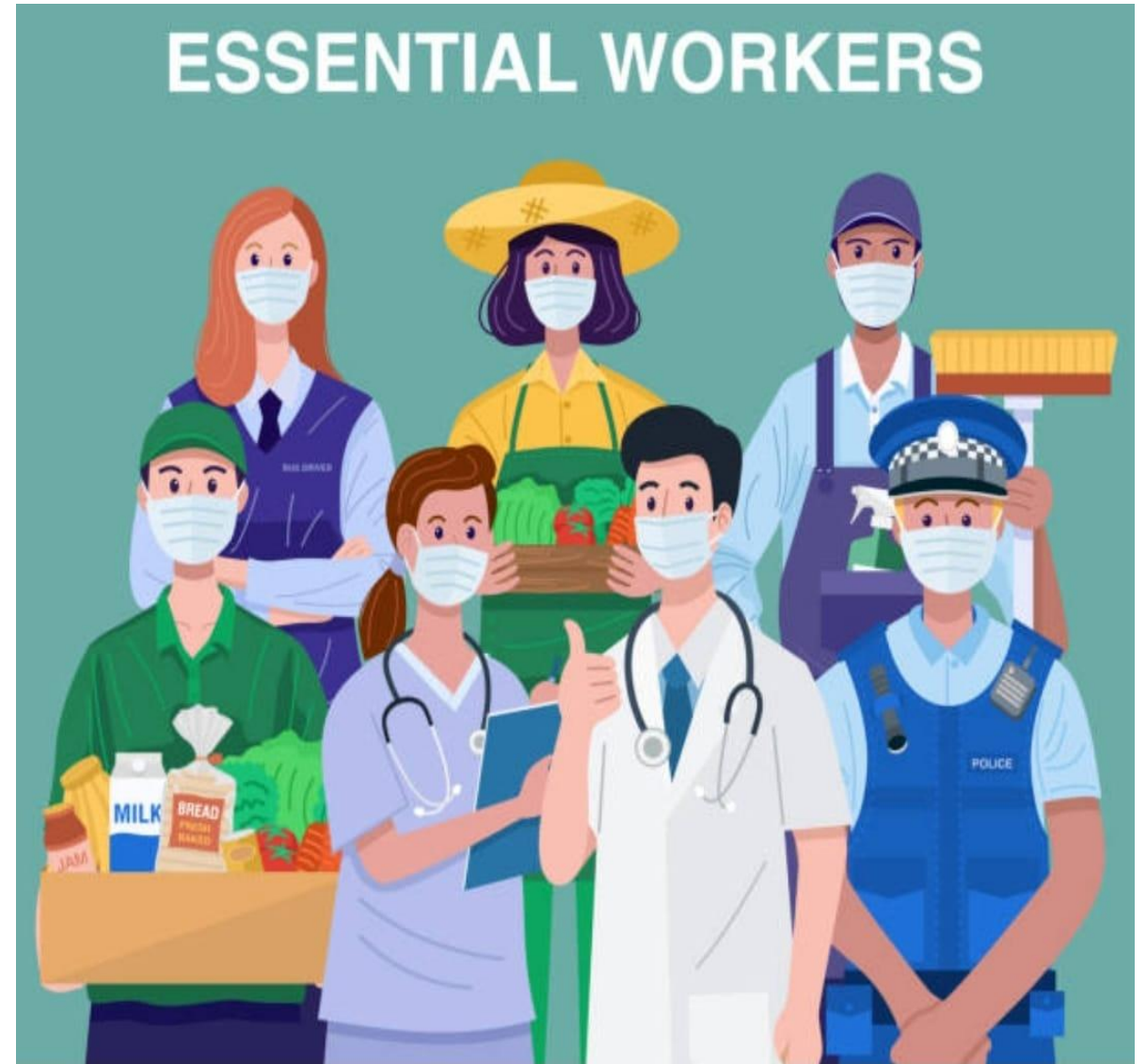
ELECTRONIC CATALOGUES



TELEMEDICINES



REMOTE DIGNOSTICS






# 1. HOME SHOPPING



- These are those services which do not require the consumers to physically visit the the stores for purchases
- Eg. Amazon, Nykaa etc

• Television based shopping

Eg. 

• Catalog – based shopping

Eg. 





# 1. HOME SHOPPING



## A) TELEVISION BASED SHOPPING

CUSTOMER CAN VIEW THE PRODUCTS AT DIFFERENT CHANNELS PROVIDING FULL DETAILS

- \*CAN PLACE ORDER ON .TOLL FREE NO.
- .WEBSITE OF PRODUCT



## Ecommerce Catalog Management



## B) CATALOG -BASED SHOPPING

\*. VENDORS PROVIDE ONLINE CATALOGUES OF ITEMS

CAN COMPARE WITH OTHER PRODUCT ON THE BASIS OF

- SAFETY**
- PRICE**
- QUALITY**
- AND MANY MORE.**



Home Shopping Network

Television based shopping was launched in Florida in 1977  
By HSN



## **2. TELEMEDICINES**

**\*It is the use of telecommunication and information technologies to provide clinical health care distantly**

**\*It is also used to save lives in critical care and emergency situations**

**\*it also facilitate medical education by allowing workers to observe experts in their fields & share best practices**

**eg,. Netmed**



# CPR: Step by Step



1 Call 911 or ask someone else to



2 Lay the person on their back and open their airways



3 If they are not breathing, start CPR



4 30 chest compressions



5 Two rescue breaths



6 Repeat until an ambulance or AED arrives

## 3 Remote diagnostics

**\*Process of diagnosing a given symptom ,issue or problem from a distance**

**\*A Real time telemedical application system which provides diagnostics & information exchange between parties and experts**

**\*Things like ultrasound of abdomen ,pelvis,cardiac etc has potential for remote diagnosis**

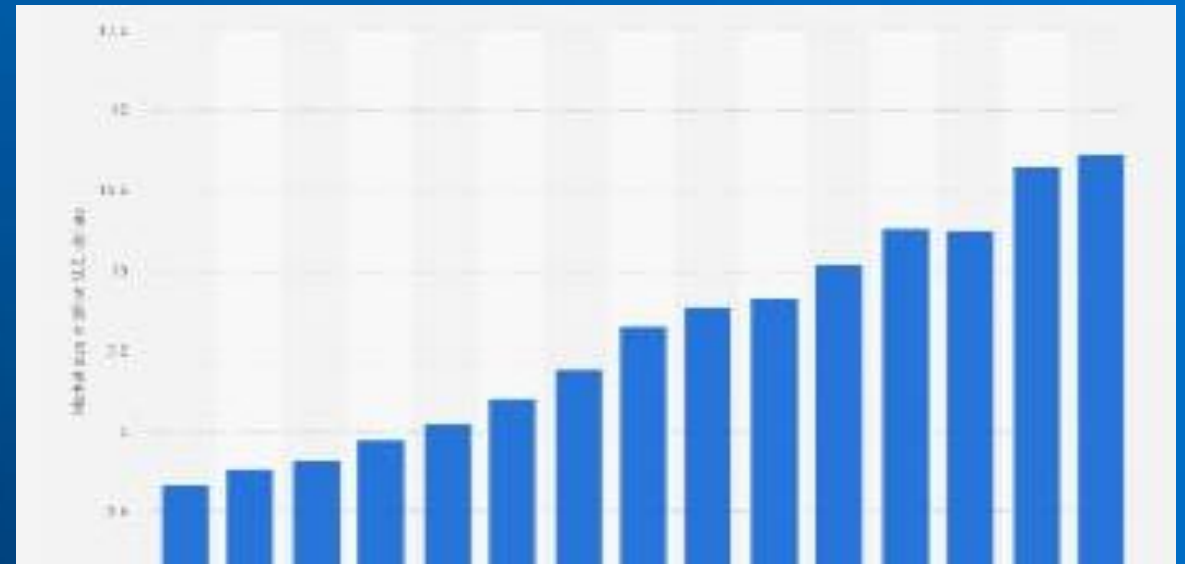
**\*Eg.Giving Cardiac CPR in emergency situation.**

# → HOME ENTERTAINMENT

**ENTERTAINMENT** on demand gives users total control over what to watch ,when & where to watch.

**\*Shows size of TV market in INDIA has substantially increased from 2007-2019**

**\*INDIA is the 3<sup>rd</sup> largest TV market globally**



# HOME ENTERTAINMENT

## MOVIES ON DEMAND

EG. Amazon prime,Netflix

**NETFLIX**

## Gaming

EG. Candy Crush  
,Pubg,FREe Fire etc



## ON-LINE DISCUSSIONS

These are facilitated by  
computer networks .

EG. CHATROOM  
(launched in 1980)



# ➔ EDUCATION AND TRAINING

E-learning offers learner with the facility of anytime anywhere learning and too at his/her own place.

\*EXAMPLE; Edu –services ,Vedio conferencing etc



***INTERACTIVE  
EDUCATION***

**VIDEO  
CONFERENCING**

**ONLINE  
DATABASES**

# EDUCATION AND TRAINING



## INTERACTIVE EDUCATION

IT MEANS providing online Courses through e-learning  
\*EG Zoom.



## VIDEO CONFERENCING

Means interacting with other person in real time  
EG.Unacademy



## ONLINE DATABASES

Contains everything related to education and training in specified field.



CONSUMER  
ORIENTED



**THANKYOU**

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