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# Consumer-oriented online shop creation: Intuitive e-commerce guide

*Paula Kaminska*

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Consumer-oriented creation takes place when meeting the needs of the consumer is a prime achievable objective. This dissertation explores how an Internet presence can be built in the context of e-commerce. It focuses upon consumer expectations and needs; respecting their way of thinking and adapting to it. Mistakes committed by web designers, as well as ideas which have become Internet standards are also discussed. Precise steps of creating a successful online shop are presented from inception to coding. Emphasis is put on a web design process which requires an appropriate methodical approach. The general idea is to make an arrangement of website elements consistent and to show their functionality without any words - through the use of appropriate colours, shapes and images. Web design can create credibility but its main role is functionality - the cooperation of logic and emotions. Consumer-oriented web design offers organisations the potential to present themselves to millions of people in the way they exactly want to, in the place where local markets no longer have limits.

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