

A Social Commerce Platform

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ABSTRACT

The advancement of social media and e-commerce have created a new model of online shopping, which is called social commerce. Social commerce platforms need to integrate social features with commercial functions to improve user experience and to enhance trust between consumers and sellers. Current social media platforms such as Instagram, mostly focus on social aspects with limited commercial functions. Also traditional e-commerce websites have commercial capabilities but with limited social features. In this demo, we present an interface for a social commerce platform that integrates both social features and commercial functions to help consumers in their purchase decision processes.

CCS CONCEPTS

• CCS → Human-centered computing → Human computer interaction (HCI) → Interaction techniques

KEYWORDS

social media, e-commerce, social commerce, trust

1 Introduction

Recently, the use of digital and networking technologies has created new opportunities for online commerce, and has helped people to connect and communicate. Social media helps businesses to attract potential customers and to make use of user-generated content to find out about customer needs[4]. Leveraging the user-generation capabilities of social media has created a new form of e-commerce known as social commerce [4]. Social commerce can be defined as the use of social media to assist purchase decisions [5]. It is also defined as the use of social

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media and social network services to exchange information that is related to shopping and to conduct online transactions [4].

Many studies recommend the creation of social commerce platform prototypes, which can be tested to gather insights into user interactions and behaviour [1][2][3][5][6]. Indeed limited studies have been conducted to develop such a prototype and to discover the desired and essential features to build a successful social commerce platform [5]. We follow a design and user-oriented research methodology to develop our prototype based on theoretical research, and user research by conducting interviews, observations, and co-design workshops.

2 Platform Overview

Our social commerce platform is a mobile platform that includes both social features and commercial functions to improve the user experience and to enhance trust. There are two types of users, sellers and buyers. Both of them will have profiles to represent themselves. Figure 1 illustrates one of the interfaces for a social commerce prototype. We have developed an interactive prototype that combines both social features and commercial functions.

3 Conclusion

Social commerce platforms provide entrepreneurs with new ways to sell trusted products and services, and to help consumers in their purchasing decisions. Research and development of social commerce applications can provide important insights for both the business and HCI computing communities. We hope that demonstrating our prototype application will help gather important data and feedback, and also help with highlighting the importance of our research to the community.

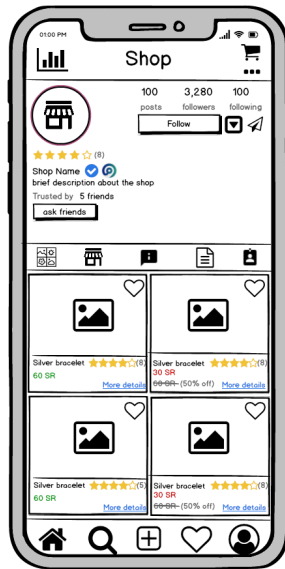


Figure 1: Shop profile

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