Lab 2 (Unit 1, Lesson 2)

E-commerce Models

Overview section
This lab will help a student learn how to identify the different E-commerce models used on the Web.

Objectives section
At the end of this lab you should be able to:

?? Differentiate between a Web Specific, Online Store, and Web Enabled E-commerce model
?? Determine which E-commerce model is appropriate for an E-commerce development project

Components Section
The components needed for this lab are:

?? A PC connected to the internet

Key Point
Generally, E-commerce uses Web technologies to streamline existing business processes.

Lab Length: ½ Hour
Lab

1. Open the web browser by double-clicking on its desktop icon. In the example we will use Internet Explorer.

2. First we will look at a Web Specific business. (Go to http://www.priceline.com/)

3. Next we will look at an Online Store. (Go to http://www.cheaperthandirt.com/)
4. Now we will look at a Web Enabled business. (Go to http://www.walgreens.com/)

5. Find two more examples of each E-commerce model and, in a separate document, write their URL's and briefly explain why you categorized them as you did.

6. Email your document for Lab 2 to jrobinson@westnetinc.com.