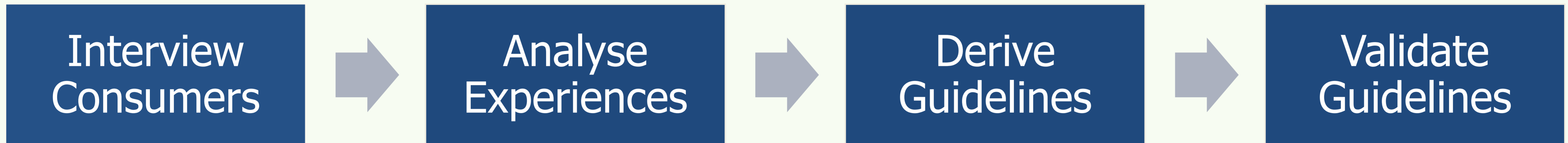


# Design Guidelines for B2C E-Commerce in Virtual Worlds



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Guidelines for B2C e-commerce in virtual worlds were derived, based on interviews with consumers in Second Life. The guidelines include usability and customer relationship management principles.

## Pre-purchase stage guidelines

1. Attract the consumer's attention to the product
2. Facilitate product discovery
3. Communicate the brand identity

## Purchase stage guidelines

4. Facilitate navigation and accessibility
5. Support real world-like interactions
6. Provide product information in text form
7. Facilitate consumer-to-consumer interactions
8. Provide an aesthetically pleasing experience

## Post-purchase guidelines

9. Provide post-purchase customer support
10. Support an online brand community

*Please help us refine the guidelines by completing our evaluation form.*

