Abstract: Web services and Internet are rapid becoming critically important to industry, business and individuals. Where generating online society and trademark is the chief goal of web serving. They recognize that web-based systems able to increase their communications scales where the Internet is able to render big amounts of data within a quick manner to the people. To be successful, web-based systems require the usability is good. Usability is a measurement of how the interface is easy and simple to utilize, for instance, as declared that the E-commerce foremost rule is, if customers are incapable to get products, they can't buy them. Therefore, unused website will direct purchasers to get off them, ensuing in a lack of gross revenue. The involvements in evaluation of web-based systems have been concerned matters in the latest years. E-commerce sites are selected as subjects for this study. Where, many businesses in consumer shops have turned into web services and utilized the recently developed paradigms of business, like as electronic product suppliers, virtual storefront, dealing brokers, auction houses, and online services. Most succeeded websites assure the importance of website evaluation and human computer interaction, however the applications of e-commerce differs crucially. A kind of usability assessment techniques has been produced that can be applied to recognize E-commerce site usability issues. These techniques can be categorized using the identification of usability issues by users, evaluators, or software tools. In this study, Alexa is applied to evaluate E-commerce sites. Also, The evaluation was conducted using a survey method. Six E-commerce sites were inspected. From the findings, the site amazon.com is the most popular site and has good usability. Similarly, The feedback of the analysis show that most organizations apply the functions of marketing distributed reasonably in quality measurements of services.

Keywords: E-commerce, Website Evaluation, E-commerce Website, Usability, Human Computer Interaction, Alexa.

1. INTRODUCTION

In general, the fast progress of information and computer technology and, especially, the internet has considerably varied the business production. It is vastly assumed that the Internet can provide an efficient business tool [1][2][3].

The world wide web (WWW) is an interconnection of computer system networks that supplies data and services to web users. Web Servers are services and information to computer systems provided by other computer systems in this interconnection of networks. Computer systems that request information and services called Web Browsers. The channel of communication between the client (web browser) and server (web host) is established by ISP (Internet Service Provider) that grants admission to the web for both the customer and server. A request/response paradigm used in the client communication with the server. The client, via the channel of communication makes a request to a server and it responds to that request [4].

With respect to the internet publication is no central ruling body. It's exceedingly comfortable, inexpensive and fast to put out along the internet. The quality control system hasn't existed due to the underlying kind of WWW (World Wide Web). It will remain unregulated and unmonitored too. This, subsequently, drops a great duty on the user to be critical and careful in the website evaluation that is you utilize. Since the start of trading Internet tools in the early 1990s, considerable researchers have noticed the power of the internet in the commerce, and supported integrating the world wide web into the business production [2][3][5].

2. BACKGROUND INFORMATION

By concentrating on speed, accuracy, network design, automation and reverse logistics, retailers can implement sales fulfillment strategies that anticipate and exceed consumer needs. Actually, users want to choose most used web services with a better trade-off between quality and
cost. Users can select web services based on Visits Index ranking where they only spend their money on e-commerce with 8% of their earning [6][7][8].

A) E-commerce

Till now, the website isn't being played as a source of information only, but likewise as media of communications and also, in the media of commercial activities. Web sites that supply channels of the electronic services/goods purchase and sale are called E-commerce websites. It is specified as a single method to supply services. Recently developed competition issue among the organizations is created by the website, i.e. by quality comparison between E-commerce sites of them [9][10][11][12].

B) How to Evaluate a Website

Since the former 1990s, Various approaches in assessing websites have been proposed by the researchers of universities. The widely used techniques involve benchmarking, capacity analysis, case work, experiment, survey, and online evaluation [3]. Although many people evaluate websites (especially trading websites) depending completely on the websites appearance and behavior. Then, we must proceed to evaluate for several quality measures in the scope of accuracy, integrity, security, support and impartiality. Websites evaluation criteria have been offered in several settings in later years. In this scope, researchers strive to decide the principle evaluation factors for e-commerce and services [13].

C) Usability

Usability is a way to produce development which integrates user feedback through the cycle of development so as to decrease costs and generate the products and applications that meet user demands. It is the learnability and the ease of use of human made themes (see Figure 1). Also, it is considered as testing that the products work completely and well [14][15]. The customers’ choice is affected by the usability on the web. For a service or product to be actually forced, it has to engage with human at various levels as indicated in Figure 2 [14][16].

D) Alexa

Alexa is a known software tool to calculate the internet traffic statistics, that gives a flow data range and several indicators showing the quality and credibility of the websites, like as external links, bounce rate, ...and so forth [17][18].

E) E-Commerce and Network Security

The main focus of E-commerce web security are the secure transmission, web server security and some concern with client-side security. If the transmission channel and web server are safe, the client can be greatly assured that the client's security expectations will be encountered. For an acceptable premise of secured online business, the web security is necessary. Where web security is concerned with preventing attacks on websites which are classified as attacks on information and accessibility [4][19][20][21][22][23].

3. METHODOLOGY

The first matter that each establishment will like to distinguish the universe of its existence is out of its electronic website. The best website could support the gathering of the objectives of the owner and the users, the most successful, the website will exist [24]. The higher the usability website has a tendency to catch further links. It has likewise been indicated that SE (Search Engine) creates a big balance of the traffic on the web and the generality of current SE techniques have a tendency to present heavily related websites foremost. In this work, the aims were sought to be settled through:

- Using Alexa it is possible to gauge the volume of the web traffic for a specific site. Also, it gave the situation and circumstances for any website looked in at: to whom it may concern, how regularly, it was...
4. RESULTS AND DISCUSSION

The web pages usability is evaluated utilizing several paradigms. Academic researchers debate that a lot of recommendations and results of usability need experimental and empirical data. E-commerce websites are selected as matters to this work. A set of experiments have been proceeded to inspect the design and the usability of the E-commerce websites.

Alexa utilized to assess E-commerce sites usability. As a preliminary step, Using software tools like Alexa to issue an easy, cheap, and quick indicator of prospect usability problems on E-commerce websites and their screens. By applying the planned procedures could support to cut back both valuation and time expenses. The usability of some known E-commerce websites (Amazon1, Ebay2, Souq3, Jollychic4, Sa.Namshi5, and Sukar6) were evaluated together using Alexa, the results and the statistics are indicated in Figure 4, Figure 5, Figure 6, Figure 7, Figure 8, Figure 9 and Table 1.

Figure 3. A Summary of Results

Figure 4. Results of Q1: How Engaged Are Visitors to the E-Commerce Websites?

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1 www.amazon.com
2 www.ebay.com
3 www.saudi.souq.com
4 www.jollychic.com
5 www.namshi.com
6 www.sukar.com
Figure 5. Results of Q2: How popular is the e-commerce websites?
TABLE I. SUMMARY OF ALEXA REPORTS

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<td>Local presence</td>
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5. CONCLUSION

Aside from being qualified to distinguish among the fiction and fact, it is significant to be capable of appraising the security, accuracy, currency, usability and data content to specific use. Utilizing data resources with imperfect quality or worse still - quoting misinformation – will put down the work quality. However E-Commerce website evaluation has permanently been high importance, such tone is especially significant when utilizing details established on the Trading.

E-commerce continues to develop in importance as a sales channel, and customer expectations have been higher. Hence, business organizations want to measure and enhance their E-commerce sites in a manner in order to increase their successfulness. The website evaluation is essentially beneficial for leaders of business organizations that may be concerned with recognizing usability issues on their websites and making the design better to fit the stakeholders’ demands. The website evaluation, that specifically determines the efficiency and effectiveness of these sites. It subsequently supports business organizations to find the usability procedures that best meet their needs. It is anticipated that the website evaluation will support e-commerce organization in making the suitable decision concerning that usability procedures to use and how to use it to update the usability of their websites partially or totally, that might support growing their profit. Considering the core services proportion, content rich sites achieve enjoyment fairly high ranking in Alexa.

Figure 6. Results of Q3: Who Visits the E-Commerce Websites?
Figure 7. Results of Q4: Where Are the Sites Visitors Located to the E-Commerce Websites?
Figure 8. Results of Q5: Where Do the E-Commerce Website Visitors Come from?

Figure 9. Results of Q6: How Fast Does The E-Commerce Websites Load?

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