Online shopping - Amazon

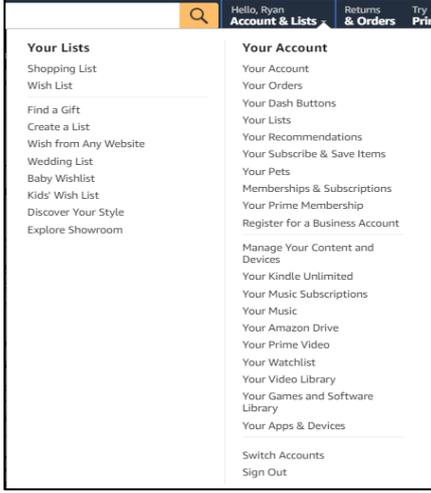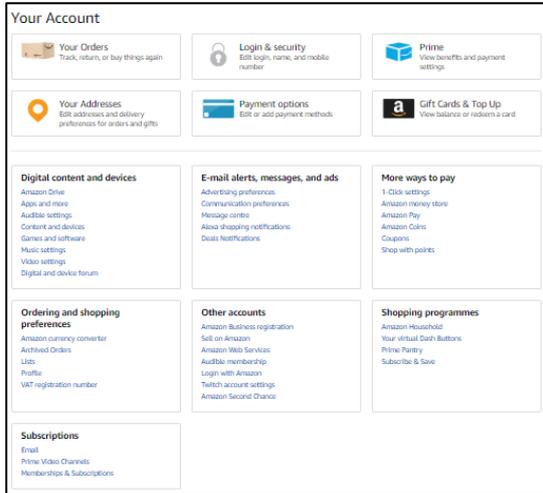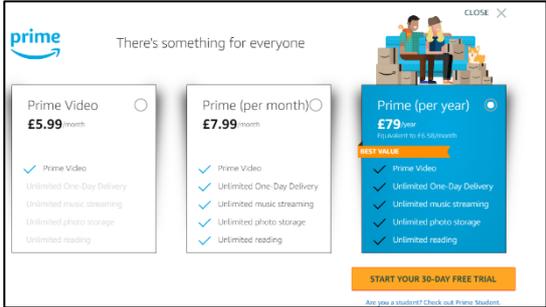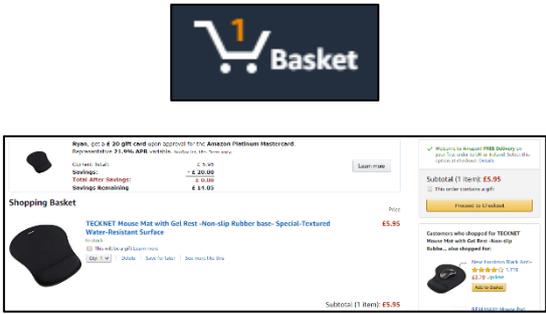| Online Transactions		
1	**What is Amazon?** Amazon is an American technology company based in Seattle. They are one of the 'Big Four' technology companies alongside Facebook, Apple and Google. They are the largest e-commerce marketplace and one of the world's most valuable companies. Established in 1994 by Jeff Bezos, Amazon started out life as an online marketplace for books but later expanded to sell electronics, software, video games, apparel, furniture, food, toys and jewellery. In 2008 Amazon had 615 million visitors annually. By the start of 2016, they had over 130 million customers per month.	 Since 1994 amazon have continued to expand into other marketplaces. Amazon Prime, a TV subscription service and 2-day delivery service, has over 100 million subscribers worldwide. Kindle e-readers. Fire tablet and TV devices. Echo personal assistant devices and speakers.
2	Amazon, as one of the largest technology companies in the world, are playing a large part in the future of technology. Other avenues Amazon now works in include Ring (smart doorbells and security systems), Twitch (online gaming streaming), IMDb (the Internet Movie Database) and Amazon Fresh (grocery delivery service available in some states in the US and 5 other locations worldwide – London is the only location in the UK currently).	
3	**Amazon Account** We are now going to go on the Amazon website and look at creating an Amazon account. Firstly, we need to enter www.amazon.co.uk into the address bar of our web browser. Your webpage should then look like the image on the right-hand side.	

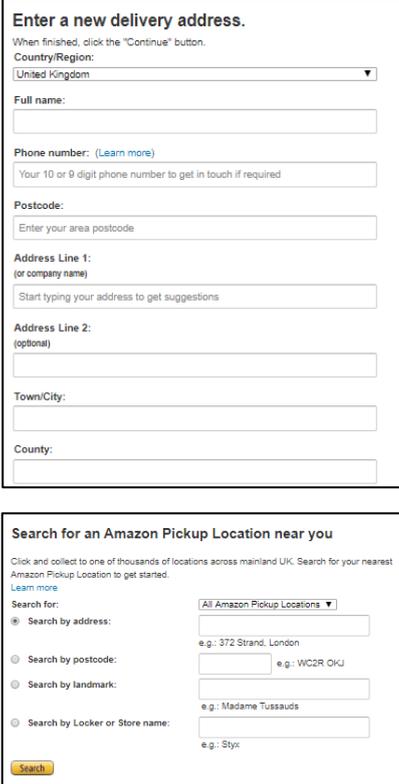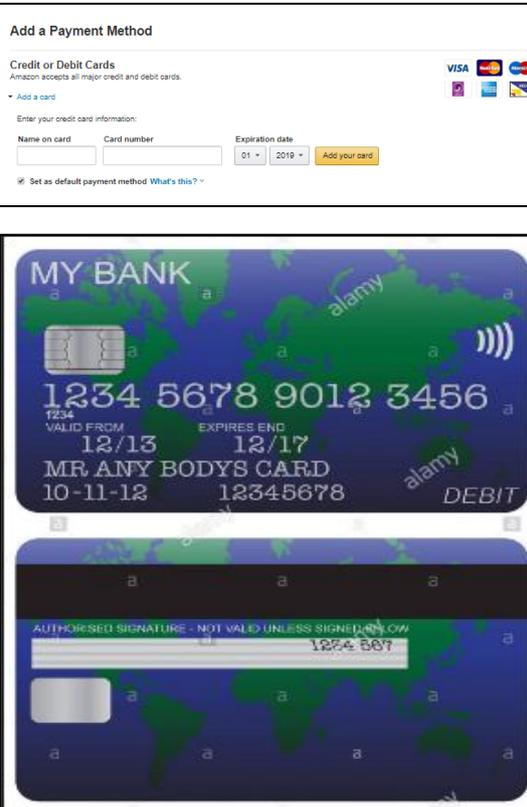| 4	Once you are on the Amazon website, we are going to select 'Hello, Sign In' from the row of options running along the top of the website. You'll now be greeted with a pop-up. If you already had an account with Amazon, you would select 'Sign in'. We are going to select 'New customer? Start here.' to go through the process of making an account.	
5	Now we need to enter some of our personal information into an online form to create an Amazon account. For this Amazon, need to know your name, your e-mail address and a password. Remember when making a password to aim for it to be longer longer than 6 characters and contain both upper and lower case letters as well as numbers. If you can, try and put a symbol in your password too. Once you've entered all your details, click on 'Create your Amazon account'. If you already have an Amazon account, click on the blue 'Sign in' option at the bottom.	
6	**Verification** Often when you create an account, they'll ask you to verify that you are the owner of the e-mail account you've used to create th account. This often seems them send you an e-mail with a link that you need to click to porve that the e-mail account you are using is your e-mail account.	Once you've completed the verification process, you'll be redirected back to the Amazon website.
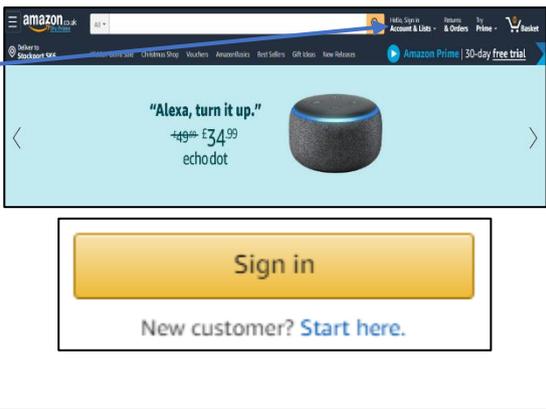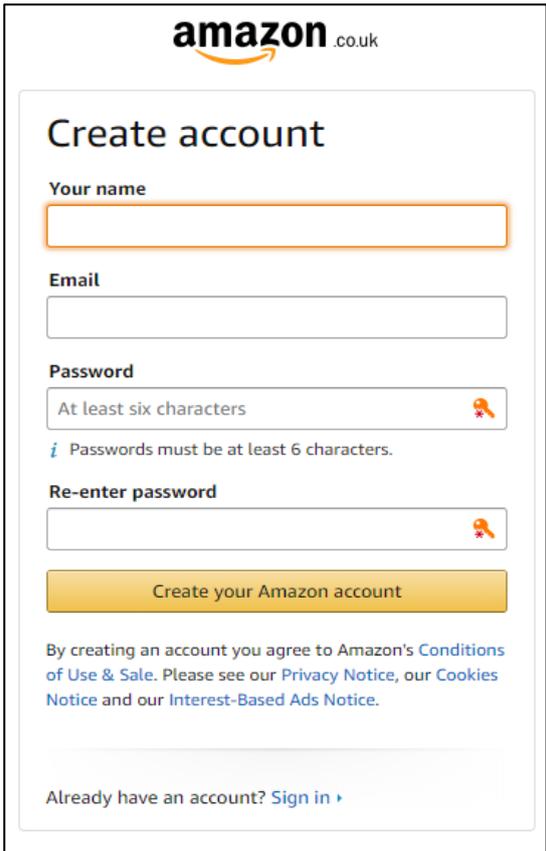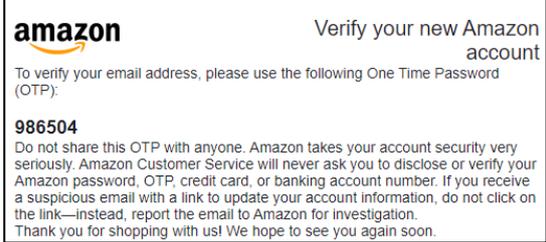
7	**Amazon Website**	
	Now we've created our account, we are going to look at different aspects of the Amazon website. We are going to look at the search function, viewing your account details, Amazon Prime, your basket and the checkout process.	
	Firstly, we are going to look at the search function that runs along the top of the webpage. You can use this search bar to type in the name of the item you are looking for.	
	We are going to search for a mouse mat.	
8	**Search results**	
	Once you've typed mouse mat into the search bar, you need to select the magnifying glass symbol to begin the search. You should now be greeted with a list of results similar to the photo on the right-hand side.	
	Can you see that the top few results are separated from the rest by a thin grey bar? Some of the results will even have the word ad next to them. What does the word ad relate to?	
	When completing searches online, the first few search results are often adverts. These are paid for items that don't always accurately represent the best results for what you are searching for. This is often the case when you use search engines. For the best results, based on the terms you searched for, you should scroll down to the first non-sponsored or non-ad search result.	
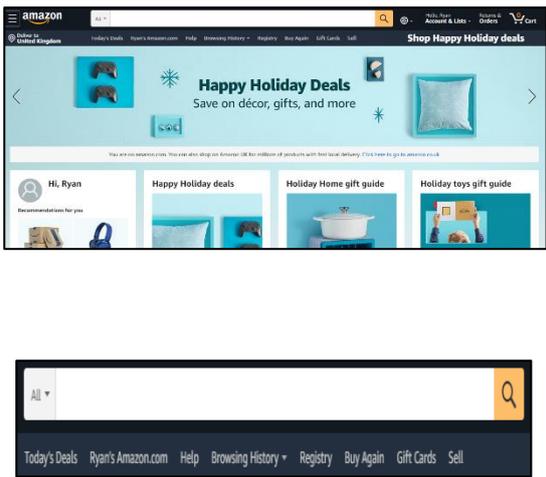
9	**Product information** We are now going to look for specific pieces of product information. To do this we all need to be looking at the same item. Scroll down the list of search results until you find the item with the following heading 'TECKNET Mouse Mat with Gel Rest– Non-slip Rubber base- Special Textured Water- Resistant Surface'. Once you've found this item, select the title and your screen should change to look like the one on the right.	
10	Once you are on this page, you'll see there is a lot of information for you as a potential purchaser to attempt to process. Everything from various colour options (which affect the price) and delivery options to purchaser's reviews and who the item is sold by is displayed on this page. To help you navigate around the page we want you to identify certain pieces of information about this mouse mat.	
Questions		How many colour options are there? What is the price range of this mouse mat? Who is the mouse mat sold by? What is the quickest delivery option available?
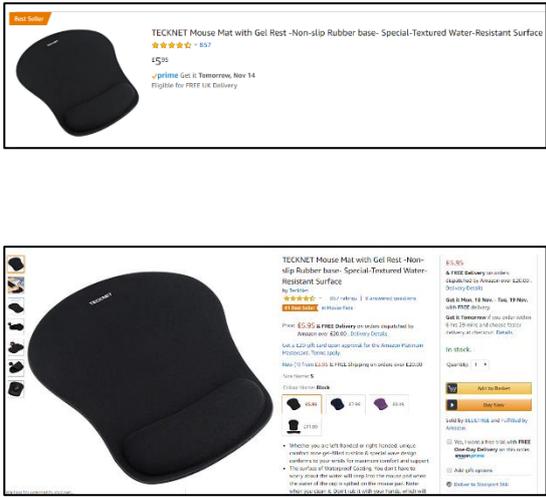
11	**Add to basket** Now we've found out some information about the mouse mat we want to purchase we need to add it to our basket. The basket is the place where any products you select are held whilst you continue to search Amazon. Once you've added all the items you wish to purchase, you then checkout. We are going to look at this later on in the handout. To add the mouse mat to our basket, we need to select the yellow button labelled 'Add to Basket'. You'll see above the button that there is the option to add more mouse mats to the quantity you are purchasing in the form of a drop-down menu. Ensure it is on the correct number before selecting 'Add to Basket'. You can check if the mouse mat has been added to your basket by scrolling back up the page and looking in the top right-hand corner for the basket icon. It should look like the image below.	
12	**Your account** Now we've added an item to our basket, we are going to move on and have a look at your Amazon account and the various settings you can change. To view your account, select 'Account & Lists' from the toolbar across the top of the webpage.	
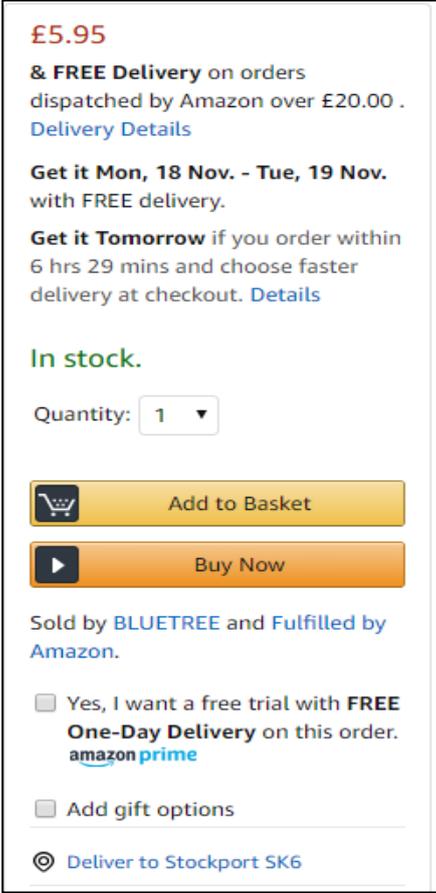
13	Once you've selected 'Account & Lists', you'll see a pop-up menu appear. We now need to select 'Your account'.	
14	Once you've selected 'Your Account', your screen should change to look like the image on the right. Here you can see the different parts of the 'Your Account' page. You can: • View your orders allowing you to track, return and re-purchase items. • Edit your e-mail address and password and any other security information you've added. • View your Prime subscription. • Edit addresses and preferences for the delivery of your purchases. • Change and view your payment information. • Add a gift card to your balance. If you've made an account, try and click on some of the options and view the information you can change.	

15	**Amazon Prime** We are now going to have a look at Amazon Prime. Amazon Prime is a subscription service that gives you access to lots of Amazon benefits. This includes unlimited one day delivery on millions of items, to be able to stream and download movies and tv series, get exclusive early access to deals on Amazon, access to a rotating selection of e-books and comics for use with your Kindle or Kindle app and more! This costs £7.99 per month or £79 for the whole year, working out cheaper per month, but Amazon will offer you a free 30-day trial. If you don't cancel within the trial period, Amazon will automatically start your paid-for amazon Prime subscription. If this happens to you in the future, contact Amazon immediately and end your subscription.	
16	**Basket & checkout** We are now going to proceed to the checkout, where we can pay for the items in our basket. To do this, select the basket icon in the top right-hand corner. Once you've selected the basket icon, your page should change to look like the image on the right. From here we are going to select the yellow button labelled 'Proceed to Checkout'.	

17	**Delivery**	
	Once you've proceeded to checkout, you have to select your delivery options. Amazon asks you to fill in an online form with the address you want your goods delivered too. Some delivery types will increase the cost of the goods you are purchasing. Quicker, recorded deliveries often carry with them more expensive delivery fees. Alternatively, you can select an Amazon pickup location near you. These are secure lockers, located throughout communities that Amazon delivery drivers can drop the products off that you order at, rather than drop them off at your home. This is particularly useful if you are wanting a product whilst working away or if you simply don't wish to give Amazon your home address. You can add and select multiple delivery addresses when you get to the checkout part of the process.	**Enter a new delivery address.** When finished, click the "Continue" button. Country/Region: United Kingdom Full name: Phone number: (Learn more) Your 10 or 9 digit phone number to get in touch if required Postcode: Enter your area postcode Address Line 1: (or company name) Start typing your address to get suggestions Address Line 2: (optional) Town/City: County: **Search for an Amazon Pickup Location near you** Click and collect to one of thousands of locations across mainland UK. Search for your nearest Amazon Pickup Location to get started. Learn more Search for: All Amazon Pickup Locations ● Search by address: e.g.: 372 Strand, London ○ Search by postcode: e.g.: WC2R 0KJ ○ Search by landmark: e.g.: Madame Tussauds ○ Search by Locker or Store name: e.g.: Styx Search
18	**Payment**	
	Once you've decided where you want the item delivered, we now need to pay for it. At this point Amazon will ask you how you want to pay. Here Amazon will offer you the chance to enter your credit or debit card information. When paying online, paying with your credit is the safer method of purchasing as your credit card carries a higher level of protection that your debit card does. Remember when buying things online, you will be asked for the following information: • Name of the account • 16-digit card number • Expiry date • 3-digit CVS/security code from the back of the card. You will never need to enter your PIN before paying for an item online. Your PIN is used at cash machines and when buying things using chip and pin in stores.	**Add a Payment Method** **Credit or Debit Cards** Amazon accepts all major credit and debit cards. ▾ Add a card Enter your credit card information: Name on card / Card number / Expiration date 01 ▾ 2019 ▾ Add your card ☑ Set as default payment method What's this? ▾ VISA MY BANK 1234 5678 9012 3456 1234 VALID FROM 12/13 EXPIRES END 12/17 MR ANY BODYS CARD 10-11-12 12345678 DEBIT AUTHORISED SIGNATURE - NOT VALID UNLESS SIGNED BELOW 1234 567

19	**Gift cards**	
	If you don't want to supply amazon with your payment information, there is another way you can pay for your items without having to share personal banking information. Gift cards. In various supermarkets, they sell Amazon gift cards that you can load a certain amount of money on to and pay at the till in that supermarket. Once you've proceeded to the checkout, you can add the balance of this gift card to your account and use that to pay for the items you are wanting to buy. All you have to do is select 'enter a gift card, gift voucher or promotional code', scratch the back off the gift card and enter the code.	