

WEB SITE ARCHITECTURE FOR MARKETPLACE



**The web site should be structured
from the point of view of the USER**

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Mission of project



⌘ How can make a web site satisfies different INDIVIDUAL USER's interesting

⌘ Web site

- ⌘ content
- ⌘ structure
- ⌘ solution

⌘ User

- ⌘ consumer
- ⌘ business partner
- ⌘ employee
- ⌘ government

Case analysis: Wine in Web



⌘ Search by key word “Wine” in Yahoo

☑ 499,000 web pages

☑ 4500 web sites

⌘ 2 million web pages online

User identify



Consumer

Business partner

employee

Government

Role

Motivation

Preference

relationship

Solution of market maker



⌘ Web structure

- ☑ content

- ☑ design

⌘ Supporting technology platform

- ☑ “smart agent”, database based customer learning system

- ☑ reliable personalization

Project plan



⌘ Structure definition

- ☑ content

⌘ Technology support(resource)

- ☑ Identify

- ☑ a framework of knowledge database

⌘ Privacy & security policy, payment infrastructure

⌘ Web site test