

# Content Case I NRM Shop

## General e-shop

In this day and age when internet is a tool that most people are accustomed to we believe its our duty to provide a complete internet service for our customers. We are also convinced there is an actual demand for this kind of service. Let us state a few examples;

- schools in need of educational material
- out of town visitors
- collectors
- the comfort of shopping in your own home

The latest data from the trading institute shows us that more and more people are turning to online shopping. As people grow more accustomed to online shopping they also come to expect this kind of service. There are also several advantages for shopping online, while an item might be temporary sold out or maybe your schedule just do not allow an actual visit in the shop while visiting the museum you are now able to 'revisit' the shop from your own home. This could also be great around holidays when you are on the lookout for unique and exceptional gift ideas. We offer a wide range of products, especially in the mineral and fossil department that could be of interest for collectors from all over the world. To summarise we believe this will be of great use for creating new business opportunities as well as providing great and sought after service.

Another aspect well worth mentioning is that our line of products reflects what kind of museum we are and helps project a positive image of our work and mission as a natural history museum. A part of our mission as an educational museum is to offer information for schools, the e-shop will provide a service for schools making it possible to order interesting and educational material before visiting the museum. This will ensure well prepared teachers and students and in the end maximize their museum experience.

## AIT e-shop

We feel that the AIT e-shop fully provides the service we want to offer our visitors. We conducted a series of tests including;

- browsing
- searching for different items
- adding and deleting items from cart
- creating an account
- placing an order
- purchase using a credit card

All of the above actions worked to full satisfaction.

Our conclusion is that the e-shop is fast and reliable and is easy to navigate as well as gives a good overview.