

JUST LIKE A “BRICKS AND MORTAR” SHOP

An online shop, just like a regular shop, has elements to help you browse items, decide on a purchase, take to a checkout, and pay for your goods. Whilst the names and layout may change, these familiar elements are common throughout online shopping. In this section, we'll explore some of these common themes.

AISLES

When you walk around a shop or supermarket, you'll find that it has been conveniently laid out into Aisles, so that you can quickly find what you were looking for. Imagine the confusion if Dog Food was next to Washing Powder, which was next to Frozen Chicken!

Just like a regular shop, online shops have categories, which group common items together. These can be generic terms such as Books, Electrical Equipment etc, or subcategories such as Fiction or Electric Razors etc using the previous examples.



Examples of category listings at Amazon, Tesco & Wiltshire Farm Foods

You can browse the online shop by clicking the category that interests you. Unlike a regular shop however, most online shops also allow you the option to search for what you would like, and provide the closest matches to what you searched for, much more convenient than having to walk around your local supermarket!

SHOPPING

As previously mentioned, shopping online is identical to shopping in a physical store: You add products to your shopping basket, check your basket to make sure everything you want is in there, and then take your basket to the checkout to pay. In this section we'll go through these step-by-step, using several online examples.

SHOPPING ONLINE – THE BASICS

SHOPPING BASKET

An online shopping basket works just like a real shopping basket, you can put items into it, carry it around the shop with you, and when you're ready, take it to the checkout. Unlike a real shopping basket however, most online baskets will tell you instantly how many items are in your basket, and what the total price will be.



On WiltshireFarmFoods.com we need your postcode to identify your local outlet. This is shown in your basket alongside your basket contents and price.

ADDING ITEMS TO YOUR BASKET

Once you have browsed around your first online store, and chosen the product you want to add to your basket, what next? Look for a button called "Add to Basket", "Buy", "Order" or similar. If there's a box called Quantity, then select the number of that product you would like. If you only want 1, then most good shops will allow you to press "Add to Basket" without entering a quantity.

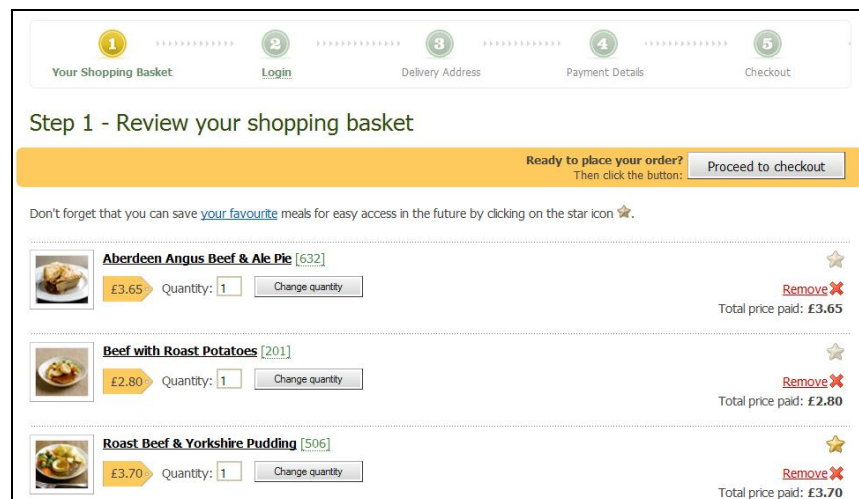


Examples of adding items to your basket from Wiltshire Farm Foods, Amazon and Play.com

Once you have added the first item to your basket, look for the Basket area of the page to update, indicating that you have 1 item in your basket.

REVIEWING YOUR BASKET

Once you have added everything you would like to your basket, the next step is to review your Shopping Basket before taking it to the Checkout to pay.



The Shopping Basket Page of WiltshireFarmFoods.com

When reviewing your basket, you are generally given the option to modify any quantities you have chosen or remove items altogether. Some stores allow you to enter promotional codes, or in the case of Boots.com, any Loyalty Card you may have.

CHECKOUT

Once you have put everything you would like into your shopping basket, in a physical shop you would take your basket to the tills, to pay for the items you have chosen. Internet Shops work exactly the same way. Look out for words such as “Checkout”, “Pay Now” or similar to enter the shop’s checkout facility.

PROCEEDING TO CHECKOUT

A typical Online Checkout is comprised of multiple steps, these are;

1. **Basket** (which we have just covered)
2. **Logging in/Creating an Account**(if applicable)
3. **Delivery** (How you will receive your goods)
4. **The Payment options offered by the store**
5. **Final Confirmation**

We'll go through these one by one in the guides Online Shopping – Creating An Account and Online Shopping – Checking Out

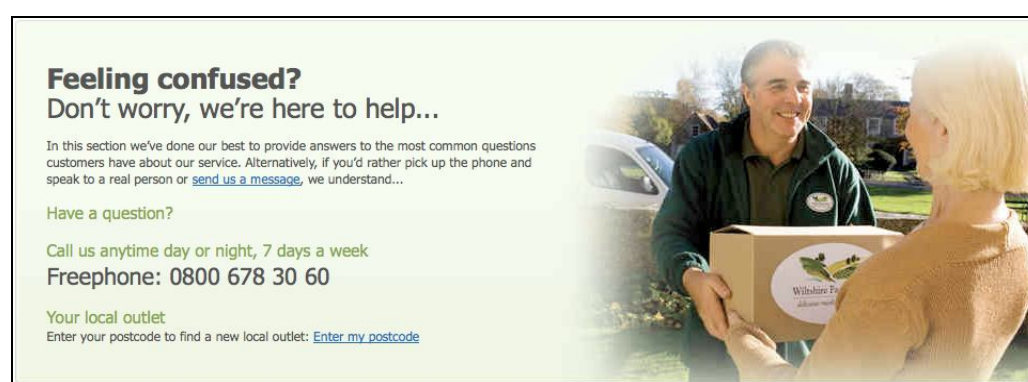
SHOPPING ONLINE – THE BASICS

SHOULD SOMETHING GO WRONG

Whilst in a perfect world, your first foray into shopping online would go smoothly; there is always a chance that something could go wrong. It could be with the website you are visiting, your computer, or that something was entered incorrectly – but don't worry, most website owners are more than happy to help you out if you get stuck, or believe that something has gone wrong.

GETTING HELP

If something does go wrong, the first place you should turn to is the support number or email address shown by the website you are using. Most websites will display this prominently within a section called Help or Support.



Feeling confused?
Don't worry, we're here to help...

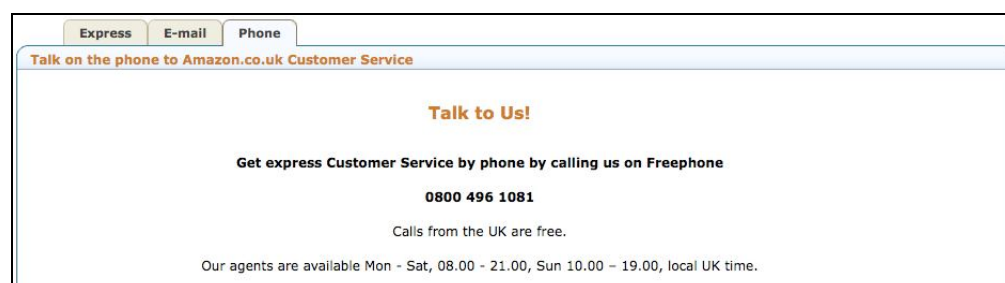
In this section we've done our best to provide answers to the most common questions customers have about our service. Alternatively, if you'd rather pick up the phone and speak to a real person or [send us a message](#), we understand...

Have a question?

Call us anytime day or night, 7 days a week
Freephone: 0800 678 30 60

Your local outlet
Enter your postcode to find a new local outlet: [Enter my postcode](#)

At Wiltshire Farm Foods we offer a number of support options to our visitors, day or night.



Express E-mail Phone

Talk on the phone to Amazon.co.uk Customer Service

Talk to Us!

Get express Customer Service by phone by calling us on Freephone

0800 496 1081

Calls from the UK are free.

Our agents are available Mon - Sat, 08.00 - 21.00, Sun 10.00 - 19.00, local UK time.

For a long time, Amazon.co.uk was famous for **not** showing a telephone number that customers could call. Fortunately, they're now more customer-friendly!

Give the Customer Support number a call and they'll do their best to help you. Here are some good guidelines on how to get the best support:

- 1) Be specific in what your problem is – the customer service operator is unlikely to be able to see what's on your screen. If you have an Order number or similar most operators will be able to look up your details.
- 2) Avoid saying things like "it won't let me" and "there's nothing on the screen" unless the screen really is blank! The more information you can give the better, for example if a website won't let you do something, what happens when you try?