

# From Online Shopping to Business to Education



**How the Crossroads of Ed Technology  
Should Influence Learning**



We have become a community of learners.

- ▶ AI, Software, mobile Apps
- ▶ Learning how to navigate and learning from others including retailers who share best practices.
- ▶ Pattern adoption from many navigation/logic sequences.

# Online Shopping - eCommerce



In 2018, an estimated 1.8 billion people worldwide purchase goods **online**. During the same year, global e-retail sales amounted to 2.8 trillion U.S. dollars and projections show a growth of up to 4.8 trillion U.S. dollars by 2021.



1.8 billion people learned how to navigate, asked for help or support to learn a new sequence language that allowed them to complete their transaction.

# Business reacts - brick and mortar to online

## Stores

- ▶ Adding value to the customer
- ▶ Local pickup
- ▶ Better options or sales in the store



## Online

- ▶ Increase customer base
- ▶ Understand by location your customer needs
- ▶ Attract a continuous sales pipeline



# Education reacts - brick and mortar to online

## Campuses

- ▶ Should be offering value to the customer through ease of access, attendance.
- ▶ Should be providing ways for students to engage in learning through flexibility, one-stop shopping and access to global resources.
- ▶ Should be providing incentives for having the campus experience while being able to fit education into their lifestyle.

## Online

- ▶ Should use to increase interest about the institution
- ▶ Should create options to service online students by region, other locations
- ▶ Should create a continuous pipeline for students, future students, alumni to hold involvement in the institution through a flexible service option.

Has it occurred??



▶ **Lessons Learned**  
Future Focus

Thank You.

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