





PRIMARY AUDIENCE: Shoppers

Author: Richard Dalton

Item profile

This capability shows all relevant details about an item, allowing the shopper to make a decision and buy the item.





Rank	[S] Shoppers want to... [P] Petstore wants shoppers to...	 Shoppers are feeling...	 Design & content approach	 Success criteria	 Comments & PoP
1	[S] Buy the item S2.01 Ready to buy > Buy the item [P] Buy the item P1.01 Close the sale > Buy the item		Design: Research shows that 37% of shoppers buy more than one item, so allow shoppers to add items to a shopping cart and continue shopping as well as providing a “buy and checkout now” feature.	Percentage of users who add the item to their shopping cart should be > 15%% (threshold set by past behavior) (A)	This is the primary desired “Outcome”.
2	[S] Get information on the item S1.01 Research an item > Get information on the item		Design: Show details about the item including a text description, pictures, sizes, colors, etc. Content: Talk about the benefits of the product, not just physical descriptions. Talk about the product in use and show pictures of the product being used by real people/pets.	Loss of sale surveys should show that lack of relevant information or information formatting accounts for less than 5% of missed sales. (threshold set by past behavior) (D)	
3	[S] Find out how much the item costs S1.02 Research an item > Find out how much the item costs		Design: Show prices for the item, including any configurations of the item (for size and color, etc.). Possibly include a currency converter for Canadian customers.	Loss of sale surveys should show that lack of price information or formatting accounts for less than 5% of missed sales. (threshold set by past behavior) (D)	Approx. 4 comments / month regarding US vs. Canadian currency questions.
4	[S] See if other people like the item S1.04 Research an item > See if other people like the item	Shoppers may feel mistrustful about whether the reviews shown are truly unbiased.	Design: Show customer ratings and reviews. Allow reviewers to tag their review with pros and cons and attach images of their pets using the item.	Loss of sale surveys should show that lack of customer reviews or formatting accounts for less than 5% of missed sales. (threshold set by past behavior) (D)	
5	[S] Find out shipping costs and times S2.02 Ready to buy > Find out shipping costs and times	Shoppers may feel a sense of urgency if they need the item quickly.	Design: Show shipping costs and times.	Loss of sale surveys should show that lack of shipping info or formatting accounts for less than 5% of missed sales. (threshold set by past behavior) (D)	
6	[S] Compare the item to others like it S1.03 Research an item > Compare the item to others like it	Shoppers are commonly fearful or unsure that they have chosen the best product for their needs and want to “comparison shop” the price and/or features of several products.	Design: Show recently viewed items and provide access to a “compare to similar items” tool.	The ratio of users looking at recently viewed items via the in-page navigation vs. first pogo-sticking back to the gallery page should be 20:1 (threshold set by future, expected behavior) (F)	

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7	[P] Believe that the site is safe & secure P3.01 Trust Us > Believe that the site is safe & secure	Shoppers may feel nervous about buying online with their credit card.	Design: Show security certificates. Content: Use language throughout that supports a "safe" online shopping experience.	Loss of sale surveys should show that security concerns account for less than 5% of missed sales. (threshold set by past behavior) (D)	
8	[S] Find out how to pay S2.03 Ready to buy > Find out how to pay		Design: Show payment methods (credit card, paypal, etc.)	Loss of sale surveys should show that lack of payment info or formatting accounts for less than 5% of missed sales. (threshold set by past behavior) (D)	
9	[S] Save the item to look at later S1.05 Research an item > Save the item to look at later	Shoppers may feel undecided about buying the item (do they need to talk to someone else? To see more items? Are they considering buying it at another site or shop?)	Design: Provide a "save for later" or "email this to me" feature.	Users of this feature should have a higher return and purchase rate than those who don't use it.	Questionable whether this is a needed feature. Try to evaluate that through a success criteria rather than evaluating an effective implementation.
10	[S] See related items S1.07 Research an item > See related items [P] See related items P2.01 Cross-sell > See related items		Design: Show related items or accessories. Content: Use "people who liked this also liked this" social-proof language to encourage cross-product exploration.	The ratio of users looking at similar items via the in-page navigation vs. first pogo-sticking back to the gallery page should be 20:1 (threshold set by future, expected behavior) (F)	
11	[S] Print details about the item S1.06 Research an item > Print details about the item		Design: Provide a printer-friendly view.	Temporary: A/B test two versions of the printer friendly entry point (link vs. button)	
12	[S] Tell a friend about the item S3.01 Tell others > Tell a friend about the item [P] Tell other people about the item P4.02 Spread the word > Tell other people about the item		Design: Provide functionality to share the item profile with friends through email, twitter, facebook, etc.	Percentage of users who use the "tell a friend" functionality should be > 7% (threshold set by past behavior) (A)	