

Do's and Don'ts

Do's

- think how your best **personal sales representative** / service staff proceeds
- work with your market research, **web analytics** and business intelligence team / data
- think and work **user-centric**; try to take the end-user perspective
- work **test driven and iterative** to allow quick improvements
- **forget all the details** you know about your products for a while - since this is how **new customers** interact with your website
- check the **references on www.excentos.com** how excentos already solved certain problems - and consider what you like and dislike into your concept thoughts
- create an **engaging shopping experience**. Use **nice images** and **entertaining and informing explanation content** to provide insights to your shoppers
- create a **click path that is not too long** and asks **only relevant questions**
 - define a **target click-through time** depending on your target group and the **complexity** of your product assortment / the buying decision.
 - E.g. for **take-away products**, the clickpath should **not be longer than 90 seconds**.
But for **complex products** where users buy only once every 5 years, the clickpath may take **2 minutes**, sometimes even longer. There are statistics with session durations of even more than 5 minutes, but this is only justified if the Advisor Concept presents **engaging explanation content**
- challenge the **formulation of questions and answer options**. Can every user understand them?

Don'ts

- don't forget there are **different target groups** out there: some users know a lot about the products, others don't. Use the **Question Flow features** to offer additional info / questions to e.g. expert buyers
- don't look at your **product data** too early; neither too late 😞
- don't stick to your warehousing logic / **category system** / product assortment rules. Think of **use cases** instead
- don't make it **too complex** - after all, the user wants to take the **buying decision as easy as possible** (of course depending on the product category's complexity)
- don't try to cram everything (e.g. all product categories, all target groups, all questions/answers) in one Product Guide or one single click-flow
- don't think about **organizational barriers**, different marketing / category managers and sales initiatives of your organization for a while