



Chapter 5

Strategy Formulation: Customer Interface

Customer Interface

□ Issues:

- *Seven design elements of the customer interface.*
- *What determines the look-and-feel of the design?*
- *The three content classifications.*
- *The significance of community.*
- *Two ways websites can achieve customization.*
- *What types of communication can a firm maintain with its customer base?*
- *Connecting with other businesses.*
- *Features that support financial transactions.*

Customer Interface

- **Seven design elements of the customer interface (7Cs)**
 - *Context*
 - *Content*
 - *Community*
 - *Customization*
 - *Communication*
 - *Connection*
 - *Commerce*

The 7Cs of Customer Interface

Context

Site's layout and design

Content

Text, pictures, sound, and video that webpages contain

Commerce

Site's capabilities to enable commercial transactions

Community

Site's ability to enable user-to-user communication

Connection

Degree to which a site is linked to other sites

Customization

Site's ability to self-tailor to different users or to allow users to personalize the site

Communication

The ways sites enable site-to-user communication or two-way communication



Look-and-Feel of the Design: Context

- ❑ **Context captures a site's aesthetics and functional look-and-feel**
- ❑ **Dimensions of Context**
 - ***Function* - the organization and accessibility of information**
 - ***Section Breakdown* - site is organized into subcomponents**
 - ***Linking Structure* - enables users to move easily between sections**
 - ***Navigation Tools* - facilitate how the user moves through the site(search)**
 - ***Speed* - the time needed to display a page on a user's screen**
 - ***Reliability* - how often a site experiences "downtime"**
 - ***Platform Independence* - how well a site runs on multiple platforms, including old versions of Web browsers**
 - ***Media Accessibility* - ability of a site to download to various media platforms**
 - ***Aesthetics (form)* - the visual characteristics of a site**
 - ***Color Scheme* - refers to the colors used throughout the site**
 - ***Visual Themes* - help to tell the story portrayed across the site (same top page)**

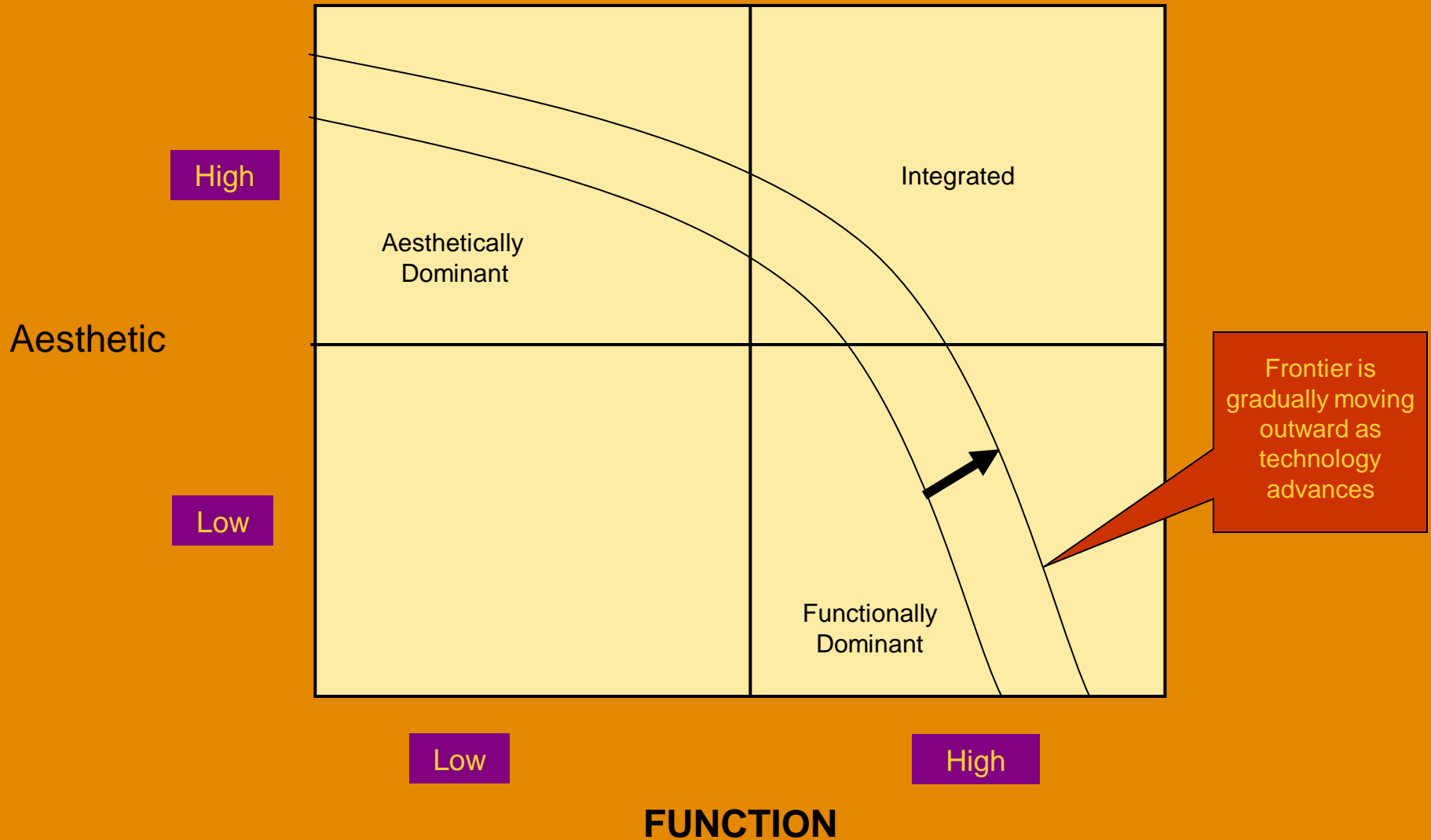
Look-and-Feel of the Design: Context

□ Context Classifications

- *Aesthetically Dominant*: Emphasis is on the **look-and-feel** of the site. This type of site makes heavy use of visual elements
- *Functionally Dominant*: Emphasis is on the **display of textual** information. This type of site limits the visual design to a minimum
- *Integrated*: Balance of form and function. These sites have a clear and appealing theme that support the underlying graphics

Form vs. Function -The Design Context Frontier

5-7



Aesthetically Dominant Example—KMGI.com

The screenshot shows a web browser window displaying the KMGI.com website. The browser's address bar is empty, and the toolbar includes standard navigation icons. The website has a dark background with a red triangle in the top left corner. The KMGI logo is prominently displayed in white. A navigation menu on the left lists various services, each preceded by a play button icon. The main content area features a large blue gradient box with the text 'PREMIERE INTERACTIVE PRODUCTION STUDIO' at the top. Below this, a paragraph describes KMGI's role in redefining internet-based advertising and marketing. At the bottom of the blue box, there is a small blue sphere icon and the text 'cyberspace May 1998'. A small white box at the bottom of the page contains the text 'Welcome to KMGI's Multimedia Web Site'.

KMGI

PREMIERE INTERACTIVE PRODUCTION STUDIO

KMGI, the leading interactive production company, is redefining how companies use the Internet for advertising, marketing, e-commerce, entertainment and education.

OUR CLIENTS

- ▶ WEB PRESENTATIONS
- ▶ WEBSITES REDEFINED
- ▶ FLASH BANNERS
- ▶ WEBMERCIALS
- ▶ CD AND DVD SOLUTIONS
- ▶ ONLINE ENTERTAINMENT
- ▶ DISTANCE LEARNING
- ▶ STRATEGIC SOLUTIONS
- ▶ PROGRAMMING SERVICES
- ▶ PRICING AND PROCEDURES
- ▶ MEDIA REPORTS ON KMGI
- ▶ CONTACT

cyberspace May 1998

Welcome to KMGI's Multimedia Web Site

Functionally Dominant Example—Brint.com

@brint.com
The BizTech Networksm

The Premier Portal and Global Knowledge Network for Business, Information, Technology, and Knowledge Managers, Professionals, and Entrepreneurs™

Recommended by *Business Week*, *Fortune*, *Wall Street Journal*, *Fast Company*, *Business 2.0*, *Computerworld*, *Information Week*, *CIO Magazine*, *KM World*, *New York Times*, and hundreds of other worldwide publications.
Fast Company Magazine notes: **"If BRINT doesn't have it, then you probably don't need it."** [More...](#)

[USER'S GUIDE](#) Choose Topic and Click 'Go' May 23, 2002

To get FREE Latest In-Depth Articles in Newsletter, e-mail: subscribe@brint.com

Channels: [General Business](#) · [Business Technology](#) · [E-Business](#) · [Knowledge Management](#)

Resources: [News](#) · [Information Now!](#) · [Books](#) · [Conferences](#) · [Careers](#) · [e-Zine](#) · [Analyses](#)

Community: [Join the Network!](#) · [Online Community](#) · [Sponsored Events](#) · [Executive Jobs](#)

Congratulations!! Winners of \$390,000 in 'Giveaway for Success' [Click to Enter!](#)

Rethinking Management for the New World of Uncertainty and Risk
"...the first book on knowledge-driven organizations and knowledge workers that can survive and thrive in the new world of uncertainty and risk...."

[Business](#) [Industries](#), [Accounting](#), [Economics](#), [Investing](#), [Management](#), [Marketing](#), [Law](#), [Small Business](#), [more...](#)
[Technology](#) [Internet](#), [Software](#), [Hardware](#), [Programming](#), [Security](#), [Open Source](#), [Operating Systems](#), [more...](#)
[New Economy](#) [BPR](#), [Organizational Learning](#), [Complex Systems](#), [Virtual Organizations](#), [Intellectual Property](#), [more...](#)
[e-Business](#) [Strategy](#), [e-Business](#), [E-Commerce](#), [ERP](#), [CRM](#), [Supply Chains](#), [EAI](#), [Wireless](#), [Advertising](#), [more...](#)
[Knowledge Management](#) [Strategy](#), [Taxonomy](#), [Analyses](#), [Discussions](#), [KEN](#), [Conferences](#), [Jobs](#), [more...](#)
[News Alerts](#) [Java](#), [Linux](#), [XML](#), [WAP](#), [CRM](#), [Vortals](#), [Portals](#), [IPOs](#), [Tech Stocks](#), [Venture Capital](#), [M & A](#), [more...](#)

Subject Portals

Phase 1. New Economy Business Enterprises

[Information Infrastructure](#) · [Intellectual Property](#) · [Copyrights](#) · [Patents](#) · [Trade Marks](#) · [Small Business](#) · [Process Reengineering](#) · [Business Processes](#) · [Balanced Scorecard](#) · [Workflows](#) · [Benchmarking](#) · [Best Practices](#) · [Process Improvement](#) · [Six Sigma](#) · [Organizational Learning](#) · [Computer Supported Cooperative Work](#) · [Groupware](#) · [Enterprise Resource Planning](#) · [Virtual Organization](#) · [Virtual Corporation](#) · [Virtual Teams](#) · [Telework](#) · [Telecommuting](#) · [Virtual Office](#) · [Strategic Sourcing](#) · [Outsourcing](#) · [Business Intelligence](#) · [Data Management](#) · [Data Storage](#) · [Data Warehousing](#) · [Data Storage](#) · [Data Communications](#) · [Data Mining](#) · [OLTP](#) · [OLAP](#) · [MORE...](#)

Latest Articles on New Economy
[Top Business News](#) · [Top Technology News](#) · [Cyberculture](#) · [Legal Issues](#) · [Computer Security](#) · [Open Source](#) · [Enterprise Computing](#) · [Technology Policy](#) · [Technology Stocks](#) · [IPO News](#)

Knowledge Management
 What? Why? How?
 From [KMBook.com](#)
[Case Studies in KM](#)

[What is KM?](#)
[Why KM Systems Fail?](#)
[On Info. Strategy](#)
[On Biz Innovation](#)

Think!!!
 "Learning is finding out what you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you. You are all learners, doers, teachers..."

KM Think Tank
 Global Community of KM Practice

Ongoing Discussions
 *[Overcoming Barriers in KM Implementation](#)
 *[Technology As Enabler of](#)

Integrated Example—Patagonia.com

ENVIRONMENTALLY CONSCIOUS MAKERS OF QUALITY OUTDOOR CLOTHING

Outdoor Clothing & Gear

shop patagonia about patagonia customer service search

the best for both worlds
CHECK OUT OUR ENDURANCE LINE

REQUEST A CATALOG
SUMMER 2002

CHECK OUT OUR PATALOHA COLLECTION
pataloha

日本語サイト europe shopping cart store locator free catalog email sign-up

Estanda Monte León, southern Patagonia, Argentina. Photo: Kris Tompkins

Free Catalog | Shopping Cart | Privacy/Security | Email Sign Up
Contact Us | Jobs | Affiliate Info | Your Account | Customer Service
日本語 | Site Map | Home

Call us anytime 1.800.638.6464

© 2002 Patagonia, Inc.

1-800-638-6464 | [catalog/request](#) | [store locator](#)

patagonia committed to the core

shop patagonia about patagonia customer service search

Men's
Women's
Kids*
Packs/Travel Gear
Shop by Sport
Web Specials
product search
View Cart

women's

Sportswear
Includes:
Dresses, Skirts,
Accessories, Pants,
Shorts, Shirts,
Jackets & Pullovers

Active/Endurance
Includes:
Jackets, Vests, Shirts,
Tights, Shorts &
Accessories

Outerwear
Includes:
Jackets, Pullovers,
Vests, Pants
& Accessories

**Base Layer/
Underwear**
Includes:
Capilene®,
Regulator™,
Shirts, Bottoms &
Sport Tops & Bras

**Insulation &
Eleece**
Includes:
Jackets, Pullovers,
Vests, Pants & Tights

Accessories
Includes:
Hats, Gloves, Socks,
Packs, Bags, Travel
Gear, Shoes & Books

warm water clean waves
Check out our Women's Summer Surf Collection.

Free Catalog | Shopping Cart | Privacy/Security | Email Sign Up
Contact Us | Jobs | Affiliate Info | Your Account | Customer Service
日本語 | Site Map | Home

Call us anytime 1.800.638.6464

© 2002 Patagonia, Inc.

Deciding What Information to Include: Content

- ❑ **Content refers to all the digital information on the site**
- ❑ **Dimensions of Content**
 - *Offering Mix*: content can include **products, information, services**, or a mix of the three
 - *Appeal Mix*: the Company's value proposition is projected in the **promotional and communications messages** of a site
 - *Multimedia Mix*: Refers to the choices of media including **audio, image, video** and graphics
 - *Timeliness Mix*: The information presented on a site is **time-sensitive**
 - *Current Content* - Highly time-sensitive information with very short shelf life
 - *Reference Content* - less time-sensitive information with longer shelf life

Deciding What Information to Include: Content

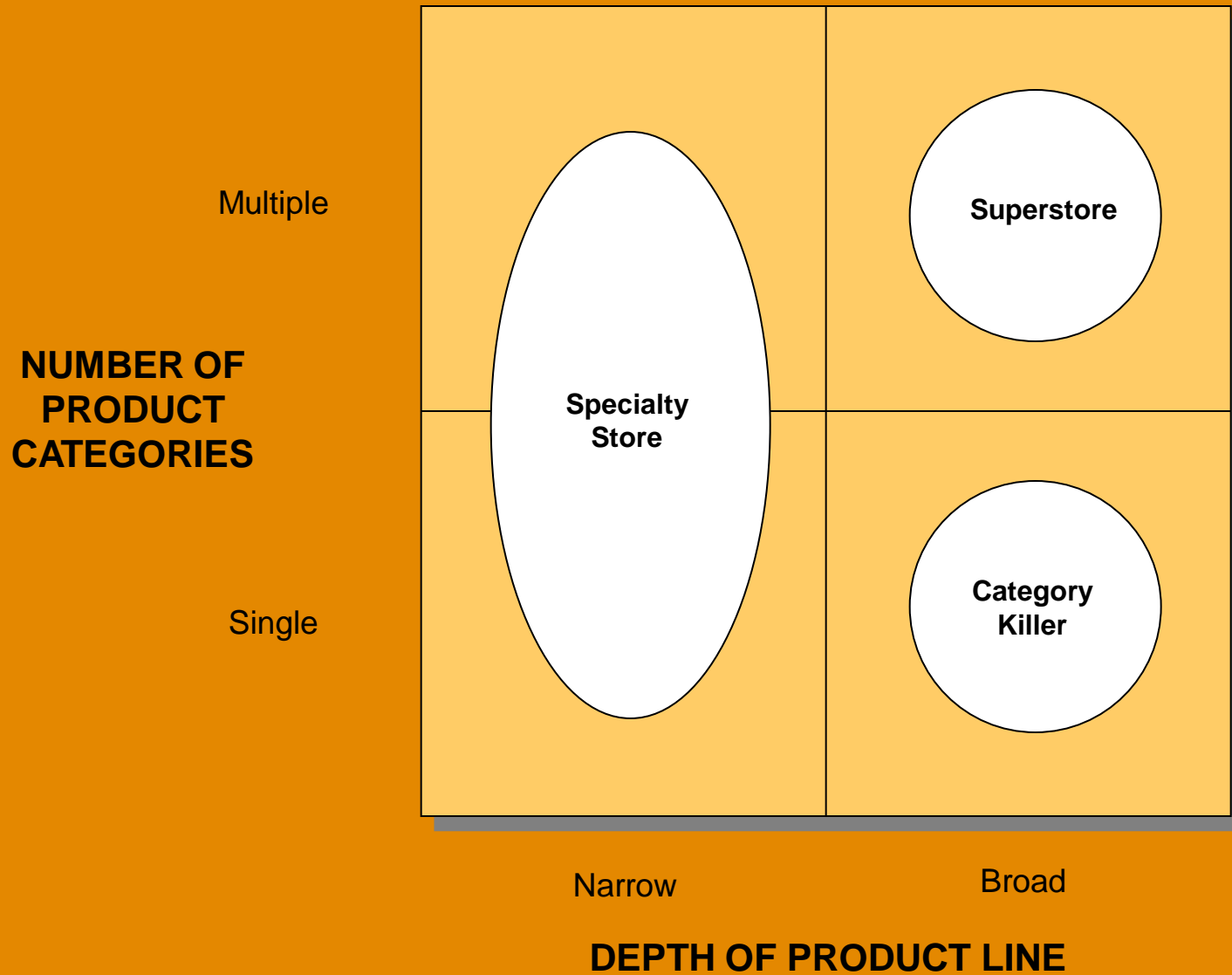
□ Content Classifications

- *Product Dominant: sites that primarily sell physical goods*
 - *Superstore - One-stop shop* offering a wide range of goods in multiple product categories
 - *Category Killer* - offering a comprehensive selection of products and services but **only within a specific category**
 - *Specialty Store* - offering **exceptional quality** and exclusivity in **single** or **multiple categories** of products

- *Information Dominant: sites that focus heavily on information*

- *Service Dominant: sites that focus on the services offered, often for a fee*

A Framework to Understand Content Classifications



Category Killer Example—PetSmart

Search Products for:

[Advanced Search](#)

[HELP](#)
[your account](#)

[learn more](#)

Start Shopping: [dog](#) [cat](#) [bird](#) [wild bird](#) [fish](#) [reptile](#) [small pet](#) [gifts](#) [top sellers](#)

[Banfield](#) [Email Offers](#) [Register](#) [Quick Re-Order](#) [Order from Catalog](#)

Is it time for a new toy?

Choose from hundreds of toys for dogs and cats.

[Click here for dogs.](#) [Click here for cats.](#)

Featured Sections

- [Dog Flea and Tick](#)
- [Dog Toy](#)
- [New Kitten](#)
- [Cat Flea and Tick](#)

Featured Buys

[Cat Playpens](#)
was \$159.99 now \$124.99
A safe and secure place for your cat.

[Tapestry Sofa Dog Bed](#)
Starting at \$69.99
Stylish and designed to maintain its shape and comfort.

Answers

- [Responsible Pet Ownership](#)
- DOGS**
[Smart Pet Guide to Your New Dog](#)
- CAT**
[Smart Pet Guide to Your New Cat](#)
- BIRD**
[Choosing the Right Bird For You](#)
- WILD BIRD *New!***
[Attracting Birds to Your Backyard](#)
- FISH**
[Smart Pet Guide to Your New Fish](#)
- REPTILE**
[Your First Lizard: Everything to Know](#)
- SMALL PET**
[Smart Pet Guide to Your New Small Pet](#)

Store Information

[Find a store near you.](#)

Daily [dental care](#) can lengthen your pet's life.
[More Smart Facts](#)

- [Q4 Earnings Call](#)
- [Smart Saturday - Learn More!](#)
- [Corporate Information](#)
- [PETSMART Charities](#)
- [PETSMART Employment](#)
- [PETSMART Grooming](#)
- [PETSMART Training](#)
- [Veterinary Services](#)

Report a Lost or Found Pet
[Pets 911 Locators](#) [Learn how!](#)

Great Deals

Hit the Road!
[Click here.](#)

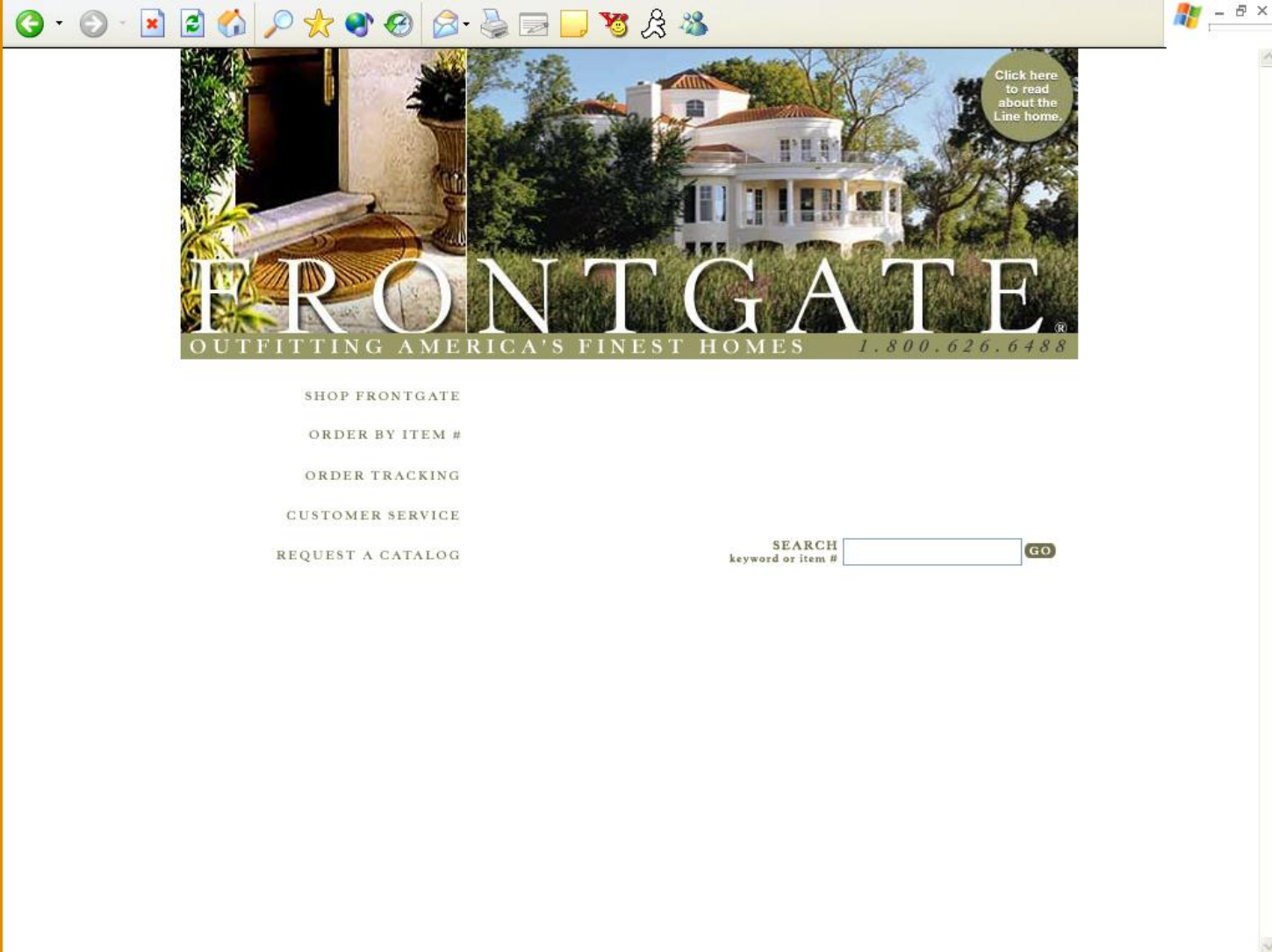
Keep Your Cat Looking Its Best!
[Click here.](#)

Smart Pet of the Day
[Submit your pet!](#)

Pet Food Calculators
[Dog](#) | [Cat](#)

ASPCA Breed Guides
[Dog](#) | [Cat](#)

Specialty Store—Frontgate.com



The screenshot shows a web browser window displaying the Frontgate.com homepage. The browser's address bar is empty, and the toolbar includes standard navigation icons. The main content area features a large banner image of a white, multi-story house with a prominent porch, set against a backdrop of green trees. The word "FRONTGATE" is overlaid in large, white, serif capital letters across the middle of the banner. Below the banner, the text "OUTFITTING AMERICA'S FINEST HOMES" is displayed in a smaller, dark font, followed by the phone number "1.800.626.6488". A circular callout bubble in the upper right corner of the banner reads "Click here to read about the Line home." Below the banner, there are five menu items: "SHOP FRONTGATE", "ORDER BY ITEM #", "ORDER TRACKING", "CUSTOMER SERVICE", and "REQUEST A CATALOG". To the right of these items is a search bar with the text "SEARCH" above it and "keyword or item #" below it. A "GO" button is located to the right of the search input field.

Click here to read about the Line home.

FRONTGATE®

OUTFITTING AMERICA'S FINEST HOMES 1.800.626.6488

[SHOP FRONTGATE](#)

[ORDER BY ITEM #](#)

[ORDER TRACKING](#)

[CUSTOMER SERVICE](#)

[REQUEST A CATALOG](#)

SEARCH [GO](#)
keyword or item #

Information-Dominant Example—Fast Company

5-16

FAST COMPANY.COM | massive entertainment | mobile flexibility | intel inside pentium 4

Search by keyword [] Go

HOME | MAGAZINE | COMMUNITY | FAST COMPANIES | CAREER CENTER | NEWSLETTERS | EVENTS | LEARNING | WIRELESS | STORE

► **NEW ISSUE** Members [sign in here](#). | Not a member? [Learn why you should be!](#) **May 23, 2002**

“We can do things that people haven’t even dreamed of. That doesn’t mean that our customers want those things.”
Chet Huber, president of GM’s OnStar
[Read on ...](#) | [A daily jolt of inspiration. Subscribe to First Impression.](#)

► **POWER SHIFTS**
What’s the Matter With Sun? It’s been a tough year for Sun Microsystems. With the company under siege, could it really be possible that Newt Gingrich has the solution? [Go](#)
More on ... [Chips](#) | [Semiconductors](#) | [Sun](#)

► **NEXT BIG THINGS**
What’s the Matter With Microsoft? Microsoft is having a rocky time getting people to embrace one of its boldest new ideas: that we should entrust our electronic identities to its Passport service. [Go](#)
More on ... [Online Security](#) | [Privacy](#) | [Microsoft](#)

► **UNIT OF ONE**
Security Check Feeling safe? We all have concerns about security: our national defense, our jobs, the financial markets, information technology. Five experts perform a security check. [Go](#)

► **JUNE ISSUE**
Memo to: CEOs Scandal and recession have cast a pall on the way CEOs go about leading their companies. Three distinguished professors send this memo as a wake-up call. [Go](#)

► **ONLINE POLL**
Cast Your Vote! Do you feel betrayed by corporate America?

Sun microsystems
AUTHORIZED AUCTION
THE PRICE IS NEGOTIABLE.
THE QUALITY IS NOT.

WORKSTATIONS
SERVERS
STORAGE
MORE

FAST TAKE
A weekly roundup from the Web and magazine

FAST TALK
A regular report from top business leaders

FIRST IMPRESSION
A daily jolt of inspiration

enter email []
Sign up!
[Newsletter FAQs](#)

HOT STUFF
[Check out](#) our gallery of cutting-edge products and premier

Service Dominant Example—PlasticsNet

PlasticsNet
A VerticalNet® Marketplace for Industry Professionals

[HOME](#) | [Buy Online](#) | [Sell Online](#) | [Services](#) | [Jobs](#) | [News & Community](#)

[Sign-In](#) | [Tools](#) | [?](#)

Search: [Tips](#)

Welcome to PlasticsNet
 You have reached the premier information source for the Plastics Process industry. Find [products and suppliers](#), read [current headlines](#), and keep up with the latest information in your professional community through these featured resources:

- [FREE Newsletters](#)
- [FREE Trade Publications](#)
- [Market Research Reports](#)
- [Promote Your Company on PlasticsNet ... Learn More](#)

Current Headlines

- [Delcam to lead online mouldmaking... »](#)
- [China starts antidumping probe into urethane materials... »](#)
- [US-Gettysburg... »](#)
- [University of Nebraska-Lincoln Roadside Safety Engineers Unveil Soft... »](#)
- [Nova Chemicals Corp - Styrosun Weather-resistant Polystyrene Now... »](#)

Featured Products

JEG Candle Packaging
 At JEG Development we are able to solve your candle shipping problems by supplying either stock products [Get more info!](#)

AIC Software EDI Solution
 The AIC EDI Solution provides a standardized system of electronically transmitting and processing data [Get more info!](#)

GraviMix Continuous Gravimetric Blender
 The new GraviMix Continuous blender is ideal for manufacturing multilayer films and sheets, pipe profile extrusions, cable coating, fiber production, injection molding machines...and more!
 It ach [Get more info!](#)

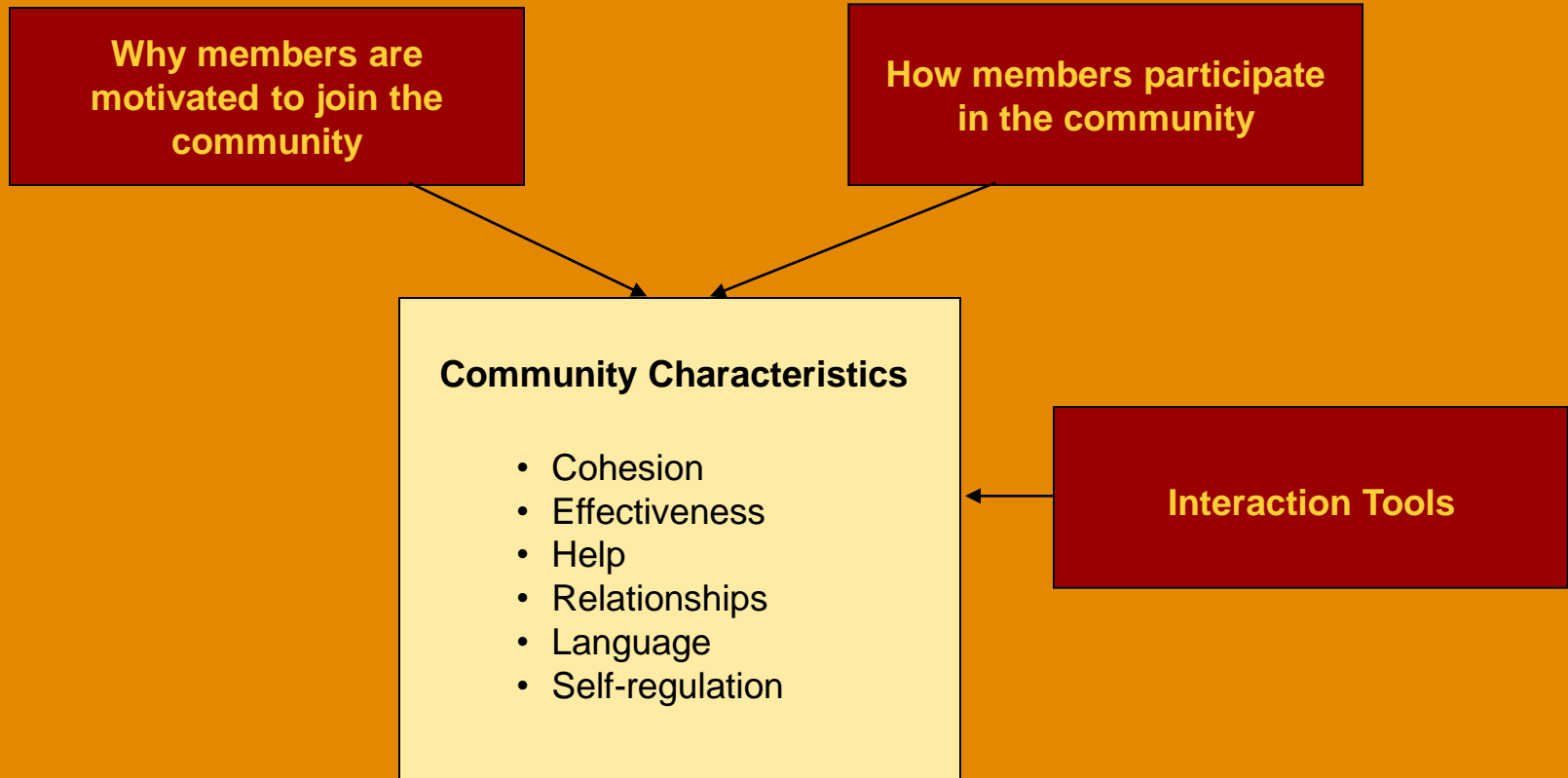
ColorTools® QC
 State-of-the-art software product for the measurement and analysis of color [Get more info!](#)

Custom Grippers
 Complete custom design, testing and quality assurance with [Get a grip!](#) -- our innovative modular end-of-arm tooling system! [Get more info!](#)

Chicago

Tools
[Sign-In](#)
[Free Newsletter](#)
[Free Trade Publications](#)
[Convert & Calculate](#)
[Help](#)

Communities—Elements, Types, and Benefits



Offering the Customer Community


- **The more evolved the community the more likely it is to have these six characteristics**
 - *Cohesion* - the community develops a group identity
 - *Effectiveness* - the group has impact on members' lives
 - *Help* - members feel comfortable asking for and receiving help from other members
 - *Relationships* - interaction between individuals leads to friendships
 - *Language* - members develop a specialized language and/or abbreviations with unique meaning within the community
 - *Self-regulation* - the group sets rules for its own interaction and develops a system for policing itself


Degree of Community Offering

- Nonexistent - *offer **no way** for users to interact with one another, on either a one-to-one basis or one-to-many basis*
- Limited - *offer features such as **reading and posting information, stories, or opinions***
- Strong - *offer interactive community functions such as **chat rooms and message boards***

Limited Community

Example—Gillette Women's Cancer Connection





**Gillette Women's
Cancer Connection**
strength in knowing.
support in sharing.

Cancer Journey

- [Introduction](#)
- [Diagnosis](#)
- [Treatment Plan](#)
- [Treatment](#)
- [After Treatment](#)
- [Fear of Recurrence](#)
- [Recurrence](#)
- [Moving Forward](#)
- [Shared Stories](#)

Communication


For Women

**For Families
& Friends**

**Tools &
Resources**

Home

Cancer Journey

 **Shared Stories**

We encourage you to share your story about any phase of your emotional battle with cancer and what did or did not work to help you get through it.

The following are a collection of stories submitted through our Cancer Journey feedback.

[Belinda, breast cancer: stage two](#)

[Age: over 60, Catherine, breast cancer: stage two](#)

[Millie, breast cancer: stage four](#)

[Age: over 60, Anita, breast cancer: stage one](#)

[Age: 40-49, Cindy B., other: stage two](#)

[Age: 30-39, Judy Pickett, breast cancer: stage two](#)

[Age: 50-59, Sharon G., breast cancer: stage two](#)

[Age: 40-49, Jacquie, breast cancer: stage two](#)

[Age: 50-59, Denise Cameron, endometrial cancer: stage one](#)

[Age: 50-59, Diane S., ovarian cancer: stage three](#)

Strong Community Example—Bolt.com

The screenshot displays the Bolt.com website interface within a browser window. The top navigation bar includes a search box with the text "Bolt" and a "change skin" button. The left sidebar contains a user profile section with fields for "member name" and "password", and a list of navigation links such as "people", "notes", "email", "clubs", "tagbooks", "boards", "cards", "badges", "photos", "polls", "horoscope", "free stuff", "sex & dating", "music", "movies & tv", and "style & looks".

The main content area is divided into several sections:

- Vanilla Coke Advertisement:** A banner at the top right features the Vanilla Coke logo and the text "The taste you're sure to love!" with a "Click here for details!" button.
- Member of the Day:** A section featuring a profile picture of a man and a "Hello - What is your opinion of Tagbooks?" poll by user "scoobydrew". It includes a "Meet people:" section with "4348 people on now" and a "Wanna be member of the day?" link.
- Spidey vs. The Clones. Vote!:** A section with a Spider-Man image and the text "It's the battle of the summer blockbusters. Vote!" with a "go" button.
- Stuff for Today:** A section with three featured items:
 - Which female musician inspires you?** "Let us know why your favorite female rocks, and you could be featured in the Pantene Pro-Voice Scrapbook!"
 - The Gillette® for Women Venus® Goddess Groove Summer Sweepstakes!** "Calling all goddesses! Dance your way into summer with a customized beach bag to match your goddess groove."
 - Wanna Hear Some New Music?** "Hang on to your shopping bags -- the Bolt Soundcheck tour is coming to a mall near you!"
- Poll:** A section titled "Ever dye your hair?" with options: "Yes. Like, a million times.", "Yep. Once or twice.", "Yeah. Just highlights, though. Nothing crazy.", "No way! I love my natural hair color.", and "Nope. I'd like to, though." with a "vote" button.
- Pringles Poll:** A section titled "To prove my love for Mr.P I'd:" with options: "Put my mug in the photo flipbook.", "Sport a Mr. P Tee.", "Change my boring icon to his smiling face.", and "Wear a NEW Cruncher badge with pride." with a "VOTE!" button.
- Featured Downloads:** A section listing "Linkin Park My December", "Sevendust Live Again", and "The Hives Hate To Say I Told You So".
- Wanna taste something new?:** A large advertisement on the right side of the page featuring a Vanilla Coke bottle and the text "Wanna taste something new?" with a "Click here for details!" button.

The bottom of the page includes a copyright notice: "Copyright 1997-2002, Bolt, Inc. All rights reserved."

Individualizing a Website: Customization

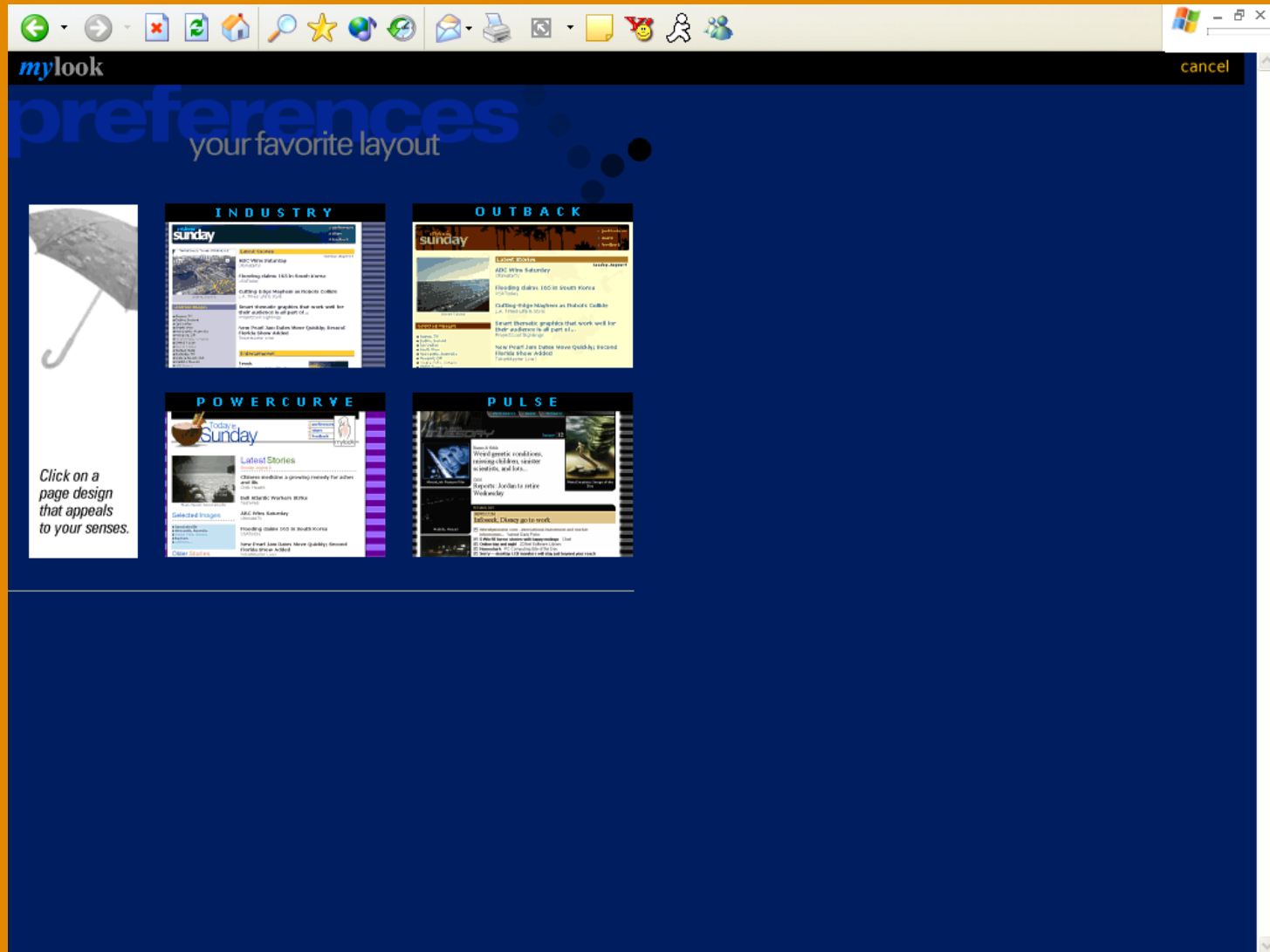
- ❑ **Customization - a site's ability to tailor itself to each user or to be tailored by the user**
- ❑ **Dimensions of Customization**
 - *Personalization: The user initiates and manages the customization process*
 - e.g., MyLook.com
 - *Tailoring: Software dynamically publishes unique versions of the site to address specific user's interests, habits and needs more appropriately*
 - e.g., Amazon.com

Individualizing a Website: Customization

□ Commonly used customization features:

- *E-mail accounts*: Users can send and receive e-mail from the site, using a free, unique e-mail address
- *Content and layout configuration*: Users can design their own homepage, within limits, by choosing background colors, layout design, and content sources
- *Storage*: Users can store e-mail, URLs, favorite content, or items they want to buy
- *Agents*: Computer programs can perform simple tasks upon request, such as notifying a user via e-mail when a product is in stock

Personalization by User Example—MyLook.com



Tailoring Example—Amazon Homepage for Two Users 5-26

Users

Amazon.com: Your Recommendations - Microsoft Internet Explorer provided by Q @ Marketspace

File Edit View Favorites Tools Help

Address <http://www.amazon.com/exec/obidos/tg/stores/recs/instant-recs-/-recs/103-0892637-8589431>

amazon.com. [VIEW CART](#) | [WISH LIST](#) | [YOUR ACCOUNT](#) | [HELP](#)

WELCOME ADAM'S STORE BOOKS ELECTRONICS DVD TOYS & GAMES CARS CAMERA & PHOTO SEE MORE STORES Adam's Gold Box

YOUR FAVORITE STORES YOUR RECOMMENDATIONS NEW FOR YOU THE PAGE YOU MADE FRIENDS & FAVORITES

Search All Products: GO! Browse: Books GO!

SEARCH

All Products GO!

WELCOME TO Your Recommendations

Hello, Adam. Explore today's featured recommendations. (If you're not Adam, [click here.](#))

Book Recommendations

Taliban

LOOK INSIDE! Amazon.com

This is the single best book available on the Taliban, the fundamentalist Islamic regime in Afghanistan responsible for harboring the terrorist Osama bin Laden. Ahmed Rashid is a Pakistani journalist who has spent most of his career reporting on the region--he has personally met and interviewed many... [Read more](#)

DVD Recommendations

Casablanca

Amazon.com essential video

A truly perfect movie, the 1942 *Casablanca* still wows viewers today, and for good reason. Its unique story of a love triangle set against terribly high stakes in the war against a monster is sophisticated instead of outlandish, intriguing instead of garish. Humphrey Bogart plays the allegedy... [Read more](#)

See more in [Boxed Sets](#), [Science Fiction & Fantasy](#), and other [DVD Recommendations](#)

Electronics Recommendations

Handspring Visor Edge (Metallic Silver)

RECOMMENDATIONS

[All Products](#)
[All Bargains](#)
[All Used](#)

Your Favorites

See more in [History](#), [Entertainment](#), and other [Book Recommendations](#)

[Books](#)
[DVD](#)
[Electronics](#)
[Outdoor Living](#)
[Music](#)
[Computer & Video Games](#)
[Tools & Hardware](#)
[Camera & Photo](#)

More Stores

Improve Your Recommendations

Are recommended items not quite on target? Tell us more about your interests:

[Items you own](#) (9)
[Items you've rated](#) (10)

Your Bargains

Harry Potter and the Sorcerer's Stone (Widescreen Edition) DVD ~ Daniel Radcliffe

Recommended Authors, Artists & Directors

Amazon.com: Your Recommendations - Microsoft Internet Explorer provided by Q @ Marketspace

File Edit View Favorites Tools Help

Address <http://www.amazon.com/exec/obidos/tg/stores/recs/instant-recs-/-recs/103-0892637-8589431>

amazon.com. [VIEW CART](#) | [WISH LIST](#) | [YOUR ACCOUNT](#) | [HELP](#)

WELCOME EVE'S STORE BOOKS ELECTRONICS DVD TOYS & GAMES CARS CAMERA & PHOTO SEE MORE STORES Eve's Gold Box

YOUR FAVORITE STORES YOUR RECOMMENDATIONS NEW FOR YOU THE PAGE YOU MADE FRIENDS & FAVORITES

Search All Products: GO! Browse: Books GO!

SEARCH

All Products GO!

WELCOME TO Your Recommendations

Hello, Eve. Explore today's featured recommendations. (If you're not Eve, [click here.](#))

Your Recommendations

Ultrasaucer Entertainer

Editorial Review

This saucer is the ultimate stationary exercise and entertainment center. From 4 months onwards, babies can safely swivel, bounce, rock, and play to their hearts' delight while stimulating their developing senses and conditioning leg muscles in preparation for standing and walking. This deluxe... [Read more](#)

RECOMMENDATIONS

[All Products](#)
[All Bargains](#)
[All Used](#)

Your Favorites

See more in [For Moms](#), [Layette](#), and other [Your Recommendations](#)

[Books](#)
[Kitchen & Housewares](#)
[Music](#)
[Video](#)

More Stores

[Camera & Photo](#)
[Computer & Video Games](#)
[DVD](#)
[Electronics](#)

Improve Your Recommendations

Are recommended items not quite on target? Tell us more about your interests:

[Items you own](#) (4)
[Items you've rated](#) (4)

Your Bargains

Braveheart DVD ~ Mel Gibson

Recommended Authors, Artists & Directors

Alton Brown

[I'm Just Here for the Food](#)

Keeping in Touch with Users: Communication

- ❑ **Communication refers to the dialogue between a site and its users**
- ❑ **Dimensions of Communication**
 - *Broadcast*: One-way information exchange from organization to user – e.g., mass mailing, FAQ, e-mail newsletters, content-update reminders, broadcast events
 - *Interactive*: Two-way communication between the organization and a user – e.g., e-commerce dialogue, customer service, user input

Keeping in Touch with Users: Communication

□ Communication Archetypes

- *One-to-Many, Non-Responding User:* Site messages are announcements that users receive without needing to respond
- *One-to-Many, Responding User:* Site messages are invitations to users to submit their comments and responses
- *One-to-One, Non-Responding User:* User receives personalized messages to address specific interests or needs without a need to respond
- *One-to-One, Responding User:* User responds to personalized messages sent by the site

One-to-One, Live Interaction Example— LivePerson.com

5-29

Chat Window - Microsoft Internet Explorer

Merchant: Welcome to our Wine store.

Customer: I would like to purchase a case of good red table wine, I am interested in trying a Spanish Rioja.

Merchant: Great, I would suggest the [Marqués de Riscal Red '98](#), \$13.99/bottle \$151.10/case.

Customer: Sounds excellent, any other suggestions?

Merchant: We also have a great offer on a popular red table wine from Chile. [Click here for more information.](#)

 Concha y Toro,
Casillero del Diablo Merlot '00

Sale Price!
\$9.99/bottle \$107.90/case



**HELLO
HOW CAN
I HELP YOU?**

powered by


I will check the link now. Thanks for your help.

 Send

Linking with Other Websites: Connection

- ❑ **Connection is the degree to which a given site is able to link to other sites**
- ❑ **Dimensions of Connection**
 - *Outside Links:* take the user completely outside the home site and into a third-party site
 - *Framed Links:* take the user to a third-party site that open in the same browser window and that are framed by the home site in some way
 - *Pop-Up Windows:* open up the new site in another browser window while the original website stays in the background
 - *Outsourced Content:* comes from an outside supplier



Outsourced Content Example—Real.com

Maximize Your Media

English - United States

FREE GAMES

Current Subscribers: Upgrade Here

MY ACCOUNT

NEW! TURBOPLAY

TurboPlay delivers super fast video playback. You click. It plays. That fast. [Click here for More Info](#)

[Try It Now - FREE](#)

LIVE MLB GAMES

Listen to live MLB games all season long whether you're at home, at work or on the road.

[Try It Now - FREE](#)

AD-FREE MUSIC RADIO

Jump genres and tune into your mood with high-quality music radio stations.

[Try It Now - FREE](#)

realONE SUPERPASS

Try our newest premium Player now with RealOne™ SuperPass.

The free trial includes:

- ▶ RealOne Player Plus, our newest premium Player, now with TurboPlay™
- ▶ Amazing audio and brilliant full-screen video
- ▶ 24/7 exclusive access to CNN.com, ABCNEWS.com, E!, FOXSports.com & more
- ▶ You are under no obligation to buy with this RISK-FREE trial.
- ▶ If you decide to cancel after the 14-day trial, you'll still be able to use the basic Player features

FREE [DOWNLOAD NOW](#)

"...a groundbreaking media player." - CNET.com Dec. 4, 2001

[Trial terms and conditions](#)

[More info on Player Features](#) [Free RealOne Player](#) [System Requirements](#)

Also playing in RealOne SuperPass... the best shows, the latest news and more.

Get exclusive access to the web's premier programming, all within your RealOne Player Plus. It's easy! With RealOne SuperPass, you'll see more and do more.

SPORTS

Get into the action with exclusive access to **NASCAR.com**, **FOXSports.com**, **MLB.com**, and **NBA.com TV**.

You'll get daily highlights, commentaries, updated scores and more with RealOne SuperPass.

[Try It Now - FREE](#)

NEWS

Stay on top of the news with **ABCNEWS.com**, **CNN.com**, **Wall Street Journal**, **The Weather Channel**, **CNET**, and **On24**.

Bring the latest news and information right to your desktop.

[Try It Now - FREE](#)

ENTERTAINMENT

Enjoy hours of entertainment with **E!**, **Entertainment**, **All Food**, **The Animal Channel**, **MediaBay** and more!

With RealOne SuperPass, you'll always get your entertainment fix 24/7.

[Try It Now - FREE](#)

Connections Classifications

- *Destination Site*: Provides almost exclusively site-generated content with very few links to other sites
- *Hub Site*: Provides a combination of site-generated content and selective links to sites of related interests
- *Portal Site*: Consists almost exclusively of links to a large number of other sites

Destination Site—NYTimes.com

The screenshot shows the NYTimes.com website interface. At the top, the logo reads "The New York Times ON THE WEB" with the date "UPDATED THURSDAY, MAY 23, 2002 2:41 PM ET". A search bar is located below the logo, with a "Go to Advanced Search/Archive" link. The left sidebar contains navigation menus for "JOB MARKET", "REAL ESTATE", "AUTOMOBILES", "NEWS", "OPINION", "FEATURES", and "SERVICES". The main content area displays several news articles:

- Bush Warns Germans on Terror; Has No Iraq 'War Plans on Desk'** by STEVEN ERLANGER with TERENCE NEILAN. President Bush today delivered a wide-ranging speech to the German Parliament before departing for Moscow.
- Bomb Blast at Israel Fuel Depot, But Major Explosion Is Averted** by JOHN KIFNER. A bomb blew apart a tanker truck in Israel's biggest fuel depot today, only hours after a suicide bomber attack.
- Investigators May Question Condit Again in Intern Case** by THE ASSOCIATED PRESS. As forensic experts determine how Chandra Ann Levy died, police said today they may question Representative Gary A. Condit.
- 38 Years Later, Last of Suspects Is Convicted in Church Bombing** by RICK BRAGG. An Alabama jury found former K.lansman Bobby Frank Cherry, 71, guilty of the murders of four black girls.

The right sidebar features a "MARKETS" section with a line graph for Dow Jones Industrials and a table of market data:

Index	Value	Change	% Change
DJIA	10,135.67	-22.21	-0.22%
Nasdaq	1,677.65	+4.20	+0.25%
S&P500	1,088.65	+2.63	+0.24%
10yr Tres. Yield	5.12%	+0.02	

Below the markets section, there is a "Digital Photography" advertisement and a "HARRISdirect" promotion for a \$100 credit. The bottom of the page includes a "MORE HEADLINES" section with links to "Herbert: All or Nothing?" and "Safire: Testing Putin on Iran".

Hub Example — Industry Central

The screenshot shows the homepage of Industry Central, a website for the motion picture and television industry. The browser window title is "Industry Central". The page features a large, stylized logo for "Industry Central" with the word "ENTER" in a white box over a building facade. Below the logo is the tagline "The Motion Picture and Television Industry Professional's First Stop!".

The main content area is divided into two columns of links:

- Industry News and Information**
 - [Crew-List.net](#)
 - [WeatherCasts](#)
 - [Travel Center](#)
 - [Interviews](#)
- Comprehensive Database of MP/TV Links**
 - [Auctions +](#)
 - [Screen Writers' Exchange](#)
 - [Discussion Board](#)
 - [Chat](#)

Below these columns, it says "and much more!". A message states: "This page will automatically transfer in 30 seconds." Below this is a promotional banner for "Go Straight 2 Crew-List.net" featuring a small image of a woman's face. A button labeled "Go Straight 2 Crew-List.net" is positioned below the banner.

A yellow-bordered box contains the following text:

IndustryCentral is FREE to its visitors!
 We are supported by Motion Picture and Television Industry Sponsorship Banners.
 Please give our sponsors a visit while you are here.

At the bottom, it says "Best viewed with" followed by the Microsoft Internet Explorer logo and the text "Microsoft Internet Explorer 3.0+ (600x800) Screen Resolution".

Portal Site Example—Yahoo



Finance



Messenger



Check Email

YAHOO!



What's New



Personalize



Help

Yahoo! Games

[Literati](#), [Pool](#), [Chess](#), [Spades](#)

DROP 10 POUNDS

! Mortgage Center

[take advantage of low rates](#)
 [advanced search](#)

hotjobs - [Search Jobs](#), [Post a Resume](#), [Salary Wizard](#), [Post a Job](#), [Find Great Candidates](#)

Shop [Auctions](#) · [Autos](#) · [Classifieds](#) · [Real Estate](#) · [Shopping](#) · [Travel](#) · [Yellow Pgs](#) · [Maps](#) · **Media** · [Finance](#) · [News](#) · [Sports](#) · [Weather](#)
 Connect [Careers](#) · [Chat](#) · [GeoCities](#) · [Greetings](#) · [Groups/Clubs](#) · [Mail](#) · [Members](#) · [Messenger](#) · [Mobile](#) · [Personals](#) · [People Search](#) · [Photos](#)
 Personal [Addr Book](#) · [Briefcase](#) · [Calendar](#) · [My Yahoo!](#) · [PayDirect](#) · **Fun Games** · [Horoscopes](#) · [Kids](#) · [Movies](#) · [Music](#) · [TV](#) · [more...](#)

Yahoo! Autos Research, buy, sell and maintain

Features	Tools	Make
Buy New Buy Used Sell Used Research	New Car Guide Used Car Pricing Car Comparisons Build & Buy	Chrysler · Audi BMW · Volkswagen Jeep · Toyota Ford · Honda

Get a FREE [new car quote](#) from your local dealer!

In the News

- [Condit may face more Levy questions](#)
- [Bomb explodes at Israel fuel depot](#)
- [UN to keep security forces in Kabul](#)
- [LA to vote on Valley secession in Nov.](#)
- [Scientists create malaria-free mosquito](#)
- [Markets: S&P](#) ↑ 0.5% · [Nasdaq](#) ↑ 0.6% [more...](#)

Marketplace

- [Sony TVs up to \\$500 off](#) - financing available, no payment for 180 days
- Special - [Polo Shirts reduced to \\$29.99](#)



Ralph Lauren Classic Polo available in 20 different colors for a limited time

- [Eddie Bauer Outlet - extra 20% off](#)

Broadcast Events

- Artist of the Month - [Eminem](#)

Inside Yahoo!

- [Star Wars](#) - [Showtimes](#), [Reviews](#), [Premiere Photos](#), [Bid on Memorabilia](#)
- [FIFA World Cup](#) - official match schedule
- [Yahoo! Education](#) - Get help on the SAT, GRE, GMAT, and LSAT
- [Make Yahoo! your home page](#)

Arts & Humanities

[Literature](#), [Photography](#)...

Business & Economy

[B2B](#), [Finance](#), [Shopping](#), [Jobs](#)...

Computers & Internet

[Internet](#), [WWW](#), [Software](#), [Games](#)...

Education

[College and University](#), [K-12](#)...

Entertainment

[Picks](#), [Movies](#), [Humor](#), [Music](#)...

Government

[Elections](#), [Military](#), [Law](#), [Taxes](#)...

Health

[Medicine](#), [Diseases](#), [Drugs](#), [Fitness](#)...

News & Media

[Full Coverage](#), [Newspapers](#), [TV](#)...

Recreation & Sports

[Sports](#), [Travel](#), [Autos](#), [Outdoors](#)...

Reference

[Libraries](#), [Dictionaries](#), [Quotations](#)...

Regional

[Countries](#), [Regions](#), [US States](#)...

Science

[Animals](#), [Astronomy](#), [Engineering](#)...

Social Science

[Archaeology](#), [Economics](#), [Languages](#)...

Society & Culture

[People](#), [Environment](#), [Religion](#)...


Enabling Financial Transactions: Commerce

- ❑ **Commerce refers to the sale of goods, products or services on the site.**
- ❑ **Dimensions of Commerce**
 - *Functional tools that are the commerce-enabling features of a website*
 - Registration
 - Shopping Cart
 - Security
 - Credit-Card Approval
 - One-Click Shopping
 - Configuration Technology
 - Order Tracking
 - Delivery Options

□ Commerce Classifications:

- *Low*: the ability to process transactions, but with few of the tools that enable e-commerce
- *Medium*: no need for all the commerce bells and whistles – contain financial transactions as a necessary feature but not as their main purpose
- *High*: fully equipped with all or almost all the functional tools that enable e-commerce

Map of 7Cs Framework

Context	Aesthetically dominant		Functionally dominant		Integrated
Content	Product-dominant		Information-dominant		Service-dominant
Community	Nonexistent		Limited		Strong
Customization	Generic		Moderately customized		Highly customized
Communication	One-to-many, nonresponding user	One-to-many, responding user	One-to-one, nonresponding user	One-to-one, responding user	
Connection	Destination		Hub		Portal
Commerce	Low		Medium		High

Foot Locker (*www.footlocker.com*)

Context	Aesthetically dominant	Functionally dominant		Integrated
Content	Product-dominant	Information-dominant		Service-dominant
Community	Nonexistent	Limited		Strong
Customization	Generic	Moderately customized		Highly customized
Communication	One-to-many, nonresponding user	One-to-many, responding user	One-to-one, nonresponding user	One-to-one, responding user
Connection	Destination	Hub		Portal
Commerce	Low	Medium		High

Cool Running (www.coolrunning.com)

Context	Aesthetically dominant	Functionally dominant	Integrated	
Content	Product-dominant	Information-dominant	Service-dominant	
Community	Nonexistent	Limited	Strong	
Customization	Generic	Moderately customized	Highly Customized	
Communication	One-to-many Nonresponding user	One-to-many, responding user	One-to-one, nonresponding user	One-to-one Responding user
Connection	Destination	Hub	Portal	
Commerce	Low	Medium	High	

Context	Aesthetically dominant	Functionally Dominant	Integrated	
Content	Product-dominant	Information -dominant	Service-dominant	
Community	Nonexistent	Limited	Strong	
Customization	Generic	Moderately customized	Highly customized	
Communication	One-to-many Nonresponding user	One-to-many, responding user	One-to-one, nonresponding user	One-to-one, responding user
Connection	Destination	Hub	Portal	
Commerce	Low	Medium	High	

CBS MarketWatch.com Homepage


CBS MarketWatch: The Story Behind the Numbers - Microsoft Internet Explorer provided by Q @ MarketSpace

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Refresh Print Mail Stop

Address <http://cbs.marketwatch.com/news/default.asp?siteID=mktw> Go Links

CBS.MARKETWATCH.COM The Story Behind the Numbers Hello, willyjd! - Sign out - Edit account Nasdaq: MKTW



That's business with .NET
Software for the Agile Business. Click to see more. Microsoft

News & Commentary Personal Finance My Portfolios Research & Tools MarketWatch TV & Radio Quick Tour | Help

FRONT PAGE **MARKETS** GLOBAL MARKETS IPOs ECONOMY & POLITICS MUTUAL FUNDS COMMENTARY NEWSLETTERS

June 13, 2002 11:30 am ET

Quotes & News:
symbol/fund/keyword
 [Find symbol](#)
[Search News](#)
[Site Index](#)

Fidelity.com
Click to visit.

Street frets over retail report
Retail data undermined investors' hope that consumers would power recovery, putting pressure on stocks.
Cardillo: Overreaction to data

Biotech edges up
While ImClone trades are probed in Washington, the biotech category rose, led by Amgen.
Bristol-Myers: Sale among options

Latest News My News Top Stories Market Pulse

- 11:26 [Tropical Sportswear prices offering of 3M shares](#)
- 11:23 [\[IMCL\] ImClone CEO: still wants to get Erbitux approval](#)
- 11:22 [\[IMCL\] ImClone CEO apologizes for impact on cancer patients](#)
- 11:22 [Mortgages U.S. mortgage rates say near 6.75%](#)
- 11:22 [\[IMCL\] ImClone CEO: mistakes made in seeking Erbitux approval](#)

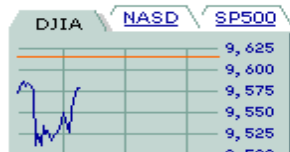
Market Advisers TV & Radio Press Releases More headlines...

Retail-sales data show weakness
U.S. retail sales fell more than expected, 0.9 percent, in May.
Retail Stocks: Sector marked down
Fed: Recovery is 'modest, uneven'

PPI down
The producer price index fell 0.4 percent in May, the Labor Department reported.
See: Economy section

Dollar Rent A Car
connects with partners for millions in new revenue.

DJIA NASD SP500



11	1	3	
DJIA	9,579.57	-38.14	
NASD	1,514.23	-4.89	
SP500	1,017.38	-2.88	
10 YR	4.89%	-0.062	

©BigCharts.com 11:30am ET
[Market Overview](#)