Customer Interface - Part 1

CPS 181s
Sept 20, 2001

How to Get a Million Hits a Year

1. Identify your customer:
   - Use a service like EmailList to get an email list.
   - Include a request to unsubscribe.

2. Lead them to your website:
   - Provide links and mention your website.
   - Encourage them to visit.

3. Reach out to your customers:
   - Send regular newsletters.
   - Include interesting content.

4. Get them hooked:
   - Provide free downloads.
   - Ask for feedback.

5. Build your brand:
   - Use consistent branding.
   - Promote your brand.

6. Finally,:
   - Share your success story.
   - Impart your knowledge.

P.S. Remember, building an email list is a process.

Overview of Customer Interface

- Technology-mediated customer interface
- Shift to “screen-to-face” interface
- Types of interfaces available
- “Look-and-feel” of the website
- Commerce activities
- Communities in the business model
- 7Cs framework

Questions

① What are the seven design elements to the customer interface?
② What are the alternative “look-and-feel” approaches to design?
③ What are the five content archetypes?
④ Why be concerned with community?
⑤ What are the levers used to customize a site?
⑥ What types of communication can a firm maintain with its customer base?
⑦ How does a firm connect with other businesses?
⑧ What are alternative pricing models of commerce archetypes?
Seven Design Elements

♦ The 7Cs Framework for customer design
♦ Interface is the virtual interface
♦ Worth visiting?
♦ What products or services?
♦ What messages does it communicate: exclusivity, low price, or ease of use?

Definitions and Simple Illustrations

Context – aesthetic and functional look and feel
Content – digital subject matter such as text, video, audio, graphics
Community – interaction between users
Customization – tailor itself or be tailored by user
Communication – dialogue between site and users
Connection – formal linkages between sites
Commerce – sale of goods, products services on site
The 7Cs of the Customer Interface

- **Context**: Site’s layout and design
- **Content**: Text, pictures, sound and video that web pages contain
- **Commerce**: Site’s capabilities to enable commercial transactions
- **Community**: The ways sites enable user-to-user communication
- **Connection**: Degree 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

**Building Fit and Reinforcement**

- **Fit**: extent each of 7Cs individually support the business model
- **Reinforcement**: aesthetic context of the site
Fit and Reinforcement of Cs

Business Model

Individually Supporting Fit

Context → Content → Community → Customization → Communication → Connection → Commerce

Consistent Reinforcement

Performance of Lands’ End Site

PowerRanking for Lands’ End

www.landsend.com

Good value, speedy email replies, and immediate phone response catapult Lands End to the top. Its site covers the basics well, with multiple navigation options and real-time product availability. Lands’ End should continue to lead with its new site, which allows visitors to shop with a sales agent or a friend.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Ranking</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service</td>
<td>12.84</td>
<td>1</td>
</tr>
<tr>
<td>Delivery</td>
<td>11.01</td>
<td>2</td>
</tr>
<tr>
<td>Features</td>
<td>8.95</td>
<td>7</td>
</tr>
<tr>
<td>Transacting</td>
<td>9.27</td>
<td>2</td>
</tr>
<tr>
<td>Usability</td>
<td>9.54</td>
<td>9</td>
</tr>
<tr>
<td>Overall</td>
<td>65.09</td>
<td>1</td>
</tr>
</tbody>
</table>

PowerRanking is ranked out of 100.

Take Our Survey!
Find the sites that are powerful or deserve the axe.

Analyzer’s Comment
Expert opinions on this industry.
Look-and-Feel of the Design

Context
- Look and feel of a screen-to-face customer interface
- Includes website, PDA, cell phone

Dimensions to Context

Function
- Organized into sets of pages
- Provides means to navigate through pages
- Section breakdown
- Linking structure
- Navigation tools
- Performance dimensions
  - Speed – site page
  - Reliability – lack of downtime
  - Platform independence
  - Media accessibility – download in various platforms
  - Usability – navigation ease
Aesthetic and Tips

Aesthetic
- Color scheme
- Visual themes

Usability Tips and Tricks
- Quick
- Easy
- Search capability
- Get outside opinion
- Clear categories
- Clear product names

Form vs. Function — The Design Context

Frontier is gradually moving outward as technology advances.
Aesthetic Example — KMGI.com

Context Archetypes

- Broad, generic approaches to context design
- New technologies introduce new techniques, introduce new aesthetics
- Aesthetically dominant – look-and-feel, high form, low function
- Functionally dominant – low form, high function
- Integrated - balance of form and function
Point-Counterpoint: Form vs. Function

<table>
<thead>
<tr>
<th>Point-Counterpoint</th>
<th>Can Maximize Both</th>
<th>Cannot Maximize Both</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Technology makes tradeoff irrelevant</td>
<td>Inherent tradeoffs in design choice</td>
</tr>
<tr>
<td></td>
<td>Case studies of firms that do both (Reflect.com)</td>
<td>Firms should focus on one dimension</td>
</tr>
<tr>
<td></td>
<td>More pleasing to customers when both are accomplished</td>
<td>Segments gravitate toward one dimension</td>
</tr>
</tbody>
</table>

Five Content Archetypes

- **Content**
  - Dimensions to Content
  - Offering mix – product, information, and/or services
  - Appeal mix – promotional and communication messaging
  - Multimedia mix – text, audio, image, video, and graphics choices
  - Content type – time-sensitivity
Content Archetypes

- Offering Dominant
  - Superstore
  - Category killer
  - Specialty store
- Information-dominant – information, but may have entertainment
- Market-dominant – market for buyers and sellers

A Framework to Understand Offering-Dominating Archetypes
Specialty Store Example — Frontgate.com

Information Dominant — Business 2.0 (www.business2.com)
Market Dominant Example — PlasticsNet.com

Drill Down - Content Archetypes vs. Offering Types

<table>
<thead>
<tr>
<th>Physical Product</th>
<th>Information</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superstore</td>
<td>Walmart.com</td>
<td>CEOExpress.com</td>
</tr>
<tr>
<td>Category Killer</td>
<td>Petsmart.com</td>
<td>DowJones.com</td>
</tr>
<tr>
<td>Specialty</td>
<td>Frontgate.com</td>
<td>Trb.com</td>
</tr>
<tr>
<td>Information and Entertainment</td>
<td>Census.gov</td>
<td>IFilm.net</td>
</tr>
<tr>
<td>Market Maker</td>
<td>PlasticsNet.com</td>
<td>VerticalNet.com</td>
</tr>
</tbody>
</table>
Point-Counterpoint: Is Content King?

<table>
<thead>
<tr>
<th>Content Is King</th>
<th>Content Is Not King</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All leading web sites have excellent content</td>
<td>• Necessary but not sufficient</td>
</tr>
<tr>
<td>• Users will be able to discern inferior content due to network effects</td>
<td>• It’s not about content, it’s about number of users</td>
</tr>
<tr>
<td>• Word-of-mouth will drive out poor content</td>
<td>• Standards can block emergence of “better content” players</td>
</tr>
<tr>
<td>• There are multiple “great” content plays – e.g., most timely, best coverage, etc. – that reflect each of value models</td>
<td>• Up-to-date “good” content will always beat out not as up-to-date “excellent” content</td>
</tr>
<tr>
<td></td>
<td>• Content means “everything” and hence has lost all meaning</td>
</tr>
</tbody>
</table>

A Community

♦ Community
♦ A feeling of membership
♦ Strong sense of involvement
♦ User-to-user communication
Elements of a Community

- Cohesion
- Effectiveness
- Help
- Relationship
- Language
- Self-regulation

Types of Communities

- Just friends
- Enthusiasts
- Friends in need
- Players
- Traders
Degree of Member Participation

- Passive
- Active
- Motivated
- Caretakers

Member Benefits

- Need fulfillment
- Inclusion
- Mutual influence
- Shared emotional experience
## Dimensions of Community

- **Interactive community**
  - Chat
  - Instant messaging
  - Message boards
  - Member-to-member e-mail

- **Noninteractive communication**
  - Public member webpages
  - Member content

### Communities — Elements, Types, and Benefits

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<thead>
<tr>
<th>Elements of Community</th>
<th>Types of Communities</th>
<th>Member Outcomes: Participation and Benefits</th>
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<tr>
<td>• Cohesion</td>
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<td>Degree of Participation</td>
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<td>• Mutual Influence</td>
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<td>Traders</td>
<td>• Shared Emotional Experiences</td>
</tr>
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<td>• Self-regulation</td>
<td></td>
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Community Archetypes

- Bazaar – wander but not interact
- Theme park – finite number of areas organized by categories and subcategories
- Club – highly focused on only one areas of interest, promoting interaction among members
- Shrine – highly focused community with minimal interaction
- Theatre – focused in area but allows for moderate interaction
- Café – focused on common area of interest but provides considerable interaction among members

Bazaar Example — Games.Yahoo.com
### Theme Park Example — VoxCap.com

#### RoundTable Discussion

**Activities**
- Fight Hunger
- Spread the Word
- Discuss the Issues
- Get Informed
- Reach your Rep
- Write a Letter to the Editor

**RoundTable Features**
- Meet your own RoundTable
- Click on any category topics listed in the content to view RoundTable discussions.
- Then click "Add Content to this Category" at the top of the page. Then type in the title of your thread and your introductory comments, questions, or ideas. Click save, and make your topic.

**Reader Comments**
- Social Security: vigorous, part of the way
- Click on a RoundTable feature.

**Subscribe to VoxCap**
The weekly VoxCap newsheet community newsletter supplies you with the latest RoundTable features, actions, and interesting discussions on the RoundTable, and tips and tricks on using the VoxCap.com tools.

**Features**
- These children's rights human in obvious that they didn't reject any one of the reports they studied. It's inroads if they respect their parents, but I have not to have anything about what punishment is the purpose for giving them, but they also have maximum responsibility. Sometimes it's more in line with these reports, and unfortunately too many parents are not doing it.

### Club Example — Gillette

#### Community

**Message Board Communities**

Gillette Women's Cancer Connection message boards are offered in partnership with allhealth, a channel of Village.com. The Women's Network. In order to participate in these boards, you will first be asked to join allhealth, a membership which is free.

Click on a board name listed below to go to our message board communities:

- Breast Cancer Support
- Oncology & Cancer Support
- Families & Friends Support
- Chemotherapy Support
- Open & Sharing
- Heartly Empowered
- Cancer Rights & Advocacy
- Childhood Cancer
- Support and Interest

#### Seminars

- Clinical & Cancer Support Tool & Resources

#### Home

In partnership with...
Design Examples

- Nexiv  http://www.nexiv.com
- Barneys  http://www.barneys.com
- Megacar  http://www.megacar.com
- Gruppo Ibis  http://www.gruppo-ibis.com