



**Keeping the user in perspective, what care is to be taken while developing Product pages of a website?**



Enter Y / N after checking the content under description

Description	(Y/N)
<b>Users &amp; tasks</b>	
Research a product	
Compare two or more products	
Purchase a product	
Request further information about a product	
Find a product price	
Find out delivery costs and options	
<b>Best practices</b>	
Conducting User Research (questions user has for a salesperson, providing important information when user is deciding whether or not to purchase)	
Answering Common Questions / FAQ's	
Providing a call to action ( providing buy link, downloadable order form)	
Being Consistent (displaying products in similar manner in all the web pages)	
Providing clear images of products	
Providing enhanced product views like providing zoom in / expanding image / 3D view on clicking the product icon	
Providing product overview like providing most important information of the product immediately beside the product icon	
Providing detailed product information including reviews from other customers, case studies	
Showing the price	
Giving users the ability to compare products through direct or visual comparisons displaying do's and dont's of products	
Providing access to further information	



Facilitating the emailing of product information	
Providing printable pages	
<b>Pitfalls</b>	
Failing to provide key information (including price) “above the fold” (i.e.. within the portion of the page that appears before the user has scrolled down)	
Failing to provide a “call to action” to the user	
Failing to understand what information is critical to users as they make a purchase decision	