KOMPLETT
KOMPLETT GROUP

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Introduction

This document is intended to outline the ways that Egghead Design could work with Komplett Group to enhance the current website. At this stage, we have not had detailed discussions so this document is **very generic.**

Our normal process is to spend time working with you to properly scope the project so that our recommendations are highly tailored to your requirements, and it would be our pleasure to review your specification when it is available

Our Understanding of Your Requirements

You currently have a site, www.blush.no that sells a range of cosmetics to consumers in Norway. You have plans to develop the site further to improve usability and functionality, including improved back office processes

Research & Benchmarking

During the process of preparing a final costed proposal, we will spend a great deal of time analysing both your existing site and those of your competitors. This will enable you to see opportunities for improvement in the site's ability to generate revenue in terms of functional improvements, marketing changes and exploiting things we learn from your competitors.

Although we're not in a position to do this fully right now (we would need a login to see the full functionality of the site) we can see that there are areas that could be improved - for example, the creative design of the site does not add real value, and you do not have a mobile version of the site.

Our Solution

Our approach to ecommerce is that we want our clients to obtain the maximum possible revenues. There are four factors in determining revenues:

1. **Traffic to the site – the number of shoppers visiting the site**

2. **Conversion Ratio – the number of visitors who become buyers**

3. **Average Order Value – the amount each shopper spends**

4. **Lifetime Value – in effect, how many times a shopper buys from the site**

Item 1, traffic, is determined by the effectiveness of your marketing. Using techniques such as search engine optimisation and paid search, traffic from online sources can found and driven to the site.

Items 2 & 3 are essentially down to the design of the site – we are proud to state that for 100% of our customers, we dramatically improve the conversion ratio, in many cases doubling it. This means if all other elements are kept the same, we often double the online sales of our client's websites.

Item 4 can be achieved through various engagement mechanisms post initial sale such as email and social media marketing.

Another item we bring to the table is we not only increase revenues, we can often help retailers reduce cost by automating many manual processes such as listing items for sale on other online channels such as eBay and Amazon. We can also manage inventory across multiple online sales channels, making the process of selling online easier and more streamlined. And all our solutions can be easily managed by non-technical personnel.

This proposal outlines some of the ways we can help.

Creative

A big part of our deliverable to you can be the visual identity of the site. This is a really important aspect because studies of online behaviour demonstrate that a strong visual identity leads to higher "conversions" i.e. more people will engage with the site and take the desired follow on action when the graphic design appeals to them. This is because of a psychological phenomenon called the halo effect – people will deduce from the attractiveness of the design that the content of the site has a higher value and look upon it more favourably.

Another aspect to the visual identity is blending ecommerce usability best practice with the creative design – it is quite an art to ensure that a design is appealing and engaging whilst delivering high usability.

Integration

Ecommerce sites rarely exist in isolation and there is often a serious business need to facilitate the flow of data between the the site and other Line of Business Applications.

From our initial conversations, we appreciate that the exact nature of the Line of Business application and how it will integrate with the site is very much an open questions at the moment.

There is an off-the-shelf integration between AspDotNetStorefront and SAP - this is available from eBridge Connections.

User Experience

The main goals of any ecommerce strategy are to deliver as much relevant, targeted traffic as possible to the site, and convert as many of those visitors as possible to buyers, and to sell as many products as you can to each one.

The next two sections are about how we aim to convert visitors into buyers. To do this, it is very important that we construct the site with the user shopping experience in mind. We adopt 'user centred web design' where we place the users' needs and requirements at the heart of everything that we do. There are a number of different areas we consider as we design the site:

Ecommerce is a subtle business and the difference between success and failure can be fine. One of our primary concerns when designing for ecommerce is to remove the inherent doubts of the shopper, because if doubt is present then more often than not the sale is lost. The virtual high street is an extensive one and the effort involved in moving between stores is far less exhaustive than trawling the real thing, so it's often unnecessary for shoppers to take a gamble, they can simply look elsewhere for something more satisfactory. To counter that we always

recommend honesty, because by being open and transparent shoppers feel that they can trust you. So, our first concern is to remove any doubt and the things that we do to facilitate that are:

- **Provide attractive graphical design to generate a positive feeling**
- **Display shipping charges & destinations**
- **Display contact information**
- **Provide terms and conditions**
- **Provide a privacy policy**
- **Provide a returns policy**
- **Provide an about us page**
- **Show accurate prices & savings at all times**
- **Show whether products are in stock or out of stock**
- **Show the basket to make it clear if items have been added to it**
- **Display your USP in the site header to reinforce what you are about**

This last point is particularly relevant. We try and help clients identify their "online value proposition" which is a short, punchy phrase that describes the core offering of the site. We ensure that this message is displayed prominently on all pages. We do this because much of the traffic landing on the site will not enter via the home page – search engines will drive visitors to specific internal (e.g. product) pages, so having this message on all pages gets across your values no matter what.

Buyer Behaviour

The second area we consider is buyer behaviour and essentially there are three potential types of buyers, all of which are relevant to you.

If your site visitors are looking for something specific (we call these trackers) then, when they land on your site, there is a good chance that we can convert them, but only if they can find that particular item easily. In order to do this we need both a good navigation scheme and an effective onsite search solution (research suggests that as many as 50% of all visitors use search on ecommerce sites so this is an important area and a great opportunity). This type of buyer is relevant to you as many visitors will know exactly what they want to buy – e.g. Biocils Express Eye Makeup Remover.

We also look at browsers; people who come to your site without any real intention to buy but just want to have a look around and trawl for information. For these buyers, the goal is to help them browse and call their attention to specific products. If we put a tempting offer in front of them we will induce a sale. One way to do this is to have category specific featured items. This allows you to promote a small number of products at the category level and this can often swing a sale when the visitor didn't have a strong intent to purchase.

The third type of user, and one that is relevant to you, sits somewhere in the middle of these two. They are the 'hunters', they clearly know that they want a tooth whitening kit but they might not know which which one to buy. The

task with these users is to entice them as they will often have strong intention to purchase. By enticing them either by persuading them about a product via good images and effective, detailed sales copy or with an attractive offer, you can convert these visitors well.

Navigation

As we design the functional aspects of a site, we give detailed consideration to how visitors will find their way around the site. For ecommerce sites, this is very important as the navigation allows people to find the products they are looking for (and if possible, ones they are not!) and needs to be tailored for the specific site and should support the various potential buyer types and the journeys that users take to the checkout.

An important aspect of this is the product categorisation selected. This should be constructed to signpost to visitors how to find your products, and should use language that they will understand. We can also use this to ensure that visitors to the site become aware of the total range of products that you supply.

Categorisation should be about displaying a small, targeted set of products to the shopper. Limiting choice to a small number of targeted products is a good thing in ecommerce because, by doing this, you are eliminating the possibility of conflict and doubt in the shoppers mind. If you provide a result set of 50 products then you are asking the buyer to consider the trade-offs between all 50, the result of which could be that they can't make up their mind and decide to hold off on the purchase. They might never return to your store to complete, they might go elsewhere. If you return only 5 products then the decision becomes easy for them to make and they're far more likely to complete the purchase there and then.

The categorisation of your store can also help with SEO because the links to the category pages can include keywords as used by people searching Google. It is often very worthwhile to mine Google to find out the words that people actually search for relevant to your products, and adopt these as category names. This has an incredible impact on search engine performance. The same applies to the site map, that too is useful for SEO but, surprisingly it is also used by shoppers as a navigation tool as well.

The category landing pages are really a very important aspect of the site. This is because they are the natural point for inserting search engine optimised text to help with organic search, and because of this, they are often the first pages that a visitor will land on. Consequently, they are perhaps more important for merchandising than the home page. Each category landing page is an opportunity to market to the visitor who has just landed on it as a consequence of a Google search so they need to see items relative to the term they searched for. It is a great opportunity to show category specific featured items or offers, and work as a navigation jump point for further sub categories.

eCommerce Framework- Mercante

When we build an ecommerce site, we do not start from scratch, we use an ecommerce framework called AspDotNetStorefront. This is a highly capable platform that we adopted in 2006 have been closely associated with it since, being one of the first organisations in the world to achieve Preferred Partner Status – it is in use around the

globe for high volume and high profile ecommerce sites. In that time, we have massively extended it to create our Mercante platform, which is a very feature rich ecommerce solution with its own Warehouse Management System, eBay and Amazon integration (optional), advanced search and filtered navigation amongst many other features.

Below is a screengrab of the home page of the system – we can provide an online demonstration of the system when you require it.

MERCANTE
sell more. simply

| Home ⌄ | Orders | Products | Organization | Content | Customers | Configuration | Help |

Common Links

Run Configuration Wizard
Run Monthly Maintenance
View/Manage Orders
View/Manage Products
View/Manage Customers
View/Edit AppConfigs
E-Mail Settings
Gateway Settings

System Information

Version (Code/DB):	AspDotNetStorefront ML 9.0.1.3/9.0.1.2
Current Server Date/Time:	08/07/2011 09:22:37
Trust Level:	Unrestricted
Execution Mode:	32 Bit
Use SSL:	True
On Live Server:	True
Is Secure Connection:	True
Caching Is:	ON: TURN CACHING OFF
Primary Store Locale Setting:	en-GB
SQL Locale Setting:	en-US
Customer Locale Setting:	en-GB
Primary Store Currency:	GBP
Payment Gateway:	CYBERSOURCE
Gateway Mode:	LIVE
Transaction Mode:	AUTH CAPTURE
Payment Methods:	Credit Card, PayPal
MicroPay Enabled:	False
Cardinal Enabled:	False
Store Credit Cards:	False
Using Gateway Recurring Billing:	False

Security Audit
The web.config file is not encrypted. This does not follow our security best practices. Please use the Configuration Wizard to encrypt the web.config file before going Live.

Statistics

Customer Statistics	Today	This Week	This Month	This Year	All Time
# Anon Customers	32	641	836	416555	429259
# Registering Customers	1	111	149	2377	2918

Orders : AUTHORIZED

State	Today	This Week	This Month	This Year	All Time
# Orders	0	0	0	2	2
Order SubTotals	£0.00	£0.00	£0.00	£0.00	£0.00
Order Tax	£0.00	£0.00	£0.00	£0.00	£0.00
Order Shipping Costs	£0.00	£0.00	£0.00	£0.00	£0.00
Order Total	£0.00	£0.00	£0.00	£0.00	£0.00
Average Order Size	£0.00	£0.00	£0.00	£0.00	£0.00

Orders : CAPTURED

State	Today	This Week	This Month	This Year	All Time
# Orders	0	0	0	2	2
Order SubTotals	£0.00	£0.00	£0.00	£0.00	£0.00
Order Tax	£0.00	£0.00	£0.00	£0.00	£0.00
Order Shipping Costs	£0.00	£0.00	£0.00	£0.00	£0.00
Order Total	£0.00	£0.00	£0.00	£0.00	£86,379.18
Average Order Size	£0.00	£0.00	£0.00	£0.00	£0.00

VOIDED	Today	This Week	This Month	This Year	All Time
# Orders	0	0	0	0	0
Order Total	£0.00	£0.00	£0.00	£0.00	£0.00

Orders : REFUNDED

State	Today	This Week	This Month	This Year	All Time
# Orders	0	0	0	2	2
Order Total	£0.00	£0.00	£0.00	£0.00	£10.00

Latest Orders

View Orders | Order Reports

Order	Date	Customer	Shipping	Total	MaxMind
123891	08/07/2011 07:14:57	Mrs Dendy Baybutt	FREE : Your order qualifies for free shipping.	£1500.00	-1.00
123891	08/07/2011 07:14:57	Mrs Dendy Baybutt		£1500.00	-1.00
123891	08/07/2011 07:14:57	Mrs Dendy Baybutt	FREE : Your order qualifies for free shipping.	£1500.00	-1.00
123891	08/07/2011 07:14:57	Mrs Dendy Baybutt		£1500.00	-1.00
123891	08/07/2011 07:14:57	Mrs Dendy Baybutt	Courier / Royal Mail 1st Class Packet	£1500.00	2.50
123891	20/07/2011 07:14:57	Mrs Dendy Baybutt	Royal Mail 1st Class	£10.99	-1.00

Latest Registered Customers

View Customers

CustomerID	Date	Customer
104475	08/07/2011 07:14:57	Mrs Dendy Baybutt
104475	08/07/2011 07:14:57	Mrs Dendy Baybutt
104475	08/07/2011 07:14:57	Mrs Dendy Baybutt
104475	08/07/2011 07:14:57	Mrs Dendy Baybutt
104475	08/07/2011 07:14:57	Mrs Dendy Baybutt
104475	20/07/2011 07:14:57	Mrs Dendy Baybutt

egghead
DESIGN LTD

Standard Features

Our ecommerce framework has a large number of standard features, and in the following sections, we've highlighted some we feel are relevant to your site.

Onsite Search

The term "search" in this context refers to the facility for visitors to the site to type in a word or phrase, and have results relevant to the search term returned. The importance of search is difficult to emphasise too much - as mentioned previously, around 50% of visitors use it to help them in their journey to the checkout. It becomes ESPECIALLY important when you have a big product database as you will have.

Filtering is providing the ability to winnow a big list of products down to something more manageable.

We have our own advanced search solution that is built in to our platform, it provides an outstanding search capability.

Egghead Search delivers the following capabilities:

- **Error tolerant search – this is used to ensure that even when the visitor misspells the item they are looking for, the site intelligently works out what they were looking for. It can also understand the difference between singular and plural, and alternate terms such as "drills" and "bits"**

- **Suggest – this is where as the user is typing, a number of suggestions are presented as they type. This helps guide users and shows results from both product listings and category pages as well. Here's what I mean by this:**
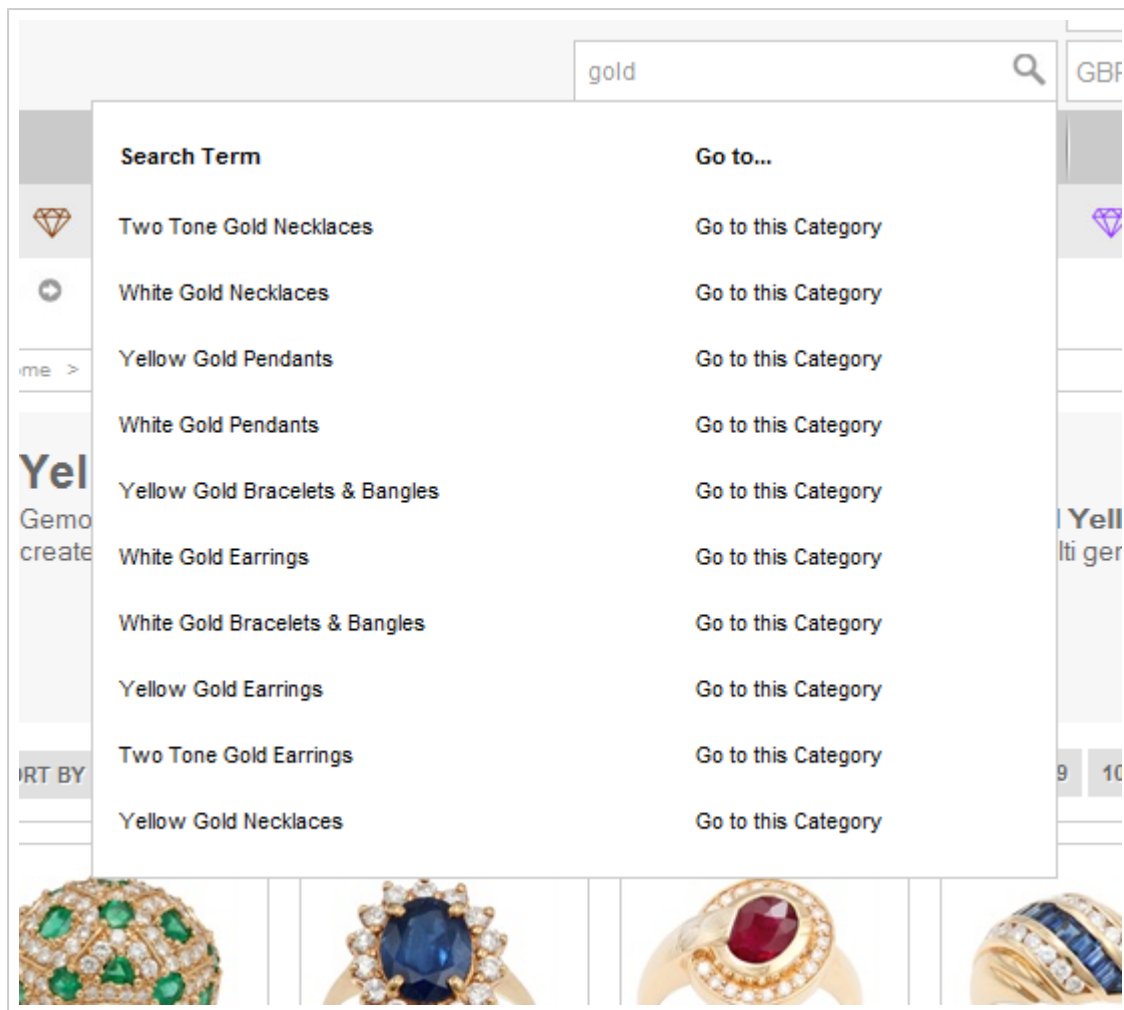
Reductive Navigation

This is used to allow users to winnow and filter items on the search results page so that when a visitor types in a very generic term such as "perfume", the huge number of items returned can be narrowed down further, for example by brand, price, size etc. The attributes that can be filtered on are product specific (so shampoo would have different attributes to hair care products for instance). We have adopted this feature for winnowing results within categories as well. The order of the returned items is also controllable, so that if you want to display best sellers first, or the items with most stock, or your own custom weighting, you can do so.

The above shows an example of reductive navigation used on a fashion site.
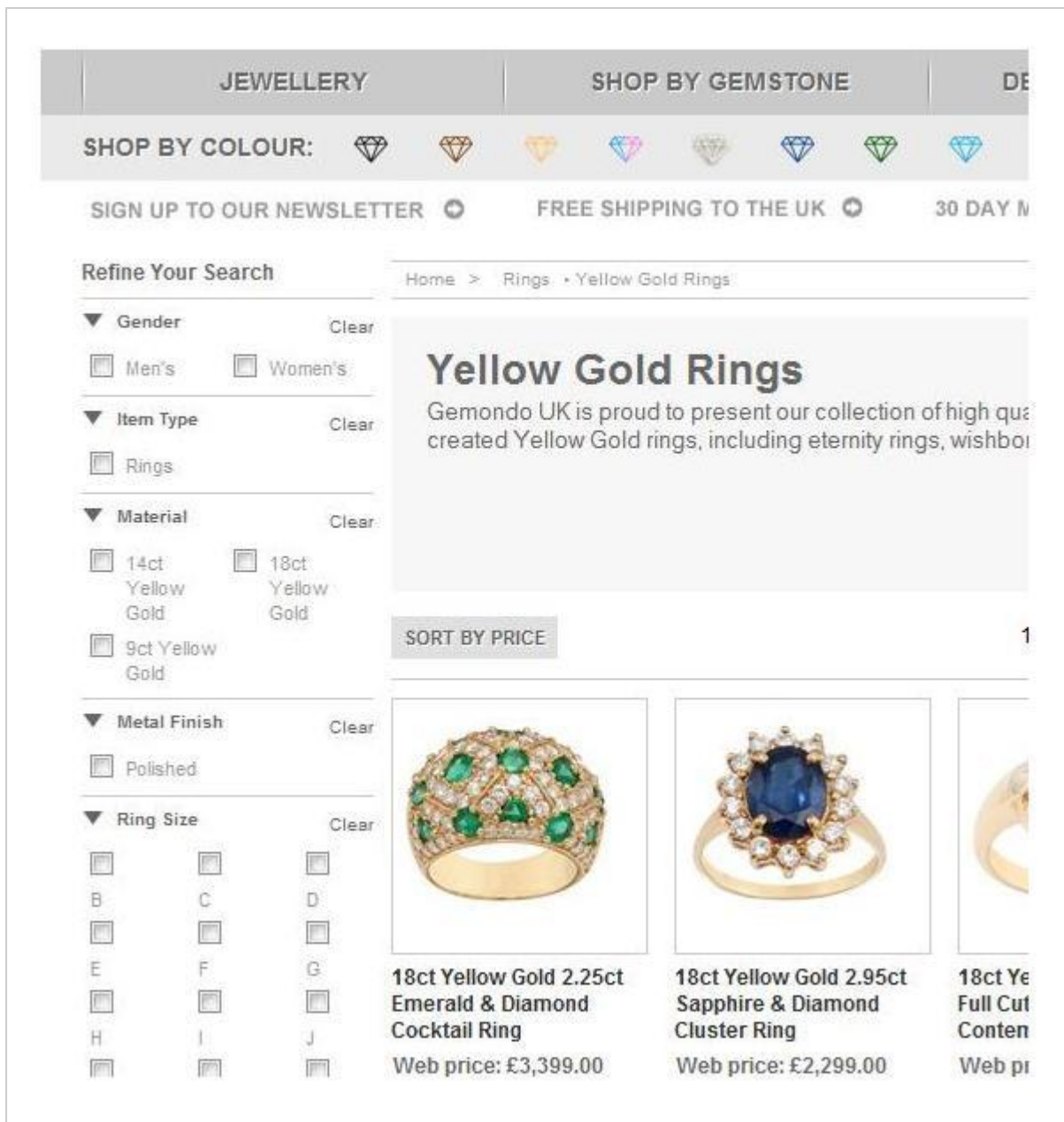
The above shows how we adopted reductive navigation for a jewellery client.

Related Products

The store has the ability to display a group of related products on each product page. These can be manually assigned as products that are either alternatives to the product being viewed, or specific products that you may want to push on a particular product page. An alternative option available is that the store can dynamically generate the related products based on the browsing behaviour of users over time. It has the capability to gather browsing intelligence and use that to determine product relationships.

To summarise, the benefits of using related products are:

- **They can highlight alternative options that are in stock if the viewed spare product is out of stock**

- **They can be used to push specific spares stock lines**

- **They can be used to up sell an alternative part that possesses a higher profit margin.**

Upsells

On your site there is a very good opportunity for your product pages to sell not just one product but also other products as well. For example, if the shopper is looking at a cordless drill, you want to make it easy for them to add not only that item to the basket but also additional items such as body wash, or offering a gift set etc. to the basket. The majority of people take notice of items put in front of them especially if there are clear associations and employing an upsell feature within the site will increase basket values significantly. The store has the capability to show up-sells on both the product page and during the checkout process to ensure that your basket values are maximised.

Here's an example of how we did this for a bike retailer:

Magic Zoom

When the Magic Zoom feature is enabled, hovering your mouse over a product image displays a highly detailed close up of the item - it's the best way to display images in incredible detail. This really does have a great effect on sales, as it helps shoppers feel confident about what they're buying.
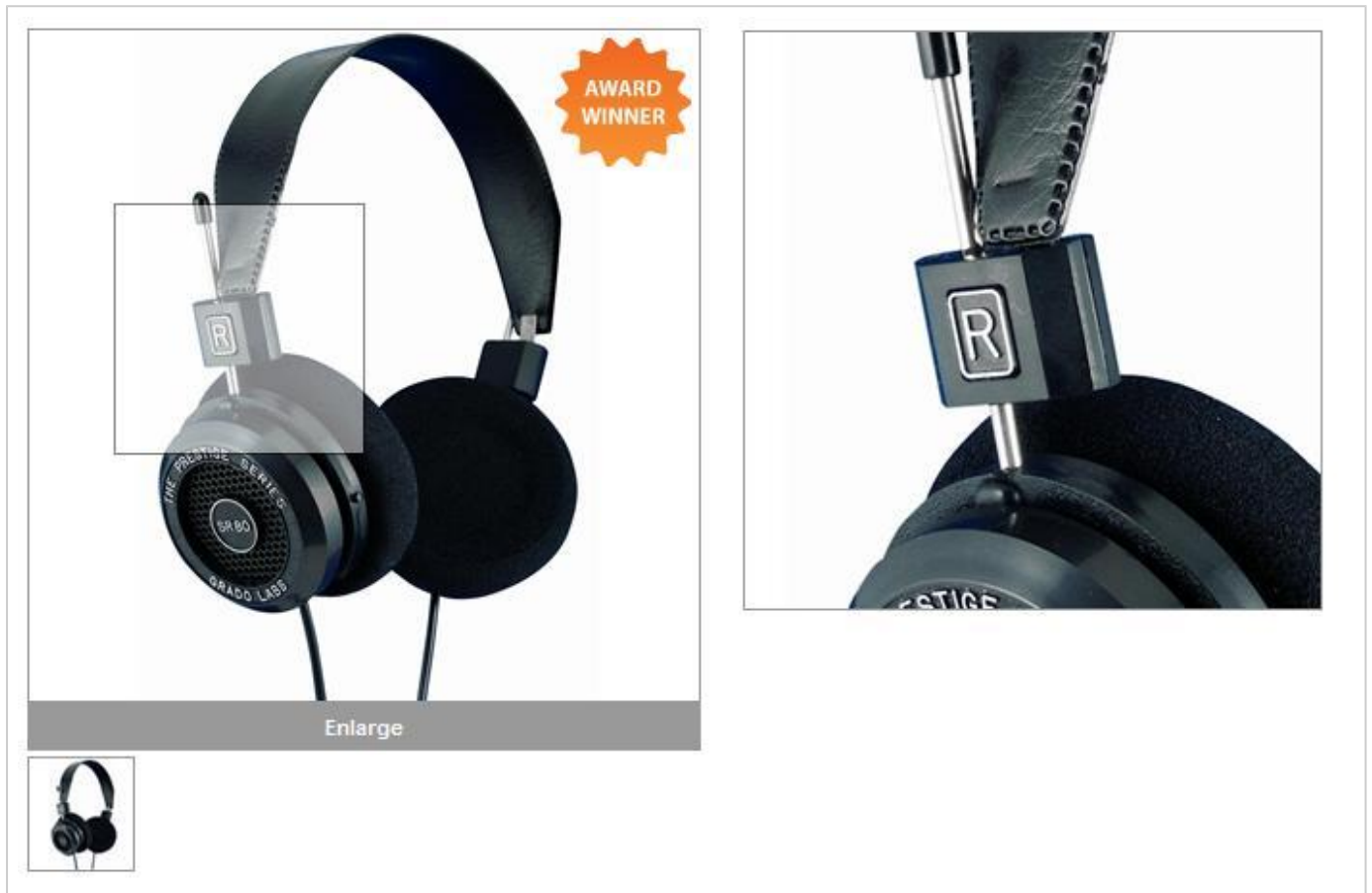

Quantity Discounts

The store platform allows quantity discounts, at either a percentage rate or a flat rate. Through the admin portal you can create any number of quantity discount matrices, which in turn can be applied to any number of products within the store. The front-end of the site will clearly show where quantity discounts are available and thus inspire users to purchase more.

Offering quantity discounts is an excellent way of improving the value of each shopping basket. Shoppers can see a clear advantage in buying more from you and so will spend more money.

AJAX Minicart

When users are adding products to the shopping basket it is very important to provide feedback to them confirming that they have added the item. The platform pops the mini basket up on screen to provide this feedback. This means that the shopper can be kept in the buying phase, they do not get redirected to the checkout every time they add an item. They can easily checkout when they are ready but they are not forced to do so. Taking customers straight to checkout is like going to a physical store and having to drop by the checkout desk with each individual item.
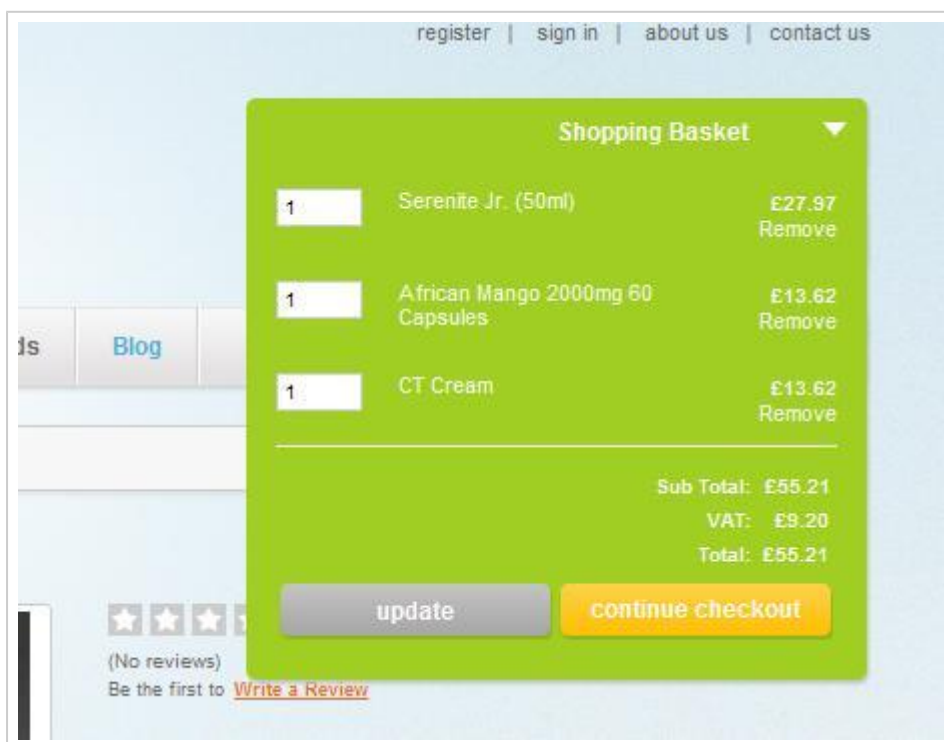
Sales Coupons

The store offers the ability to generate coupons that can be given to individuals as marketing and promotional tools. This is a great way of building loyalty – you are incentivising your hard won customers to come back to you and spend more money. The coupon system within the store is extremely flexible and there are two basic types available:

1. **Order level coupons**

2. **Product level coupons**

The order level coupons apply to the basket total and the product level coupons apply only to specific items within the basket, determined by the criteria set at the time of coupon creation. The criteria by which both types of coupon can be configured are:

- **Expiration Date**
- **Discount Percent**
- **Discount Amount**
- **Free Shipping**
- **Expires after first usage**
- **Expires after 1 usage by each customer**
- **Expires after N uses**
- **Requires minimum order amount**

In addition the product level coupons can also apply to the following:

- **Specific Product(s)**
- **Specific Category(s)**
- **Specific Manufacturer(s)**

Delivery Count Down Timer

This shows shoppers how long left for them to place their order so that it will be shipped on the day they are shopping - research shows that creating a sense of urgency like this boosts sales.

Loyalty Scheme

We will provide a loyalty scheme that enables loyalty points to be accrued by customers every time they place an order. The loyalty credits will be earned at a configurable amount per £ spent, and can be redeemed during checkout to gain a small saving.

Advanced Loyalty Scheme & User Referral Codes

In addition to the standard loyalty scheme, we can also provide a viral element where a customer can refer the site to a friend using a referral code and receive additional points. That friend will also receive points when they use the referral code to order. This is a similar model to that adopted by My Protein, which fuelled their growth from a kitchen table top to sale for £60,000,000 in six years.

This feature requires the standard loyalty scheme to operate

Mega Menu

One popular style of navigation we have recently developed is the so-called Mega Menu. This allows direct access to a big category hierarchy, and also permits the injection of category specific marketing materials directly within the menu:
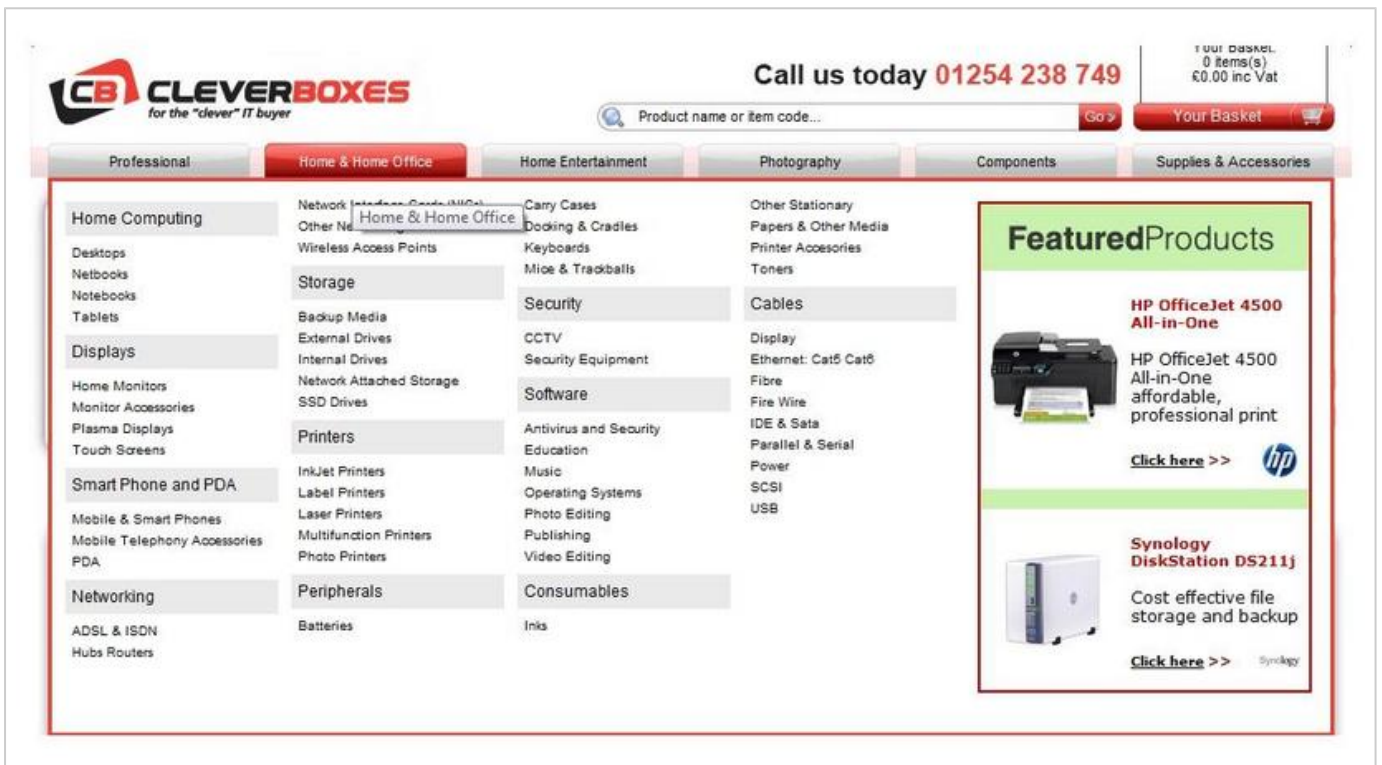
The above image shows what is seen when a visitor hovers over the "Home & Home Office" tab – the featured products shown on the right are part of the menu and are specific to the home and home office category. The menu shows three different hierarchical levels e.g. Home & Home Office -> Storage -> Backup Media

Sales lozenges

The store has the ability to display sales lozenges overlaid on top of product images without needing to incorporate them in to the image themselves. Any number of graphical lozenges can be uploaded via the back office and assigned to products. This means if you want a ½ price lozenge to appear to highlight a specific promotion then it is very quick and easy to get it on site.


Whos On

Who's on is a live chat and live stats facility that enables you to see visitor statistics and to monitor users as they journey through your site. It is an incredibly powerful tool, more detailed information on which can be found at **www.whoson.com**

This facility, if resourced and used correctly, could significantly help boost sales as it is an opportunity for you to determine who is browsing your site and to engage them in a dialog that may help shoppers to reach a positive decision. It has to be used sensitively – leaping on people as soon as they arrive on site is never a good idea, but if the visitor has been browsing your site for a few minutes, then asking them if you might be able to help them is often viewed very positively and can boost conversion ratios, particularly on items which might require some dialog with you – this could work particularly well if a customer wanted to ask a specific question about a product and someone was on hand to answer them.
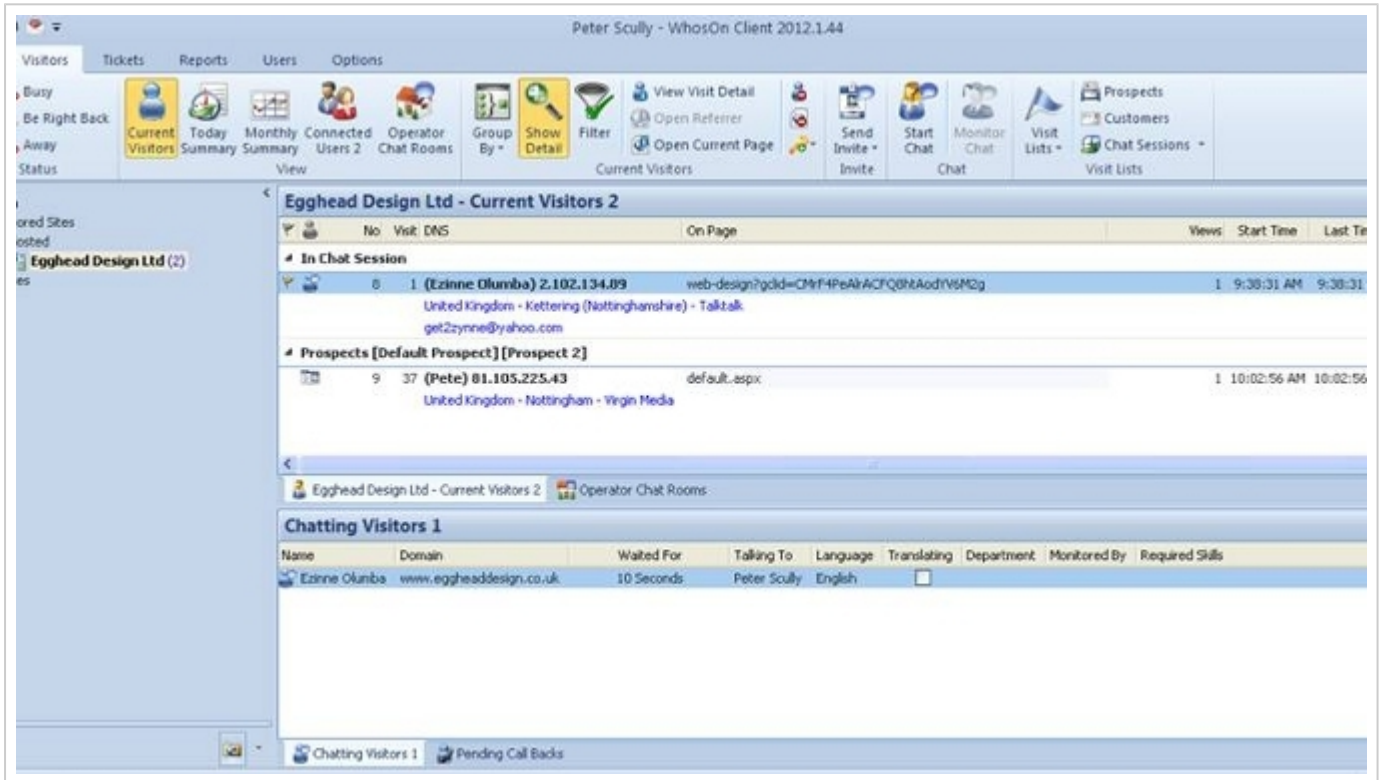
Content editable regions

Within the store admin portal there is a sophisticated Content Management System (CMS) through which you can control the content on your site - this is in addition to having a full product editor. The CMS can be used for creating either new pages, such as About Us, Privacy Policy etc. (including all the meta data necessary for Search Engine Optimisation), or just small pieces of content that can be injected into say the left hand column of the home page. The content editor is very simple to us, as it's very much like a word processor:
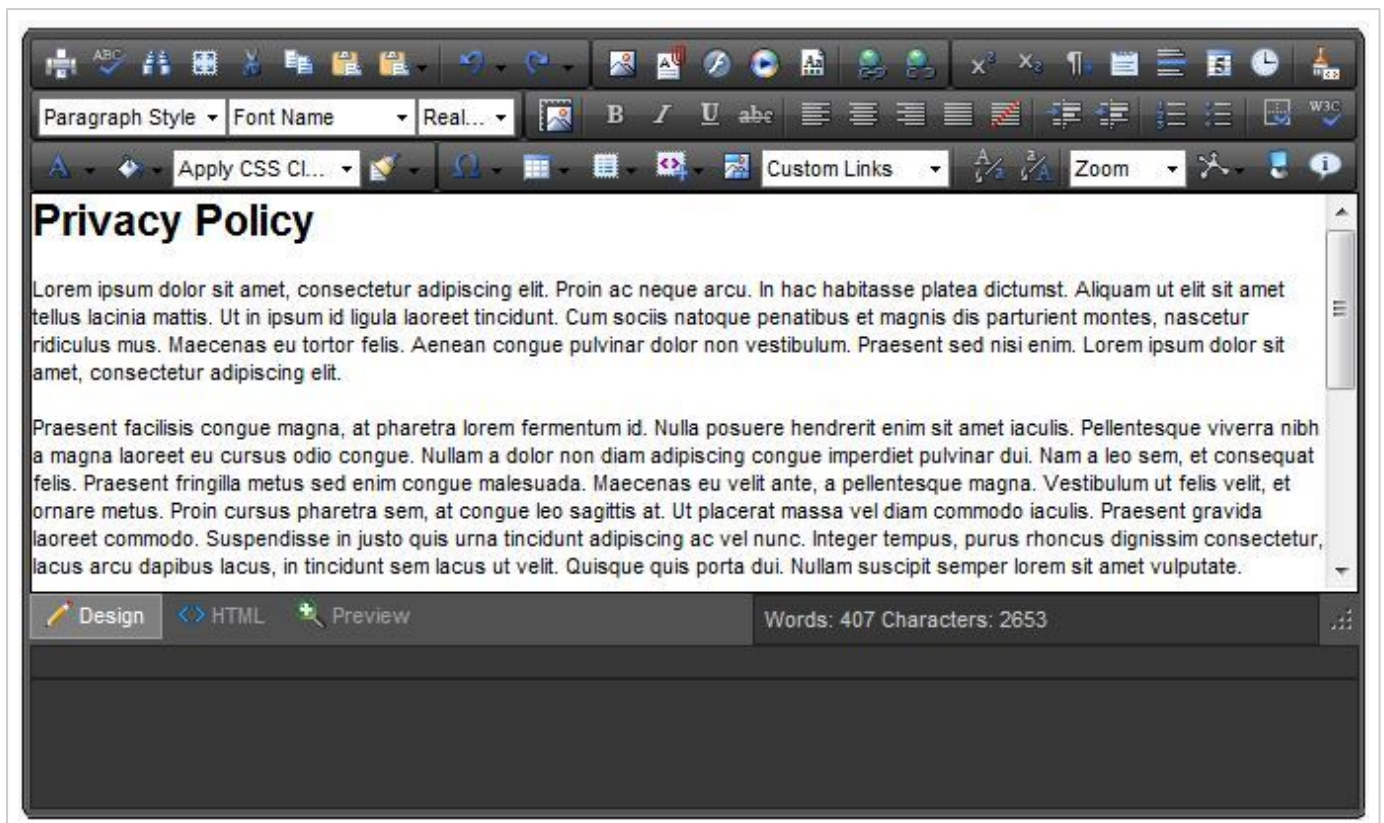
Multi-Language

The site content can be presented in a number of languages, and control is provided over all content elements so that the site can be regionalised to a specific country.

Multi-Currency

Allows the user to view the prices in a different currency to the store default. Prices are conversions based on either a live currency rate feed or a manually defined conversion rate. Payment is ALWAYS taken in the base store currency.

Ratings & Reviews

A major area of functionality that we would recommend to include in your website is user generated content. It is proven that independent customer feedback can result in significant increases in sales, because users trust the judgement of other users, they do not necessarily trust an ecommerce site itself. In fact, research also suggests that a product with one single negative review can be more successful than a product with no reviews, as often the negative is attributed to one facet of the product and the assumption is then made by other shoppers that all other facets of the product are good.

STANDARD REVIEWS

The store has a standard ratings and reviews module built in to it, with the ability for users to rate a product out of 5

stars and to provide a textual comment about it. This is an adequate module, it does not offer any enhanced review functionality however.

SHOPZILLA REVIEWS

Shopzilla Reviews is a 3rd party provider of user generated content solutions for websites. They offer a very sophisticated solution for bespoke review functionality within your site. If you follow the link below you will see some detailed information on this solution: **http://www.shopzillasolutions.co.uk/solutions/product-reviews**

Shopzilla reviews provides a way of generating extremely rich content on the site, which is incidentally also indexed by search engines and helps to promote a site within the organic listings.

Here's an example from a client site:

Product Reviews

REVIEW SUMMARY powered by Shopzilla

⭐⭐⭐⭐⭐ 5.0 (based on 3 reviews)

100% of respondents would recommend this to a friend.

PROS	CONS	BEST USES
Effective (3)		Daily use (3)
Good value (3)		Good supplement (3)

▦ REVIEWER PROFILE: Health conscious (3)

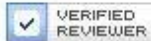» Write a Review

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Reviewed by 3 customers

Sort by Newest ▾

Displaying reviews **1-3** Back to top

By **Steve**
from **Oxford**

About Me **First Time User, Health Conscious**

☑ VERIFIED REVIEWER

⭐⭐⭐⭐⭐ 5.0 Very Good Product.

7/3/2012

PROS	CONS	BEST USES
Effective		Daily Use
Good Value		Good Supplement

Comments about *Troo Health Care Acai Berry 700mg 120 Capsules*:

I have taken this product for about 6 months now (3 tabs per day) and in that time I have lost 3 stone. I am not saying that this was a result of just taking Acai but when taken in conjunction with an exercise programme as I have done you will see the results. You feel more healthier and have bags more energy. I came across this product from a friend and tried it on their recommendation. I wish I knew about it sooner. Give it go and see for yourself.

BOTTOM LINE Yes, I would recommend this to a friend

Was this review helpful? Yes / No - You may also flag this review

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By **Dizzylzzy**
from **Penrith, Cumbria**

⭐⭐⭐⭐⭐ 5.0 **Great all round health boost**

2/3/2012

There is an on-going cost to this feature which you will find in the fees section.

Social Networking Links

We can include links to all popular social networking sites at the product level – social commerce is an upcoming way of getting your name, brand and products to a wider audience.

Shipping

You can offer your customers any number of fixed price shipping options (examples would be Royal Mail First Class, Royal Mail Second Class, Parcel Force etc.) with different charges for each. You can also set a threshold above which customers receive free delivery.

Advanced Shipping

Additional delivery options can be added to the store including:

- **Weights based shipping**
- **Zone based**
- **Calculate shipping by order total**
- **Fixed shipping costs**
- **Individual item shipping costs**

The setup of shipping can be very complex and this feature supports nearly all possibilities

Business to Business

The framework has rich B2B functionality, allowing the definition of "customer levels" – you can determine on a customer–by–customer basis what discounts you give on what products, whether or not the customer has account facilities or needs to pay by credit card, whether or not they get free shipping etc.

Enhanced Features

In addition to the standard features available within the framework, there are a number of other, optional features which we can add to the core framework to enhance the functionality of the site. We've picked out some we feel are either necessary for your requirements, or would be of particular value for this project.

Multi-Site

The back office of the framework allows you to manage multiple ecommerce web sites from one place. The system will manage inventory across all sites and you can determine which products appear on which site. You can also elect to configure the sites differently (for example, you can have different shipping rules).

Each site can have completely different creative, so that they look totally different.

Full Mobile Site

When a shopper visits the site using a mobile device such as a smart phone, the site will switch to a specially optimised version designed to be operated on a small screen. This is fully transactional, meaning shoppers can both browse and buy via their mobile phone. The image below shows a few pages from a mobile site built using Mercante:

Award Winners

AKG K450 HEADPHONES

Price: £49.95 >

ARCAM RDAC DIGITAL TO ANALOGUE CONVERTER

Price: £324.95 >

B&W ZEPPELIN AIR iPOD HIFI SYSTEM WITH APPLE AIRPLAY WIRELESS STREAMING

Price: £499.00 >

GOLDRING NS1000 NOISE CANCELLING PORTABLE HEADPHONES

Price: £99.95 >

GRADO SR80i HEADPHONES

Price: £112.45 >

Q ACOUSTICS Q7000 5.1 HOME CINEMA SPEAKER PACKAGE

Price: £719.95 >

QED PROFILE HDMI VIDEO LEAD

Price: £24.95 >

SOUNDSTYLE Z2ii SPEAKER STANDS (PAIR)

Price: £67.50 >

TANNOY MERCURY V4 FLOOR STANDING SPEAKERS (PAIR)

Price: £269.95 >

WHARFEDALE DIAMOND 9.1 SPEAKERS (PAIR)

Price: £99.95 >

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Superfi 👤 🛒 🔍

ARCAM RDAC DIGITAL TO ANALOGUE CONVERTER

Superfi
2 year guarantee

Description	>
Specifications	⌄

Compatibility	Compatible with PCs running Microsoft Windows (XP and above) and Apple Macs (running Mac OS). Compatibility with other operating systems is not guaranteed
Connections	INPUTS: USB connection (via type-B socket) Coaxial digital (via RCA/phono) Optical digital (via toslink) OUTPUT: Stereo line out (analogue, via 2 x gold plated RCA/phono)
Extra	Can be upgraded to wireless connection.
Finish	Cast aluminium
Functions	Converts digital audio from a computer's USB output or a CD player's digital output to stereo analogue audio
Supplied accessories	External mains adaptor
W x H x D (mm)	160 x 40 x 111
Weight (kg)	0.7

Expert Reviews	>
Stock Information	>

Purchase this item

Price: £324.95

Quantity: [1]

Add to Basket

Customers Also Bought

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Superfi 👤 🛒 🔍

Branch Address:
31 Market Street
Leicester
LE1 6DN

Contact:
Tel: 0116 275 6015
Fax: 0116 275 6648
Email: leicester@superfi.co.uk

Opening Times

Monday	CLOSED
Tuesday	09:00 - 17:30
Wednesday	09:00 - 17:30
Thursday	09:00 - 19:30
Friday	09:00 - 17:30
Saturday	09:00 - 17:30
Sunday	10:30 - 17:00

Manager: Kevin, **Assistant Manager:** Peter, **Sales Advisors:** Connor & Christian

Facilities: Fully fitted demonstration room including installed projection system, customer toilets.

Disabled Access: Full disabled access to all areas.

Welcome to the NEW Leicester Superfi...

"What an absolute privilege it is to be the manager of such a great newstore" says Store Manager Kevin. "We're really proud of our new showroomand, on behalf of the team here in Leicester, I'd like to inviteeveryone to pop down and see us very soon. Located on Market Street,opposite Fenwicks the department store, the newest branch within theSuperfi group plays host to all the well known and popular brands ofHi-fi and Home Cinema equipment.

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Recommends/Behavioural Merchandising

Another aspect of helping people to find products is to recommend them. It is a common facet of many ecommerce

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sites to show upsells. Intelligent merchants go one stage further and make the recommendations based upon what is known about the visitor:

Inspired by Your Browsing History

This is taken from the Amazon home page and shows that Amazon have realised that I'm interested in ecommerce, and are showing relevant, personalised suggestions. Our partner Predictive Intent have a very sophisticated recommendations engine that provides suggestions using the following data:

- **Arrival analysis – recommendations are determined by where the visitor came from**
- **Product attributes – recommendations will be based on attributes of the product such as colour, size, price band etc.**
- **Click stream – the last viewed products either in the current visit or in previous visits are used to build recommendations**
- **Purchase collaboration – "people who bought this also bought..."**
- **Browse collaboration – "people who viewed this also viewed..."**
- **Popularity – most purchased or most browsed products are shown**
- **Recency - newest products are suggested**
- **Purchase profile – recommendations are determined from the visitors own purchase history**
- **Search terms – products browsed or bought following a search for a given term are recommended**

Anecdotal evidence suggests that revenues are increased by between 5% and 20% through the adoption of this technology.

Predictive Intent can be used in many places, both on the website and in follow-on email marketing. This latter permits you to send highly specific suggested products to each and every one of your customers. It can be thought of as an advanced segmentation system, where each recipient is effectively in their own unique segment.

When coupled with an email marketing platform such as MailChimp, targeted, personalised emails can be sent to ALL your customers with content appropriate for their site usage and/or purchasing patterns.

Our Approach to Delivering Your Objectives

Produce Contemporary Creative Design

Our creative process is wholly consultative and iterative, we go through the following steps to ensure that you are constantly kept in the loop and are empowered to provide input at key stages:-

- **We ask you to fill in a creative brief, designed by us to provide us with the key information that we need as a base from which to proceed with design work**

- **We produce a design specification, a pdf document that represents our interpretation of your brief. It contains:-**
    - **Examples of typography.**
    - **Colour pallets.**
    - **Reference sites.**
    - **Imagery.**

- **We seek your feedback on the design specification and then we iterate it if necessary.**

- **We produce sample home page designs, both an amalgamation of the design specification and functional drawings.**

- **We seek your feedback on the home page designs and then we iterate if necessary**

- **We produce designs for the rest of the page types, based on your home page choice and the functional drawings for each of those pages.**

- **We seek your feedback and again we iterate if necessary.**

- **You sign off the final designs.**

Enhancing the site's creative will promote the brand enormously, encourage casual and regular visitors alike to value the site, and help considerably in achieving your objectives.

Build for Cross Browser Support

We currently support Internet Explorer 7, 8 & 9, Firefox 3, Opera 9, Google Chrome and Safari as standard, as statistics tell us that these browsers are the most commonly used. Every site that we produce goes through a phase of rigorous testing to ensure the site renders and functions in the same manner across each browser.

Mobile Support

The website will be fully accessible through all smartphones allowing purchases to be made on the move.

The Development Process

The following diagram visually illustrates our full development process:

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Design of Client project

Egghead | Client

Initiation

Start

Send creative brief questionnaire → Complete creative brief & return

Work product: Completed creative brief

Design Specification

Prepare functional prototype

Review specification

Iterate specification ← No — Accept specification

Work product: Completed functional prototype

Yes

Creative Work

Carry out creative work

Review creative work

Iterate creative ← No — Accept creative work

Work product: Completed creative concepts

Build

Build site ← Yes

QA

Upload site to staging environment → User acceptance testing

Iterate site ← No — Accept site?

Deploy store to live

Work product: Completed project

30 days warranty

Content

We work on the assumption that the textual and product content for your site will be provided by you, however, we are more than happy to help you develop content if you would like us to do so - we have copywriters who are adept

at writing copy for the web.

A question we often get asked is: can I bulk upload my product data? And the answer is "yes". At the outset of the project, we will provide you with an empty spread sheet that you can populate with your own product data, and that can then be uploaded to the store. Another common question is about images. These can also be transferred in bulk to the store

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About Us

Egghead is a mature, technical ecommerce solutions provider, delivering beautifully designed ecommerce user experiences, systems integration, ecommerce optimisation and benchmarking, and online marketing consultancy. We have an experienced team of sixteen full time Eggheads, all of whom are motivated to do their very best for our clients.

Previous Work

Here are some examples of our recent work:

- http://www.superfi.co.uk
- http://www.myprotein.co.uk
- http://www.monsterpetsupplies.co.uk
- http://www.cleverboxes.com
- http://www.palantirsolutions.com
- http://www.clickfragrance.co.uk
- http://www.parkersofbolton.co.uk
- http://www.normans.co.uk
- http://www.audioout.co.uk
- http://www.gemondo.com
- http://www.startupmedia.co.uk
- http://www.lesports.co.uk