



Semester 5
17 june 2024

Competitive Analysis & Best, Good and Bad Practices Report

**Low pressure
studio**

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Introduction

E-commerce product suggestion/recommendation tool is a pretty common way for the companies that are operating an online store to improve their customers user experience, as well as satisfaction with a product. This solution allows users to provide input to the system, thanks to which they'll be provided with products that will suit their needs best. Bataleon is a company that is making snowboards and snowboard related equipment and they are in need of such a tool. The primary goal of making it is to improve user satisfaction with a product, and decrease return rate, by providing users with products that are most suitable for their needs. This report is based on my research, of how brands and stores are making similar tools in order to find their strengths and weaknesses. This will help me in the development of a product suggestion tool that will best suit the needs of Bataleon.

The goal of this research report is to partly answer research questions:

1. How can we sufficiently extract valuable information from the user using the UI?
2. How competitive brands are making similar product suggestion tools
3. What are the KPI's on which beginner users are basing their decision while purchasing a snowboard? How different are they from the ones for Advanced snowboarders ?
4. How should the UI of the product suggestion tool be made while following Bataleon style guides?

Methodology

Considering that there are quite a few different ways a company can create a product suggestion tool, and the fact that multiple companies are currently using similar tools has led me to believe that picking competitive analysis, and Best, good and bad practices as a research methods will be the most fruitful way of finding results.

For analysis I have picked 7 different product suggestion tools. 4 of which are specifically for finding the best snowboard since they'll be most relevant in the

Bataleon application. The rest are related to shoes, jackets and headphones. I have made a decision to analyse tools outside of an industry as well, since they might include useful functionalities that haven't been incorporated in any snowboard finder.

The analysis of each of the product suggestion tools is divided into 3 sections. They are:

- Introduction-a short introduction that is meant to familiarise the reader with a described company as well as describe their version of product suggestion tool
- Analysis- analysis of product suggestion tools, with highlights regarding their functionality, possible breaking points, as well as positive elements that could be used in development of Bataleon product suggestion tool, and negative elements that should be avoided.
- Conclusion- a summary of findings with listed elements that would be beneficiary in Bataleon application, as well as explanation why they would benefit the project if included.

RESULTS

Snowboard

Finders

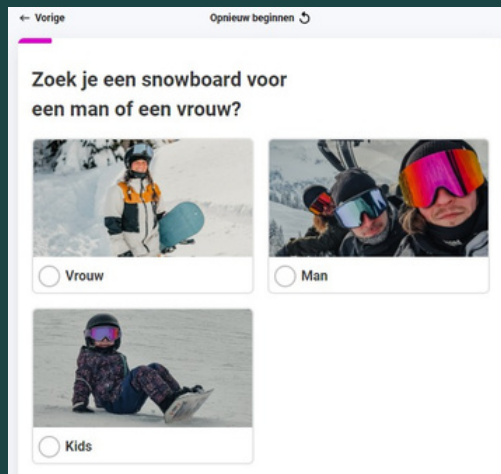
Behind The Pines [2]
(Behind the Pines, n.d.)

Introduction

Behind the Pines is a store located in Amsterdam whose theme is focused on widely understood "Outdoors". That includes but is not limited to things like, hiking, camping, surfing and snowboarding so it incorporates a wide selection of products from backpacks and running shoes to snowboards and surfboards. Despite providing users with a multitude of available items, only the snowboard section has a product suggestion tool, therefore it won't be possible to compare different suggestion tools within one website.

Analysis

The snowboard finder used by Behind the Pines is oriented on asking users a series of questions. Questions are asking users about Gender, Estimated weight range, shoe size range, declared advancement level, preferred terrain and style of snowboarding, 2 last ones (terrain and style) are allowing for selection of multiple choices. Based on user input, the system is selecting 3 best matches for



← Vorige Opnieuw beginnen ↺

Zoek je een snowboard voor een man of een vrouw?

☐ Vrouw

☐ Man


☐ Kids

the user, based on available stock. There are quite a few positive aspects in this system. First is a progress bar visible at the top of the finder. It helps users to estimate how many questions they have left to answer and discourage them from leaving the website before receiving their matches. Speaking of matches, another positive aspect is in a way in which users are presented with the snowboards that suit them. There are only 3 matches, so users won't feel overwhelmed with too many available options. Additionally the first one to display is labelled as "best match", which is based on the number of answers that this particular board fulfils, which are also shown when displaying the board.

Deze snowboards passen bij jou!

We adviseren de snowboard maat die het beste past bij jouw gewicht en lengte. Stel je vragen gerust via de chat! Of bezoek de winkel in Amsterdam.

Beste match



Rome Ravine 2024

€ 448,-
~~€ 559,95~~

Maat / Size: 162

Bekijk dit snowboard →

✓ Man

✓ Beginner

✓ 90+ Kg

✓ Schnitzel & Chill

✓ 45 / EU +

✓ Groomers / Piste

However no system is perfect, and this one is no exception. First issue is that despite the website having 4 different language options, the snowboard finder is only available in dutch. Fortunately most of the answers are supplemented by corresponding pictures, and are written in mostly self explanatory way, with an exception on riding style which is very subjective, and open to interpretation, especially when someone is not proficient in Dutch language. Another spotted issue is that it is possible to provide such answers that there will be no match. It's not easy to achieve but has still happened on more than one occasion, while I was testing this system.

Conclusion

Overall despite having a bit of mundane design, this product suggestion tool is fulfilling its purpose very well. It provides users with a practical selection of boards, and is highlighting the best match on easily understandable metrics. Best Match: Providing users with the best match would greatly increase usability of the product suggestion tool, especially if we can provide users with a simple

explanation on why the best match is considered best. Limiting matches to top 3: Limiting number of matches to max 3-4 options would reduce a possibility of user anxiety, correlated with an abandonment of choices according to study made by Chernev et al. (2014) [1] Progress Bar: Including a progress bar will encourage users to complete prepared questionnaires and decrease the possibility of frustration related to prolonged questioning. Simple design: A minimalistic design helps to keep users' attention and priorities informed by product suggestion tools. Blue-tomato[3]

(Snowboard Size Calculator - Your Snowboard Finder | Blue Tomato , n.d.)

Introduction

Blue-tomato is a retail store from Austria that is currently operating in over 14 countries. Despite having a wide selection of different products ranging from t-shirts to exchange parts to skateboards, for some reason only their snowboard page is supplemented by snowboard finder.

326 products found

I'm looking for a snowboard for:

Women Men Kids

My height (cm)

My weight:

Riding Style ?

All-Mountain Freeride Freestyle Jib

Riding Level ?

Beginner Intermediate Advanced Expert

[Start again](#)

Lib Tech
T.Rice Pro 2024 Sno...
£ 425,00 £ 495,00

CAPITA
Defenders Of Aweso...
£ 500,00

Lib Tech
Skate Banana 2024 S...
£ 530,00 £ 425,00

CAPITA
Super D.O.A. 2024 S...
£ 680,00

CAPITA
Mega Mercury 2024 ...

CAPITA
Mega Death 2025 Sn...

Lobster
Sender 2024 Snowbo...

Jones Snowboards
Prodigy 2024 Snowb...

Analysis

Contrary to Behind the Pines, which is a question based tool, Blue-tomato's product suggestion tool is working more as a live filter for available products. Instead of asking user questions and providing them with a certain number of matches, it starts by loading 30 products on the page, but is also displaying how many there are based on current filter options. Filter based system is quite different to a question based one. Like everything it has its positives and negatives. First thing you notice is that this system, in contrast to question based systems, instantly presents the user with a multitude of choices. This can be both a good and bad thing, depending how you look at it. On one side users

can easily observe how the number of matches changes depending which options they choose. At the same time this can be a bad thing, because users could feel overwhelmed with the number of choices, if their metrics and preferences match a big number of snowboards. Blue-tomato product suggestion tool, also has some drawbacks unrelated to its filter-like structure. First of all it's very easy to receive an empty outcome. All that was necessary was to provide my own details, and mark myself as a beginner user, and the outcome that I have received was 0 boards. This is something that should be avoided during the development of product suggestion tools for Bataleon. Even if there is technically no outcome based on details provided by the users, system should either display products that are not a perfect match, or display a message of something along the lines of "oops we don't have anything that fits your description, but here is the closest one", and then display a product that closest matches users needs.

The screenshot shows a web interface for finding snowboards. On the left is a search form titled "I'm looking for a snowboard for:". It includes several filters: gender (Women, Men, Kids), height (196 cm), weight (105), boot size (Yes/No for larger than EU 44), riding style (All-Mountain, Freeride, Freestyle, Jib), and riding level (Beginner, Intermediate, Advanced, Expert). A "Start again" link is at the bottom of the form. Below the form, a note states: "We recommend snowboards between 159 and 167 cm." On the right, a message says "0 products found" and "Sorry, we don't have any snowboards that match your settings."

Conclusion

Despite not providing sufficient outcome at every try, the product suggestion tool used by blue-tomato has some attributes that are going to help me develop a product suggestion tool for Bataleon. Its main issue is displaying no outcome at all. This can be easily avoided by providing users with the closest match, which will be especially useful, if we were to implement some sort of an additional display for each of the outcomes where we can highlight which attributes were a match, and which weren't, similarly to how Behind the pines implemented it. Additional disadvantage of this system is that Bataleon already has quite a good working filtering system on their website, further decreasing the usability of this approach. Avoid lack of matches: Lack of matches in certain conditions, is a main disadvantage of this system, and is something that we should avoid at all cost, while implementing Bataleon product suggestion tool.

Jones[7]

(Jones Snowboard and Splitboard Finder | Jones, n.d.)

Introduction

Jones is the most friendly competition out of the analysed stores, since both Jones and Bataleon, have the same mother company, the Nidecker Group. Currently Jones snowboards uses a product suggestion tool, powered by ebbot AI. Based on my conversations with my supervisor, Jones' product suggestion tool contains the most elements that they would like to include in Bataleon product suggestion tool, however we won't have the luxury of supplementing it with an AI tool due to the low budget of the department.

Analysis

Rider • Equipment • Level • Favorite Terrain • Feet • Email • Recommendation

Recommended Gear

This gear match your skill level, riding style and terrain preferences.

Rider: Men


Equipment: Snowboard

Level: Beginner / Intermediate

Favorite Terrain: All-Mountain / Piste

Feet: Boots size US 11+

BEST MATCH



DIRECTIONAL FREERIDE

Men's Frontier Snowboard

The Frontier is an all-terrain, shred everything board built for pow days or park days that features a freeride nose matched with a freestyle tail.

499 USD

First thing you notice about Jones product suggestion tool is that it not only has a progress bar, that was also utilised by Behind the pines product suggestion tool, but further improves the header design, by implementing a series of buttons that appear after their representing questions are asked. This solution helps the user to change the answer should they need to. Another benefit of this system is the implementation of different questions based on answers. Above you'll find a screenshot that was taken after selecting the "Beginner" option while selecting an answer for the "level" question. As you can see it provided users with a set of 5 questions in total, since an email is optional and only used for a newsletter. That contrasts with 10 questions that are asked to the user after selecting the "Advanced" option, and 7 questions after selecting "Intermediate". This provides more advanced snowboarders with more sophisticated options for choosing their snowboard while providing beginner users with questions that would be more relevant to them.

• Favorite Terrain
• Secondary Terrain
• Quiver
• Feet
• Shape
• Camber
• Email
• Recommendation

Recommended Gear


This gear match your skill level, riding style and terrain preferences.

Rider: Men
Equipment: Snowboard
Level: Expert
Flex: Soft & Playful

Favorite Terrain: All-Mountain / Piste
Secondary Terrain: Freeride
Quiver: Daily Driver

Feet: Boots size US 11+
Shape: Shape
Camber: Profile

BEST MATCH



SURF SERIES

Mind Expander Twin Snowboard

The Mind Expander Twin is a hybrid board that blends the playful feel of the Mind Expander with the freestyle performance of a twin shape.

599 USD

Shape: Directional Twin

Shape: Twin Tip

Despite being a very good system, it isn't completely perfect. The biggest issue is in the header buttons. They're a very good idea that I aim to implement in the Bataleon product suggestion tool, but in a situation when the user picks "advanced" while answering the "level" question, the first 4 questions become unclickable in the header (which you can see on the provided screenshot, the first 3 questions asked in product suggestion tool are about gender, required equipment and users level of advancement, they are visible on a first screenshot, but they're not visible on a second one, and there is no option of scrolling on navigational buttons). The system provides the user with a button to restart the product suggestion tool, and the 4 first questions are of relatively low importance to advanced users, but it's something worth noting nonetheless.

Conclusion

The Jones product suggestion tool is probably the best one of the ones that I have analysed. It very sufficiently combines all of the important aspects that I have already mentioned e.i. Progress bar, ability to change previously given answer in a form of header buttons, best match, 3 matches total, displaying fulfilled requirements. However great, their solution cannot be implemented into Bataleon website, since outsourcing product suggestion tool would be too expensive, summing up to over 25000 \$ a year. While it would be technically possible to just copy design and/or functionality from this finder, it wouldn't be a valuable option for several reasons. Firstly it would most likely infringe on intellectual property of the design with either Jonnes or Ebbot who provides the finder. Secondly it would stick out in terms of design choices. Elements like shapes of elements, color scheme or used graphics are made specifically for Jonnes application, and wouldn't fit in well in Bataleon application, so most of the finder would need to be redesigned regardless.

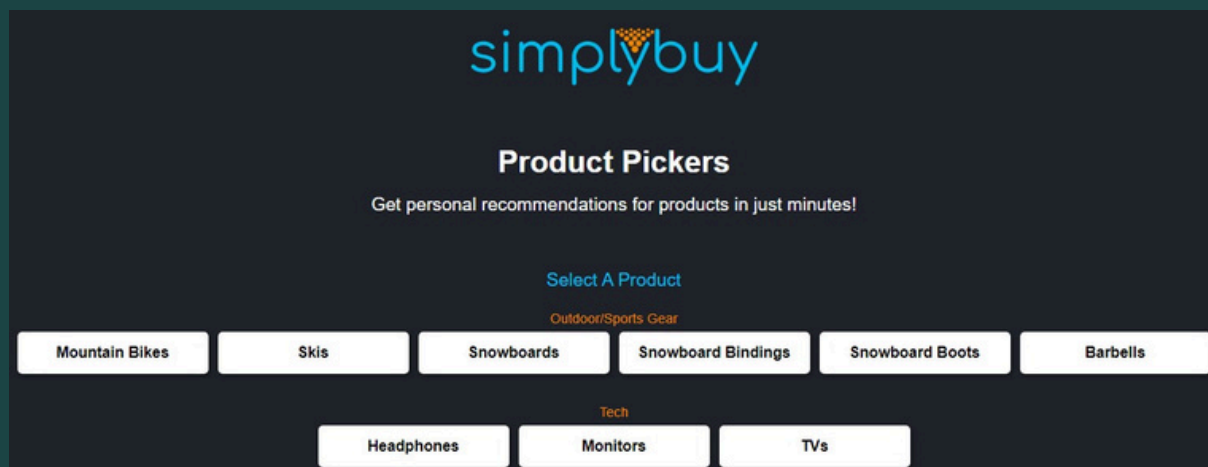
Progress bar: Including a progress bar will encourage users to complete prepared questionnaires and decrease the possibility of frustration related to prolonged questioning. Best Match: Providing users with the best match would greatly increase usability of the product suggestion tool, especially if we can provide users with a simple explanation on why the best match is considered best. Limiting matches to top 3: Limiting number of matches to max 3-4 options would reduce a possibility of user anxiety, correlated with an abandonment of choices according to study made by Chernev et al. (2014) Displaying fulfilled requirements: By displaying fulfilled requirements, we will ensure that the user is informed on specifics of the board that is displayed. It will be especially beneficial in a situation, when there is no perfect board available based on user input. Changing previously given answer : Allowing users to change previously needed answers without the need of restarting the whole system, will increase usability, and user satisfaction with the tool.

Simplybuy[8]

(Find Your Ideal Snowboard With SimplyBuy's Snowboard Picker , n.d.)

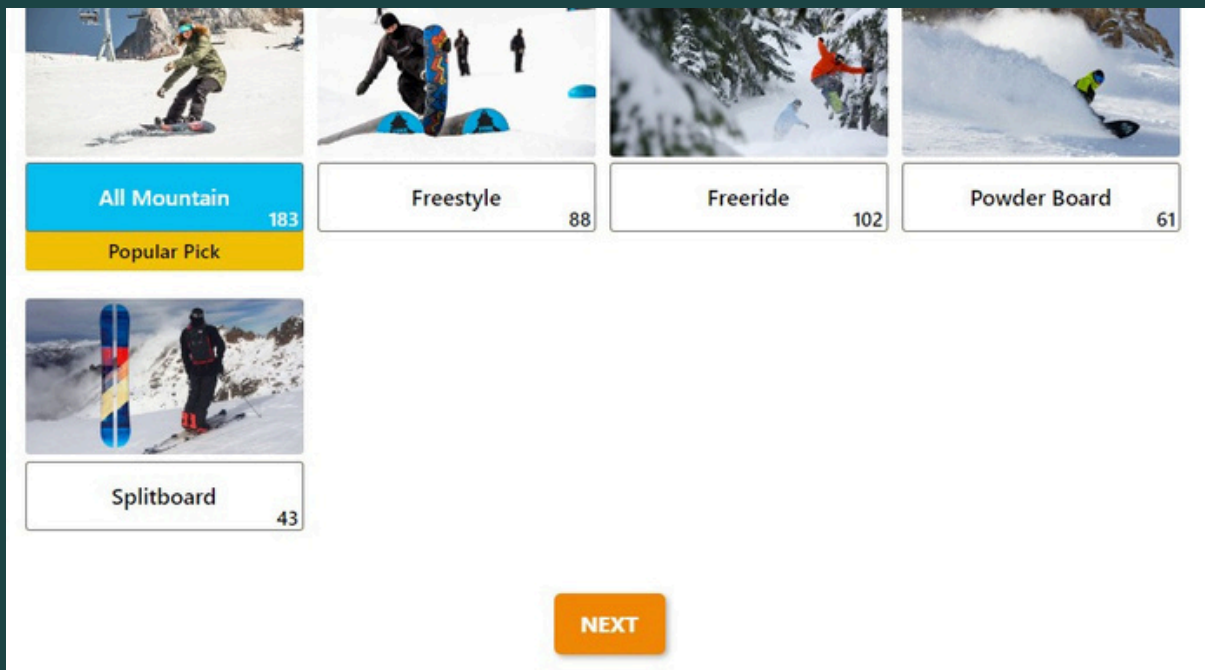
Introduction

Previously analysed product suggestion tools, were from websites of either shops that sell multiple brands or directly from brand stores that sell one brand exclusively. Simplybuy on another hand is a website, specifically dedicated to provide multiple product suggestion tools on different products.



Analysis

Simplybuy product suggestion tools, all work in the same manner, just on different products, therefore we'll be focusing on the snowboard one, since this area is the most important to Bataleon.



Snowboard Type

Snowboards are designed for specific uses and different terrain types.

All Mountain - Designed to work well in all terrains and snow conditions. They are very versatile snowboards and will be able to handle anything the mountain throws at it. Best bet for most riders.

Freestyle - Designed specifically for terrain parks and those who perform tricks.

Freeride - Designed to be taken off the groomers and onto diverse terrain. Typically they are stiffer, longer boards.

Powder Boards - Designed to thrive in powder. Ideal pick for for backcountry, helicopter or powder-cat snowboarding.


Splitboards - Designed for backcountry riders. Splitboards separate into two ski-like halves for uphill travel.

There were 3 things that I immediately noticed when I first opened the Simplybuy product suggestion tool. First is at the bottom of the picture above. For all of the questions that were asked while I was answering all of the questions, there was an explanation for all of the answers. The system does include a separation of “beginner” users and more advanced users, but an additional explanation if included regardless, which helps with keeping users informed. Another easy to notice feature is the number in the lower right corner of each of the answers. This represents how many options for products each of the answers currently has. It’s a great, and simple way of informing the user about how many possible choices they’ll have if they choose an option. Lastly the least important characteristic, but a nice addition nonetheless, is a “Popular pick” option, which highlights which options were the most popular among the users.

Top Picks For You


No exact matches found. To tailor these results use the lock buttons for your most desired filters.

Value Picks1 / 1



Instigator Flat Top Snowboard 2024
by **Burton**
\$439.95
\$307.96 Sale

[See Details](#)[Get Price Drop Alerts](#)

Gender	Mens
Ability Level	Beginner, Intermediate
Snowboard Type	All Mountain
Shape	Directional
Sizes	165W
Base	Extruded
Flex	Soft
Edge Tech	
Camber Profile	Flat
Avg Rating	★★★★★ 22 Reviews

✓ Free Shipping

✓ Price Match

1 / 1

[Enjoying simplybuy? Buy the developer a coffee.](#) ☕










One of the most useful features provided by simplybuy, is that if the selected options do not result in an outcome, the system provides the user with the closest option nonetheless. It also notifies users if no option for their specific features were found, and offers an option to prioritize selection of certain features by an option to lock desired filters. A direct screenshot you can find here ->

Conclusion

Answer Explanation: Including an explanation of answers will help keep users informed, so they could make the most informed decision. **Number of products after answering: If the user isn't sure** between 2 different options, an indicator which option possibly has more matches, could be beneficial to them. Best option even if no exact matches: Providing the closest option, even in a situation with no exact matches will help Bataleon to keep users interested, but it would be

Flex Locked!

Results will have Flex with your selected filter value.

Ability Level:	 Beginner
Snowboard Type:	 All Mountain
Shape:	 Directional Twin
Sizes:	 164, 165, 166, 167, 168, 169
Base:	 Sintered
Flex:	 Medium, Stiff
Edge Tech:	 Any
Camber Profile:	 Rocker, Camber, Rocker Camber
Brand:	 Any

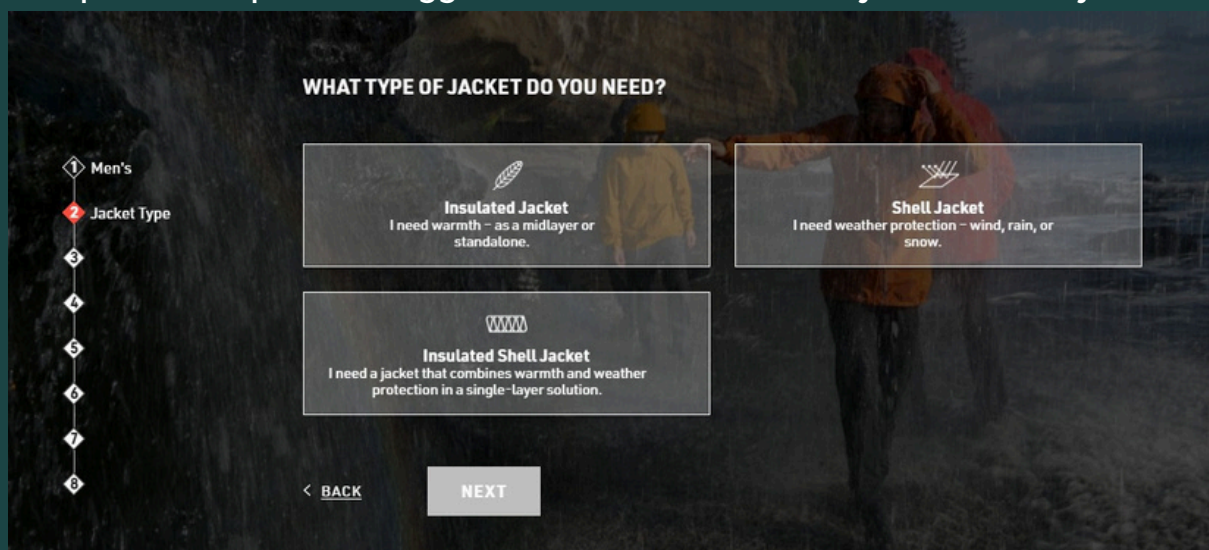
best to inform them that the option that they have received is the best option, but not a perfect one. Lock filters: An option to lock filters will help users to prioritise a feature that they would like to be included in a match.

Other Product suggestion tools

Arcteryx [1]
(Jacket Finder, n.d.)

Introduction

Arcteryx is a Canadian company that specialises in jackets aimed at Canadian winter conditions, but also sells other hiking equipment, from shoes, to backpacks. The product suggestion tool however, is only available for jackets.



Analysis

Arcteryx is a question-like system that incorporates a lot of characteristics that are present in previously mentioned snowboard finders. As far as I'm aware, the only new functionality that it brings are different answers for further questions based on previously given answers. It very successfully integrates buttons into the system, and is providing users with 3 best options based on input, while also notifying users which parameters were a priority. While receiving an answer, user also is presented with a percentage of match for each of displayed products, as well as clear indication which parameters were fulfilled and which weren't.


WE RECOMMEND

These are the best **Shell Jacket** jackets for **Skiing & Snowboarding** that can protect you from **Windy** weather.

[Start over](#)

100% MATCH

Men's Shell Skiing & Snowboarding
Windy Waterproof Helmet Compatible
Thigh & Mid-Thigh




SABRE SV JACKET MEN'S
Our most durable ski and snowboard shell

€800.00
★★★★★ (32)

75% MATCH

Men's Shell Skiing & Snowboarding
Windy Waterproof Helmet Compatible
Thigh & Mid-Thigh




REVISÉ SABRE JACKET MEN'S
Durable GORE-TEX freeride jacket

€700.00
★★★★★ (80)

75% MATCH

Men's Shell Skiing & Snowboarding
Windy Waterproof Helmet Compatible
Thigh & Mid-Thigh



MACAI SHELL JACKET MEN'S
GORE-TEX ski and snowboard shell

€750.00
★★★★★ (9)

Conclusion

Arcteryx has a great product suggestion tool. It utilises a lot of important principles that are important in creating a product suggestion tool. Best Match: Providing users with the best match would greatly increase usability of the product suggestion tool, especially if we can provide users with a simple explanation on why the best match is considered best. Displaying fulfilled requirements: By displaying fulfilled requirements, we will ensure that the user is informed on specifics of the board that is displayed. It will be especially beneficial in a situation, when there is no perfect board available based on user input. Limiting matches to top 3: Limiting number of matches to max 3-4 options would reduce a possibility of user anxiety, correlated with an abandonment of choices according to study made by Chernev et al. (2014) Matching percentage :Displaying which option is the best match, is a simple way of informing users which of the options should suit them best. Progress bar: Including a progress bar will encourage users to complete prepared questionnaires and decrease the possibility of frustration related to prolonged questioning.

Brooks[4]

(Find the Perfect Running Shoe: Running Shoe Finder | Brooks Running

Introduction

, n.d.)

Brooks is a shoe company that specialises in shoes but also produces running equipment like shirts, shorts or light jackets and they have over 100 years of experience.

Analysis

Brooks shoe finder introduces quite a few innovations compared to previous product suggestion tools. After asking a few basic questions about the desired terrain, average distance runned, and running experience, it asks users if they experienced an injury in recent months. Understandably it's not a question that every product suggestion tool is asking, however it also provides users with an explanation, in which it states that this information will help the system determine which part of the foot should receive an additional support. Later the system asks users to perform a few exercises in order to determine in which way their feet are pointing, their knees direction, and how stable they are. This helps to determine what kind of support the user needs in their shoe, and also makes the shoe finder more scientific.

✓ ✓ ✓ ✓ ✓ 6 • • • • • 12

Recent Injuries

In the past six months, have you had any pain or injuries in these areas?

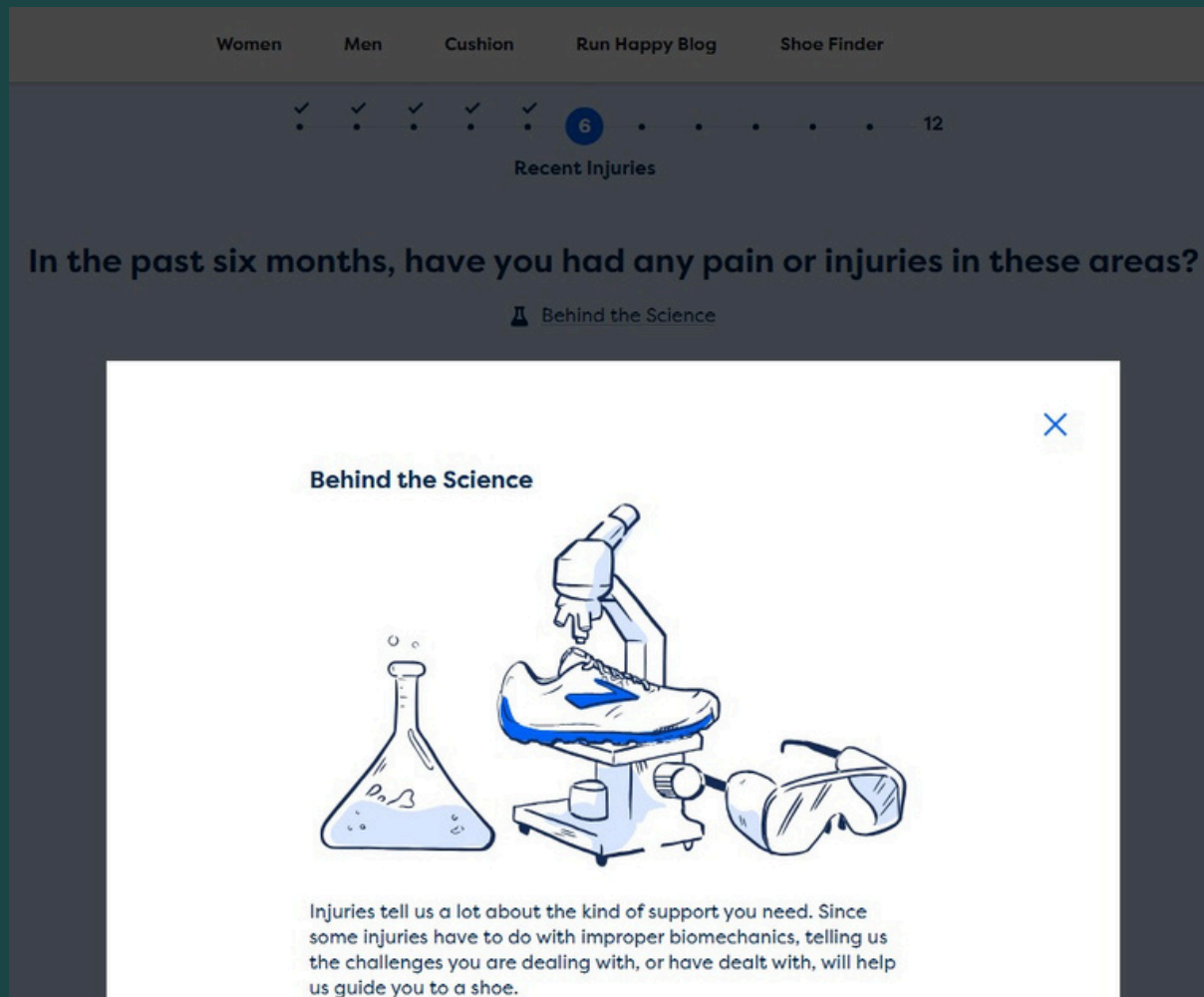
Behind the Science

Lower Leg

Knees

Foot or Arch

None of these



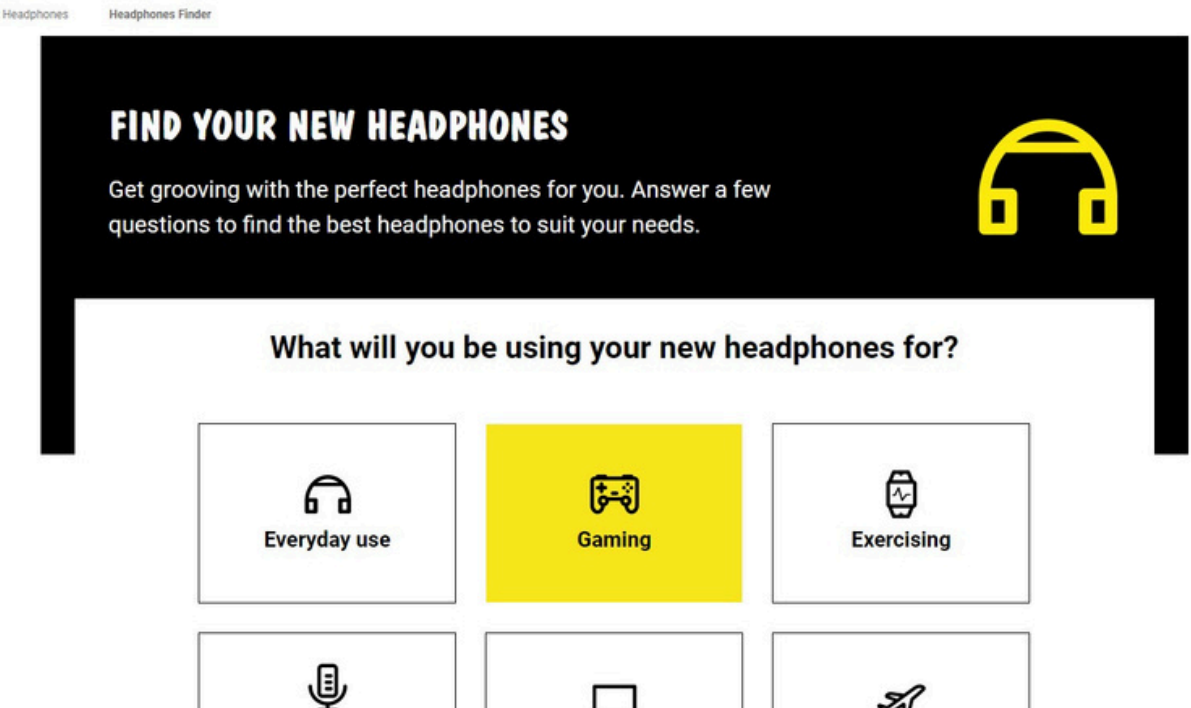
Conclusion

Brooks product suggestion tool, is a really good tool, but unfortunately it is also very directly aimed at providing users with appropriate shoe options. Because of that there aren't that many similarities between their product suggestion tool and the product suggestion tool I'm developing for Bataleon, and there is little space for inspiration in terms of elements that we could use. Progress bar: Including a progress bar will encourage users to complete prepared questionnaires and decrease the possibility of frustration related to prolonged questioning. Question Explanation: Including an explanation of questions would help keep users informed, so they could understand why the question is being asked.

Jbhifi[6] (Headphones Finder) Introduction

Jbhifi is an Australian electronic retailer that is selling a variety of electronic equipment. From phones to electric scooters, they offer multiple choices on multiple

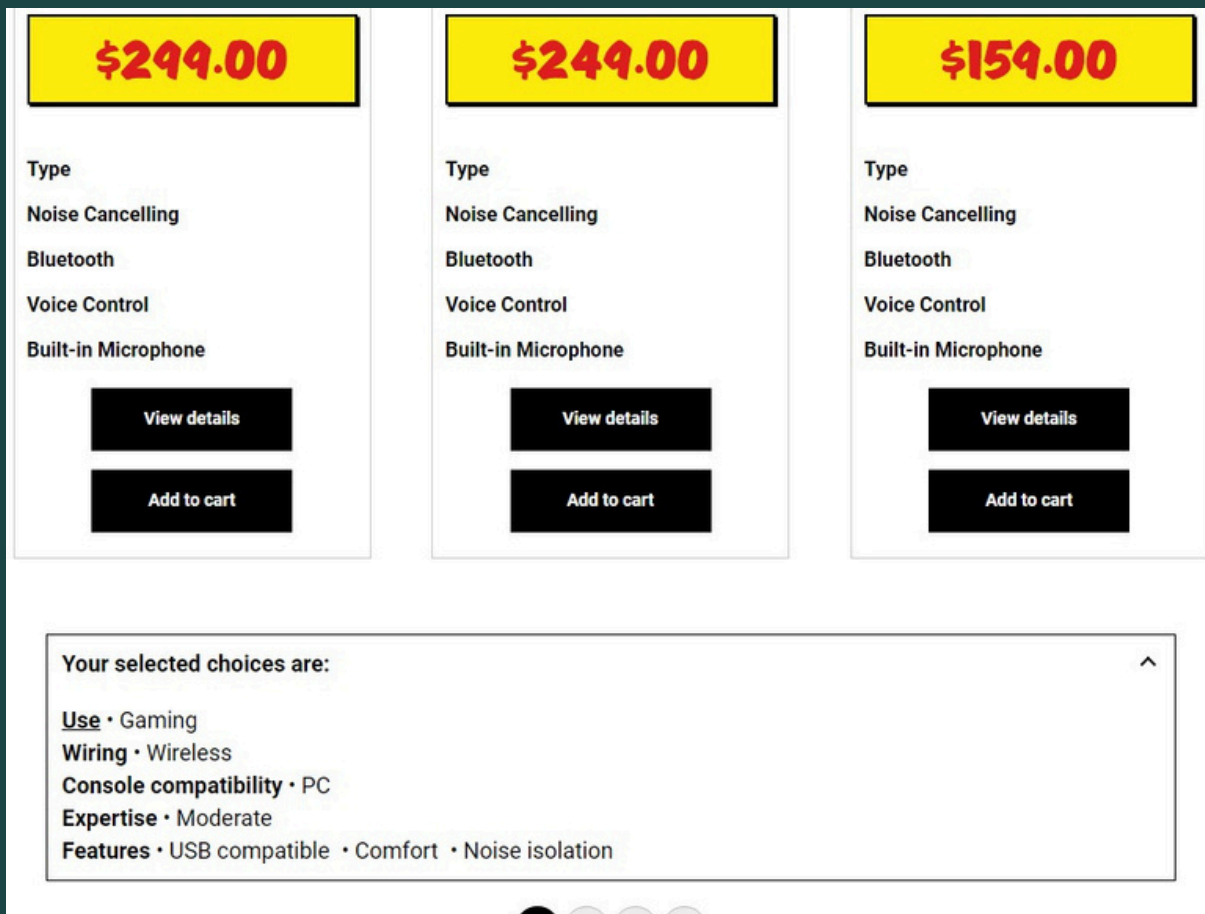
tools that you might and might not need, similar to the media market. Besides their usual offer, on their website you can also find a tool that is meant to help users find headphones that should best suit their needs.



The screenshot shows a web interface for a tool called 'Headphones Finder'. At the top, there's a dark header with the title 'FIND YOUR NEW HEADPHONES' in white. Below the title, a subtitle reads: 'Get grooving with the perfect headphones for you. Answer a few questions to find the best headphones to suit your needs.' To the right of the subtitle is a yellow headphones icon. Below this is a white box with the question 'What will you be using your new headphones for?'. Underneath the question are six buttons arranged in a 2x3 grid. The first row contains 'Everyday use' (with a headphones icon), 'Gaming' (with a game controller icon and highlighted in yellow), and 'Exercising' (with a smartwatch icon). The second row contains three buttons with icons for a microphone, a laptop, and an airplane, but they are not yet labeled with text.

Analysis

Despite not having as much in common with our main focus area as the previous ones, this one also has some interesting mechanics. It utilises a question-based system, that is adjusting questions based on given answers, to best fit the users needs. Thanks to asking different questions, the system can then ask more detailed questions, based on answers e.i. If user selected gaming headphones, the system will later ask if user wants to connect to ps5 or pc or xbox, but if user selected that they need headphones for exercise, the system will instead ask if the headphones should be in-ear headphones or headphones that are using bone conduction to transmit sound. Another important feature to note is a confirmation of choices. Similarly to Arcteryx for example, Jbhifi is additionally displaying which options users have chosen, below displayed choices. Additionally this list also features the buttons for each of the categories, which allows users to change the answers to given questions. It's less efficient then including buttons in a header like Jones, or on a site like Arcteryx, but it's still a workable solution.



Conclusion

Jbhifis product suggestion tool utilises some useful techniques that I have already mentioned, however due to the vastly different nature of the product that this particular product suggestion tool is meant for, there aren't that many similarities between it and our desired final outcome for Bataleon product suggestion tools. Limiting matches to top 3: Limiting number of matches to max 3-4 options would reduce a possibility of user anxiety, correlated with an abandonment of choices according to study made by Chernev et al. (2014) Changing previously given answer : Allowing users to change previously needed answers without the need of restarting the whole system, will increase usability, and user satisfaction with the tool.

Store/Company	Best Practices	Good Practices	Bad Practices
Behind the pines	Progress bar Limiting answers to 3 best	Best Match	Lack of translation
Blue-tomato	---	Include number of matches	Often lack of matches

Jones	Progress bar Limiting answers to 3 best Navigation buttons	Best Match Displaying fulfilled requirements	---
Simplybuy	Best option without matches	Answer explanation Question explanation lock filters Best Match	---
Arcteryx	Percentage match Progress bar Limiting answers to 3 best Navigation buttons Progress bar	Displaying fulfilled requirements	---
Brooks		Question explanation Additional questions about posture and physical details	No option of skipping questions about posture and physical details
JBHIFI	Limiting answers to 3 best	Answer review	---

Discussion

Analyzing how other brands are making product suggestion tools has led me to the following conclusions. It was observed that the majority of all product suggestion tools are using a question based system, with the only exception being Blue-tomato product suggestion tool, which is a filter based system. That indicates a trend within and outside the industry of using a question based system since 6 out of 7 systems are using this solution, therefore it seems to be the best way of extracting information. Similar conclusions can be drawn for navigation buttons and progress bars, both of which appear 5 out of 7 times, and navigational buttons possess an additional benefit of being an industry standard. Most websites do have navigational buttons on them, and using them in a similar fashion will improve user experience because users are familiar with this feature, know what it's for and know what it does. Other features such as displaying best match, limiting nr of answers to best 3, percentage of match or displaying fulfilled requirements were also observed on multiple websites, but weren't as popular. In terms of questions that are being asked in appendix B you can find the details on which questions are being asked on which website. The pattern indicates that questions about sizing, user dimensions, gender, level of advancement and terrain are the most common ones. That's why for the beginner options those are the questions that are being asked, with the exception of question about gender, since in Ronald's opinion it's not really relevant in a situation when we already have users' information regarding weight and boot sizing. Despite not being as popular we have decided to also include questions about flexibility and camber to both intermediate and advanced users, and a question about shape to advanced users. The reports from SEO, the details of which are available in appendix A, are showing that new customers tend to leave the site after scrolling down the specifications of the boards, while returning and more experienced users tend to spend significantly more time in this section in order to compare products. This has led us to the conclusion that beginner users should receive a simplified version of a product suggestion tool in comparison to their more advanced counterparts.

In terms of answer to research questions I believe that this report provides sufficient proof that a question based system is sufficient in extracting information from users(research question 4), and is an industry standard in collecting user data for the purpose of similar product suggestion tools. It also describes how other brands within and outside industry are creating similar product suggestion tools for providing their users with the best product available. (research question 2)The KPIs that are most common in most product suggestion tools that are providing users with snowboards are Gender, Sizing of Boots, Weight and terrain, however camber, shape and flexibility was also observed, and deemed necessary by a company stakeholder, therefore we have included them as well, but only for more advanced users (research question 3). Exact statistics are available at Appendix B. The features that were observed to be utilized by multiple competitors, and were

confirmed by company stakeholder to be included are Progress bar, Navigational buttons, Limiting nr of answers to best 3, providing users with match even when no direct match were found, and highlighting best match. Other useful features like percentage match or displaying fulfilled requirements were also observed. While valuable, these features are being prioritized for a future phase to ensure a completion of the core functionalities (research question 4).

Element	Why it should be implemented (if possible)	Why it should be avoided
Progress bar	Including a progress bar can motivate users to complete questionnaires and reduce the likelihood of frustration from lengthy questioning.	
Limiting nr of answers to 3	Limiting the number of matches to a maximum of 3-4 options can reduce user anxiety and the likelihood of abandoning choices.	
Highlight best match	Providing users with the best match can greatly enhance the usability of the product suggestion tool and help users find the best option from available ones, especially if accompanied by a simple explanation of why it is considered the best match.	
Navigation buttons	Including navigation buttons will help increase user control, and allow users to instantly select which questions they would like to resubmit the	

Displaying fulfilled requirements	answer to. By displaying fulfilled requirements, we ensure that the user is informed about the specifics of the board being shown. This will be particularly beneficial when no perfect board is available based on the user's input.	
Percentage match	Adding a percentage match to the provided answers will help users determine which of the options will suit their needs best.	
Lack of matches		Providing users with no matches when filling in a product suggestion form, might discourage them from using Bataleon website altogether.
Lack of translation		Not providing users with translation of website, and only limiting to Dutch speakers will limit the availability of Bataleon website, therefore should be avoided.

Appendixes

Appendix A

Ronald Input

Upon reviewing the SEO reports, we observed that new customers tended to leave the site after scrolling down to the specifications section of the boards.

New customers may find the technical details overwhelming, while returning customers, (especially older age customers), spend more time comparing specs before making a purchase decision. To address this, it is important to ensure that new or beginner customers are not deterred by an excess of technical information. At the same time, we should continue to provide detailed specifications for our returning customers who are seeking new boards.

Appendix B

The table below shows which question was observed on each of the product suggestion tools.

Snowboard Store	Behind the pines	Blue-tomato	Jones - Stakeholders favorite	Simply-buy
Weight	✓	✓		✓
Height	✓	✓		✓
Gender	✓	✓	✓	✓
Boot size	✓	kind of	kind of	✓
Lvl of advancement	✓	✓	✓	✓
terrain	✓	✓	✓	✓
style	✓			
flexibility			✓only for advanced	✓
camber			✓only for advanced	✓
shape			✓only for advanced	✓

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