

The Checklists

# 11 Feature Comparison





**Distagon T\* 24 mm F2 ZA SSM**  
SAL24F20Z

★★★★★ (4)

- A-mount, Full Frame format
- ZEISS® wide-angle prime lens
- 19 cm min. focus distance

☐ Select to compare

\$1,399.99<sup>1</sup>

[More product information](#)

Where To Buy



**DT 30 mm F2.8 Macro SAM**  
SAL30M28

★★★★★ (15)

- A-mount, APS-C format
- Macro lens
- 1:1 magnification ratio

☐ Select to compare

\$199.99<sup>1</sup>

[More product information](#)

Where To Buy



**35 mm F1.4 G**  
SAL35F14G

★★★★★ (2)

- A-mount, Full Frame format
- Sony G wide-angle prime lens
- Bright F1.4 max. aperture with smooth bokeh

☐ Select to compare

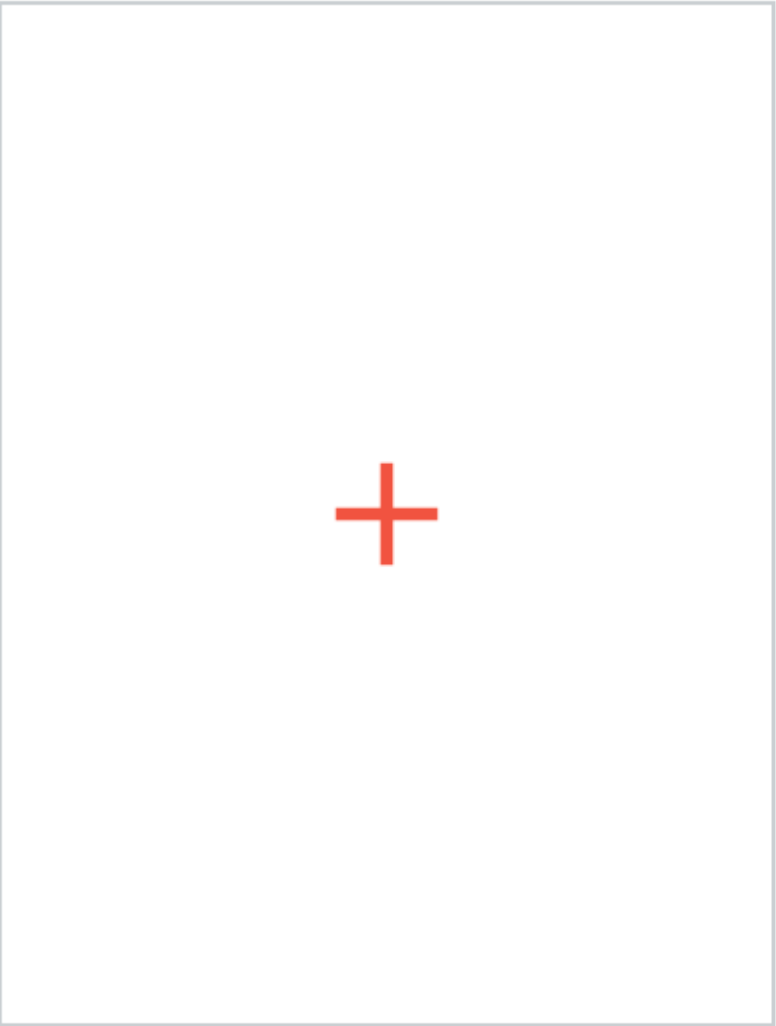
\$1,499.99<sup>1</sup>

[More product information](#)

Where To Buy



Show the differences ✓



Electric stove

Electric stove

Electric stove

Electric stove

a seller

Add another product

Highlighting the differences

Other			
Heating	+ ring element		
Bed type	Inductive	Inductive	
Oven type	Electric	Electric	
bar code	7332543352791	7332543352807	
Lighting power, W	25	25	



Vergleichsliste - MediaMarkt

+

←

→

↺

🏠

🔒

https://www.mediamarkt.de/de/productcomparison.html

📄

⋮

🛡️

☆

🔍

Suchen

📺

📄

☰

MediaMarkt

Was suchen Sie?

🔍

👤

Mein Konto

▼

🛒

Warenkorb

	<div><div>A</div><div>Produktdatenblatt</div></div>	<div><div>C</div><div>Produktdatenblatt</div></div>	<div><div>A</div><div>Produktdatenblatt</div></div>	<div><div>B</div><div>Produktdatenblatt</div></div>
	<div>🚚 Lieferung in 3 Wochen</div>	<div>🚚 Online auf Lager</div>	<div>🚚 Online auf Lager</div>	<div>🚚 Artikel nur mit Marktabholung bestellbar.</div>
Artikelnummer	2391642	2472664	2391683	2472841
▼ Technische Merkmale				
Produkttyp	OLED TV	QLED TV	OLED TV	OLED TV
Bildschirmdiagonale (cm)	196 cm	189 cm	164 cm	164 cm
Bildschirmdiagonale (Zoll)	77 Zoll	75 Zoll	65 Zoll	65 Zoll
Bildschirmform	Flat	Flat	Flat	Flat
Bildqualität	UHD 4K	UHD 8K	UHD 4K	OLED 4K
3D	nein	nein	nein	nein
SMART TV	ja	ja	ja	ja
Betriebssystem	webOS	-	webOS	Android TV
Prozessor	α9 Intelligent-Prozessor	Quad Core	α9 Intelligent-Prozessor	X-Reality PRO
Ultra HD Premium	-	ja	-	-
➤ Bild				
➤ Empfang				
▼ Ausstattung				
integrierte Webcam	nein	-	nein	-

📞 Fragen?

3 Products Added ( 0 Hidden )

ADD PRODUCTS  
TO COMPARE



65" Class Q9F QLED 4K TV  
QN65Q9FAMFXZA

★★★★★ (0)

\$3,999.99

65" Class Q7F QLED 4K TV  
QN65Q7FAMFXZA

★★★★★ (21)

\$2,799.99

55" Class Q8C Curved QLED  
4K TV  
QN55Q8CAMFXZA

★★★★★ (16)

\$2,499.99



Show: All Specs Only My Selection Only Similarities Only Differences

Collapse All

<input type="checkbox"/> SERIES	Q Series	Q Series	Q Series	
---------------------------------	----------	----------	----------	--

Video ^

<input type="checkbox"/> SCREEN SIZE	64.5" Measured Diagonally	64.5" Measured Diagonally	54.6" Measured Diagonally	
<input checked="" type="checkbox"/> RESOLUTION	N/A	3840 x 2160, 4K Ultra HD	3840 x 2160, 4K Ultra HD	
<input checked="" type="checkbox"/> UHD UPSCALING	Yes	Yes	Yes	
<input checked="" type="checkbox"/> MOTION RATE*	240	240	240	
<input type="checkbox"/> COLOR	Q   4K Color Drive Elite	Q   4K Color Drive Elite	Q   4K Color Drive Elite	
<input type="checkbox"/> BLACKS	Q   Elite Black+ with Infinite Array	Q   4K Elite Black	Q   4K Elite Black	
<input type="checkbox"/> PICTURE	Q Engine	Q Engine	Q Engine	



←

→

↺

🏠

productchart.com/monitors/

☆


🔖

🚦

Paused

👤

⋮



↓ Specs

Size: 7 - 49 inch

Pixels: 800 x 480

Refresh Rate: 60 Hz

Response Time: 25 ms

Contrast: 500:1

Brightness: 180 cd/m2

Weight: 39 pounds

Price: \$63 - \$1785

→ Features

Smartphones

Tablets

Laptops


Monitors

3D-Printers

Cameras

Solid State Drives

Flash Drives



LG 24M47VQ

Price\$136.99

as of Feb 19, 2019, 23:24 PST - Details

Size24 inches

Pixels1920 x 1080

Panel TypeTN

Refr. Rate60 Hz

Resp. Time2 ms

Weight6.2 pounds

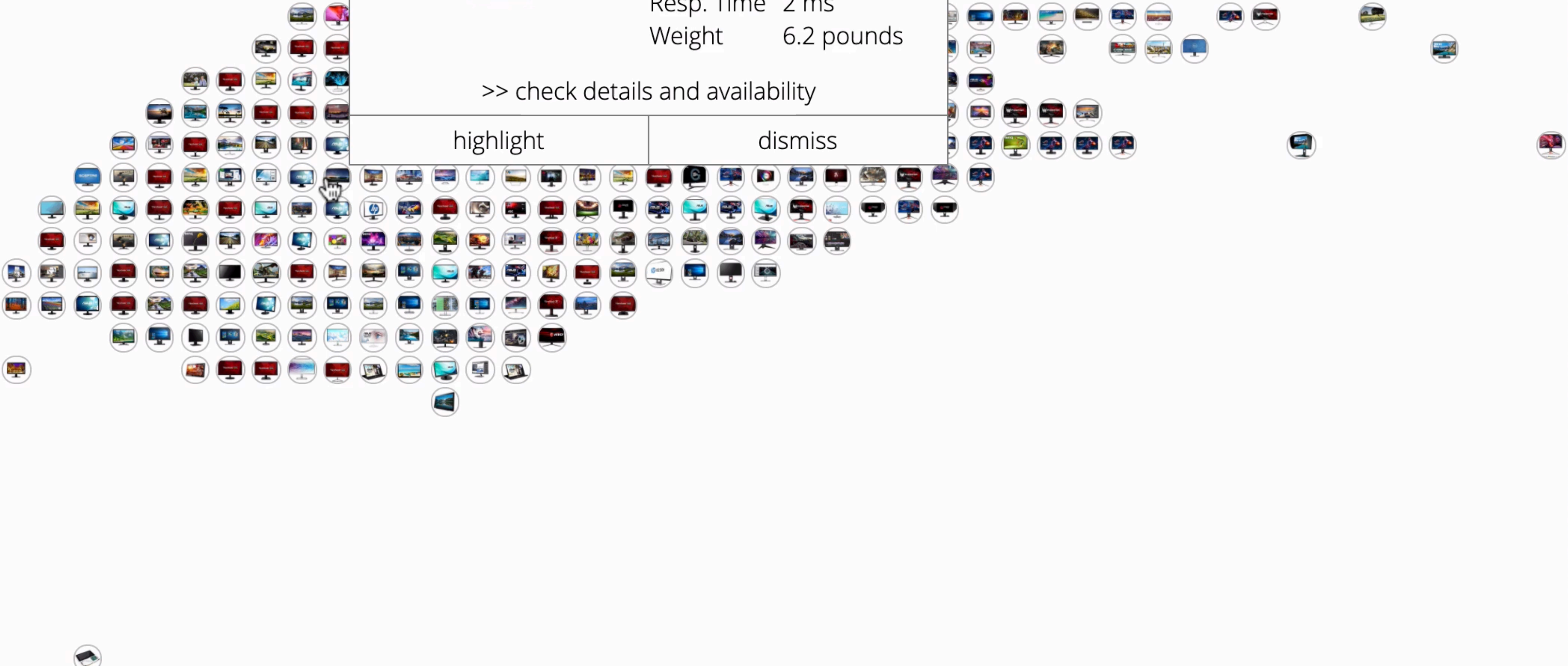
>> check details and availability

highlight

dismiss

SCREEN SIZE

PRICE



# Feature Comparison Checklist

- 01 – How do you indicate that comparison is possible?
- 02 – What happens when the first item is added for comparison?
- 03 – Have we disabled the option to compare only 1 selected item?
- 04 – How do we highlight a product selected for comparison?
- 05 – Do we display a comparison bar or a modal after adding to compare?
- 06 – How do users unselect a selected option?
- 07 – Should we suggest products to compare at some point?
- 08 – How many items may a customer add for comparison?
- 09 – Do we use animation or transitions to display comparison?
- 10 – Do we display the price (or price development), a link to the individual product page, ratings, reviews, a thumbnail, the product's model name, and price-matching tooltip?



# Feature Comparison Checklist

- 11** – Can users switch to see only differences/similarities/all?
- 12** – Do we group and collapse attributes by default?
- 13** – Do we track attributes consistency/comparable meta data?
- 14** – Do we highlight columns and rows upon hover or tap?
- 15** – Can the user move columns left and right?
- 16** – What if the user compares items in unrelated categories?
- 17** – How do we allow users to add more items for comparison?
- 18** – How do we allow users to remove items from comparison?
- 19** – Should we ask customers to choose preferred attributes?
- 20** – Do we suggest a “winner” among the compared products?
- 21** – Does every action have visual and/or aural feedback?



# Feature Comparison Checklist

- 22 – Do we display headers sticky as the users scrolls down the page?
- 23 – With many products, do we use “steppers” to move between options?
- 24 – Have we provided a shareable link for comparison?
- 25 – Are compared items stored persistently (page refresh/exit)?
- 26 – Do we include a “Notify about price drop” option for emails?
- 27 – Is the feature comparison and navigation within accessible?

# Summary

- 01 – Keep the headings and thumbnails floating.
- 02 – Expose price, ratings, model name, URL, highlights.
- 03 – Help users filter out “not-good-enough” products fast.
- 04 – Consistent, comparable attributes matter.
- 05 – Group and collapse attributes.
- 06 – Provide “show differences”/“all attributes” views.
- 07 – Allow customers to prioritize and rank features.
- 08 – Allow customers to navigate predictably with steppers.
- 09 – Allow customers to re-arrange columns.
- 10 – Highlight advantages/disadvantages from reviews.