

http://blogs.forrester.com/duncan_jones/16-05-24-is_mobile_approval_an_oxymoron

This post argues against blindly prioritizing mobile approval processes. Managers don't have enough info on mobile devices to make informed decisions, so they end up rubber stamping requisition requests. This creates compliance issues.

http://blogs.forrester.com/duncan_jones/15-09-14-b2b_ecommerce_sites_must_look_beyond_rogue_buyers

This post discusses the relationship and integration options between a B2B eCommerce system and an org's eProcurement system. Issues discussed:

- If procurement system usability is low, employees go around it to purchase directly from vendor.
- Help users balance price and utility—and prove that you have done so—in order to keep all three stakeholders happy.

Figure. In B2B commerce, different stakeholders have different views of the price/ utility balance



- Recommends 'down-buying' — showing shopper the best fit for their need, but also alternative options that are 'best value'.
- Suggests linking eProcurement system's item detail to the vendor's catalog detail, so that user can evaluate the product utility in better detail.

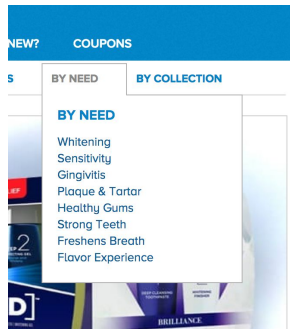
http://blogs.forrester.com/duncan_jones/10-06-24-procure_to_pay_best_practices_cut_approval_levels_improve_monitoring

- Cut the Approvals, Improve the Monitoring

<https://hbr.org/2012/05/to-keep-your-customers-keep-it-simple>

Argues for tailoring experiences to where customers are in their shopping journey (researching, ready to buy), and framing decisions in terms of customer need (family, vacation, pro) not in technical terms.

Example from Crest Toothpaste:



TurboTax:

[Products & Pricing](#)
[Help](#)
[Tools & Tips](#)
[After You File](#)
[Security](#)
[Sign In](#)

Tell us about you - we'll recommend the right product

I want to maximize deductions and credits

I have a job (received W-2)

I have children or dependents

I paid rent

My taxes are simple

I donated to charity

I own a business

I'm self-employed/independent contractor

I paid out-of-pocket medical expenses

I own a home

I'd like to talk to an expert when needed

I sold stock or own rental property

AbsoluteZERO.

We recommend

Federal Free Edition	Deluxe	Premier	Self-Employed
Simple tax returns (1040EZ/1040A)	Maximize tax deductions and credits	Investments and rental property	Personal & business income and expenses
Start for Free	Start for Free	Start for Free	Start for Free

Compare our product features and benefits