

Janeric Website Strategy Trade-Off Analysis

	User Needs	Importance	Feasibility
1	Search for products by category	5	5
2	Purchase with as few clicks as possible	5	5
3	Ability to checkout as guest, not require an account	5	5
4	Provide information on shipping and purchase terms	5	5
5	View an image and description of product searched for	5	5
6	Provide store manager ability to add, edit and delete products on site	5	5
7	Display scientific research and other educational information about UV Lighting products	2	3
8	Display form to capture contact information for users interested in UV Lighting products	2	3
9	Provide email address for contacting store management	5	5
10	Ability to purchase product using a credit card	5	5
11	Provide information about company	3	5
12	Provide Keep Shopping link easily accessible on non-product pages	4	5
13	Ability to change quantity purchasing in shopping cart	5	5
14	Verify shipping address state and zip code	5	4
15	Verify entire shipping address	3	2

Generic Strategy Trade-off Graph

