Assessment Tool II: Development of Experiential Websites

Building on the knowledge gained through Lessons 1 through 4, this assessment tool provides a systematic way to evaluate and improve the 3Is of your business Website, to better contribute to the 4Es, and to reinforce value from the 4Ps of the business.

> 3Is: Information, Interface, and Interactivity
> 4Es: Educational, Esthetic, Escapist, and Entertainment Experiences
> 4Ps: Properties, Product Presentation, Promotional Application, and People

5.1. Begin by visiting the following links to examine how other businesses in your category incorporate the 4Es in their Websites. Think about the applicability to your site.

   a. Accommodation/B&B
       http://www.bedandbreakfast.com/
       http://www.bbonline.com/index.html
       http://www.usinns.com/

   b. Restaurants
       http://www.webaward.org/
       http://www.roadfood.com

   c. Retail Stores
       http://www.redwoodcoastchamber.com/retailshops.asp
       http://www.webaward.org/

   d. Rural Tourism
       http://www.pafarmstay.com/
       http://calagtour.org/AgTour.ASP

5.2. Now evaluate *your own business Website* by determining how well the following
Information features enhance the 4Es. Give your Website either a plus '+' if the feature
already enhances the 4Es of the site or a minus '-' if the feature can be improved to
enhance the 4Es. Identify which of the minus (-) features to focus on in your beginning
efforts to enhance the 4Es of the site.

Educational Experience	+	—	Comments
1. Interesting information about my company's history.			
2. Detailed information about the qualities or background of my firm's offerings.			
3. Special details of the services.			
4. Historical or cultural information about the surrounding area.			
5. Customers' testimonials related to my company or its offerings.			
6. Educational tutorials related to my company's and/or its offerings.			

Esthetic Experience	+	—	Comments
1. Poetic information about my company and/or the 4Ps.			
2. Imagery-producing information about my company and/or the 4Ps.			

Escapist Experience	+	—	Comments
1. Creative, fantasy-based information about my company and/or the 4Ps.			
2. Information about offerings that allow customers to feel as if they are in a different time and place.			

Entertainment Experience	+	—	Comments
1. Witty, amusing information about my company and/or the 4Ps.			
2. Entertaining information about the 4Ps.			

5.3. Evaluate your own business Website by determining how well the following **Interface** features enhance the 4Es. Give your Website either a plus '+' if the feature already enhances the 4Es of the site or a minus '-' if the feature can be improved to enhance the 4Es. Identify which of the minus (-) features to focus on in your beginning efforts to enhance the 4Es of the site.

Educational Experience	+	—	Esthetic Experience	+	—
1. Still images of the 4Ps			1. Still images of the 4Ps		
2. Still images of goods/services			2. Still images of goods/services		
3. Animated images of the 4Ps			3. Animated images of the 4Ps		
4. Animated images of goods/services			4. Animated images of goods/services		
5. Business logo			5. Business logo		
6. Navigation buttons			6. Navigation buttons		
7. Music or sounds			7. Music or sounds		
8. Background image			8. Background image		
9. Layout of page			9. Layout of page		
10.Lettering			10. Lettering		
Comments			**Comments**		

Escapist Experience	+	—	Entertainment Experience	+	—
1. Still images of the 4Ps			1. Still images of the 4Ps		
2. Still images of goods/services			2. Still images of goods/services		
3. Animated images of the 4Ps			3. Animated images of the 4Ps		
4. Animated images of goods/services			4. Animated images of goods/services		
5. Business logo			5. Business logo		
6. Navigation buttons			6. Navigation buttons		
7. Music or sounds			7. Music or sounds		
8. Background image			8. Background image		
9. Layout of page			9. Layout of page		
10.Lettering			10. Lettering		
Comments			**Comments**		

5.4. Evaluate your own business Website by determining how well the following **Interactivity** features enhance the 4Es. Give your Website either a plus '+' if the feature already enhances the 4Es of the site or a minus '-' if the feature can be improved to enhance the 4Es. Identify which of the minus (-) features to focus on in your beginning efforts to enhance the 4Es of the site.

4Cs	Educational Experience	+	—	Esthetic Experience	+	—
Connection	Links to other sites			Links to other sites		
Customization	Search engine			Search engine		
	"Create your own"			"Create your own"		
	Wish list			Color matching		
				Wish list		
Communication	Customer service links			Customer service links		
	Forums			Forums		
	Chat rooms			Chat rooms		
	Customer reviews			Customer reviews		
Competition	Contests			NA		
	Games			NA		
Comments				**Comments**		

4Cs	Escapist Experience	+	—	Entertainment Experience	+	—
Connection	Links to other sites			Links to other sites		
Customization	Search engine			Search engine		
	"Create your own"			"Create your own"		
	Wish list			Wish list		
Communication	Customer service links			Customer service links		
	Forums			Forums		
	Chat rooms			Chat rooms		
	Customer reviews			Customer reviews		
Competition	Contests			Contests		
	Games			Games		
Comments				**Comments**		