



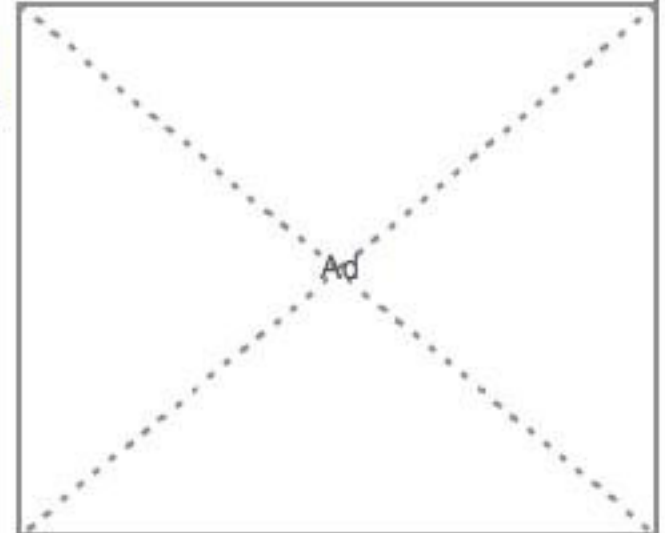
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Blurb about what OnCompare is.

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What are you looking for?



Help John choose Virus Protection Software.

I am looking for Virus Software for my 30 employee company... [more](#)

Norton vs McAfee vs AVG

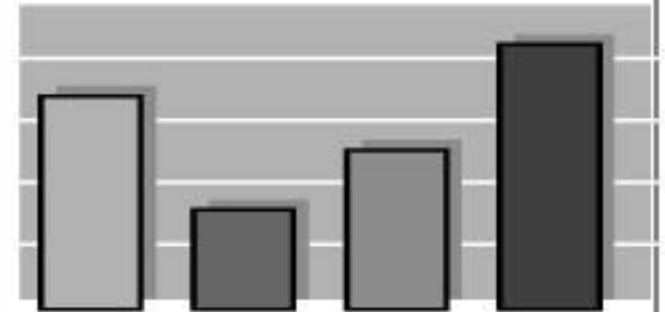


Help John choose Virus Protection Software.

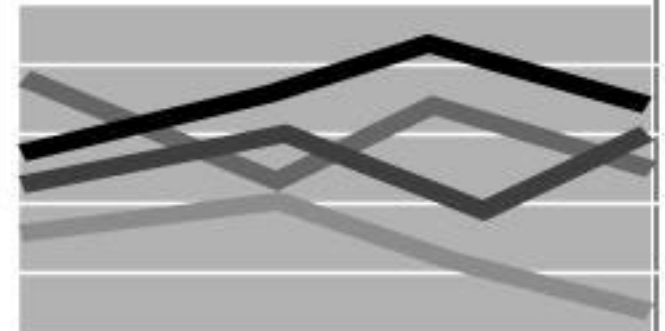
2 I am looking for Virus Software for my 30 employee company to provide 24/7 support at a great value.

Norton vs McAfee vs AVG

[View more](#)



Top Short Listed



Decisions Made

[Terms of Service](#) [Privacy Settings](#) [About](#) [Blog](#)

1 Categories that we have. Once we have more categories we will revisit to fit more.

2 If user clicks "more" full question is shown.



OnCompare

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[ESP -> Decision Wizard](#)

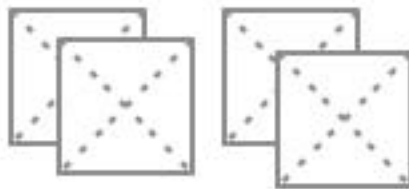
1 Personal Short List

2 That list is looking pretty good. [Click here to share](#)

How important is _____?



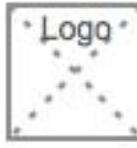

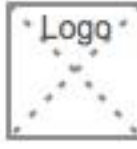
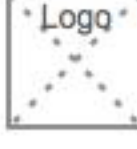

Few Many

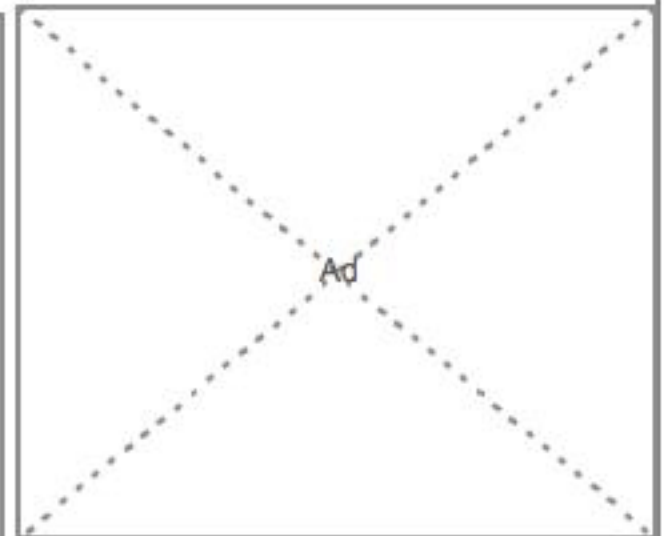
4 Which do you like the best?




How many emails do you plan to send a month?

- 0-10,000 100,000 - 1,000,000
 10,000 -100,000 1,000,000+

- 5 1.  Title of Prod  6 \$110/month
1.  Title of Prod  \$110/month
1.  Title of Prod \$110/month
1.  Title of Prod \$110/month
1.  Title of Prod \$110/month



3 Need more help?
 John is an expert in ESP and would love to help you out.
[more info](#)

Want to be a featured expert?
 Create an account and answer 5 questions.

[more info](#)


15 of 120 showing [view more](#)

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- 1 When a Category is selected a initial list is appeded to the right side and questions are asked to limit it
- 2 User this place for messaging when needed. ie Share Short list.
- 3 Show featured experts
- 4 Sets of questions based on whats applicable. Questions feed downward (ie Twitter feed) so the question you are answering is always on the top. See also questions wireframe.
- 5 How a product matches your needs. Background color? Number system? Point score?
- 6 Pricing if we can show value

Question Types

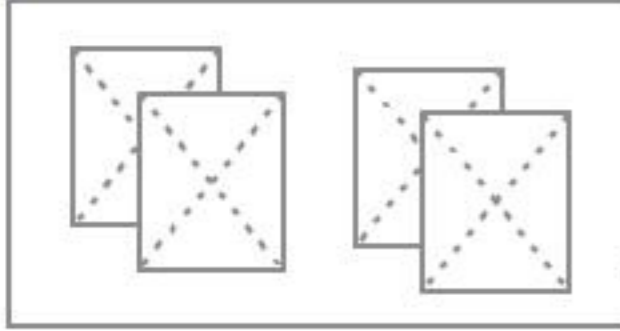
Slider



A horizontal line with a vertical bar in the middle. The text "Not at all" is on the left and "Very much" is on the right.

A way to answer a question with a preset number of answer in a linear form.

Image Selection



Two overlapping squares with dashed lines and an 'X' inside, representing image selection options.

on_click lightbox style over lay with photo rating system

Text Field

How man license do you need?

Enter in specific answer most likely a number

Radio Button (Select one answer)

Yes No

Select one answer, similar to the slider but shouldn't be used if there are more than 4(?) possible answers.

Question Groupings

Are templates important?

Not at all Very much

Which do you like better?

How much in dollars would you be willing to pay for custom templates?

Ability to group questions based on a subject.

Image

Which do yo like best? 2/5

Option A Both Option B

OnCompare

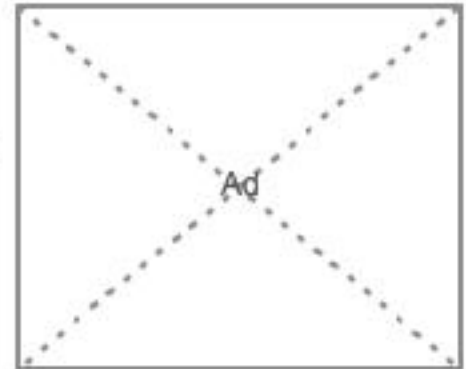
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ESP

Search



1

Product Title



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque nec metus non fells sodales venenatis ut at neque.

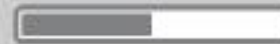


2

Product Title



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque nec metus non fells sodales venenatis ut at neque.

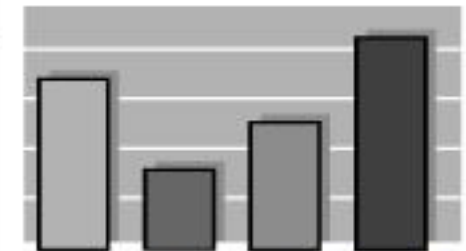


3

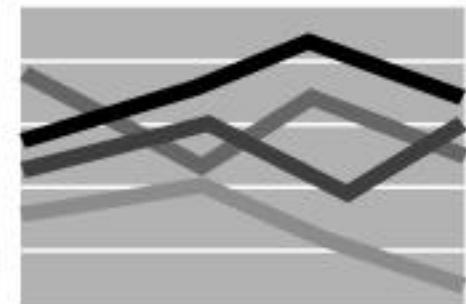
Product Title



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque nec metus non fells sodales venenatis ut at neque.



Top Short Listed



Decisions Made

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1 Rating system for how well this product matches your questions.

OnCompare

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View all shortlists
in a category



Search for a shortlists

Search

Want emails when new shortlists get added?

Suscribe

1



[Help John choose Virus Protection Software.](#)

I am looking for Virus Software for my 30 employee company... [more](#)

Norton
vs
McAfee
vs
AVG



[Help John choose Virus Protection Software.](#)

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Norton
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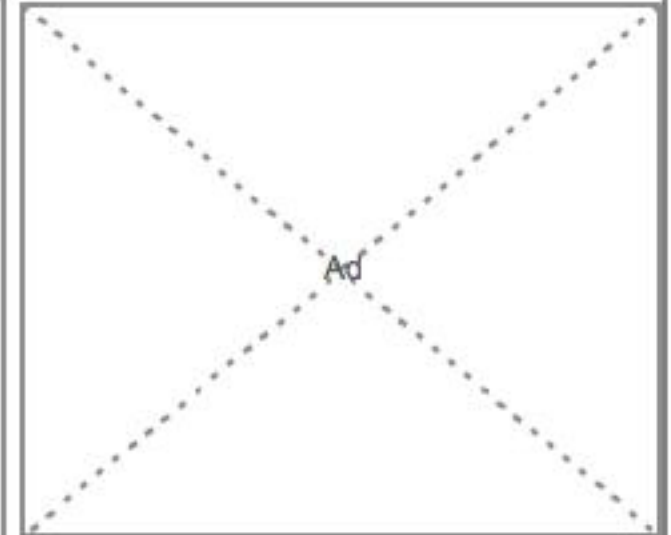
[Help John choose Virus Protection Software.](#)

I am looking for Virus Software for my 30 employee company... [more](#)

Norton
vs
McAfee
vs
AVG



[Load More](#)



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1 Initial search should load in more than 3, play with this to decide a good number.

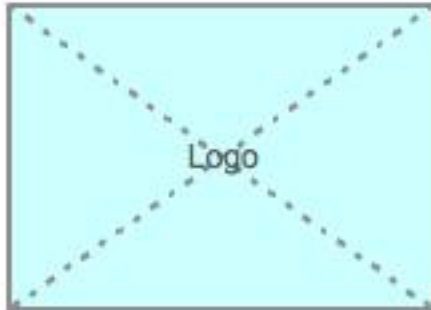
OnCompare

[Log In](#) [Create Account](#)

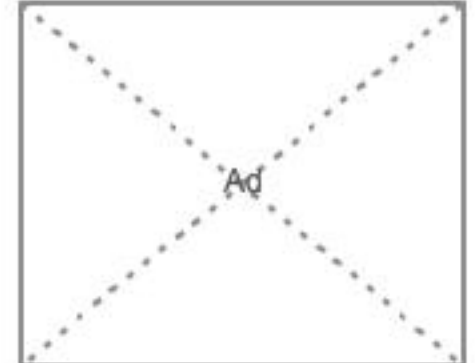
[ESP -> Personal Short List -> MailChimp](#)

Search

Product Name



Copy about product



1 Ranked 1st best on your needs

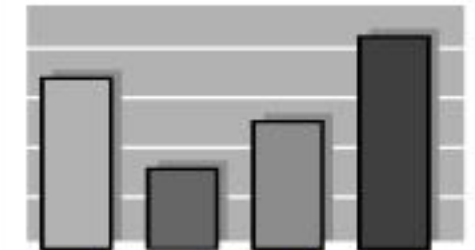
3 List of features this prod covers

Talk to an expert

IMG

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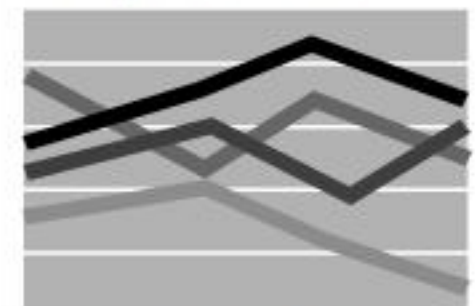
Top Short Listed

2 Reviews

★ ★ ★ ★ Title of review
By: someName

review copy

Was this review helpful?
[Yes](#) [No](#)



Decisions Made

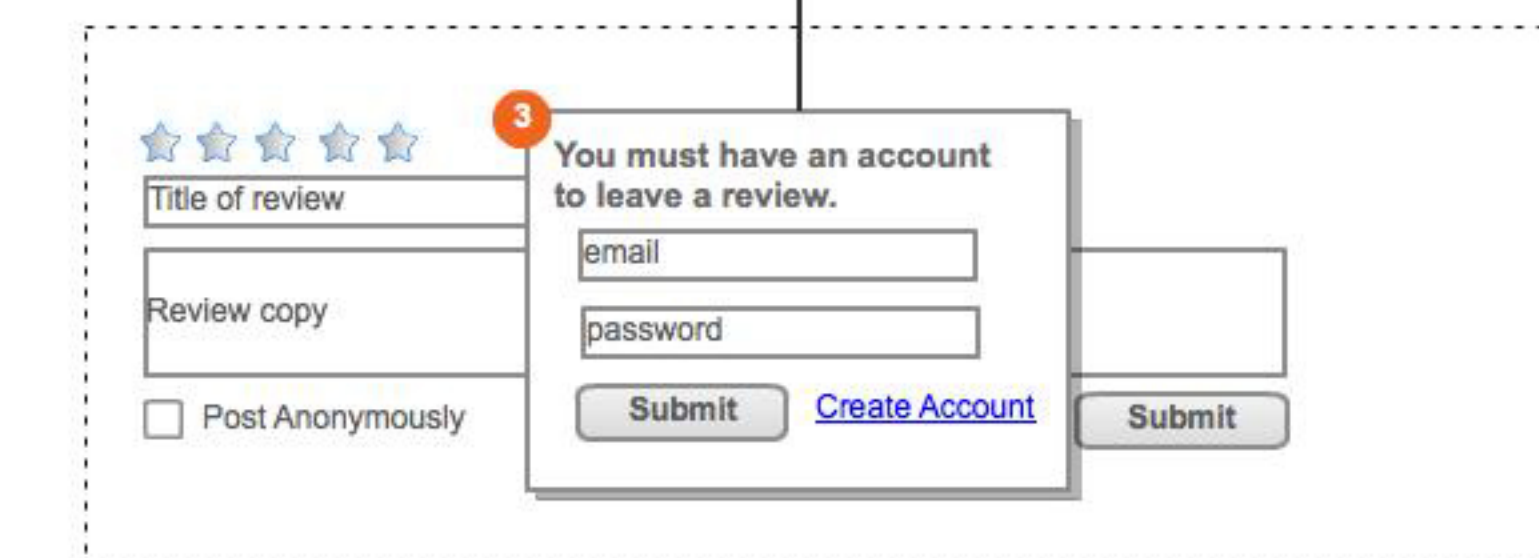
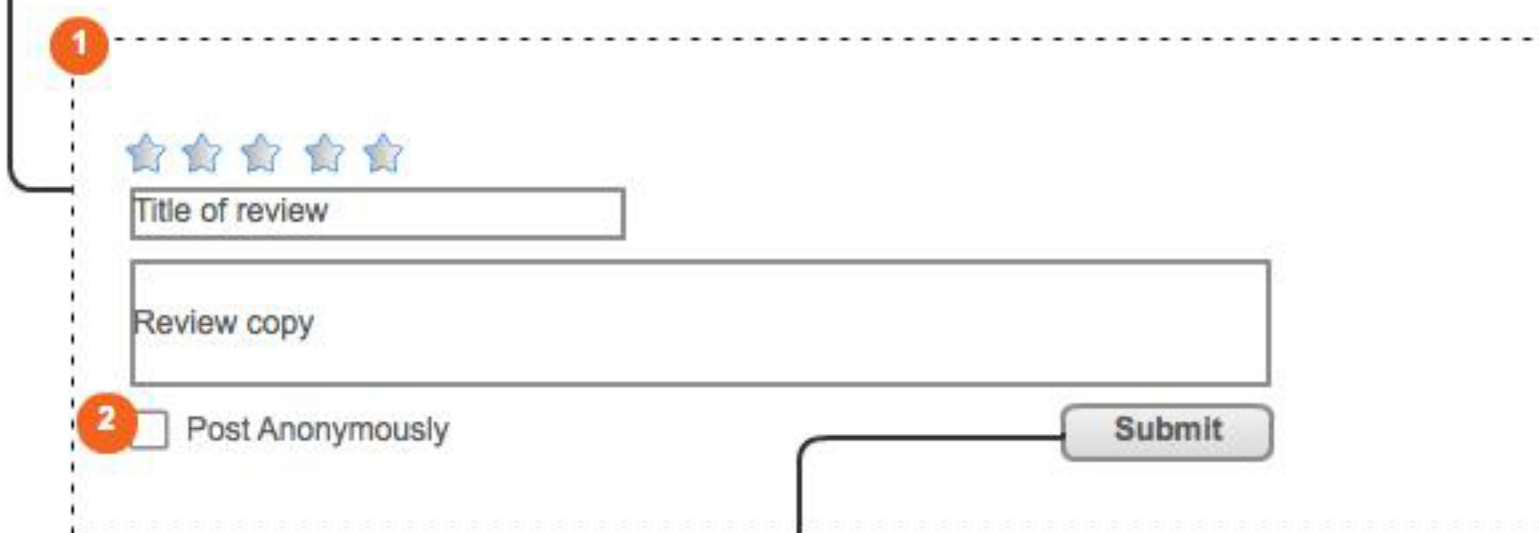
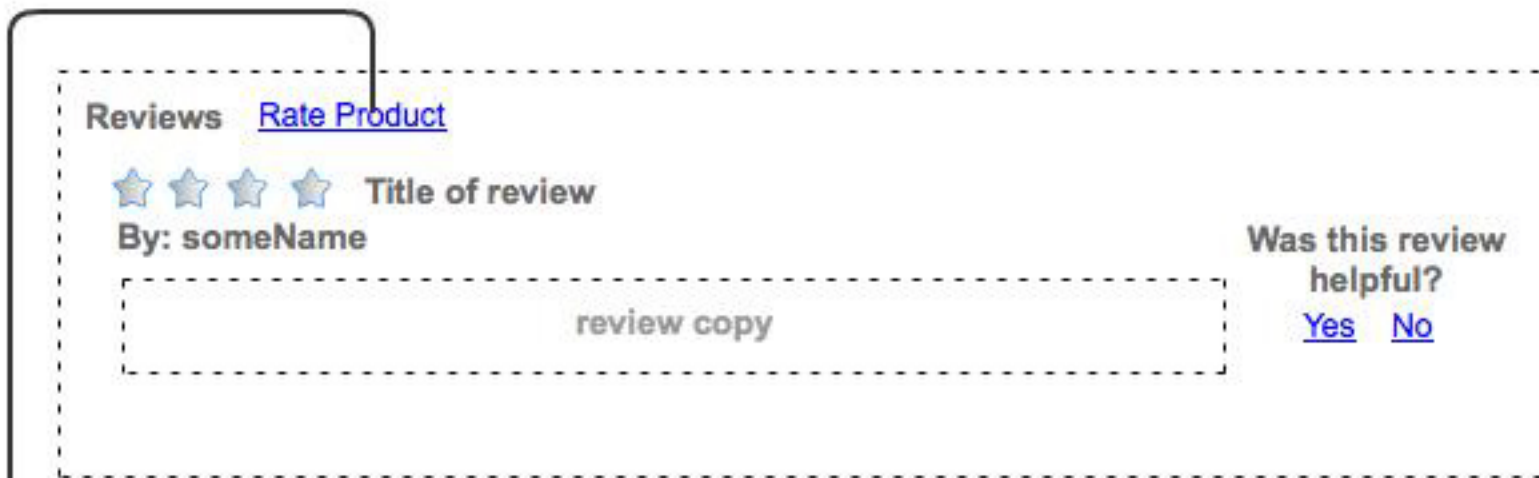
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1 If they make it to a product page from a short list, if possible we should note that products rank.

3 We will list product features here. If a customer gets to this product via a certain category we will list that first.

2 See Review wire for details.

This is for products that cover multiple categories. ie ESP and event planing



1 When rate product is clicked, we show empty rating system, a title field and a text area.

3 When submit is clicked if customer is not logged in we prompt them to log in or create an account.

2 Is the idea of posting anonymously still applicable.