

FEATURE COMPARISON

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?
- 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?
- 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?

FEATURE COMPARISON 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.