

Competitive Analysis - Blue Nile's DS Easy Path Feature

James Allen

James Allen Ring Concierge

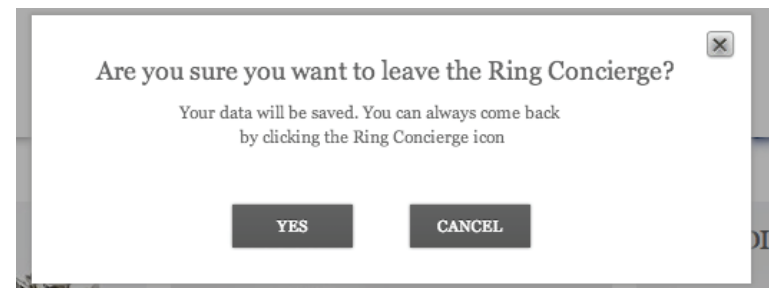
Bad

- **Not information (Tooltip) once user mouseover the steps.**

It would be useful if an explanation of each steps is show on mouseover.

Good

- Clear and simple layout
- "Wizard" Style
- Help visible all the time
- Present users with a confirmation option before they commit to the action.



Stepwise Navigation

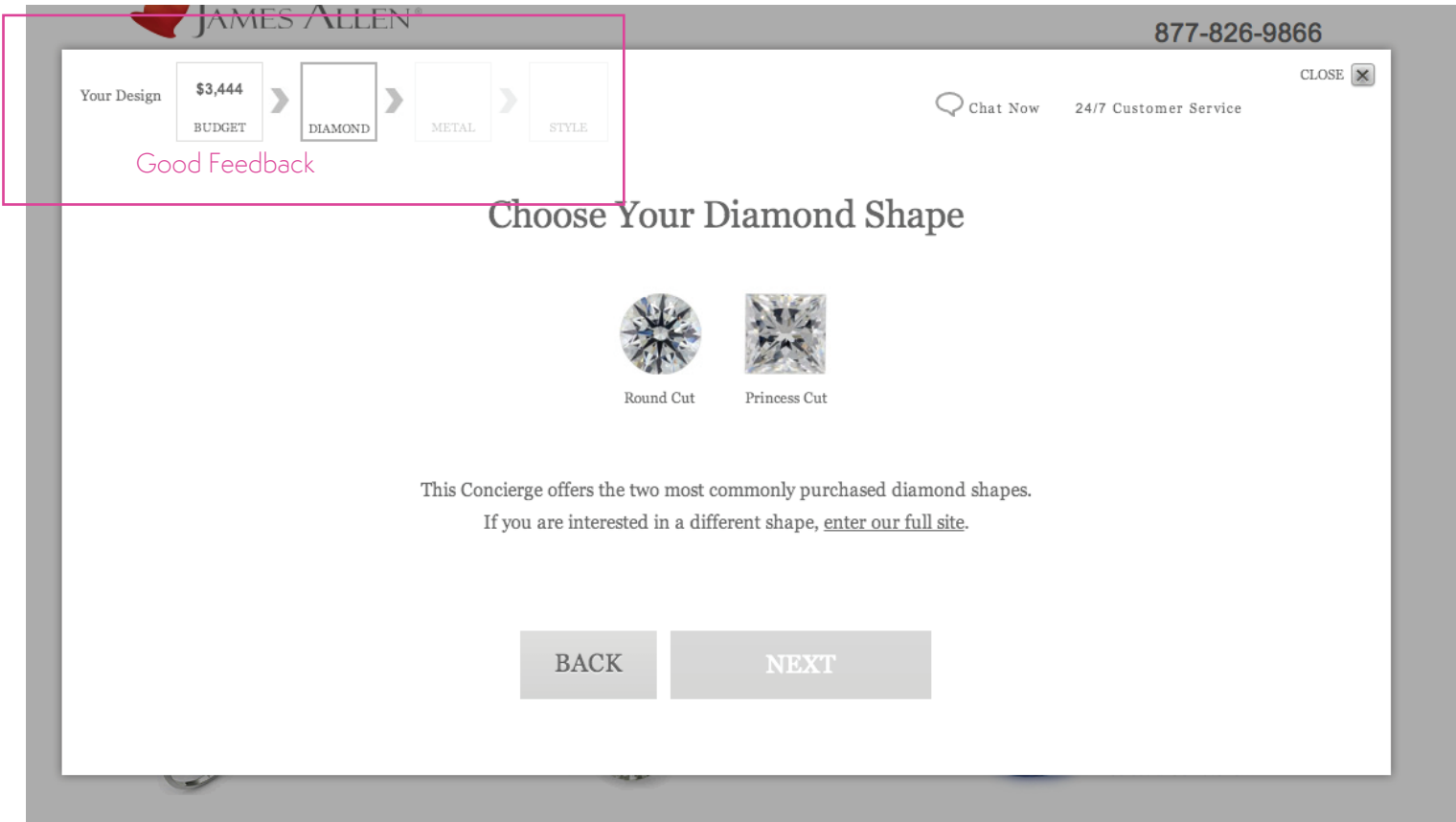
The screenshot shows a web form titled "Enter Your Budget" from James Allen. At the top, there is a navigation bar with four steps: "Your Design", "BUDGET", "DIAMOND", "METAL", and "STYLE". The "BUDGET" step is currently active and highlighted with a pink box. To the right of the navigation bar, there is a "Chat Now" button and a "24/7 Customer Service" link. Below the navigation bar, the main heading is "Enter Your Budget". Underneath, there is a text input field for the budget amount, with a "Min. \$ 800" label below it. Below the input field, there is a message: "Your budget includes BOTH the ring setting AND the diamond." At the bottom of the form, there are two buttons: "BACK" and "NEXT".

Bad

- What about if my budget is \$500? Why limit \$800?
Let the user know why that limit
- No Feedback
If user clicks on "Next" without entering an amount no message is displayed

Good

- Stepwise Navigation - Visibility of system status



Bad

- Limited only to two shapes - They should announce that earlier. Not at this point. The user has already started the process, now sh/he has to stop it because they don't offer the shape they are looking for.
- No Feedback
- If user clicks on "Next" without entering an amount not message is displayed

How much so far?

The screenshot shows a jewelry design interface. At the top right, the phone number 877-826-9866 is displayed. Below it, there is a 'Chat Now' button and '24/7 Customer Service' text. A 'CLOSE' button with an 'X' icon is also present. A progress bar at the top left shows four steps: 'Your Design', '\$3,444 BUDGET', 'DIAMOND', 'METAL', and 'STYLE'. The 'STYLE' step is currently selected. Below the progress bar, the heading 'Choose Your Ring Style' is centered. Five ring styles are listed: Solitaire, Side-stone, Three-stone, Halo, and Antique. Each style has a small icon and a brief description. Below the styles, a row of six different diamond rings is shown. At the bottom, there are three buttons: 'BACK', 'RESULTS', and 'NEXT'. The 'RESULTS' button is highlighted in a dark grey color.

Bad 

- No Feedback
Would be possible to let the user know how much money has spent so far (Each Step)

- Results vs Next