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- My phone needs
- Recommended base model
- My phone design**
- Review design
- Confirm Order

Navigation
Specifications
Navigation
Navigation
Navigation
Navigation

My selections



Design: Classic
Color: Red

Measurements
Weight: 125 g
Length: 103 mm
Width: 55 mm

Key Features
Bluetooth, FM radio,
Music player, Video recorder

Price
\$149.00

Recommendation
You have made good selections for your phone. We also recommend adding Internet browser and email applications to your selections. [Learn more.](#)

No Thanks

Secondary product information

[Accessories](#) | [Sales Package Contents](#) | [Explore more about this phone ...](#)

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Design







Color



Measurements

Select Dimensions

Select Weight Clear

Key features

- Bluetooth
- Internet browser with HTML
- Email applications
- 3G
- FM radio
- Music player
- Video recorder
- Camera

Clear

Advanced features

- Internet over WLAN
- Speaker phone
- Video playback
- Push email support
- GPS navigation
- Global roaming support
- Operating frequency
- Memory functions
- Power management

360°

Move

Zoom


Reset

Save

Notes

User starts by entering his demographic information and phone needs. Based on this information, system recommends a base model. User defines his preferences over and above the recommended base model.

Key things to notice:

1. System supports complete *elicitation* of users' preferences such as basic design, color, dimensions, key features, and provides complete product information necessary for decision-making.
2. System supports both *goal-oriented* and *experiential* shopping experience. (Actual vs. window-shopping analogy)
3. Vertical toolbar supports *iteration*.
4. Status area, next to canvas, displays user selections, and supports interactive *recommendations*.
5. Design materials and tools are presented to support *attribute-based* interaction rather than *alternative-based*
6. While too much choice is available, it is hidden under  controls, and is available only if user seeks it.
7. Vertical toolbar supports *Gestalt principles of proximity*.