

# www.books.co.uk

The screenshot shows the books.co.uk website with a search for 'The Fear and the Dragon'. The page features a navigation menu, a search bar, and two tables of search results. The first table compares prices across various online bookshops, and the second table lists bookshops with their specialties. A sidebar on the right highlights the book 'The Fear and the Dragon' as a bestseller, showing its price and a list of other bestsellers.

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**books.co.uk is more than a directory** If you are looking for a book or a bookstore you will probably find you are searching the Net for weeks. NOT ANYMORE. Our aim is to supply you with a central resource of online bookshops in the UK. From being a useful guide to bookshops, it has evolved into a place of great interest to its members.

Compare prices with **kelkoo** Title:  Author:

Bookshop	Reviews	Prices	Searching	Speciality	Wow
<a href="#">Amazon.co.uk</a>	★★★	★	★★★★★		★★★★★
<a href="#">bnl.com (UK)</a>	★★★		★★★★★		★
<a href="#">countrybookshop</a>	★	★★★★★	★★★★★		★★★
<a href="#">Internet Book Shop</a>	★	★★★	★★★★★		★★★
<a href="#">Ottakar's</a>	★★★		★★★★★		★★★
<a href="#">Waterstone's</a>	★★★		★★★★★		★★★
<a href="#">WHSmith Online</a>	★	★★★	★★★★★		★★★★★

Bookshop	Reviews	Prices	Searching	Speciality	Wow
<a href="#">Alphastreet</a>	★★★★	★★★★★	★		★
<a href="#">Annie's Books</a>			★	Out of print & rare	
<a href="#">Balkanbooks.com</a>			★★★	Balkan	

**Tom Clancy's Fear and the Dragon**  
[The Fear and the Dragon](#) for only **£11.74** (incl. shipping)

**Bestsellers**  
 we searched for the cheapest price (and included shipping costs)

- [The Fear and the Dragon](#)  
 now £11.74 (incl. shipping)
- [Harry Potter and the Goblet of Fire](#)

# The First in Europe

The screenshot shows a Netscape browser window displaying the Shopping Explorer website. The browser's address bar is empty, and the window title is "Shopping Explorer". The website has a purple and orange color scheme. At the top left, the "Shopping Explorer" logo features a shopping cart with a globe. To the right, a testimonial from a woman says, "Shopping Explorer lets us buy more easily which gives us time to do the things that we enjoy!...". Below this is a navigation menu with links for News, Support, Contact Us, Merchants, Partners, and FAQs. The main content area is divided into three vertical buttons: "What is Shopping Explorer" (with a "What is it" button), "Why not try Shopping Explorer" (with a "Try it" button), and "Buy Shopping Explorer" (with a "Buy it" button). A "DOWNLOAD SHOPPING EXPLORER!" button is also present. The central text reads "Shopping on the Internet has never been Faster". At the bottom, there is a footer with contact information, a "Home" link, and logos for Netscape, Microsoft, and e.

**Shopping Explorer**

"Shopping Explorer lets us buy more easily which gives us time to do the things that we enjoy!..."

News Support Contact Us Merchants Partners FAQs

What is Shopping Explorer **What is it**

Why not try Shopping Explorer **Try it**

Buy Shopping Explorer **Buy it**

**DOWNLOAD SHOPPING EXPLORER!**

News Support Contact Us Merchants Partners FAQs

[ Home ] - [ Support ] - [ Contact Us ] - [ Merchants ] - [ Partners ] - [ FAQs ]

Can't read? English is on Ultra Staffa

NETSCAPE **Now!** Microsoft In control together e

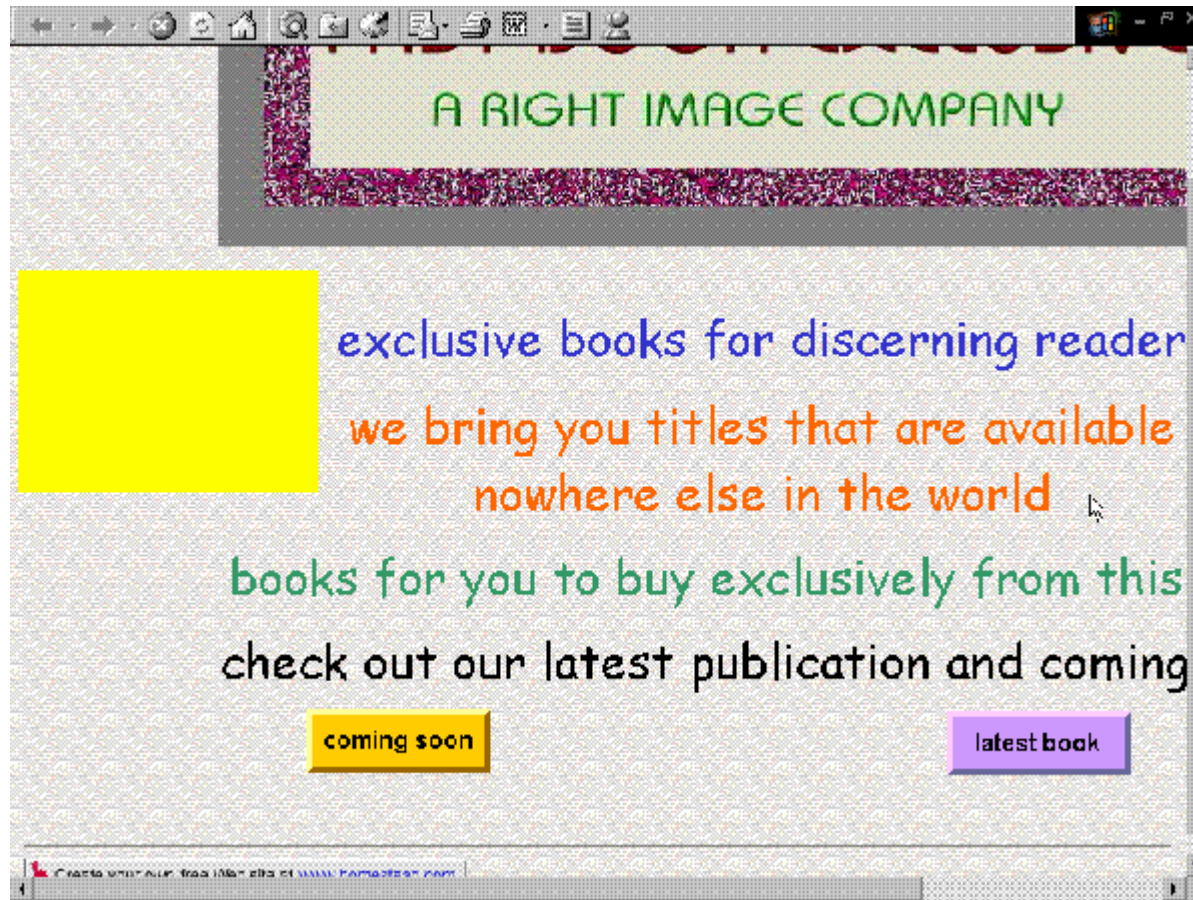
# Experience

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- First Price comparison agent (BargainFinder 94, Jango)
- UK is up-to-date regarding technology
- 2-3 years behind usage
- Only when people are familiar with web-usage price-comparison will play a bigger role
- “Cheapest deal” works only combined with good customer experience
- Current agents are not adding real value (try to find the product you want, where do they search?): [netcompare.com](http://netcompare.com)

# Who would buy here?

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# The difference

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1. Simple to use
2. Great customer experience
3. Good design helps
4. Technology the user sees (flash, video, ...):  
**Unimportant**
5. Plan your web-site (USP, purpose/objective, marketing, finances)
6. Learn from others (=copy)