

IEC Interaction “Litmus Test”

Interactions can be any online *product, service, tactic, or strategy* used to engage the Internet Empowered Consumer™ (IEC™). The purpose of this “Litmus Test” is to provide an objective means of evaluating online interactions for their level of compatibility with, and added value for, the IEC.

Online Interaction Description: _____

COMPATIBILITY

CONTROL:

With this online interaction will the IEC feel that they are in control?

NO YES Neutral

PRIVACY:

With this online interaction will the IEC feel that their privacy is sacred?

NO YES Neutral

NOTE: any “No” answers in this section indicate that the interaction is not compatible with the IEC and therefore should not be used. A “Yes” answer to both questions indicates the interaction opens the way to creating relationship with the IEC, while a “Neutral” answer (i.e. neither “Yes” nor “No”) implies that the interaction has no impact on the relationship building process.

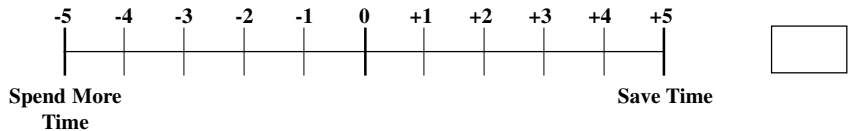
ADDED VALUE

DIRECTIONS: for each value-added item below, choose the score you feel best reflects the impact on the IEC for the Interaction described at the top of the page. Put each score into their respective box on the right and then total the scores at the bottom.

SCORE

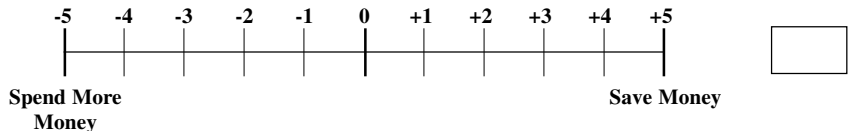
TIME:

As a result of this online interaction the IEC will:



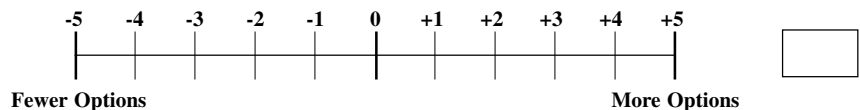
MONEY:

As a result of this online interaction the IEC will:



OPTIONS:

As a result of this online interaction the IEC will have:



TOTAL “VALUE ADDED” SCORE: []

NOTE: a total score that is greater than zero indicates that the IEC will likely perceive this interaction as having some value. A total score less than zero would indicate that the IEC will likely perceive it as unattractive. A zero or “neutral” total score indicates that the IEC will likely form no judgements as to its relative value.