BUILDING AN INTERNET TRUST GENERATOR

Business Annual Conference
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TRUST AND SITE DESIGN

- Improved Conversion – Sales
- Multi Channel Support
- Trust Determinants
- Adaptive Experimentation
Web sites used in the study – NFO/IPG

- Auto
  - carpoint.com
  - kbb.com
  - carsdirect.com
  - GMbuypower.com
- Finance
  - etrade.com
  - marketwatch.com
  - schwab.com
- Computers
  - dell.com
  - microsoft.com
- Sport
  - nba.com
  - sportsline.com
  - nike.com
- Travel
  - aa.com
  - travelocity.com
  - cheaptickets.com
- E-tailers
  - amazon.com
  - cdnow.com
  - proflowers.com
- Community
  - ancestry.com
  - foodtv.com
  - ebay.com
- Portals
  - aol.com
  - lycos.com
  - mysimon.com
  - webmd.com
Variables

Dependent Variable: Overall Trust of Web Site measured on a 7 point scale:
1= Extremely Untrustworthy,
7= Extremely Trustworthy

Letting consumer define what is overall trust in a web site
• 91 cues – 25 Sites – 6,831 respondents
• 8 Factors
  – Privacy 1.0
  – No Errors 1.0
  – Brand 1.0
  – Touch and Feel 1.0
  – Advice .8
  – Navigation .6
  – Fulfillment .4
  – Trust Seals .1
Future Research

Characteristics of Web Site

Trust

Action

Individual Characteristics

Moderate

Mediate
ADAPTIVE EXPERIMENTATION

• Experiment
• Update Response Model
• Design New Experiment
• Update Response Model
• Learning / Continuing Improvement
TEST CASE

• Intel Project
• Download Site – save $25 for every download done without call or visit
• Test / Control Design
• Pre / Post Measure
# MEASUREMENT

<table>
<thead>
<tr>
<th>Pre Measure</th>
<th>Treatment</th>
<th>Post Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Stream</td>
<td>20% Visitors to Each Test</td>
<td>Click Stream</td>
</tr>
<tr>
<td>Survey - Attitude</td>
<td></td>
<td>Survey - Attitude</td>
</tr>
<tr>
<td>Satisfaction</td>
<td></td>
<td>Satisfaction</td>
</tr>
<tr>
<td>Trust</td>
<td></td>
<td>Trust</td>
</tr>
<tr>
<td>Success</td>
<td></td>
<td>Success</td>
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</tbody>
</table>
FIRST EXPERIMENT

- Trust Seals – Trustee/BBB
- Test Feasibility
Software, Drivers and Utilities for:
Intel® PRO/100+ adapter

For the Intel® PRO/100+ adapter choose an appropriate operating system and click Go! The next page will display the available downloads. Also available at this site is technical information for the Intel® PRO/100+ adapter.

Get help in identifying your product.

select your operating system

--- Select ---  Go!  Advanced Search

* Legal Information and Privacy Policy © 2002 Intel Corporation
RESULTS FROM EXPERIMENT 1

• Validated procedures (sampling, survey, click stream)
• Respondents in trust cell noticed trust seals (significant difference between test and control)
• Overall not significant change in trust ratings
• For “consumer” downloads (cameras) some trust cues have significant effect (confidence, recommend, advice, privacy, presentation)
EXPERIMENTS IN FIELD

- Decision Assistance
- Wizard
- Future -- Persona
Download Search Results

1 download on 1 page supported on Windows® 2000 was found for Intel® Chipset Identification Utility.

Download Assistance
- Downloads are grouped by type, such as Driver, BIOS, or Updates.
- To make sure you have the right file, click the filename.
- To continue, click the Download link for your file.

<table>
<thead>
<tr>
<th>Title</th>
<th>Ver.</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intel® Chipset Identification Utility (IAD) Utility (IAD)</td>
<td>1.01</td>
<td>9/15/2000</td>
</tr>
</tbody>
</table>

The Intel® Chipset Identification Utility provides an easy way to identify the specific Intel chipset that is located on your motherboard.


Results Pages: 1

* Indicates special instructions to be followed prior to installation/executing.
Intel® Download Advisor

This wizard is here to help you find the right product download.

It's a 4-stage process, with a few simple questions at each stage. Along the way you'll find tips in the box on the left.

Tips
- The text above shows where you are in the download process.
- Click the blue button on the right to begin finding a download.

Do you have a ProShare™ or Intel® Play™ product? They are not in the Download Advisor. For these products, close this window and use the blue menus to find your product name under Intel® Play™ or Cameras & Conferencing > ProShare™ conferencing products.

Let's get started!
What type of camera do you have?
Click the picture of your camera.

- CS730
  Intel® Pocket Digital PC Camera
- CS110 / CS120
  Intel® Easy PC Camera
- CS531
  Intel® Home PC Camera
- CS830
  Intel® Pocket PC Camera
- CS430 / CS431
  Intel® Pro P roof PC Camera
  Intel® Pro video PC Camera
- CS390 / YC66 / YC76
  Create & Share® Camera Pack
  Intel® Deluxe PC Camera
  Intel® PC Camera Pack

My camera isn't shown here.

Return to Welcome Page
Close Window
File Downloading

Camera model: YCG6
Product: Intel® Create & Share™ Camera Pack 1.0 USB
OS: All Operating Systems
File: /194/eng/cp102cy2.exe

Your download request is being processed. File transfer will begin automatically in ten to twenty seconds.

feedback

Did your file download correctly?

[Yes] [No]

Return to Download List  Close Window
LESSONS

• Timing Difficult because of Quality Assurance and Load Testing for Major Changes
• Click Stream Not Well Set Up for Experiments – diagnosis, link to survey, flexibility, longitudinal modeling
• Design Links to Components of Trust not 1 to 1
FUTURE

- Personna – select from group
- Talking Head
- Other Intel Products
- Collaboration – Interaction
- Trust Based Marketing
CONCLUSION

• Trust Important
• Determinants – Statistics Informative
• Adaptive Experimentation – Good Potential