

# 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:** Webcaller ID - a service that allows you to determine the name and e-mail address of people who visit your Web site

(<http://www.webcaller-id.com>)

## COMPATIBILITY

### CONTROL:

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

**NO**                       **YES**                       **Neutral**

Depending upon the service, at best site visitors will automatically be asked if they want to be added to a database, often however visitors will see a warning that they are about to divulge their name and e-mail address

### PRIVACY:

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

**NO**                       **YES**                       **Neutral**

When site visitors realize that they are about to expose their personal information just by stopping by, they feel anything but secure about their privacy!

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

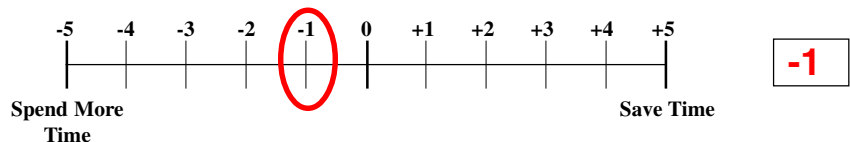
Once site visitors realize what is being done, they most likely will see their efforts to visit a waste of time

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:

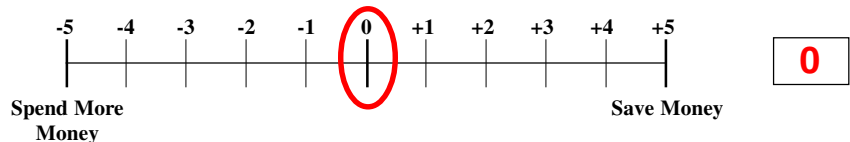
As a result of this online interaction the IEC will:



No likely perceived impact

### MONEY:

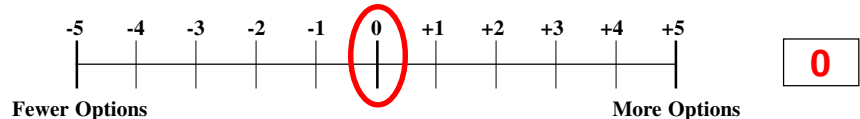
As a result of this online interaction the IEC will:



No likely perceived impact

### OPTIONS:

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



TOTAL “VALUE ADDED” SCORE: -1

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.